IMPACT OF CELEBRITY ENDORSED TO CUSTOMERS PURCHASE INTENTIONS TOWARDS COSMETICS ADVERTISING

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ABSTRACT

Celebrities are the personalities that are well known in public either because of their credibility or of their attractiveness or because of both of these. This study is about the Impact of Celebrity Endorsed to Customers Purchase Intentions towards Cosmetics Advertising. It will identify the impact of celebrities endorsed towards the customers after viewing the Cosmetics Advertising. The study will focus on the way the audience receive, associate and identify with the product and social influence. The purpose of this paper is to help organizations, business people and media to understand the importance of advertising as well as the best ways and tools to use in developing messages for advertisements to reach their target audience. Furthermore, it also will help marketers in making the right choice of celebrities to use in endorsing advertisements. This paper will critically analyze how celebrity endorsement in advertisement as a tool affects and influences people's opinions in marketing and its effect in the society compared to other forms of advertising. The methodology of collecting data for this paper will be through secondary research which will involve reviewing relevant literature such as journals, articles, texts, print media, social media and electronic media in this area of study. The data collected will be quantitative which will be analysed and presented in forms of charts and tables.