

**Impact of Celebrity Endorsement on Consumer Buying Behavior:  
With Special Reference to Skin Care Products in Western Province  
Sri Lanka**

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In Sri Lanka, skincare products manufacturing companies increasingly used celebrities as their brand endorsers. The research problem of this study is how far celebrity endorsement encourages consumers to take some kind of action. The key objective of this study was to investigate the impact of celebrity endorsement on consumer buying behavior and there were four specific objectives of this research study; this study was directed at the skincare products industry. The research study depended upon a quantitative and qualitative data collected through a self-administered online questionnaire. Questionnaire was utilized in gathering information from the respondents in Colombo, Gampaha and Kalutara districts in Western Province Sri Lanka. The survey was done on 384 respondents drawn through stratified sampling method, there were no responses made by 37 respondents and 347 respondents were employed analyze data. For this empirical research study, the primary data of the study was collected through questionnaires and secondary data was collected through internet and journals. The study made used of exploratory and descriptive research design and the approach was deductive reasoning. The conceptual model contains four independent variables. It was hypothesized in this study that, celebrity's attractiveness, trustworthiness, personality and expertise. For presenting data applied descriptive statistical tools and used SPSS version 26 statistical package. For analyzing data employed correlation and multiple regression. The study found out that, trustworthiness, attractiveness and personality of the celebrity have a significant impact on consumer buying behavior. End of the research study specific suggestions including related researchable areas have been made.

**Keywords:** *Attractiveness, Celebrity Endorsement, Consumer Buying Behavior, Expertise, Personality, Trustworthiness*