

The Impact of Celebrity Endorsement on Consumer Purchase Intention: With Special Reference to Cosmetics Industry in Sri Lanka

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This article focused on investigating the impact of celebrity endorsement on consumer purchase intention in cosmetics industry of Sri Lanka. The cosmetics business in Sri Lanka has been steadily growing in recent years. Today companies are using celebrity endorsement as a marketing strategy to influence the consumer purchase intention. Based on the literature this study therefore investigates the impact of celebrity endorsement with the dimensions of attractiveness, expertise and trustworthiness on purchase intention of the consumers. This research follows a quantitative approach and it is also based on analysis of primary data. The data were collected from questionnaire. Target population is all the women aged from 18 to 40 people who live in western province and this study used SPSS software for analysis data. The research revealed that there is an impact on celebrity endorsement on the consumer purchasing intention via the dimensions of celebrity attractiveness, expertise and trustworthiness and it is a positive impact. The findings would be useful for the cosmetics industry in selecting the correct dimensions of Celebrity Endorsement to ensure a higher likelihood of purchasing their products.

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