


**Impact of Celebrity Endorsement on Purchase
Intention:
Does Gender Matter?
(With Special Reference to Hair Care Industry in Sri
Lanka)**

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ABSTRACT

Purpose: Celebrity endorsement is a marketing approach in which a well-known public person, such as a celebrity, athlete, or influencer, endorses a particular product, brand, or service. Companies use the celebrity's popularity, personality, or skill to strengthen the brand image and create customer intention to buy the product. Thus, the study aimed to test the impact of celebrity endorsement on customer purchase intention in the Sri Lankan hair care industry, with the moderating effect of gender.

Design/methodology/approach: Through a comprehensive survey conducted among 175 customers of the Sri Lankan hair care industry, data was collected based on the convenient sampling method. Further, the smart pls 4 software was used to analyze the findings due to the fact that the model of the present study is a multi-dimensional model.

Findings: The findings revealed that celebrity's trustworthiness, expertise and attractiveness are significantly influenced on customer purchase intention accepting the first three hypotheses. Moreover, gender emerged as a significant moderator in these relationships, with two gender groups exhibiting varying responses to celebrity endorsement accepting the hypothesis four.

Originality: Although, number of research are available on the impact of celebrity endorsement on purchase intention, desired research findings are not enough to figure out the role of celebrity endorsement on customer purchase intention with a particular focus on gender differences.

Implications: The practical implications of these findings are substantial for marketers and retailers operating in the Sri Lankan hair care industry. By understanding the factors driving purchase intention and how gender moderates these relationships, hair care marketers can tailor their marketing efforts and optimize their store environments to better cater to the preferences of different demographic segments.

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Introduction

Celebrity endorsement is one of the most popular advertising techniques that has been used into all ad categories (Deshbhag, 2022). Using celebrities to promote a company's brand is a common marketing strategy that draws in customers (Sam & Rajagiri, 2019). In order for consumers to enjoy the satisfaction of sharing a product that a specific celebrity promotes, marketers attempt to convince them to buy their goods (Audi et al., 2015). Celebrity endorsement is being used more and more to appeal to women in the cosmetics and ladies' apparel industries, especially because of the nature of these products and the fact that it produces positive advertisement outcomes, higher product ratings, and increased sales of those products (Hussain, 2020).

Regarding celebrity endorsements in the hair care sector, it was discovered that when consumers are assessing hair care product commercials, they typically prioritize expertise and trustworthy recommendations (Sridevi, 2014). Additionally, it was revealed that growing hair care concerns are driving up demand for hair care brands, which is moving quickly (Deshbhag, 2022). Moreover, the concept behind using celebrities to endorse hair care products is that consumers' intention to buy are greatly influenced by the celebrity's trustworthiness, expertise, as well as attractiveness (Deshbhag, 2022; Ojha, 2022; Sufian, 2021). As a result, marketing companies that promote cosmetics for skin and hair care also specialize in employing celebrities in their successful advertising campaigns (Ojha, 2022).

In addition to the above facts it was also revealed that gender emerged as a significant moderator in the above relationship, with two gender groups exhibiting varying responses to celebrity endorsement (Janany & Shivany, 2017; Anwar & Jalees, 2017; Gupta et al., 2015; Elijah, 2013). Thus, the present study aimed to test the moderating role of Customer gender on the relationship between Celebrity Endorsement and Purchase Intention.

Literature Review

Purchase Intention

Purchase intention can be defined as the willingness and plan to buy a product (Castro et al., 2018). Accordingly, purchase intention can be characterized as customers' tendency or desire to acquire a product at any time, or as a form of thoughtful planning to purchase a thing (Kemeç & Fulya, 2021). Further, Purchase intention emerges from an alternate evaluation process, in which someone makes a series of decisions about the object to be bought depending on brands and intent (Arta & Yasa, 2019).

Celebrity Endorsement

Celebrity endorsement is a typical promotion method, which means that an esteemed person represents the brand (Nabil et al., 2022). The use of a celebrity's name in an

advertisement for a good or service, whether or not the celebrity is an expert, is known as celebrity endorsement (Thusyanthy & Tharanikaran, 2015). Companies regularly use celebrities because they can quickly elevate the company's brands and save money on credibility-building by imbuing the brand with the ideals of the celebrities (Tanjung & Hudrasyah, 2016). As social media and the internet continue to grow, celebrity endorsement is becoming a more significant means of connecting with customers (Calvo-Porrall et al., 2021). On the other hand, the celebrity's troubles affecting the brand along with its overall image and reputation (Reddy & Veda, 2024).

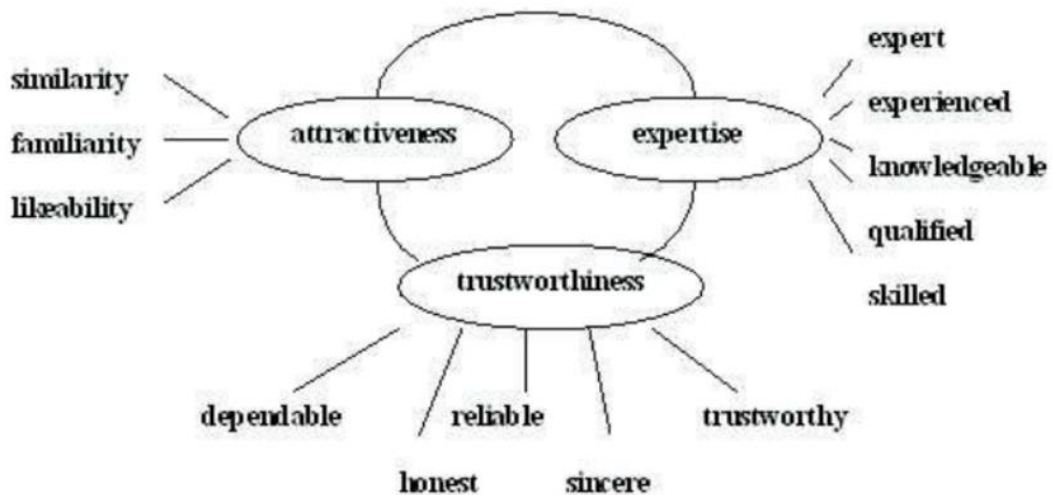


Figure 1: Ohanian Model of Source Credibility

The degree of persuasion that is inherent in the messages that are delivered plays a significant influence in the communication process with target segments. The qualities of the source that are taken into consideration determine how convincing a message is (Kelman, 1961). Since credibility is a multifaceted term that involves information, it can be characterized as a component of communication. The foundation of credibility is the credibility source, which is typically used to characterize the beneficial impact that the message conveyed has on the recipient or sender (Ohanian, 1991). Researchers discovered that the credibility of the source has a significant impact on how convincing a message is (Petty and Cacioppo, 1986).

Drawing from the research of Desarbo, Likewise, and Harshmann (1985), Ohanian (1990) proposed three elements that enhance the reliability of the source. First, "the extent to which the audience perceives communication as valid" (Hovland, 1953) refers to the source's trustworthiness. According to Ohanian, "honesty," "addiction," and "sincerity" are dependent variables associated with the concept of trust. An additional element, expertise, indicates the source's capacity to be regarded as "qualified," "professional," and

"expert." The final component, source attractiveness, plays the part of enhancing the message sent by attributes like style, grace, and beauty.

Sympathy or the affectivity displayed to the receptor, familiarity, or the proximity of the source and the recipient of the message, and similitude, or the resemblance between the source and the recipient, are corresponding source attractiveness characteristics (Erdogan, 1999). With variables for each element, the above figure illustrates the reliability of the Ohanian model source (1990).

Celebrity Trustworthiness on Purchase Intention

Trustworthiness refers to "the honesty, integrity and believability of an endorser" (Erdogan et al., 2001). Trustworthiness is one of the most important criteria impacting the success of celebrity endorsements (Knoll & Matthes, 2017). Consumers are more likely to respond positively to endorsements from celebrities they consider trustworthy (Wiedmann & von Mettenheim, 2020). Endorsers can be trusted to communicate a product, and they can help consumers to have confidence in the products they purchase (Sari et al., 2021). Trustworthiness of a celebrity can help companies stand out in the minds of consumers, making it easier to catch their attention (Ha & Lam, 2016). Celebrities can increase brand awareness and support by highlighting their intrinsic value (Sufian, 2021). The dynamics of the trustworthiness of celebrities in endorsements have been extensively investigated in recent studies (Hussain, 2020; Onu et al., 2019). For instance, a study looked into how consumer reactions in the fashion industry are affected by the trustworthiness of celebrities. The results showed that consumer attitudes and purchase intentions were highly influenced by trustworthiness, underscoring the significance of trustworthiness in fashion brand endorsements (Hong et al., 2023).

H1: Trustworthiness of celebrity positively influence on Purchase Intention

Celebrity Expertise on Purchase Intention

Expertise is regarded as the specialized skills, knowledge and attitude the celebrity possesses to support his or her product claims (Kotler & Keller, 2006). Celebrities often share their daily routines, activities, thoughts, and recommendations based on their prior experience on social media networks (Hussain, 2020). It takes perseverance, extensive training, experience, and/or practice to become an expert (Wiedmann & von Mettenheim, 2020). Celebrity expertise has a beneficial impact on consumer attitudes and purchasing preferences (Wiedmann & von Mettenheim, 2020). Expertise improves the persuasiveness of the endorsement message, resulting in higher brand perception and purchase probability (Jasper et al., 2014).. Celebrities are often viewed as experts in their subjects, leading to increased trust in their advice (Calvo-Porrall et al., 2021). Thus, Purchase intention and perception of the brand are positively impacted by the expertise of the celebrity (Sudjawoto et al., 2023; Roshan et al, 2020; Wang, , 2017).

H2: Expertise of celebrity positively influence on Purchase Intention

Celebrity Attractiveness on Purchase Intention

Attractiveness is related to how likable or physically attractive the source is to the audience (Ohanian, 1990). A celebrity's physical appearance is a significant factor which determines purchase intention (R. Khalid & Yasmeen, 2019; Ha & Lam, 2016). A celebrity with a stunning appearance is more likely to receive good feedback and public notice since consumers tend to be most concerned with their looks (Nabil et al., 2022). Celebrities who are attractive are more appealing to the public, but they must also be well-known to the target audience (Agam, 2017). People normally think and believe that celebrities who have a good look are talented in their fields (Ye & Kim, 2021). Because of that, marketers choose attractive celebrity advocates because of their status and physical appeal (Onu et al., 2019). People look up to them as role models and inspiration (Misra et al., 2019).

Consumers are more likely to find similar characteristics between the celebrity and them and making purchase decisions based on those similarities (Tanjung & Hudrasyah, 2016). Thus, Attractive endorsers are more likely to influence the purchasing intention of consumers ((Nabil et al., 2022; Ha & Lam, 2016; Tanjung & Hudrasyah, 2016).

H3: Attractiveness of celebrity positively influence on Purchase Intention

Moderating Role of Gender

Every society has different standards for what constitutes appropriate behavior for men and women, each with unique opportunities (Ahmed et al., 2015). When considering about gender of the customers, there is a significant difference between male and female customers in their decisions (Klaus & Bailey, 2008). Regarding sports celebrities, men appear to be more inclined than women to use a sporting event's sponsoring brand and to get influenced to purchase goods by sports personalities (Janany & Shivany, 2017). Nonetheless, when it comes to a company or product that their favorite athletes support, female consumers tend to talk about it more positively (Masato & ., 2021). Further research findings show that women are now considered stylish in today's society and they use hair care products mostly, although a wide range of hair products are available (Elijah, 2013). However, men in particular are drawn to celebrity endorsements because they expect the endorsing celebrity to have clean hair and scalps (Masato & ., 2021). Thus, researchers suggested that future research could explore how age and gender affect the impact of celebrity endorsements on customer purchasing intentions (Samarasinghe & Samarasinghe, 2018; Gupta et al., 2015) due to scarcity of existing findings relevant to the field (Anwar & Jalees, 2017).

H4: Gender moderates the relationship between Celebrity Endorsement and Purchase Intention

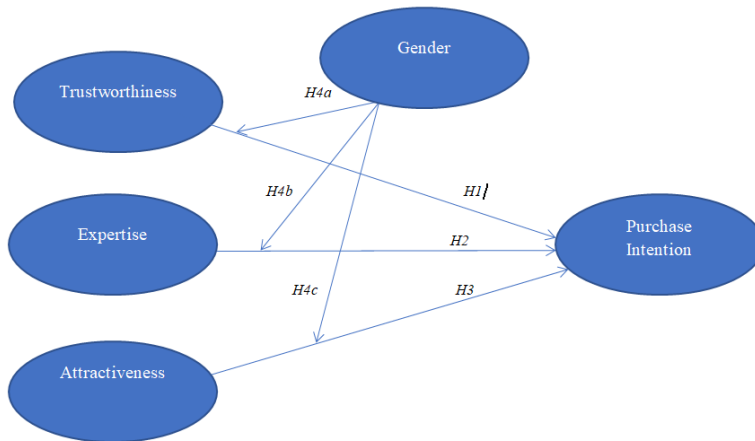


Figure 2: Conceptual Framework

Methodology

Research Approach

A positivistic approach has been used in the current study to examine how celebrity endorsement influences on purchase intention with the moderating effect of gender. This method, which emphasizes the methodical testing of accepted theories or hypotheses derived from accepted principles, is in line with the Deductive end of the research continuum (Hair et al, 2016; Saunders et al, 2009).

Data Collection

The study used a survey-based questionnaire as its main data collection tool, in line with its goals and research questions. To ensure accuracy and relevance, the questionnaire design process was carried out through a series of methodical steps. To guide the creation of survey items, the researchers first carefully outlined its primary objectives and research questions. After that, a thorough analysis of the body of research served as a guide for selecting relevant dimensions and variables to be included in the questionnaire. Following that, succinct and unambiguous questions were formulated, with an emphasis on respondent comprehension and clarity. To improve its structure and ensure its efficacy, the draft questionnaire was put through a rigorous pre-testing procedure. Ultimately, the target sample was given access to the validated questionnaire, which made it easier to collect data in a way that was consistent with the objectives of the study.

Sample Design

The persons who are exposed to Sri Lanka's hair care industry made up the target demographic for this study. Additionally, the study population was chosen based on

research that has been done previously on the impact of celebrity endorsement on purchase intentions in both domestic and foreign contexts. Among the population, 175 respondents were selected as the sample to reflect a range of socioeconomic backgrounds, including age, gender, income, level of education, and as well as the frequency with which readers of celebrity endorsements are exposed to the fundamental relationship between celebrity endorsement and purchase intention. Thus, the self-administered questionnaire was distributed among the respondents who are exposed to hair care products by using the convenient sampling technique.

Data Analysis

Structured Equation Modeling (SEM) was used in this study to rigorously evaluate measurement properties. SEM has two essential components: The Measurement Model and the Structural Model. It is a powerful multivariate statistical tool that may investigate both direct and indirect correlations between independent and dependent latent variables systematically.

Measurement Model assessment

For the purpose of measuring the quality of the constructs, statistics relevant to factor loadings, reliability, validity, and multi-collinearity were determined as follows.

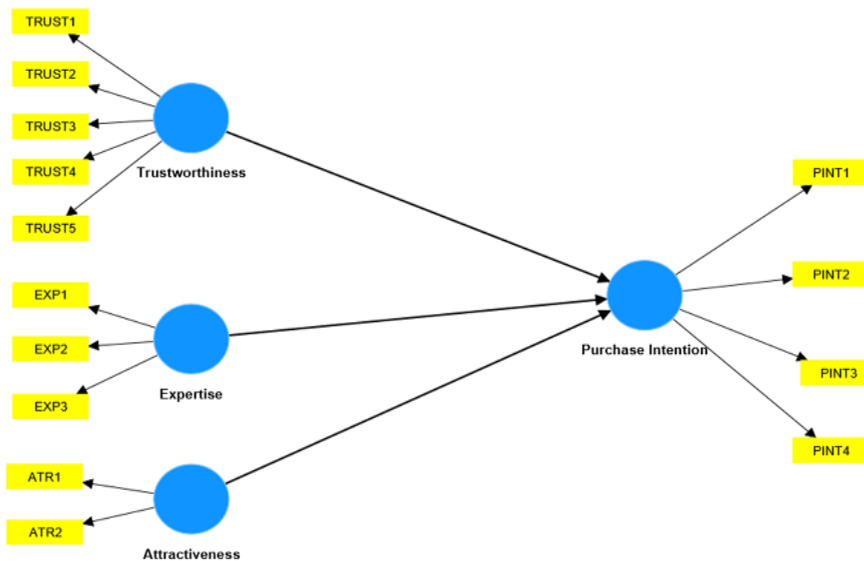


Figure 3: Measurement Model

Within the measurement model, statistics relevant to Factor loadings, Reliability, Validity, and Multicollinearity are determined for assessing the quality of the constructs as follows.

Unidimensionality

Factor loading describes how strongly each item in a correlation matrix is related to a specific main component. Factor loadings can vary between -1.0 and +1.0, with greater absolute values indicating stronger connections between the items and their associated constructs.

Table 1
Factor Loadings of Celebrity Endorsement and Purchase Intention

	Attractiveness	Expertise	Purchase Intention	Trustworthiness
ATR1	0.937			
ATR2	0.953			
EXP1		0.964		
EXP2		0.962		
EXP3		0.922		
PINT1			0.968	
PINT2			0.956	
PINT3			0.975	
PINT4			0.954	
TRUST1				0.946
TRUST2				0.930
TRUST3				0.924
TRUST4				0.934
TRUST5				0.898

As shown in Table 1, it was revealed that all the items under each dimension had factor loadings above the recommended level of 0.7. Thus, none of the items was removed from the existing list of questions.

Reliability

Researchers can evaluate the degree of trustworthiness and generalizability of findings to the target audience by evaluating reliability (Hair et al, 2016)

The reliability of the study was evaluated using Cronbach's Alpha, rho_a, and Composite Reliability; a threshold level of 0.700 was deemed acceptable. Thus, the Reliability statistics results are graphically illustrated as follows in Table 2.

Table 2
Reliability Statistics

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Attractiveness	0.881	0.894	0.944	0.893
Expertise	0.945	0.947	0.965	0.902

Purchase Intention	0.974	0.974	0.981	0.929
Trustworthiness	0.959	0.960	0.968	0.859

Source: Survey Data

As far as the data in Table II is concerned, it is depicted that all Cronbach's alpha values for both Celebrity Endorsement and Purchase Intention lie between 0.881 and 0.974 exceeding the threshold level of 0.7. In addition to that, the statistics for composite reliability fell between 0.894 and 0.974, further proved that the items used to measure the dimensions are good enough to measure that particular dimension. Moreover, the rho_a value returned was between Cronbach's alpha and Composite reliability exceeding the threshold level of 0.70, indicating good reliability.

Validity

According to the findings of existing scholars, the validity of the present study was determined considering the Content and Construct validity as follows.

Content Validity

Within the present study, a sufficient number of items were used to measure the phenomena. Under that, 10 items coming under 3 celebrity endorsement dimensions were used to measure while 4 items representing the purchase intention.

Face Validity

Face validity is usually evaluated through subjective assessment. Examining the items or questions in the instrument, researchers and experts who are familiar with the construct being tested determine if they appear pertinent and appropriate for measuring the desired construct. Common sense, intuition, and the researchers' subject-matter experience are frequently the foundations of this evaluation. Then, Face validity was determined by presenting the instrument to the supervisors.

Construct Validity

Within the present study, Construct Validity was determined in two ways as follows.

Convergent Validity

As per the data on Table 3, it was revealed that all the dimensions have higher Average Variance Extracted values, which are greater than 0.5, proving that the items used to measure the dimensions, are converged together. Among the set of dimensions under Celebrity Endorsement, Attractiveness (0.893), Expertise (0.902), and Purchase Intention (0.929), have the highest AVE value, while Trustworthiness (0.859) with the lowest AVE.

Discriminant Validity

Discriminant or Divergent validity means the degree to which two conceptually similar concepts are distinct (Hair et al, 2010). To measure the Discriminant Validity, researchers of the present study applied the most commonly used method call Fornell and Larcker criterion as follows.

Fornell and Larcker Criterion

Smart PLS allows multiple ways of establishing Discriminant Validity. Among them, Fornell and Larcker's (1981) criterion is one of the frequently used methods of determining Discriminant Validity. Accordingly, the data in Table 4.10 depicts the Discriminant Validity of the present study under the Fornell and Larcker criterion as follows.

Table 3
Fornell and Larcker Criterion

	Attractiveness	Expertise	Purchase Intention	Trustworthiness
Attractiveness	0.945			
Expertise	0.820	0.950		
Purchase Intention	0.837	0.863	0.964	
Trustworthiness	0.781	0.884	0.853	0.927

Source: Survey Data

As shown in Table III, the Average Variance Extracted (AVE) values across the diagonal are consistently greater than the correlations with all other constructs. The higher AVE values across the diagonal confirm the study's discriminant validity. In simplest terms, the study's several constructs are unique from one another because the elements in each construct share more variation with their construct than with other constructs.

Indicator Multi-collinearity

A statistical tool known as the Variance Inflation Factor (VIF) is frequently used by academics to evaluate multicollinearity in the indicators. This metric aid in assessing the degree of correlation between the independent variables in a regression model. Regression analysis results can be distorted by high levels of multicollinearity, making it challenging to understand the unique effects of each variable.

Table 4
Indicator Multi-collinearity

	VIF
ATR1	2.628
ATR2	2.628
EXP1	4.101
EXP2	4.976
EXP3	3.318
TRUST1	4.365
TRUST2	4.195
TRUST3	4.892
TRUST4	4.336
TRUST5	4.204

PINT1	4.430
PINT2	3.911
PINT3	4.677
PINT4	4.685

Source: Survey Data

As per the data in Table 4, it was proved that there is no issue of multi-collinearity having the VIF values lower than the threshold level 5. This is true for all 10 dimensions that come under Celebrity Endorsement and the 04 dimensions derived from purchase intention.

Assessment of Structural Model

To test hypotheses and identify the relationship between the constructs, Structured Equation Modeling was used within this study. Thus, the relationship between independent variable, dependent variable and the moderating effect was determined based on the statistics of path coefficients, confidence intervals, model fit, R2, and F2.

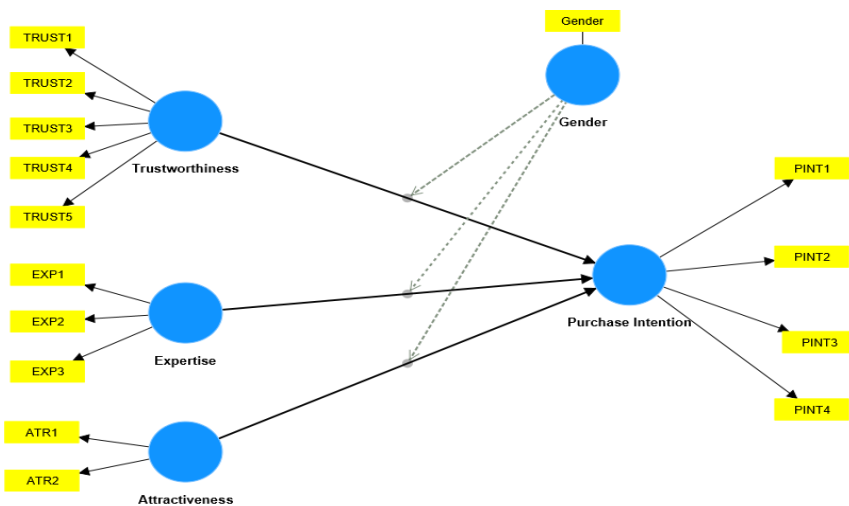


Figure 4: Structural Model

In line with the above model, the resulting statistics of model fit, path coefficients, confidence intervals, R2, and F2 can be illustrated as follows.

Model Fit

Before analyzing the current study's hypotheses, the overall fit of the structural model was evaluated to determine how well the proposed causal relationships between the latent constructs fit the research data. According to experts, the SRMR (Standard Root Mean Residual) value should be less than 0.08.

Table 5
Model Fit Summary

	Saturated model	Estimated model
SUMMER	0.032	0.032
d_ULS	0.111	0.111
d_G	0.341	0.341
Chi-square	358.365	358.365
NFI	0.902	0.902

Source: Survey Data

According to the data in Table V above, the SRMR value of 0.032, which is less than 0.08, indicates that the residual error is 3.2, which is extremely acceptable. Next, the Normative Fit (NFI) score of 0.902, which exceeds the threshold level of 0.9, indicates that the structural model is well-fitted.

Path Coefficients

Furthermore, despite standardization, direction coefficients are frequently standardized to range from -1 to +1. Thus, weights equal to absolute 1 are determined to be the most efficient paths, whereas weights closer to 0 reflect the weakest paths.

Table 6
Path Coefficients

	T statistics (O/STDEV)	P values
Attractiveness -> Purchase Intention	4.597	0.000
Expertise -> Purchase Intention	2.809	0.005
Trustworthiness -> Purchase Intention	2.545	0.011
Gender x Trustworthiness -> Purchase Intention	0.694	0.488
Gender x Expertise -> Purchase Intention	1.571	0.116
Gender x Attractiveness -> Purchase Intention	1.965	0.043

Source: Survey Data

As per the data on Table 6, all dimensions of Celebrity Endorsements significantly influenced the Purchase Intention by having T values greater than 1.96 with p-values less than 0.05. Notably, attractiveness shows a substantial positive relationship with purchase intention, as indicated by a high T statistic of 4.597 and a p-value of 0.000. Similarly, expertise and trustworthiness have substantial positive correlations with purchase intention, as evidenced by T statistics of 2.809 and 2.545, respectively, and corresponding p-values of 0.005 and 0.011. However, the relationship between gender on these characteristics differs. While the interaction between gender and trustworthiness and expertise produces no significant findings, the interaction between gender and attractiveness is statistically significant, with a T statistic of 1.965 and a p-value of 0.043.

Confidence Interval

According to existing scholars, to have a significant effect on an endogenous variable by an exogenous variable, zero should not be present between the ranges of confidence interval (Hair et al, 2010). Thus, the data in Table VII visually illustrates the results of the confidence interval.

Table 7
Confidence Interval

	Original sample (O)	Sample mean (M)	2.5%	97.5%
Attractiveness -> Purchase Intention	0.323	0.321	0.176	0.453
Expertise -> Purchase Intention	0.351	0.343	0.091	0.583
Trustworthiness -> Purchase Intention	0.284	0.295	0.085	0.518
Gender x Trustworthiness -> Purchase Intention	0.060	0.059	-	0.227
Gender x Expertise -> Purchase Intention	-0.158	-0.157	-	0.038
Gender x Attractiveness -> Purchase Intention	0.114	0.112	0.357	0.223
			0.006	

Source: Survey Data

Importantly, attractiveness has a sample estimate of 0.323, which is quite near to the sample mean of 0.321 and is within a 95% confidence comes from 0.176 to 0.453. Similarly, skill has a sample estimate of 0.351, slightly higher than the sample mean of 0.343, with a confidence interval of 0.091 to 0.583. Trustworthiness, with a sample estimate of 0.284, correlates strongly with the sample mean of 0.295 and has a confidence interval of 0.085 to 0.518. Interaction effects with gender produce diverse results; whereas interactions with trustworthiness, expertise, and attractiveness all show sample estimates that are well correlated with their respective sample means, their confidence intervals reflect varying levels of uncertainty.

Coefficient of Determination (R²)

The coefficient of determination is the most commonly used method to evaluate the structural model. Normally, it represents the amount of variance in the endogenous constructs explained by all of the exogenous constructs linked to it. Further, the coefficient represents the exogenous latent variable's combined effects on the endogenous latent variable. Thus, the data in Table VIII visually illustrate the results of the coefficient of determination as follows.

Table 8
Coefficient of Determination

	R-square	R-square adjusted
Purchase Intention	0.818	0.815

Source: Survey Data

As per the data in Table 8, the R² value of 0.815 highlighted that 82% of changing Purchase Intention is determined by Celebrity Endorsement. Further, according to the acceptable cut-off level of 0.10 the model of the present study was accepted obtaining the R² value for Celebrity Endorsement at a satisfactory level.

Hypotheses Testing

Within the above background information, the hypotheses of the present study can be explained in greater detail as follows.

Table 9:
Hypotheses Test Results for the Proposed Structural Model

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STD EV)	P values	Hypothesis test results
Attractiveness -> Purchase Intention	0.323	0.321	0.070	4.597	0.000	Supported
Expertise -> Purchase Intention	0.351	0.343	0.125	2.809	0.005	Supported
Trustworthiness -> Purchase Intention	0.284	0.295	0.112	2.545	0.011	Supported
Gender x Trustworthiness -> Purchase Intention	0.060	0.059	0.087	0.694	0.488	Not Supported
Gender x Expertise -> Purchase Intention	-0.158	-0.157	0.100	1.571	0.116	Not Supported
Gender x Attractiveness -> Purchase Intention	0.114	0.112	0.059	1.965	0.043	Supported

Discussion and Conclusion

Discussion

The aim of this study was to analyze the impact of celebrity endorsement on purchase intention, with the moderating effect of gender. Based on the insights of Ohanian Model of Source Credibility, the study aimed to test the impact of three characteristics; Trustworthiness, Expertise and Attractiveness on Purchase Intention of hair care products.

Based on the analysis results generated through smart pls 4.0, it was revealed that all three elements of celebrity endorsement positively influence on customer purchase intention of hair care products in Sri Lankan hair care market. Among the three, Attractiveness of the celebrity has the strongest impact with higher t value greater than 1.96 with p values less than 0.05, accepting H1 (t = 4.597, p = 0.000). Next, Expertise has the second highest impact obtaining the values (t=2.809, p = 0.005), further proving the H2. Thirdly, it was highlighted that Trustworthiness of the celebrity has the significant influence on Customer Purchase Intension with the values (t=2.545, p = 0.011), accepting H3. In addition to the direct impact, the results revealed that Gender significantly

moderates the impact of Celebrity Attractiveness on Customer Purchase Intention with $t=1.965$ and $p=0.043$, accommodating H4c. However, it was revealed that gender does not moderate the impact of both Trustworthiness and Expertise on Customer Purchase Intention.

Conclusion

This study contributes to the understanding of Celebrity Endorsement (CE) and its relationship with Purchase Intention in the Sri Lankan hair care industry. Through empirical validation, it was found that there is a significant impact of Celebrity Endorsement on Purchase Intention. In conclusion celebrity's Trustworthiness, Expertise and Attractiveness has a have significant impact on Purchase Intention on consumers in Sri Lanka. The findings indicate that Sri Lankan consumers are sensitive to these characteristics when deciding whether to make a purchase based on celebrity recommendations. Celebrities who are viewed as Trustworthy, Expertise, and Attractive have a higher likelihood of positively influencing consumer purchase intentions.

When focusing on the moderate effect of this study, the gender of the respondents only moderates the relationship between the attractiveness of the celebrity and the consumer's purchase intention. This implies that the effect of attractiveness on purchasing intention varies between genders. Further, the findings concluded that the impact of a celebrity's Trustworthiness and Expertise on purchase intentions is consistent across genders. In other words, whether the consumer is male or female, Trustworthiness as well as Expertise has an equal impact on their purchasing decision. This implies that gender does not have a significant moderating effect in determining the relationship between these traits of a celebrity and consumer behavior.

Furthermore, these findings have significant consequences beyond conventional celebrity selection criteria. Marketers can use celebrity trustworthiness, expertise, and attractiveness to engage consumers, develop strong brand associations, and increase brand equity in the Sri Lankan market. Brands may build genuine connections with their target audience by aligning with celebrities who represent their beliefs and objectives. Furthermore, incorporating these characteristics into larger marketing initiatives can increase the impact of celebrity endorsements by reinforcing brand messaging and increasing conversions across several touchpoints. Furthermore, understanding the subtle patterns of consumer behavior in Sri Lanka enables marketers to adjust endorsement methods to social norms and cultural customs, increasing brand relevance and creating long-term connections with customers. In summary, effectively exploiting celebrity traits extends beyond mere advertising to become a strategic instrument for brand differentiation, market positioning, and long-term growth in Sri Lanka's dynamic marketplace.

Rather than the valuable insights provided by this study there are considerable limitations. The narrow focus on gender when investigating the impact of celebrity

endorsements on purchase intention, suggested exploring additional variables such as age and income level. The small sample size of 175 respondents from Sri Lanka restricts generalizability across the globe, and relying on quantitative methods such as Internet surveys may limit the depth of understanding. Further, incorporating qualitative methodologies could lead to more detailed insights. Finally, the use of specialized questionnaires generates measurement bias, emphasizing the necessity for more general assessment instruments.

Overall, this study contributes to the body of knowledge on Celebrity Endorsement on Purchase Intention and provides actionable insights for marketers and businesses seeking to enhance their understanding and utilization Celebrity recommendations in the Sri Lankan market. Finally, Marketers can efficiently target their goal audience with celebrity endorsements and adjust their advertising strategy to accommodate for differences in gender by using such insightful data.

Directions for Future Research

Based on the findings and limitations of this study, several recommendations emerge for future research endeavors. First, it is advisable to diversify the industry and geographic scope of similar studies to enhance the generalizability of results, recognizing that the dynamics of the moderating effect of Gender on Celebrity Endorsement and Purchase Intention may vary across different contexts. Second, researchers should consider incorporating qualitative methods alongside quantitative approaches, such as interviews or focus groups, to delve deeper into future research. Qualitative research is critical for gaining our understanding of complex phenomena and finding rich, context-specific insights those quantitative methods alone may not capture.

Third, researchers should explore additional variables that may contribute to or mitigate Celebrity Endorsement, such as the celebrity's credibility, popularity, and celebrity match-up. Also, exploring these extra variables in celebrity endorsement studies can provide useful information on their individual and combined influence on consumer behavior. Furthermore, investigating potential moderators or mediators of these associations, such as consumer demographics or product attributes, can provide a more detailed understanding of the underlying mechanisms influencing the effectiveness of celebrity endorsements.

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