

**IMPACT OF CELEBRITY ENDORSEMENT ON BRAND
LOYALTY WITH THE MEDIATING EFFECT OF BRAND
IMAGE IN MOBILE TELECOMMUNICATION INDUSTRY,**

SRI LANKA.

**MANMUNAI NORTH DIVISIONAL SECRETARIAT AREA IN
BATTICALOA DISTRICT**

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DEPARTMENT OF MANAGEMENT

**FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY, SRILANKA**

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ABSTRACT

A strong brand image is an essential business asset in the modern-day business environment. This is because a strong brand image provides an effective way to get the brand noticed between the rush and clutter in the daily media. The aim of current study was to determine mediating effect of brand image between celebrity endorsement and brand loyalty in the mobile telecommunication industry in Sri Lanka. In order to achieve the objective of this study, four research hypotheses were formulated and tested in this study, relying on the Statistical Package for Social Sciences, version 22.0 (SPSS). The Data for the study was collected through questionnaire, and data collected from 200 customers of mobile telecommunication subscribers in Manmunai North Divisional Secretariat area in Batticaloa district.

The study found a positive and significant association among celebrity endorsement, brand loyalty and brand image. Importantly, the study discovered a strong and positive correlation among celebrity endorsement, brand loyalty and brand image, while the relationship among variables is found to be positive. This study, therefore concluded that celebrity endorsement is a useful communication strategy for building loyalty through the brand image, 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.

Keywords: Celebrity Endorsement, Brand Image, Brand Loyalty, Credibility, Product Congruency, Attractiveness.

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