**Abstract**

Celebrity endorsement is an advertisement strategy in which a celebrity acts as the voice of that brand and certifies the brand’s position through his/her personality, expertise, popularity and status in the society. Celebrity endorsements have been the most promising strategy to the advertising sector for decades. With the rise of celebrity power, brands harnessed celebrity influence by designing products specifically to the celebrity endorsing it. The consumers started buying the products with the attitude that it will help them achieve perfect radiant complexions and attractive looks like their favorite stars. Celebrity endorsement, it is a concept that includes certain factors which will make this strategy a successful one. Thus this study aims at finding out the effectiveness of celebrity endorsement and its influential factors while making purchase decision of buying cosmetics.