

Impact of Celebrity Endorsement on Consumer Purchasing Behavior in Sri Lankan Cosmetic Industry Specifically Considering Products; Hair Oil, Shampoo and Beauty Soap

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This research study was developed by rationalizing existing literature sources to construct arguments regarding two primary concepts: celebrity endorsement and consumer purchasing behavior in the Sri Lankan cosmetic industry, with a specific focus on products such as hair oil, shampoo, and beauty soap. The study focused on the impact of celebrity endorsement in the cosmetic sector, which plays a significant role in the local economy. Empirical research was conducted using the TEARS model, which includes variables such as trustworthiness, expertise, attractiveness, respect, and similarity of the celebrity as key factors influencing celebrity endorsement. Data were collected from 200 respondents through a convenience sampling method, resulting in a final sample size of 193 respondents from the University of Colombo, University of Sri Jayewardenepura, and University of Kelaniya. The findings of the research, based on an online survey questionnaire, are presented in graphs and pie charts. Data analysis was carried out using the Statistical Package for Social Sciences (SPSS). The findings revealed a positive relationship between celebrity endorsement and consumer purchase intention. The survey indicated that each variable of celebrity endorsement has a direct and significant positive impact on consumer purchase intention. The data analysis confirmed the reliability of all variables and demonstrated that celebrity endorsement significantly influenced the dependent variable, consumer purchase intention. Furthermore, the research findings suggest that celebrity endorsement should be considered a complex marketing communication strategy with the potential to yield highly positive results.

Keywords: *Attractiveness, Awareness, Celebrity Endorsement, Cosmetic Industry, Expertise & Respect, Purchase Intention, Similarity*