

## **The Impact of Celebrity Endorsement on Purchasing Decision of Cosmetics Products Industry in Sri Lanka**

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The celebrity endorsement has been an ever-featured strategy of marketing products. Like other countries, celebrity endorsement has been a common technique of promoting brands in Sri Lanka. In Sri Lanka, celebrities like movie actors, television stars, and famous athletes endorse products to influence consumers buying behavior. Marketers of various companies do not hesitate to spend large amount of money on their celebrity endorsement campaigns knowing the impact of it which influence the purchasing intention as a powerful promotion tool. Since this study pays attention on the cosmetics industry, pilot survey of the study identified key brands that most prominently use celebrity endorsement as a technique in the marketing strategy as well as the key celebrities in Sri Lanka and India who endorses cosmetics products which has taken the consumers attention the most. 20-40 age groups who are naturally respond to the glamour world very keenly and positively are the major consumer type which reacts to these celebrity endorsements well specially in the cosmetic industry. In conceptualization author uses the TEARS model in relation with purchasing decision of Cosmetic industry. This study will shed some lights on how the Sri Lankan consumers of 20-40 age groups are affected by celebrity endorsement of cosmetic industry since in Sri Lankan context it has never been done a study regarding the impact of celebrity endorsement on consumers of 20-40 age group purchasing decision in cosmetic industry.

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