

The Impact of Congruence on Brand Attitude in Celebrity Endorsements: The Role of Self-Congruity Theory in Sri Lanka

Mahagamage V.C.¹ Bandara S.M.M.S.² Molligoda W.D.W.M.M.W.D.D.³, Perera M.A.S.N.⁴



Asian Journal of
Marketing Management

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ISSN: 2820-2031 (Printed)
ISSN: 2820-2082 (Online)

DOI:
[10.31357/ajmm.v5i1.8553.g6372](https://doi.org/10.31357/ajmm.v5i1.8553.g6372)

Received September 2025
Revised January 2026
Accepted February 2026

ABSTRACT

Purpose: At present, celebrity endorsements are a widely used marketing tool by businesses to influence consumer perceptions and alter their behaviours in a favourable way. Studies have shown that personality congruence plays a role in determining the effectiveness of celebrity endorsements. In this context, this study examined the impact of personality congruence on brand attitude in celebrity endorsements using Coca-Cola consumers in Sri Lanka.

Design/methodology/approach: The research was grounded in the self-congruity theory, from which the conceptual framework and hypotheses were developed. A quantitative methodology was employed in this study. Data were collected from 150 Coca-Cola consumers in Sri Lanka using convenience sampling approach. Hypothesis testing was done using SPSS software.

Findings: Both brand-celebrity and user-brand personality congruence had significant positive impacts on brand attitude. Brand-celebrity personality congruence showed the strongest impact on brand attitude.

Originality: The findings of this study extend the existing literature on the relationship between personality congruence and celebrity endorsement outcomes in Sri Lanka. The study offers valuable insights into how personality congruence influences the effectiveness of celebrity endorsements. Furthermore, by empirically validating the impact of personality congruence on brand attitude in celebrity endorsements, this study lays the groundwork for future research.

Implications: The findings of this study underscore the importance for marketers to focus on ensuring a high level of personality match between the brand and the celebrities they use. By ensuring a good fit between the two, businesses will be able to maximise the effectiveness of celebrity endorsements on brand attitude.

Keywords:

Brand Attitude, Brand
Endorsement, Celebrity
Endorser, Congruence,
Marketing

Introduction

In today's highly competitive marketplace, businesses continually seek innovative marketing strategies to capture consumer attention and increase their brand awareness. From television advertisements to the internet and social media, marketers are making massive efforts to attract consumers in an increasingly competitive landscape. One prevalent marketing strategy is celebrity endorsement, in which businesses enlist

celebrities to represent their brands and get them to make special endorsements. Celebrities can positively influence consumer perceptions and purchasing decisions of the endorsed brand through their fame, popularity, and credibility (Calvo-Porrall & Lévy-Mangin, 2024; Osei-Frimpong et al., 2019). The existing body of research on celebrity endorsement has shown that celebrity endorsement is a highly effective marketing strategy across various industries (Bergkvist & Zhou, 2016; Calvo-Porrall et al., 2021; Lili et al., 2022; Nyamakanga et al., 2019). While celebrity endorsement is not new to marketing, it has become more prevalent and has turned into a key marketing strategy in modern marketing (Jain et al., 2024). In fact, businesses allocate large amounts of money for celebrity endorsements in their marketing plans.

However, the success of celebrity endorsements is not always guaranteed as it is influenced by various factors such as celebrity credibility (Atta et al., 2024; Calvo-Porrall & Lévy-Mangin, 2024; El-Shihy, 2024; Osei-Frimpong et al., 2019; Singh & Banerjee, 2018), celebrity attractiveness (Lili et al., 2022; Osei-Frimpong et al., 2019), celebrity expertise (El-Shihy, 2024), gender and race (Dunn & Nisbett, 2020; Knoll & Matthes, 2017), and brand-celebrity fit (Malik et al., 2018; Min et al., 2019; Pradhan et al., 2014). Central to understanding the efficacy of celebrity endorsements is the Self-Congruity Theory, which posits that consumers prefer brands that align with their own social self-concepts. While extensive research has shown that celebrity attributes directly play significant roles in shaping consumer behaviour and celebrity endorsement effectiveness (Macheka et al., 2023; Schouten et al., 2019), studies have found that congruence also plays a role in this (Albert et al., 2017; Liang et al., 2022; Min et al., 2019). However, despite the popularity of celebrity endorsements in contemporary marketing strategies, much of the research has focused on celebrity attributes. Therefore, there remains a paucity of research examining the specific dynamics of how self-congruity influences consumer behaviour in celebrity endorsements, especially on brand attitude.

This study attempts to address this gap by investigating the impact of celebrity endorsements on brand attitude in Sri Lanka, focusing on Coca-Cola. The study uses the Self-Congruity Theory to investigate the impact of user-brand personality congruence, brand-celebrity personality congruence, and celebrity-user personality congruence on Coca-Cola's brand attitude in Sri Lanka.

Research Objectives

1. To investigate the impact of user-brand personality congruence on brand attitude in celebrity endorsements.
2. To investigate the impact of brand-celebrity personality congruence on brand attitude in celebrity endorsements.
3. To investigate the impact of celebrity-user personality congruence on brand attitude in celebrity endorsements.
4. To assess the overall explanatory power of personality congruence dimensions in predicting brand attitude among Coca-Cola consumers in Sri Lanka.

5. To provide practical recommendations for marketers on the effective use of celebrity endorsements in Sri Lanka.

Literature Review

Celebrity Endorsement and Marketing

A celebrity endorser is defined as an individual with public recognition and fame, who uses this persona to promote or endorse a product, service, or brand (McCracken, 1989). In other words, celebrities enjoy greater social awareness and possess characteristics such as an extraordinary lifestyle and special skills, which differentiate them from common people and enable them to exert notable influence on the products they endorse (Min et al., 2019). Celebrity endorsement has long been a pivotal strategy in marketing, wherein businesses capitalise on the fame and credibility of public figures to influence consumer attitudes and behaviours (Aljasir, 2019; Campbell and Farrell, 2020). The prevalence of celebrity endorsements in marketing has grown even further in recent years. It is estimated that nearly one-fourth to one-fifth of all advertisements consist of celebrity endorsements (Knoll & Matthes, 2017). Marketers use celebrities as a persuasive communication tool to enhance brand awareness, gain consumer attention, and increase sales (Chiu & Ho, 2023; Min et al., 2019).

Empirical studies on celebrity endorsement have found that celebrity endorsements can positively impact the endorsed brands through increased brand awareness and trust, increased purchasing intentions (Calvo-Porrall et al., 2021; Min et al., 2019), increased sales (Jain et al., 2024), willingness to pay a premium price (Calvo-Porrall et al., 2021), and higher profits. In the same vein, Elberse and Verleun (2012) found that, on average, celebrity endorsements generate an increase in sales by 4% and concluded that the use of celebrity endorsements is an economically viable marketing strategy. However, some studies have shown that celebrity endorsements can have a negative effect on the endorsed brand. For instance, due to the celebrity transgression effect, brand attitude can be considerably reduced if negative information about the celebrity endorser becomes public (Breberina et al., 2021). Similarly, some studies have argued that the effectiveness of celebrity endorsements can be diluted when there is a mismatch between the characteristics of the celebrity and the brand (Arora et al., 2021; Park & Lin, 2020). In this context, the congruence among the consumer, the celebrity, and the brand becomes an essential factor that determines the success of celebrity endorsements.

Self-Congruity Theory

Self-congruity is a psychological process in which consumers evaluate how closely their self-concept aligns with their perception of a brand's image. When there is a strong match between the two, it can lead to favourable consumer consumption behaviours such as increased brand trust, greater willingness to purchase, and higher satisfaction (Sirgy, 2018). Accordingly, research on the self-congruity theory has emphasised its importance in predicting consumer behaviour and decision-making processes (Kolańska-Stronka &

Singh, 2023; Sirgy, 2018). Studies have shown that high self-congruity affects brands positively through increased brand preference, stronger purchase intentions, and fostering brand loyalty (Michel et al., 2022). For instance, Chen et al. (2021) showed that consumer purchase intention of clothing is directly influenced by self-consistency with the brand image.

On the other hand, incongruence occurs when there is a perceived mismatch between the consumer's self-concepts and the image of the brand, product, or service (Attiq et al., 2022). In the context of self-congruity theory, a number of studies have linked incongruence with brand hate (Ajina et al., 2025; Attiq et al., 2022; Hashim & Kasana, 2019; Islam, 2019; Pinto & Brandão, 2021), brand avoidance (Hegner et al., 2017; Otoo et al., 2023; Pinto & Brandão, 2021), and brand retaliation (Ajina et al., 2025; Attiq et al., 2022). However, evidence from some studies also suggests that a moderate level of incongruence can be beneficial as it potentially increases attention and interest in the advertisements (Gerrath & Biraglia, 2021; Halkias & Kokkinaki, 2014). Nevertheless, extreme incongruence is detrimental, leading to lower product evaluations (Leng et al., 2022).

Studies have found that the application of self-congruity theory extends into marketing and celebrity endorsement strategies, where high consumer-celebrity congruence often results in more favourable attitudes toward the endorsed brand (Belanche et al., 2021; Liang et al., 2022). In the context of celebrity endorsement, congruence refers to the degree to which consumers perceive a celebrity as possessing an image closer to his or her ideal self-image and the degree to which the celebrity image matches with the endorsed product (Choi & Rifon, 2012). In this regard, self-congruity theory provides a valuable framework to assess how congruence plays a role in consumers' responses to brand attitude in celebrity endorsements.

User-brand personality congruence

User-brand personality congruence refers to the perceived match between a consumer's own personality traits and the personality traits associated with a certain brand (Sirgy, 2018). A key study on brand personality is that of Aaker (1997), in which Aaker developed a five-dimensional brand personality framework consisting of sincerity, excitement, competence, sophistication, and ruggedness. When making purchase decisions, consumers consider whether there are similarities between their own personality traits and those of the brand (Sirgy, 2018). Data from empirical studies across various products have shown that user-brand personality congruence is a strong predictor of brand attitude (Bajac et al., 2018; Pradhan et al., 2014; Shetty & Fitzsimmons, 2022). This is often because consumers choose brands not only for functional value but also to express their self-image to others (Kim, 2015).

H1: User-brand personality congruence has a significant impact on brand attitude.

Brand-celebrity personality congruence

In today's world, consumers view brands as individuals with distinct personalities (Arora et al., 2021; Naresh, 2012). In celebrity endorsements, the celebrities do more than simply promote a product; they symbolically transfer their personality traits to the brand itself (Tian et al., 2021). In this vein, previous research has established that when there is a congruence between the celebrity personality and the brand personality, it has a positive effect on brand attitude (Arora et al., 2021; Min et al., 2019; Park & Lin, 2020). This is often attributed to the fact that, when there is a strong match between the celebrity and the endorsed products, it enhances the credibility of the recommendation, making it appear more genuine and trustworthy (Kong & Fang, 2024; Liang et al., 2022). For instance, in a study of Vietnamese consumers by Ha and Lam (2017), they concluded that when the celebrity and the brand/product advertised match up, it has a positive impact on brand attitude, attributing to higher confidence compared to when the product is advertised by a less relevant celebrity.

Conversely, when there is an incongruence between the celebrity personality and the brand personality, the endorsement could appear less appealing, as consumers may interpret it as purely transactional, thereby reducing its impact (Mettenheim & Wiedmann, 2021). Thereby, congruence between the celebrity and the brand is of high importance.

H2: Brand-celebrity personality congruence has a significant impact on brand attitude.

Celebrity-user personality congruence

The literature on celebrity endorsement has highlighted that the celebrity's personality and the personality of the target consumers play an important role in determining the effectiveness of endorsements (Carlson et al., 2020; Trung et al., 2024). In instances where the celebrity endorsers share similarities with the target consumers, the effectiveness of the endorsement is high as consumers are more likely to view it favourably and form stronger purchase intentions (Choi & Rifon, 2012). Furthermore, when celebrity and user congruence is present, consumers view the endorsement as credible, which increases the purchase intentions (Liang et al., 2022). Moreover, the study by Carlson et al. (2020) identified celebrity-user personality congruence as the most substantial predictor of celebrity endorsement effectiveness. The study also highlighted that when consumers strongly identify themselves with an endorser, they are more likely to respond positively to the endorsement, even when there is poor congruence between the brand and the celebrity.

However, contrary to these studies, some researchers have argued that the impact of celebrity-user personality congruence is not straightforward and is not always a significant predictor of brand attitude (Albert et al., 2017; Pradhan et al., 2014). These mixed findings suggest that celebrity-user personality congruence is associated with

favourable brand attitudes, whereas incongruence between the two may sometimes enhance the effectiveness of celebrity endorsements.

H3: Celebrity-user personality congruence has a significant impact on brand attitude.

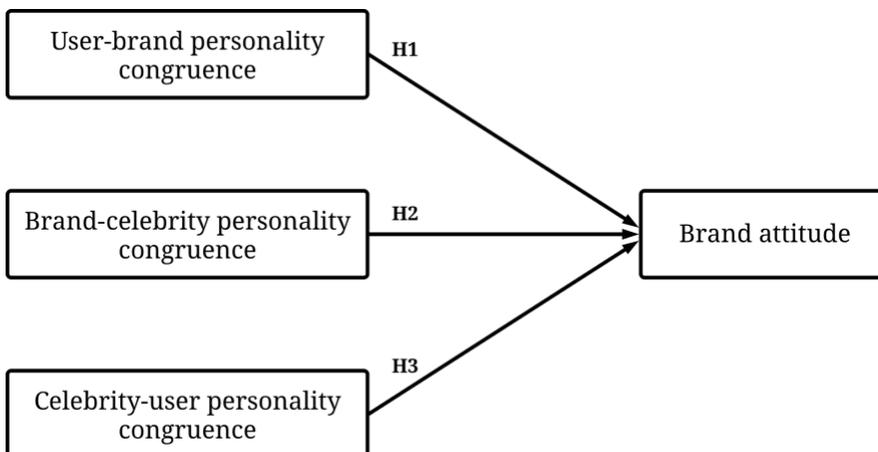
Brand Attitude

Brand attitude is the consumer's overall evaluation of a brand. Brand attitude is formed through a combination of various factors such as perceived quality (Jung & Seock, 2016; Nayeem et al., 2019), marketing activities (Ha & Lam, 2017; Kurian et al., 2024), brand credibility (Nayeem et al., 2019) and brand awareness (Jung & Seock, 2016; Ladeira et al., 2022), which determines the consumers' positive or negative evaluations of a certain product, service, or brand. The effects of brand attitude are well-researched. Previous studies have found that positive brand attitudes significantly influence purchase intentions (Kopot & Cude, 2021; Min et al., 2019; Zhao et al., 2024).

While brand attitudes tend to be relatively persistent once formed, empirical studies have shown that they can change over time through various marketing strategies (Wei, 2024). Evidence from recent studies shows that celebrity endorsements are an influential marketing strategy that can shape and modify consumer attitudes towards a brand (Mohan, 2025; Moreira et al., 2023; Szymkowiak & Antoniak, 2024). As such, by associating a brand with a celebrity, marketers can reposition the brand in the consumer's mind through the process of meaning transfer (McCracken, 1989). This involves transferring positive attributes associated with the celebrity onto the brand, thereby influencing consumer perceptions, intentions, and behaviours in a favourable direction (Jain & Roy, 2016).

Conceptual Framework

Figure 1
Conceptual Framework (Source: Literature Review)



Methodology

This study employed a quantitative research approach to examine the impact of celebrity endorsement on consumer buying behaviour using the Self-Congruity Theory as the theoretical foundation. A quantitative approach was employed, as it allows for generating accurate and quantifiable insights into the relationships among the independent variables and the dependent variable. This enhances the rigour, objectivity, and reliability of the findings and providing statistical generalisability and empirical validity.

The study population was Sri Lankan consumers who were familiar with Coca-Cola and its celebrity-endorsed advertisements. Given the practical constraints and the focus on participants with prior exposure to the brand's celebrity campaigns, a non-probability convenience sampling method was used.

Primary data were gathered through a self-administered, structured questionnaire. To determine the eligibility of the participants, an inclusion question was used at the beginning of the questionnaire, asking whether they had previously purchased or consumed Coca-Cola. Only the participants who answered "Yes" were allowed to complete the questionnaire. The questionnaire consisted of two main sections. The first section included questions that collected the participants' demographic data. The second section included 5-point Likert scale questions, adapted from prior empirical studies, in which participants were asked about the independent and dependent variables. The questionnaire was distributed using Google Forms. Data was collected from 150 respondents, which were analysed using SPSS. First, descriptive statistics were used to analyse the demographic data of the participants. Next, reliability was calculated using Cronbach's alpha, followed by the Pearson correlation analysis to assess the strength of the relationships between the variables. Finally, multiple regression analysis was used to test the hypotheses.

Results

Descriptive Statistics

Age and Gender

Table 1

Age and Gender of the Participants

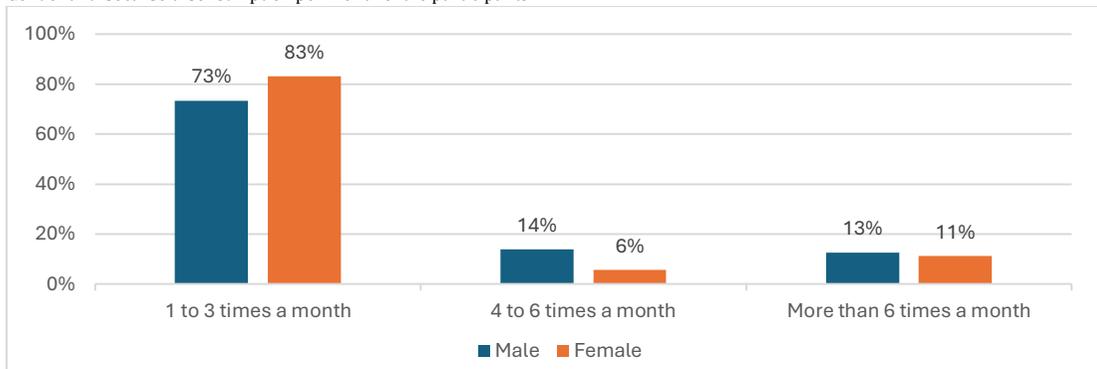
Age	Male	Female	Total
Below 21 years	22	30	52
% of total respondents	14.7%	20%	34.7%
21-30 years	30	31	61
% of total respondents	20%	20%	40.7%
31-40 years	14	5	19
% of total respondents	9.3%	3.3%	12.7%
41-55 years	7	2	9
% of total respondents	4.7%	1.3%	6%
Above 55 years	6	3	9

% of total respondents	4%	2%	6%
Total	79	71	150
% of total respondents	52.7%	47.3%	100%

The sample consisted of 150 respondents. Just over half the sample (52.7%) was male, and most of the respondents were aged below 30 years.

Gender and Coca-Cola Consumption per Month

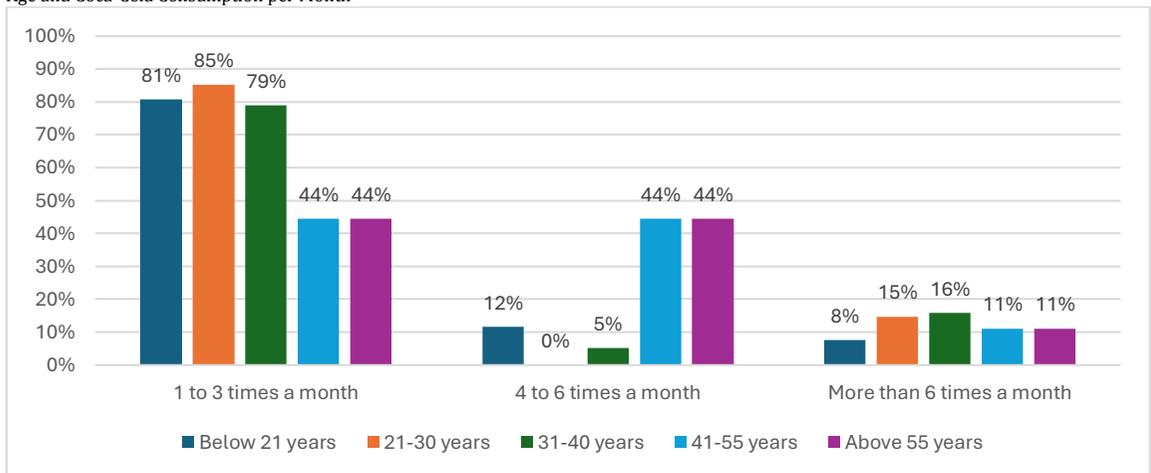
Figure 1
Gender and Coca-Cola Consumption per month of the participants



As shown in Figure 2, consumption of Coca-Cola varied slightly by gender. The majority of both male and female respondents reported that they consume Coca-Cola 1 to 3 times per month.

Age and Coca-Cola Consumption per Month

Figure 3
Age and Coca-Cola Consumption per Month



As shown in Figure 3, consumption of Coca-Cola also varied with age. Respondents aged 21-30 years reported the highest consumption in the 1 to 3 times per month category

(85%), while older respondents (41 years and above) had higher percentages in the 4 to 6 times per month range (44%).

Age and Coca-Cola Consumption per Month

Table 2
Monthly Income and Coca-Cola Consumption per month of the participants

Monthly Income	1 to 3 times a month	4 to 6 times a month	More than 6 times a month	Total
Unemployed	80	7	8	95
% of total respondents	53.3%	4.7%	5.3%	63.3%
Below Rs. 30,000	7	0	4	11
% of total respondents	4.7%	0%	2.7%	7.3%
Rs. 30,000- 100,000	17	5	2	24
% of total respondents	11.3%	3.3%	1.3%	16%
Above Rs. 100,000	13	3	4	20
% of total respondents	8.7%	2%	2.7%	13.3%
Total	117	15	18	150
% of total respondents	78%	10%	12%	100%

As shown in Table 2, regardless of the monthly income, majority of the respondents (78%) consumed Coca-Cola 1 to 3 times per month, while 10% and 12% of the respondents consumed Coca-Cola 4 to 6 times a month and more than 6 times a month, respectively.

Reliability Analysis

Reliability was calculated using Cronbach's alpha. The results of the reliability analysis are presented in Table 3. All three independent variables and the dependent variable had a Cronbach's Alpha value of over 0.7; therefore, considered reliable.

Table 3
Reliability Analysis

Variable	Cronbach's Alpha
User-brand personality congruence	0.900
Brand-celebrity personality congruence	0.842
Celebrity-user personality congruence	0.889
Brand attitude	0.839

Correlation Analysis

Pearson correlation analysis was conducted to assess the strength of the relationships between the independent variables and the dependent variable. The results of the correlational analysis are presented in Table 4. All three independent variables showed

positive and significant correlations with brand attitude ($p < 0.001$). Brand-celebrity personality congruence and brand attitude had the strongest correlation ($r = 0.675$, $p < 0.001$).

Table 4
Correlation Analysis

Variable	Pearson Correlation	Sig. (2-Tailed)
User-brand personality congruence	0.562	< .001
Brand-celebrity personality congruence	0.675	< .001
Celebrity-user personality congruence	0.519	< .001

ANOVA Analysis

The model summary shows an R value of 0.715, indicating a strong positive correlation between the independent variables and brand attitude. The R Square value of 0.511 indicates that 51.1% of the variance in brand attitude can be explained by the three independent variables. This shows that the model explains over 50% of the variance in brand attitude. Furthermore, the ANOVA test shows an F-statistic of 50.777 and p value less than 0.001, confirming that the model is statistically significant and indicating that the independent variables are predictors of brand attitude.

Table 5
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.715	.511	.501	.69546

Table 6
ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	73.677	3	24.559	50.777	< .001
Residual	70.615	146	.484		
Total	144.292	149			

Regression Analysis

Table 7
Results of the Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval For B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
(Constant)	.472	.238		1.984	.049	0.002	0.942

User-brand personality congruence	.244	.082	.238	2.971	.003	0.082	0.407
Brand-celebrity personality congruence	.576	.085	.502	6.810	<.001	0.409	0.743
Celebrity-user personality congruence	.074	.082	.074	.901	.369	-0.088	0.236

Table 8
Summary of the Hypothesis Testing

Hypothesis	Accepted/Rejected
H1: There is a significant impact of user-brand personality congruence on brand attitude.	Accepted (p < 0.05)
H2: There is a significant impact of brand-celebrity personality congruence on brand attitude.	Accepted (p < 0.05)
H3: There is a significant impact of celebrity-user personality congruence on brand attitude.	Rejected (p > 0.05)

As shown in Table 7, the multiple regression analysis was used to test the hypothesis. Brand-celebrity personality congruence has the most significant impact on brand attitude (B = 0.576, p < 0.001). Therefore, H1 was accepted. Similarly, user-brand personality congruence also has a significant impact on brand attitude (B = 0.244, p = 0.003). Therefore, H2 was accepted. On the other hand, the results showed that celebrity-user personality congruence does not have a significant impact on brand attitude (B = 0.074, p = 0.369). The confidence interval spans from -0.088 to 0.236, which crosses 0, indicating that celebrity-user personality congruence is not statistically significant. Therefore, H3 was rejected. Overall, the regression analysis revealed that user-brand and brand-celebrity personality congruence have a significant positive impact on brand attitude, whereas celebrity-user personality congruence does not have a significant impact. Furthermore, the results show that brand-celebrity personality congruence has the most impact on brand attitude.

Based on the regression analysis, the regression equation is:

$$\text{Brand Attitude} = 0.472 + 0.244 (\text{user-brand personality congruence}) + 0.576 (\text{brand-celebrity personality congruence}) + 0.074 (\text{celebrity-user personality congruence})$$

Discussion

In the context of limited empirical literature on celebrity endorsements and consumer behaviour in South Asia, this study set out to investigate the impact of personality congruence among the consumers, celebrity endorsers, and brand on consumer brand attitude. While prior studies in other regions have noted the importance of personality

congruence in determining the effectiveness of celebrity endorsements (Calvo-Porrall et al., 2021; Liang et al., 2022; Min et al., 2019), relatively few studies have explored this topic in the South Asian region. Therefore, the present study was designed to address this gap by examining how user-brand, brand-celebrity, and celebrity-user personality congruence affect consumer brand attitudes toward Coca-Cola in Sri Lanka.

The results of this study show that brand-celebrity personality congruence has the most significant impact on brand attitude in celebrity endorsements. Aligning with the findings of Malodia et al. (2017), this suggests that when the personality of a celebrity aligns closely with the personality of the brand, consumers tend to develop more favourable attitudes towards the brand. Another possible explanation is that, when the image of a celebrity and brand is congruent, consumers are more likely to view the endorsement as credible and accept the message (Schimmelpfennig & Hunt, 2020). Furthermore, this finding is broadly consistent with the other studies in this area, which link brand-celebrity personality congruence with favourable brand attitude and purchase intentions among consumers (Arora et al., 2021; Liang et al., 2022; Pradhan et al., 2014).

In addition to brand-celebrity personality congruence, the results found that user-brand personality congruence also had a significant impact on brand attitude. This is in line with those of previous studies (Bajac et al., 2018; Shetty & Fitzsimmons, 2022), which have identified user-brand personality congruence as a key predictor of brand attitude. This finding shows that consumers tend to form more favourable brand attitudes through celebrity endorsements when their personality aligns with that of the brand. Furthermore, these results support the ideas of Sirgy (2018), who showed that, according to the self-congruity theory, individuals tend to prefer brands that align with their self-image. According to the self-congruity theory, when a brand's personality aligns with consumers' self-perceptions, consumers are more likely to respond positively. Therefore, from a theoretical perspective, the significant effect of user-brand personality congruence reinforces the self-congruity theory and highlights the need for strong user-brand alignment in celebrity endorsement strategies.

The most striking result was that no significant impact of celebrity-user personality congruence on brand attitude was found. These findings are somewhat surprising given the fact that several previous studies (Choi & Rifon, 2012; Liang et al., 2022) have suggested that celebrity-user personality congruence often leads to positive consumer behaviours. For instance, this result is contrary to that of Šeimienė and Jankovič (2014), who found that the similarity of the celebrity and the consumer had a significant positive effect on purchase intentions. However, consistent with other studies indicating that celebrity-user personality congruence is not a significant predictor of brand attitude (Albert et al., 2017; Pradhan et al., 2014). A possible explanation for this might be that, while consumers admire, follow, and feel positively toward celebrities, they may not necessarily require a close match between their own personality and the celebrity's to be influenced by an endorsement. It is therefore likely that, while consumers may relate themselves to a celebrity, it does not always lead to increased brand attitude in the context

of Sri Lanka. Hence, this result further supports the idea of Calvo-Porrall et al. (2021) that congruence between the celebrity and the brand plays a more primary role in determining the effectiveness of celebrity endorsements on consumer behaviour.

Nevertheless, it is also important to consider the cultural factors which could have affected this result. Studies have consistently shown that culture shapes how consumers perceive and respond to celebrity endorsements (Grunwald et al., 2025; Um, 2013). In collectivist societies such as Sri Lanka, consumers are often influenced by factors such as social opinions, social norms, and group conformity (Ngo et al., 2025; Shavitt & Barnes, 2020). As a result, consumers may not necessarily seek or compare similarities between themselves and celebrities but instead admire and follow celebrities who are widely recognised by the society. Therefore, in collectivist societies, brand attitude may be influenced relatively less by celebrity-user personality congruence than by celebrity status, social recognition, and approval.

Conclusion

The purpose of the current study was to examine the impact of personality congruence on consumer brand attitude in celebrity endorsements. Based on the self-congruity theory, three independent variables: celebrity-user personality congruence, celebrity-brand personality congruence, and brand-user personality congruence were developed, and the hypothesis was tested using data collected from Coca-Cola consumers in Sri Lanka.

The study found that brand-celebrity personality congruence had the greatest impact on brand attitude, while both brand-celebrity and user-brand personality congruence had significant impacts on consumer brand attitude. Furthermore, the study also found no significant impact of celebrity-user personality congruence on brand attitude. Overall, the findings of this study confirm that congruence plays an important role in determining the effectiveness of celebrity endorsements as a marketing tool in Sri Lanka. Prior to this study, there was a lack of empirical evidence on whether personality congruence plays a role in determining brand attitude through celebrity endorsements within the Sri Lankan context. Therefore, this study addresses this gap and extends the literature by confirming the applicability of personality congruence and self-congruity theory in determining the brand attitude in celebrity endorsements in Sri Lanka.

The findings of this research provide insights for marketers to increase the effectiveness of celebrity endorsements. First, the relatively high positive impact of brand-celebrity personality congruence on brand attitude can be capitalised on in celebrity endorsement in Sri Lanka. Marketers should focus on selecting celebrity endorsers whose personalities align with the brand's identity, which in turn will enhance the credibility and authenticity of the endorsement and positively affect consumer behaviour. Next, considering that user-brand personality congruence is also a significant determinant of brand attitude, marketers must have a clear understanding of their target consumers and develop the brand personality accordingly. On the other hand, the lack of significance in celebrity-user

personality congruence on brand attitude, the celebrity and brand congruence should be of greater focus in designing and executing celebrity endorsements.

While this study provided valuable insights into the effect of personality congruence on brand attitude in celebrity endorsements, it also had several limitations. The main limitation of this study was the focus on a single brand. While this allowed for a better understanding of how personality congruence in celebrity endorsements affected the brand attitude of Coca-Cola, it also limits the generalisability of these results to other products and industries in Sri Lanka. Furthermore, the use of the convenience sampling technique and a relatively small sample size of 150 respondents may not have adequately represented the population. Therefore, this restricts the generalisability of the study's findings to the Coca-Cola consumers in Sri Lanka. Hence, further research is needed to replicate this study across multiple brands and industries, with a larger sample. This will allow for a full understanding of the implications of personality congruence on brand attitude and generalising the findings to Sri Lanka. Furthermore, integrating qualitative methods such as interviews and focus groups will help develop a deeper understanding of how congruence impacts brand attitude. Moreover, this will also allow for identifying mediating and moderating factors that are not easily identifiable through quantitative methods or existing literature. Another interesting avenue of research would be to extend the conceptual framework used in this study to assess its impact on other variables, such as purchase intention, brand loyalty, and willingness to pay a premium. This would provide a more rigorous understanding of the impact of personality congruence in celebrity endorsements.

Author Details

Mahagamage V.C., Department of Management, NSBM Green University, Sri Lanka, ORCID: 0009-0005-6164-0938, vipulmahagamage1505@gmail.com

Bandara S.M.M.S., Department of Management, NSBM Green University, Sri Lanka, ORCID: 0009-0007-5080-7434, menashdara@gmail.com

Molligoda W.D.W.M.M.W.D.D, Department of Management, NSBM Green University, Sri Lanka, dahamdinanjaya@gmail.com

M.A. Shenara N. Perera, Department of Management, NSBM Green University, Sri Lanka, masnperera@students.nsbm.ac.lk

Corresponding Author: vipulmahagamage1505@gmail.com

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