

Empirical Study on the Impact of Celebrity Endorsement on Purchasing Decision in Cosmetics and Personal Care Products Industry

Munasinghe, U.¹ and Weerasiri, S.²

Open University of Sri Lanka. umangamunasinghe@gmail.com¹

Department of Marketing Management, University of Kelaniya.

Sri Lanka. sudath@kln.ac.lk²

Abstract

Celebrity endorsement is a form of brand or promotion campaign that involves a famous public figure use his/her fame to promote products and services. In today's marketplace, consumers of age level of 25-35 years have more purchasing power than ever before. Sri Lankan consumers who are in their 25-35 years age level presents majority of consumers with tremendous disposable income. This research will try to study the impact of celebrity endorsement on purchase decision of age level of 25-35 years in cosmetics and personnel care products industry in Sri Lanka This study is conducted to identify the impact of celebrity endorsement on purchase decision of age level of 25-35 years in cosmetics and personnel care products industry in Sri Lanka. The research framework was based on TEARS models to compare through empirical evidence in order to examine which is better to predict the factors affect to use celebrity endorsement. One of the methods of gathering reliable primary data is direct interviews on judgmental sampling, so questionnaire survey will conduct to carry out the research. Descriptive and Inferential statistics, regression model will be carried out in order to provide the findings from collected data. This empirical study offers implications for marketers who use celebrity endorsements as their promotion campaign to increase consumer's purchasing decision by considering the factors affect to use these services as their future marketing strategies.

Keywords: *Celebrity Endorsement, Cosmetics, Purchasing Decision, Personal Care Industry, TEARS Model*