

Impact of Celebrity Endorsement on Brand Personality: Examining the Mediating Effect of Brand Attitude of Green Cosmetics and Beauty Care Products

D M A S Dissanayake

Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka
apsaradissanayake@gmail.com

Prof Sudath Weerasiri

Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka
sudath@kln.ac.lk

The purpose of this study is to identify the impact of celebrity endorsement on brand personality: examining the mediated effect of the brand attitude of green cosmetics and beauty care products. To investigate this, the researcher used the TEARS model. This study can be categorized as descriptive research and engaged in hypothesis testing to explain the impact of each dimension of celebrity endorsement (CE) towards brand personality (BP) and the mediating effect of brand attitude (BA). This study is conducted in a natural environment with minimum interference by the researchers with the normal flow of procedures related to the research environment. Data has been collected through a questionnaire from 167 respondents to identify the impact. The collected data was analyzed using SPSS software. The study's findings are, independent variables of CE, expertise, attractiveness, and similarity have a significant impact on BP. However, trustworthiness and respect have not shown a significant impact on the dependent variable. Brand attitude as a mediating variable between CE and BP, it has a significant positive relationship` between DV and IV. Most of the products in the green cosmetics industry used different kinds of celebrities for their advertisement. Nevertheless, this study shows that celebrities' expertise, attractiveness, and similarity are the most impactful factors in brand personality. Therefore, the firms can adopt this study's result when finding a suitable celebrity in promoting their brands.

Keywords: *Beauty Care, Brand Attitude, Brand Personality, Celebrity Endorsement, Green cosmetics*