

Impact of Celebrity Endorsement on Customer Purchase Intention towards Personal Care Products in Sri Lanka

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In this era, celebrities are becoming increasingly personable with their audience. Consequently, the concept of celebrity endorsement has emerged as a prominent trend, with consumers more likely to emulate their favored celebrities. This research aims to examine the relationship between celebrity endorsements and customer purchase intentions, with a specific focus on the personal care product category. The population considered for this study includes individuals from across Sri Lanka, ranging from ages 16 to over 50. A structured questionnaire was developed to collect data from the sample, which yielded 440 valid responses. Correlation and regression analyses were performed using IBM SPSS version 26 to test the hypotheses. The findings confirmed that the hypotheses were valid. The research demonstrated that celebrity endorsement has a positive and significant impact on consumer purchase intention for personal care products within the Sri Lankan context. It is anticipated that local consumers are inclined to align with celebrity-endorsed personal care products. Therefore, firms should not disregard the influence of celebrity endorsement when branding their products.

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