

**Impact of Factors Effect on the Customer Purchase Intension on
Carbonated Soft Drinks Market: Special Reference to Western Province
in Sri Lanka**

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As competition in the market intensifies, gaining a thorough understanding of customer behavior has become increasingly crucial in the business context, particularly in marketing. Product manufacturing companies, in particular, focus on customer purchase intentions to maintain their market reputation. The primary objective of this study was to assess the impact of independent variables: namely, customer knowledge, product packaging, perceived value, and celebrity endorsement on the dependent variable of purchase intention. This study elucidates the significant relationship between these independent variables and purchase intention, highlighting a positive correlation. A quantitative approach was employed for data collection using structured questionnaires. Out of 384 issued questionnaires, data were collected and analyzed using SPSS. The results indicate that perceived value, customer knowledge, and celebrity endorsement all have a significant relationship with purchase intention.

Keywords: *Celebrity Endorsement, Customer Knowledge, Perceived Value, Product Packaging, Purchase Intentions*