

The Impact of Celebrity Endorsement on Consumer Buying Behavior with Special Reference to Skin Care Products in Western Province of Sri Lanka

D D T S Weerasinghe

Department of Marketing Management, University of Kelaniya, Sri Lanka
sajitha.tw@gmail.com

L A P Medis

Department of Marketing Management, University of Kelaniya, Sri Lanka
medis@kln.ac.lk

This study aims to investigate the influence of celebrity endorsement on consumer buying behavior regarding skincare products in Sri Lanka. The primary objective was to assess the extent to which celebrity endorsement affects consumer purchasing decisions. The research employed both quantitative and qualitative data collected through a self-administered online questionnaire. Surveys were administered to 384 respondents from Colombo, Gampaha, and Kalutara districts in the Western Province of Sri Lanka, utilizing a convenience sampling method. The study collected primary data via questionnaires and secondary data from internet sources and magazines. A deductive approach was used in the research, with a conceptual model featuring four independent variables: celebrity expertise, trustworthiness, attractiveness, and the match-up between the celebrity and the product. Descriptive statistical tools were applied for data presentation, and SPSS version 23 was used for correlation and multiple regression analysis. The findings indicate that celebrity expertise, trustworthiness, attractiveness, and the match-up with the product significantly impact consumer buying behavior. The study concludes with specific suggestions for future research areas.

Keywords: *Celebrity Endorsement, Consumer Buying Behavior*