

IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER PURCHASE INTENTION IN THE COSMETICS INDUSTRY IN THE WESTERN PROVINCE OF SRI LANKA

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INTRODUCTION

In the current competitive environment, if any product or service wants to be known rapidly to consumers so they can recall it, then it wants to focus more on advertising campaigns that can remember products and services to customers (Abbas et al., 2018). In recent years there has been significant interest in the study of Celebrity Endorsement, and it has become trendy in modern marketing in both developed and developing countries (Fulani et al., 2020). A celebrity endorser is any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement (McCracken, 1989). According to McCracken (1989), celebrity endorsement transfers the celebrity's characteristics and attributes to the brand or product, which is then transferred to the consumers.

According to Ahmed et al. (2015), celebrity endorsements have a significant impact on people's purchasing habits and also attract customers and, as a result, boost company productivity. It also aids in the promotion of products and the attraction of customers. Celebrity endorsement directly impacts consumers' purchasing intentions and positive attitudes toward the product (Fulani et al., 2020). Celebrities are involved in creating an intended image by presenting an aspect of their personality, thus shaping the customer's perception of the brand (Audi et al., 2015). Manufacturers of beauty culture products, perfumes, and clothing are a few ordinary business users of traditional celebrity endorsement techniques, such as television advertisements and annual launching event appearances, in marketing their products (Munasinghe et al., 2020). The demand for skin care cosmetics products is increasing rapidly, and the market is highly competitive. Celebrity endorsement is highly used in cosmetics ads where the company aims to give customers the perfection, beauty, and elegance the celebrity presents.

Several academics have researched "Consumer Purchase Intention in response to celebrity endorsement" (Abbas et al., 2018; Bandaranayake et al., 2019; Fulani et al., 2020; Chi Yan, 2018; Shaista et al., 2016; Munasinghe et al., 2020), etc. The majority of these academic studies were carried out in other countries. One study has investigated the effect of celebrity endorsement on purchase intention with particular reference to skincare products in Sri Lanka (Munasinghe et al., 2020). It has investigated the likability, credibility, personality, and attractiveness of the celebrity on the purchase intention. However, in this study, the researcher has focused on the attractiveness, trustworthiness, expertise, and the congruency of the celebrity on the consumer purchase intention with particular reference to skin care cosmetics in the western province of Sri Lanka. So, this study has contributed to filling the research gap by investigating other celebrity endorsement indicators that have not been tested before in the

Sri Lankan context. Also, this study mainly focused on young adults in Western Province, Sri Lanka.

METHODOLOGY

The diagram shows the conceptual framework of the study, developed by the researcher through reviewing the related literature of the area of the study.

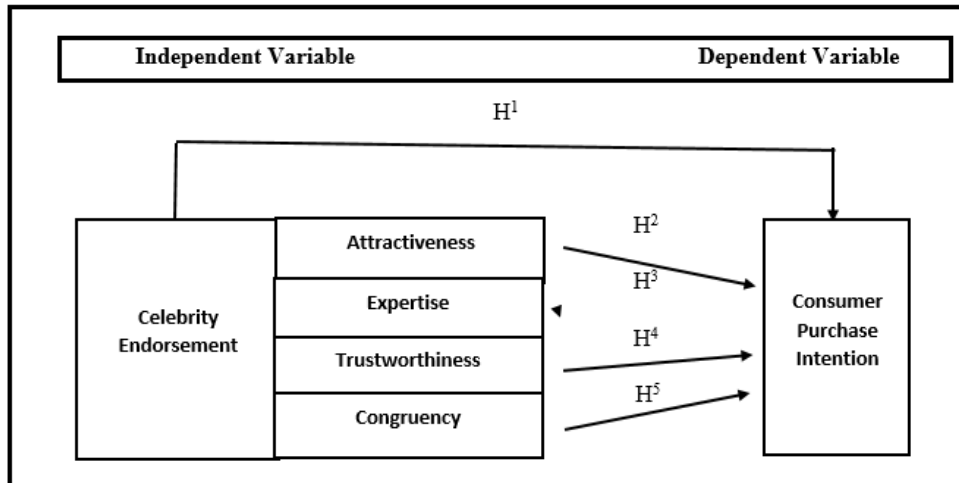


Figure 1 Conceptual Framework

Hypotheses

- H₁: There is a significant impact of celebrity endorsement on consumer purchase intention with special reference to skincare cosmetics industry.
- H₂: There is a significant impact of attractiveness of celebrity endorsement on consumer purchase intention with special reference to skincare cosmetics industry.
- H₃: There is a significant impact of the trustworthiness of celebrity endorsement on consumer purchase intention with special reference to the skincare cosmetics industry.
- H₄: There is a significant impact of expertise of celebrity endorsement on consumer purchase intention with special reference to the skincare cosmetics industry.
- H₅: There is a significant impact of congruency of celebrity endorsement on consumer purchase intention with special reference to the skincare cosmetics industry.

The study takes a quantitative approach. The study focused on the young adult population who uses skincare cosmetics in Western province, and the sample size was 280. The non-probability purposive sampling method was used for selecting the sample. Required data were collected using a structured questionnaire via Google form. An email was sent to each person who includes in the sample. This research unit of analysis is individual persons who use skin care cosmetics.

Based on the value of the independent variable, regression analysis is used to predict the value of the dependent variable. Data is analyzed by using descriptive statistical analysis. The descriptive analysis means, standard deviation, and variance can be obtained by testing the

hypotheses with the findings and identifying the impact of each variable of the study. Statistical Package for Social Science (SPSS) was used for the data analysis. It helps to analyze data more effectively and efficiently.

RESULTS AND DISCUSSION

Five hypotheses were established and four hypotheses were accepted.

Table 1 Hypothesis testing summary

Hypothesis	correlation		Decision	Regression		Decision
	R	P		r	p	
H₁ : There is a significant impact of celebrity endorsement on consumer purchase intention	0.715	0.000	Accepted	0.140	.000	Accepted
H₂ : There is a significant impact of attractiveness of celebrity endorsement on consumer purchase intention	0.857	0.000	Accepted	0.142	0.011	Accepted
H₃ : There is a significant impact of trustworthiness of celebrity endorsement on consumer buying intention	0.866	0.000	Accepted	0.125	0.048	Accepted
H₄ : There is a significant impact of expertise of celebrity endorsement and consumer purchase intention	0.642	0.000	Accepted	0.033	0.241	Rejected
H₅ : There is a significant impact of congruency of celebrity endorsement and consumer purchase intention	0.919	0.000	Accepted	0.663	0.000	Accepted

According to the survey data attractiveness of celebrity endorsement has a higher impact on consumer purchase intention of skincare cosmetics among young adults. In previous studies, the attractiveness of the celebrity endorsement has been taken to measure the impact on purchase intention (Ahmed et al., 2015; Bandaranayake et al., 2019; Fulani et al., 2020), etc. most of them have found that the attractiveness has a higher impact on purchase intention of consumers. Moreover, according to the results, the other dimensions of celebrity endorsement that have been considered in the study positively impacted consumer purchase intention of skincare cosmetics among young adults, except for the expertise.

From the study findings, it can be concluded that celebrity endorsement enhances product information and creates awareness among the consumers of skincare cosmetics in the western province of Sri Lanka. It also helps consumers to recall brands of skincare cosmetics. As such, selecting the right endorser is significant for organizational success; it is also important to note that physical attractiveness and trustworthiness positively affect customer purchase intentions. These traits must be considered while selecting the endorsers for the target audience in promoting skincare cosmetics sales.

CONCLUSIONS AND IMPLICATIONS

This survey was carried out to explore the impact of celebrity endorsement on consumer purchase intention, particularly concerning the skincare cosmetic industry in the western province of Sri Lanka. The researcher considered only young adults for the study as they are very familiar with today's communication technologies and social media, and also, the researcher used the convenience sampling method. It was easy to acquire data from young adults for the study. According to the survey data, most respondents were using cosmetics endorsed by celebrities, and celebrity endorsement has influenced the purchase intention of the skincare cosmetics they use. Further studies that are more diverse in ethnicity and age would be more desirable so we can better understand how different age groups are affected by celebrity endorsements. With every age group exposed to advertising, knowing how certain age groups respond to celebrity endorsements would help advertisers better cater their collaborations and messaging for sales successes. As this study focuses on young adults in the western province of Sri Lanka, further research must be carried out focusing on adolescents, which could portray differences in the importance of social approval compared to the current study, as adolescents may have different purchasing intentions towards celebrity-endorsed products. Future studies could focus on adolescents' purchase intention and compare it with other age brackets.

Keywords: Attractiveness, celebrity endorsement, congruency, expertise, skincare cosmetic

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