

ABSTRACT

Sunsilk is considered a billion dollar brand and is sold in 69 countries around the world. The brand is particularly strong in the rest of Asia. It is the second most popular shampoo brand in the world which uses both celebrity endorsers and hair care experts. Sunsilk was produced by the Unilever group in 1954 in the United Kingdom. The main target market of *Sunsilk* is female, between 16-40 years old and belonging to the middle and lower income class. *Sunsilk* targets its market on the basis of consumer buying behavior, income level and purchasing power.

The study compares the perception through focus group discussion between beauty conscious consumers belonging to the low income class and the low-middle income class on the appeal of celebrity endorsers and hair care experts. The credibility and expertise of celebrity endorsers and hair care experts were examined by the researchers also. Using the Elaboration Likelihood Model, results show celebrity endorsers are more appealing to the low income class consumers because they take the peripheral route in decision making, while hair care expert endorsers are more appealing to the low-middle class participants for the reason that they take the central route in decision making. In addition, Source Credibility Theory supports the study on how the endorsers affect the perception of the consumers in choosing their shampoo brand. In support of the past findings, the study also shows that both celebrity endorsers and hair care expert endorsers are very essential in the brand marketing because they serve many different purposes.