

Impact of Celebrity Endorsement on Females' Consumer Buying Behavior: With Special Reference to the Beauty Soap Industry in Sri Lanka

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Celebrity endorsement is one of the modern ways of advertising. In here, companies tend to increase their sales using very famous and popular personalities. In beauty soap industry, there has a huge growth. Also, competitive brands are tried to compete with other brands using celebrity endorsement. That's why researcher thinks this topic will be very useful. The major purpose of this study is to investigate the impact of celebrity endorsement on female consumers' buying behavior. According to literature review, researcher identified four independent variables as Credibility, Attractiveness, Product/Celebrity Match up and Meaning Transferred. Because most of the people think that are these qualities should have in their favorite celebrities. When talking about the methodology, researcher developed hypothesis based on the literature review. The researcher collected data through the google form method. The Questionnaire was distributed among 384 respondents. However, researcher received only 180 questionnaires. By using the SPSS version 22.0 the data was analyzed. The findings of this study reveal that, most of the people concentrate only the attractiveness of the celebrity. The reason is celebrities' credibility is very low. Because they act only for the advertisements. When organizations try to do the advertisements, they should think about attractiveness of the celebrity.

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