

ABSTRACT

This study analyzed the perception of the selected female consumers of Dasmariñas towards beauty products endorsed by a male celebrity. Past researches focused on the few advertisements that contain incongruent match-up between the celebrity's gender and product endorsed and how it is being perceived by the consumers. The study investigated the perception of female consumers towards beauty products endorsed by male celebrities, with the use of Elaboration Likelihood Model and its effect on their Buying-Decision Process. It used triangulation consisting of the survey, in-depth interview, and interview with the experts to further deepen the findings of the study. The major findings of the study show that the selected female consumers are neutral towards males endorsing female beauty products due to gender inconsistency and congruency between the male celebrity and the product and that female consumers prioritize the effectiveness of the product applying the three stages of the Buying-Decision Process.

Keywords: *female beauty product, male endorser, advertisement, Etude House, Silka, The Faceshop, brand ambassador, Dasmariñas, female respondents*