

**IMPACT OF CELEBRITY ENDORSEMENT TO CREATE BRAND  
LOYALTY AMONG THE MOBILE SUBSCRIBERS IN KEGALLE  
DISTRICT**



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**2018**

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## ABSTRACT

Advertisement by involvement of celebrities becomes an essence in modern competitive marketing environment for high recognition and creation of strong brand loyalty. Nowadays it has become a pervasive element of advertising industry in Sri Lank. Mobile telecommunication companies use celebrity endorsement to influence the loyal to the brand and in order to increase their sales and extend their market shares. This study specially focuses on examining the impact of celebrity endorsement to create brand loyalty among the mobile subscribers in Kegalle District.

The data for the study was collected through questionnaire through the convenience sampling method and data collected from 400 customers of mobile telecommunication subscribers in Kegalle District. In order to achieve the objective of this study, five research hypotheses were formulated and tested in this study, relying on the Statistical Package for Social Science, version 22.0 (SPSS). The data were analyzed by using descriptive, univariate and bivariate analysis.

The study found a positive and significant association between celebrity endorsement and brand loyalty. Importantly, the study discovered a medium and positive correlation among variables is found among celebrity endorsement and brand loyalty while the relationship among variables is found to be positive. Among the dimensions of celebrity endorsement, attractiveness was the most influence factor to create brand loyalty among the mobile subscribers in Kegalle District.

This study, therefore concluded that celebrity endorsement is a needful communication strategy for building brand loyalty and recommends that marketers must be careful enough to ensure a good endorser- brand fit in order to raise the unique selling proposition of the firm to new heights and celebrity who has highly attractiveness those people recommended to create the brand loyalty.

***Keyword: Celebrity Endorsement, Brand Loyalty, Attractiveness, Trustworthiness***

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