Impact of Celebrity Endorsement on Consumer Purchasing Behaviour among Young-Adults of Sri Lanka for the Beverage Industry

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Abstract- It is evident that Celebrity endorsement is one of the most well-known tools used to gain publicity for a product or service at present. In essence, it is a marketing communication strategy tool used to grab the audience's attention to be aware of the product/ service of a company.

Celebrities are characters that are renowned in public either because of their popularity, trustworthiness, good looks or any other features. The foremost reason for this study is to find out the most vital attributes of a celebrity endorser that influence young-adults consumer's purchasing behavior. This study is focused on the beverage industry.

The questionnaires were scattered and a sample of 166 respondents were selected from Sri Lanka with the use of both cluster and snowball sampling techniques to obtain data. In this research, Positivism and deductive approaches were utilized to efficiently conduct the study.

Moreover, findings of the research showed that there is a positive correlation between the celebrity attribute factors; attractiveness, popularity, expertise and trustworthiness influencing Sri Lankan young-adults purchase behavior when purchasing beverage. Furthermore, based upon the empirical findings from the experiment, the theoretical implication, as well as the limitations and suggestions for future research, are discussed in this study.

Index Terms- Celebrity Endorsement, Consumer Purchasing Behaviour; Young-adults, Beverage Industry

I. INTRODUCTION

Nowadays, the business world is extremely risky due to the intense competition with the liberalization of world trade. Obtaining an advantageous position means companies have to find and adopt their creative strategies for surviving and claiming a significant share of the market.

These strategies include using effective Marketing tools and employing distinct number of advertising tools to boost the purchase of the products, and ensure that consumers are mindful of its existence. Among these various tools, 'Celebrity Endorsement' is the most appealing which stands out to being a successful thriving proficient strategy tool (Roy, 2017).

To succeed marketers, use celebrities with attractive personalities and distinct attributes such as celebrity being trustworthy, attractive and dependable (Atkin and Block, 1983). This would be due to today celebrities being considered as role models. People continuously change their lifestyles to relate with their much-loved celebrities, as products are made more desirable and alluring by celebrities, it produces a major effect on purchasing decisions of buyers (Miciak and Shanklin, 1994).

This research explores the impact and influence which celebrity endorsement has towards purchasing behaviour among young-adults in Sri Lanka for the beverage industry.

Due to celebrity endorsements, is there an influence on consumers purchase behaviour? If so, what attributes of celebrities are most tempting in influencing their purchase behaviour? This research was proposed to counter the identified hypotheses and seeks to fill a gap in the literature by focusing on young adult consumers in Sri Lanka, from the use of a quantitative methodology in this research.

The food and beverage sector perform a key role in increasing economic opportunity, and is the fastest rising industry across the world and in Sri Lanka (Business Times, 2019). The beverage industry includes distributors and manufacturers of bottled water, soft drinks, milk products, tea- based and coffee products, energy drinks, sports drinks, nutritional drinks and alcohol products. Sri Lanka is a tropical country and given the influence of particular habits within the culture, Sri Lanka's consumption of beverages are high, and few iconic Sri Lankan beverage brands include Milo, Elephant House and Coca Cola (Srilankabusiness.com, 2018). Beverage companies in Sri Lanka utilize Celebrity endorsement as a strategy to gain an edge over competitors. For instance, the Popular Sri Lankan singers 'Bathiya and Santhush' endorse in Coca Cola to positively influence the consumer. Celebrities are used as an element of marketing strategy to maintain the image of the beverage brand. Celebrities present themselves as spokespersons to elaborate an additional positive result toward advertising and creating greater purchase intentions than an unfamiliar sponsor (Cooper, 1984). Advertising is a crucial element for both consumers and businesses. The exercise of a celebrity as a beverage endorser could either be positive or negative for a company or brand.

For example, a positive impact is on the popular beverage brand Milo, which is supported by Sri Lankan cricket captain Angelo Mathews, where the brand was voted for the third

consecutive year by Sri Lankan students as the 'Brand of student drinks of the year '(Daily Mirror, 2018). This clarifies the great confidence that Sri Lankan consumers have in the quality of the product and the attributes of the sponsor, such as Mathews, an energetic and young sports leader who encourages to purchase Milo. However, when a celebrity creates a bad image for themselves, it could either destroy or give a negative image towards the brand as well as the company. Brian Till (1998) says that private celebrity issues or bad publicity regarding celebrities may create many likely problems on behalf of any brands they would endorse. However, when a celebrity creates a bad image for themselves, it could either destroy or give a negative image towards the brand as well as the company. Brian Till (1998) says that private celebrity issues or bad publicity regarding celebrities may create many likely problems on behalf of any brands they would endorse.

Such an instance was when the popular actress Chathurika Peiris was stripped away from Nestomalt brand due to problems in her personal family life (Sri Lanka Mirror, 2013). As Nestomalt is a family beverage drink, this could affect their brand image, therefore she was removed from this endorsement and was replaced by the famous actor Roshan Ranawana and his wife who now endorse this family beverage (http://www.nestle.lk, 2016). As a result, endorsement by celebrities is a two-edged sword, if properly handled, it does wonders for the company but if it is not handled appropriately it could put an end to the company's image and the brand itself, resulting in a negative impact on consumer buying decisions. Marketers around the globe have successfully recognized the weaker spot of consumer, which would tend to buy products used by their role models. Celebrity endorsement in advertising can be defined as using a sport, entertainment, political figure that is famous or popular among a certain group or community to advertise product. Therefore, both Local and International celebrities are endorsed.

There are certain factors which must be considered when selecting a celebrity to endorse a product or a company offer. Especially the marketer must be aware of, beforehand, the target group market of the particular product or service. This is very much crucial as this target group must be aware of the celebrity endorsing the product to get the full advantage. In this research, the target group is young-adults of Sri Lanka.

Using celebrity endorsement does not expect one-time sale but makes the customer purchase the product many times. Carefully selected right person, right product, at the right time and the place while creating a healthy flux of consumer attraction to the offered product or service, at the same time can boost the profit for the organization (Erdogan, 1999).

II.   RESEARCH PROBLEM

Beverage brands are constantly competing with one another to gain consumer attention. Though flavour and packaging are important features, brands need that extra little push to set them apart from others in the market at times. Seeking to incorporate elements of pop culture, beverage and liquor brands are turning to celebrity endorsements and campaigns to garner publicity and intrigue. When it comes to marketing products, differentiating it from other goods on the market can be challenging, but these celebrity-endorsed beverages are showcasing how a little media influence can go a long way.

Bringing down celebrities to play is believed to assist consumers to recall the message of the advertisement and the brand name in which the particular celebrity is endorsing. When an eminent celebrity is paired with a brand, the image that is formed helps shape the brand image on the consumer's minds (Agrawal & Kamakura, 1995: cited by Mangan, 2016).

However, before choosing a celebrity to endorse a product, marketers must make sure to have a "fit" between the celebrity's image and the product. It is a difficult task for marketers to search for celebrities who have an idealistic image in the minds of the consumer and are also an "ideal fit" for their products. Based on many factors and largely on the type of product to be endorsed, advertisers may choose celebrities.

A distinct number of scholars have conducted studies on "Consumer buying behavior towards celebrity endorsement". The majority of these academic studies were executed in other distant countries. When considering the Sri Lankan context, "Young-adult consumer purchase behavior towards celebrity endorsement in the beverage industry in Sri Lanka" says unexamined, and open up a knowledge gap to study.

III.   RESEARCH QUESTIONS AND OBJECTIVES

The research questions for this study are:

What are the dimensions and critical attributes required by a celebrity to influence consumer's purchase behaviour?

Is there a relationship and impact between celebrity endorsements on consumer purchase behaviour among young-adults in Sri Lanka?

What is the perception of young adults about endorsing celebrities?

What is the consumers' attitude about celebrity advertising?

What are the recommendations to improve consumer purchase by celebrity advertising?

Celebrity endorsement to promote a brand not only lends instant popularity but it also contributes further to the inspirational value along with celebrity to the brand. This study was urbanized to scrutinize the effectiveness of celebrity endorsement as a promotional procedure and to attain numerous causes which influence consumers. The diverse magnitude of research questions emerged from the core research study. The crucial intention was taken into consideration and was then deciphered into precise research objectives which permitted for a methodological framework to formulate these principles.

The research objectives for this study are:

To recognize the dimensions and critical attributes required by celebrities to influence consumer's purchase behaviour.

To identify the relationship and impact between celebrities endorsements on consumer purchase behaviour among young-adults in Sri Lanka.

Analyze the perception of young adults about endorsing and recognizing celebrities.

To examine the consumers' attitude about celebrity advertising

Provide recommendations to improve consumer purchase through celebrity advertising

IV.   SIGNIFICANCE OF THE RESEARCH

The market for celebrity endorsement is directly proportional to the status of a celebrity. Currently, people are more into the celebrity endorsement regardless of the product they promote. Celebrity endorsement entails in endorsing products while acting as a communication bridge between the brand and the customer. The key role of the endorser would be to act as the brand's spokesperson to certify and bring forth the product to the customer. The findings of this research and its recommendations would make it easier for sellers to get an idea of the effectiveness of celebrity endorsements to find influence on consumer buying behavior. The results of the study will provide valuable information to companies. Today, several corporations spend millions each year to support their product by using popular celebrities such as Kumar Sangakkara, Lasith Malinga, Bathiya and Santhush, and Mahela Jayawardene, as they are certain to make a favourable impact in the eyes of customers. Sometimes, products are forgotten as it focuses excessively on the celebrity, while the attention must be on endorsed products. Therefore, it is always a major task for marketers to identify the consumer's interest which is linked with the brand to select the right celebrity and build the right brand for the concept of celebrity endorsement. Furthermore, the research study will aid in achieving insight on those factors influencing celebrity endorsement on purchase behaviour from the opinions of the Sri Lankan young-adult consumers. This would help marketers get a better idea of the important attributes of what matters most for these young-adults to influence their buying behaviour.

Moreover, Celebrity endorsement is a concept widely debated among academics. A large sum of research studies was carried out on the subject of celebrity endorsement (Armos, Holmes and Strutton, 2008; Erdogan, 1999). However, research studies in the association between celebrity endorsement and consumer buying behavior among young adults in Sri Lanka are none for the beverage industry. Considering the marketing communication viewpoint, it is vital that companies design strategies that help underpin a competitive advantage for a company's product. Consequently, marketing communication activities support other elements in the marketing mix, such as product design, brand, packaging, prick and place decisions (distribution channels and physical distribution) to try to create positive effects in the minds of consumers. In order to achieve this, the use of famous celebrities is a marketing communication strategy widely used to support corporate or brand image. Companies invest a significant amount of money in brands and organizations with endorsement qualities (Erdogan, 1995). Current research would provide information on the main areas to consider when examining the impact and influence that celebrity endorsements have on purchasing behavior among young adults in Sri Lanka for the beverage industry.

V.   LITERATURE REVIEW

5.1 Celebrity Branding with Beverages

Celebrity branding has been in existence since the 1760s when British entrepreneur Josiah Wedgewood created a tea set for Queen Charlotte called Queensware. It became popular and the name and association created a competitive advantage for the product (Food Dive, 2018). Beverage brands constantly compete with each other to attract the attention of consumers, and although taste and packaging are important features, brands sometimes need a little extra edge to differentiate them from the market by using celebrity endorsement. The assumed effect of using celebrities in advertising is the transfer of a positive image from the celebrity to the brand or beverage (Malik & Sudhakar, 2014; Miller & Allan, 2011). Celebrity advertising in Sri Lanka became popular after introducing Television Networks in 1982. In the first stages, Rosi Senanayaka was speaking for Anchor Milk powder which became very popular. However, Consumers are often sceptical of endorsements because they know the celebrities are being paid to represent it. This problem is particularly pronounced when a celebrity endorses too many products or companies and becomes overexposed. For instance, popular cricketer Sanath Jayasuriya appeared in many advertisements for Soya Meat, Milo, Pepsi cola, Singer Akai and Union Bank.

5.2 Celebrity Endorsement

To ensure the effectiveness of a celebrity's messages, attributes such as similarity, intimacy and admiration must exist (Mc Cracken, 1989). A well-planned ad with celebrity endorsement can change the final fate of the product. A well-known celebrity can affect the profitability of the product he or she supports (Mathur et al, 1997).

Any individual who has a public appreciation and uses this recognition by appearing in an ad (Mc Cracken, 1989) Brand communication through which celebrities act as a spokesperson for trademarks and assert that the brand's claim and prestige by expanding its personality, popularity, status in society or its expertise in the field to include the brand (Martin Roll, 2018). Nowadays most of the marketers use celebrity endorsement as an effective promotional tool. The analysis of the scientific literature reveals that the concept of celebrity endorsement is based on two general models: the credibility model of the source and the attractiveness model of the source (Erdogan, 1999; Johansson and Sparredal, 2002; Ohanian, 1990). The credibility model of the source includes two subdimensions that are experience and reliability (De Los Salmones, Domínguez and Herrero, 2013; Dholakia and Stemthal, 1977; Goldsmith, Lafferty and Newell, 2000). However, the model of attractiveness of origin includes four sub dimensions that are the familiarity, sympathy, similarity and attractiveness of the endorser with the respondent (McCracken, 1989; McGuire, 1985; Ohanian, 1990). In addition, both the credibility model of the source and the appeal are used by Ohanian (1990) to define three sub-dimensions (attractiveness, experience and reliability) of celebrity endorsements.

5.3 Consumer Purchasing Behavior

A rapid growth in literature related to Consumer buying behaviour includes many factors that are believed to have some impact on customer buying decisions. According to Blackwell et al (2001), consumer buying behaviour itself is a complex and dynamic problem that cannot be easily and commonly defined. Therefore, the concept of consumer buying behaviour was defined

in different ways by different researchers. Solomon and Kanuk (1995), elaborates this as a process of selecting, buying, using and disposing of products or services by individuals and groups to meet their needs and desires. Stallworth (2008) explains consumer buying behavior as a range of activities that involve the purchase and use of goods and services that have resulted from clients' emotional and mental needs and behavioral responses. Kumar (2010), refers to the buying behavior of end consumers, individuals and families who purchase goods and services for personal consumption. Kotler and Keller (2012) clarify this as ways of procuring and disposing of goods, services, ideas or experiences by individuals, groups and organizations to meet the needs and desires. Enis (1974) defines this as a process, which through input and us despite the process and satisfaction leads to meet the needs and desires. Although the above definitions are different from one to another, they all lead to a common view that consumer buying behaviour is the process of selecting, buying, and disposing of goods and services according to the needs and desires of consumers. However, there is a general consensus among researchers and academics that this process is subject to constant change over time as customers' buying characteristics change due to their physical and psychological needs.

VI. METHODOLOGY

6.1 The conceptual framework and operationalization of concepts

The formulated research question is: "What impact and influence do Celebrity Endorsements have towards the purchasing behavior among young-adults in Sri Lanka for the beverage industry?" The conceptual model is generated with the support of literature review and the hypotheses are developed accordingly.

The process of operationalizing the variables enable the greater specificity for readers to understand researcher's work which is necessary to answer the doubts as this distinguishes explanations and definitions to remove any potential ambiguities (Williamson, 2006).

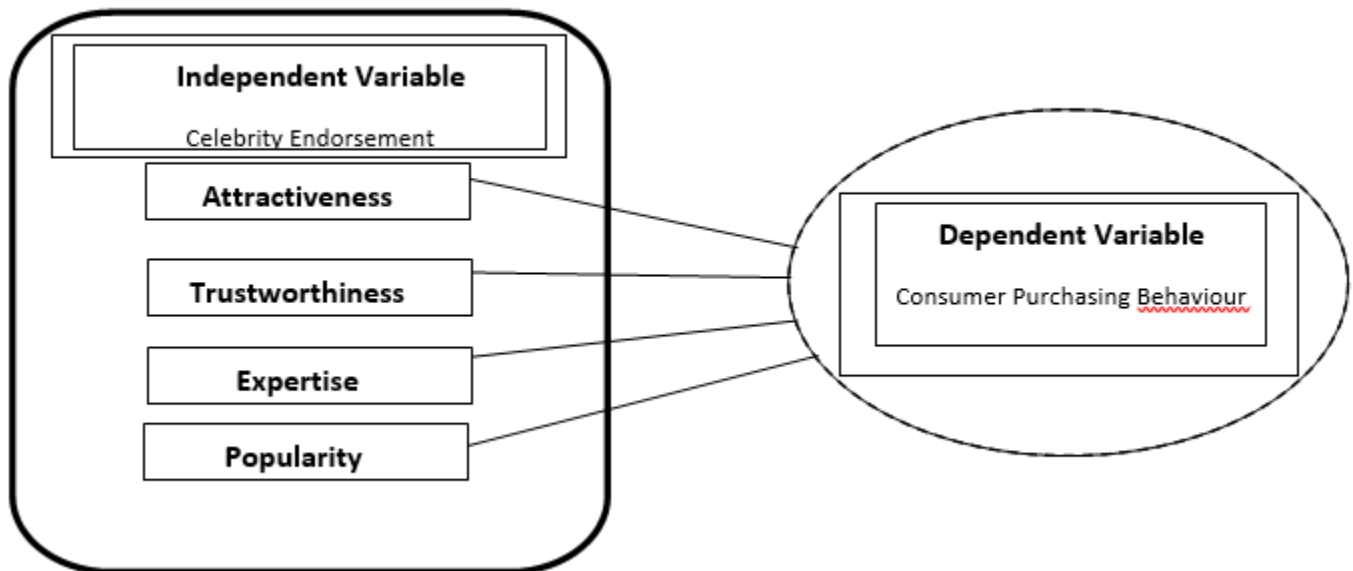**Table 1: Operationalization of variables**

Concept	Dimension	Indicators
Celebrity Endorsement	Attractiveness	Familiarity, elegant, classy, high reputation, likeability
	Trustworthiness	Reliability and honesty
	Expertise	Knowledgeable, credible, valid-representation, skilled
	Popularity	Famous, popular, recognition, well known
Concept	**Indicator**	
Consumer purchasing Behavior	Purchase intention being influenced by attractiveness	
	Purchase intention being influenced by trustworthiness	
	Purchase intention being influenced by expertise	
	Purchase intention being influenced by expertise	

The hypotheses are developed as follows:

H11: There is a relationship and influence between trustworthiness and consumer purchasing behavior.

H21: There is a relationship and influence between attractiveness and consumer purchasing behavior.

H31: There is a relationship and influence between popularity and consumer purchasing behavior.
H41: There is a relationship and influence between expertise and consumer purchasing behavior.

6.2 Research Design & Data Collection

The research has used a quantitative research as this is built on hypothesis that were derived from the study in the field of celebrity endorsers. Quantitative research allows measurable data regarding trends, attitudes and opinions. Therefore, this research aims to determine the impact of celebrity supporters on consumer buying behavior using questionnaires.

Research design can be defined as the blueprint of the method research that's carried out. Research methods can be divided into two as explanatory and conclusive research; whereas conclusive research is further divided into two as descriptive and casual research (Malhotra & Dash, 2011).

Exploratory research gains insights into the problem when the researcher does not have enough information to proceed (Sekaran and Bougie, 2010). This is usually a qualitative study where data are gathered through observations and interviews (Sekaran and Bougie, 2010). Due to the amount of data needed to be collected and data collection methods adopted, the exploratory research can be time-consuming (Bryman and Bell, 2011). Therefore, due to the time constraint, an exploratory research design is not suitable to be followed in this situation.

Descriptive researchers are used to describe a market characteristic or a function and it can be conducted to describe characteristics of groups such as consumers. In this study, the information had been gathered on different constructs to identify the behavior of consumers and hypotheses have been built upon it. Hence it can be said that the 'descriptive research' is conducted in this case.

Quantitative research focuses on gathering numerical data and generalizing it across groups of people or to explain a particular phenomenon (Babbie, 2010). Hence, the researcher will be conducting quantitative research using the survey method. Furthermore, a single cross-sectional design has been implemented when designing the research.

There were two types of data used for this study: Primary and Secondary Data. Primary data is data that is collected by a researcher from first-hand sources, using methods like surveys, interviews or experiments. It is collected with the research project in mind, directly from primary sources. In contrast, secondary data is data gathered through sources that already exist, such as database and other published information. Secondary data is information gathered from someone other than the researcher. Hence, secondary data was used as it allowed time to formulate questions and gain an understanding of the issues being addressed before the most costly and time-consuming raw data collection process. The population for the research study is infinite due to the young-adults in Sri Lanka both male and female are aged 18-35 years are innumerable or countless. A large sample should be chosen since when the sample size is large, accurate results will be obtained, although the costs will be high when the sample size is high.

To determine the sample size for the research, that would provide a clear representation of the total population, the researcher has utilized the G*Power Software.

The following input parameters have been selected based on multiple linear regression.

Effect size – 0.15
Confidence - 0.05
Power – 0.80
Number of predictors - 4

Based on the output on G*Power the minimum number of respondents required was 85 (Refer Appendix 2 for G*Power calculations). However, taking into account the accuracy of the data, this research has chosen a large sample size of 166 young adult respondents living in Sri Lanka who are between the ages 18-35. When it is impossible to obtain a list of population constituents, cluster or multistage sampling is useful (Creswell, 2009: cited by Mangan, 2013). First, the total population is divided into a group or groups and a simple random selection is applied to the subgroups instead of the entire sample population. (Domegan and Fleming, 2007: cited by Atay, 2011). This method is used in this research study because it is cost-effective and effective when conducting research, as the main focus is only among young adults in Sri Lanka.

In this research, the samples were selected from the infinite young-adult population of Sri Lanka and the researcher selected a mixture of both Cluster Sampling and Snowball sampling methods to collect the required data from the target group of Young-adults in Sri Lanka.

The questionnaire was distributed and dispersed among these individuals that were selected through the use of cluster sampling and snowball sampling techniques. Furthermore, since this research is a quantifiable study and will lead to statistical analysis, this study will use a positive paradigm.

The questionnaire was electronically administered online using BOS software. Conducting such questionnaires is easy, relatively cheaper than face-to-face surveys, and has allowed a large number of people to be surveyed (Saunders et al. 2009). The questionnaire was designed in an experimental way to test the hypotheses that were developed. The research questionnaire was divided into three main sections (section A, B and C) and it had followed likert scale questions and dichotomous scale questions.

All data collected was fed into the SPSS program for data analysis. The researcher performed a correlation analysis to test the hypotheses to determine whether to accept or reject the hypothesis of the above situation.

Reliability is referred to as the degree to which a scale produces consistent results if repeated measurements are made on characteristics. There are two approaches in testing reliability, Internal Consistency and Test-Retest Reliability.

Internal consistency reliability is a way to gauge how well a test or survey is measuring what is required to measure. Cronbach Alpha is used to assess the reliability of the data collected. Cronbach Alpha is a reliability test conducted within SPSS to measure the internal consistency i.e. reliability of the measuring instrument (Questionnaire). It is most commonly used when the questionnaire is developed using multiple Likert scale statements and therefore to determine if the scale is reliable or not. When there is a higher value of alpha it is considered to be reliable. The value of Cronbach's Alpha coefficient should exceed 0.7 it is then considered to be a good representation of reliability. Test-Retest

reliability is an approach for assessing reliability in which respondents are administered identical sets of scale items at two different times under as nearly equivalent condition as possible. However, Test-Retest reliability was not carried out for this study.

VII. FINDINGS

The responses received through the structured questionnaire are analyzed thoroughly in different segments after studying the validity and the reliability of the measures along with the analysis of demographics, analysis of descriptive statistics and hypotheses testing.

7.1 Analysis of demographic factors

As far as the gender is concerned an almost similar number of respondents were taken to the study by the researcher, where 51% were female and 49% were male. The majority of 54% respondents were among 18 to 26 for the entire sample. Whereas, the rest of 46% respondents were among the ages of 27 to 35 years old. Considering the marital status of the respondents, the majority of 66% of respondents were single in the entire sample study, whereas only 34% respondents were married. 93% of the overall sample study of respondents are aware that the Beverages they consume are Endorsed by Celebrities through advertisements. Whereas, only a few of 7% are not aware of the beverage endorsements.

Table 2: Analysis of Demographic Factors

Variable	Characteristic	%
Gender	Male	49%
	Female	51%
Age	18- 26 years	54%
	27- 35 years	46%
Marital Status	Single	66%

7.2.2 Factor Analysis

Married	34%

93% of the overall sample study of respondents are aware that the Beverages they consume are Endorsed by Celebrities through advertisements. Whereas, only a few of 7% are not aware of the beverage endorsements. Considering the Preference of celebrities that endorse Beverages, a majority of 75% young-adult respondents from the entire sample study prefer International Celebrities around the globe, whereas only 25% respondents prefer local celebrities. In terms of the frequency of a respondent seeing a celebrity endorse their favourite Beverage Brands, a majority of 75% respondents from the entire sample of the study, stated that they see it 'Occasionally'. Whereas, 21% respondents responded that they see them 'Frequently', and 4% respondents responded stating they have never seen a celebrity endorse their favourite beverage brand. Respondents of 90% of the entire sample of the study responded and agreed that Celebrity advertisement influence in their purchasing behaviour of a beverage brand. Whereas, 10% of the young-adult consumers disagreed and responded that it does not influence their purchase decisions.

7.2 Analysis of quantitative data collected
7.2.1 Testing the reliability and validity of data

Reliability analysis examines whether the information gathered has minor or no blunders to proceed for investigation. At the end if reliable, it is said that the information is dependable to convey forward. The researcher has utilized Cronbach Alpha to distinguish the dependability of the investigation. Hinton (2004) has revealed from his research that on the off chance that the Cronbach Aloha worth is more than 0.5, at the point the gathered information is dependable to direct further investigation.

Table 3: Factor Analysis of Attractiveness
Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative
1	2.516	62.912	62.912	2.516	62.912	62.912
2	.697	17.415	80.327			
3	.412	10.296	90.623			
4	.375	9.377	100.000			

Extraction Method: Principal Component Analysis.

All pointers of the Attractiveness variable are stacked on one factor. The single factor separated clarifies 63% of differences.

Table 4: Factor Analysis of Trustworthiness
Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative
1	2.646	66.148	66.148	2.646	66.148	66.148
2	.690	17.249	83.397			
3	.460	11.506	94.902			
4	.204	5.098	100.000			

Extraction Method: Principal Component Analysis.
    All pointers of the Trustworthiness variable are stacked on one factor. The single factor separated clarifies 67% of differences.

Table 5: Factor Analysis of Expertise
Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative
1	2.724	68.093	6.093	2.724	68.093	68.093
2	.551	13.779	81.872			
3	.370	9.246	91.118			
4	.355	8.882	100.000			

Extraction Method: Principal Component Analysis.

All pointers of the Expertise variable are stacked on one factor. The single factor separated clarifies 69% of differences.

Table 6: Factor Analysis of Popularity
Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative
1	2.497	62.426	62.426	2.497	62.426	62.426
2	.672	16.796	79.222			
3	.467	11.681	90.903			
4	.364	9.097	100.000			

Extraction Method: Principal Component Analysis.

All pointers of the Popularity variable are stacked on one factor. The single factor separated clarifies 63% of differences.

Table 7: Factor Analysis of Consumer Purchasing Behavior
Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.645	58.067	58.067	4.645	58.067	58.067
2	.919	11.493	69.560			
3	.668	8.344	77.904			
4	.483	6.038	83.943			
5	.401	5.014	88.957			
6	.345	4.316	93.272			
7	.293	3.665	96.937			
8	.245	3.063	100.000			

Extraction Method: Principal Component Analysis.

    All pointers of the Consumer purchasing behaviour variable are stacked on one factor. The single factor separated clarifies 59% of differences.

7.2.3 Descriptive Statistics
    The mean of the selected sample's variable such as attractiveness, trustworthiness, expertise, popularity as well as consumer purchasing behaviour continues as 3.86, 3.78, 3.78, 3.85 and 3.73, with a standard deviation of 0.742789578, 0.75096478, 0.730919495, 0.745353961 as well as 0.81010327. This means normal reaction towards every factor is unbiased in the example. Most extreme and least qualities are 1   and 5 for every one of the factors saying that the respondents generally appraised for every one of the inquiries in the survey with the given scale. The example difference has been appropriated among the autonomous just as the reliant factors as 0.028825826, 0.029143085, 0.028365178, 0.028925343 and 0.022230096. It was also seen that the standers error of the descriptive data for the variables in the order attractiveness, trustworthiness, expertise, popularity as well as consumer purchasing behaviour as 0.551736357, 0.5639481, 0.534243308, 0.555552527 and 0.656267307 where the standard error gives a trace of how close the example mean is to the genuine mean of the populace. The skewness values of -0.884483522, -0.794118424, -0.827239574, -0.773993598 and -1.195465869 for variables are in the order in attractiveness, trustworthiness,

expertise, popularity as well as consumer purchasing behaviour. In light of the skewness value, we can say that the conveyance is typically disseminated. Kurtosis is a level of whether the actualities are relentlessly pursued or else all of a sudden pursued similar to a customary circulation. Which is the record bunches with extraordinary kurtosis tend to be consistently pursued. The record bunches with lower kurtosis tend to be all of a sudden

pursued. Kurtosis values specified for variables in the order in attractiveness, trustworthiness, expertise, popularity as well as consumer purchasing behaviour as -1.983932203, 1.314813125, 1.684738864, 1.58884984 and 2.237929496. Further descriptive values for the variables are also seen in Table 08.

Table 8: Descriptive Statistics

	Trustworthiness	Attractiveness	Popularity	Expertise	Consumer purchasing behaviour
Mean	3.86	3.78	3.78	3.85	3.73
Standard Error	0.02882583	0.02914309	0.02836518	0.02892534	0.0222301
Median	4	4	4	4	4
Mode	4	4	4	4	4
Standard					
Deviation	0.74278958	0.75096478	0.73091949	0.74535396	0.81010327
Sample					
Variance	0.55173636	0.5639481	0.53424331	0.55555253	0.65626731
Kurtosis	1.9839322	1.31481312	1.68473886	1.58884984	2.2379295
			-		-
Skewness	-0.88448352	-0.79411842	0.82723957	-0.7739936	1.19546587
Range	4	4	4	4	4
Minimum	1	1	1	1	1
Maximum	5	5	5	5	5

As far as the attractiveness is concerned, majority of the respondents have rated and agreed that attractive, likeable, elegant, classy and highly reputed celebrities endorse in beverage advertisements, furthermore the majority respondents also agreed that they are familiar with the celebrities who endorse these beverage brands. In the view of trustworthiness, majority of the respondents have agreed and rated that they remember beverages that are endorsed by Trustworthy celebrities and trustworthiness is a key factor in selecting celebrities to endorse beverages. Also, the majority has agreed and rated that honest celebrities endorse beverages and that reliable celebrities endorse in beverages.

As far as the expertise aspects are concerned, majority of the respondents agreed and have rated that skilled and qualified celebrities represent beverage brands and knowledgeable celebrities endorse beverage brands. On the other hand, the majority has also agreed and rated that credible celebrities are in

beverage advertisements and celebrities endorsed in beverage brands have background expertise to represent it.

In the view of popularity, majority of the respondents have agreed and rated that popular celebrities are used in beverage advertisements and they remember a beverage brand because famous celebrities are endorsing it. In addition, the majority has also agreed and rated that they like it when popular celebrities endorsing the beverage brand is also using it, and the majority agreed that popularity of a celebrity gives a positive image to the beverage brand.

As far as consumer purchasing behaviour is concerned, majority of the respondents agreed and have rated that they prefer a celebrity endorsed advertisement rather than a non-celebrity endorsed advertisement, they will recommend buying beverages where a celebrity has appeared or endorsed in it, they have bought beverages where a celebrity appeared or endorsed it, and celebrity endorsement is influential in their purchase decisions. In addition,

majority has also agreed and rated that these young-adult consumers, they tend to buy beverages endorsed by classy and attractive celebrities who they are familiar with, they purchase beverages with honest and trustworthy celebrities representing it, they buy the beverage because the celebrity has enough skill and expertise as well as they tend to buy a beverage brand because the celebrity is popular.

Table 9: Relationship between Trustworthiness and Consumer Purchasing Behavior

		Trustworthiness	Consumer purchasing behavior
Trustworthiness	Pearson Correlation	1	.547
	Sig. (2-tailed)		.000
	N	166	166
Consumer purchasing behavior	Pearson Correlation	.547	1
	Sig. (2-tailed)	.000	
	N	166	166

As per the above correlation table Trustworthiness and Consumer purchasing behaviour are correlated (0.547). The relevant hypothesis among the variable are stated below.

H1: There is a relationship and influence between Trustworthiness and consumer purchasing behaviour.

At 95% significant level there is an association among Trustworthiness and Consumer purchasing behaviour. Therefore, Trustworthiness effects on Consumer purchasing behaviour among young- adults in Sri Lanka.

Table 10: Relationship between Attractiveness and Consumer Purchasing Behavior

		Attractiveness	Consumer purchasing behavior
Attractiveness	Pearson Correlation	1	.622
	Sig. (2-tailed)		.000
	N	166	166
Consumer purchasing behavior	Pearson Correlation	.622	1
	Sig. (2-tailed)	.000	
	N	166	166

As per the above correlation table Attractiveness and Consumer purchasing behavior are correlated (0.622). The relevant hypothesis among the variable are stated below.
H2: There is a relationship and influence between Attractiveness and consumer purchasing behaviour.

At 95% significant level there is an association among Attractiveness and Consumer purchasing behaviour. Therefore, Attractiveness effects on the Consumer purchasing behavior among young- adults in Sri Lanka.

Table 11: Relationship between Popularity and Consumer Purchasing Behavior

		Popularity	**Consumer purchasing behaviour**
Popularity	Pearson Correlation	1	.636
	Sig. (2-tailed)		.000
	N	166	166

Consumer purchasing behavior	Pearson Correlation	.636	1
	Sig. (2-tailed)	.000	
	N	166	166

As per the above correlation table Popularity and Consumer purchasing behaviour are correlated (0.636). The relevant hypothesis among the variable are stated below.

H3: There is a relationship and influence between Popularity and consumer purchasing behaviour.

At 95% significant level there is an association among Popularity and Consumer purchasing behaviour. Therefore, Popularity effects on the Consumer purchasing behaviour among young- adults in Sri Lanka.

Table 12: Relationship between Expertise and Consumer Purchasing Behavior

		Expertise	Consumer purchasing behavior
Expertise	Pearson Correlation	1	.546
	Sig. (2-tailed)		.000
	N	166	166
Consumer purchasing behavior	Pearson Correlation	.546	1
	Sig. (2-tailed)	.000	
	N	166	166

As per the above correlation table Expertise and Consumer purchasing behaviour are correlated (0.546). The relevant hypothesis among the variable are stated below.

H4: There is a relationship and influence between Expertise and consumer purchasing behaviour.

At 95% significant level there is an association among Expertise and Consumer purchasing behavior. Therefore, Expertise effects on the Consumer purchasing behaviour among young-adults in Sri Lanka.

VIII. CONCLUSIONS

As per the analysis conducted in chapter four, consumer purchasing behavior has been proved as there is a positive relationship and influence (correlation of 0.547) with Trustworthiness. Therefore, it can be concluded, that understanding the importance of Trustworthiness would lead to effectiveness of handling the consumer purchasing behaviour to have better consequences.

As per the analysis conducted in chapter four consumer purchasing behaviour have been proved as there is a positive relationship and influence (correlation of 0.622) with attractiveness. Therefore, it can be concluded that understanding the importance of attractiveness could lead to effectiveness of handling consumer purchasing behaviour to have better consequences. Further, consumer purchasing behaviour has been proved as there is a positive relationship and influence (correlation of 0.636) with popularity. Therefore, it can be concluded that

understanding the importance of popularity could lead to effectiveness of handling consumer purchasing behaviour to have better consequences. Moreover, there is a positive relationship and influence (correlation of 0.546) with expertise. Therefore, it can be concluded that understanding the importance of expertise could lead to effectiveness of handling consumer purchasing behaviour to have better consequences.

In the global context, the study Celebrity Endorsement is an emerging topic in this modern world, and thus it is useful for Sri Lankan marketers. The principle of this study was to explore Consumer behaviour towards celebrity endorsement in Sri Lanka for the Beverage industry, and in exploring the critical attributes that influence consumer's purchase behaviour. This research will be of great importance to marketers in the future, as marketers around the world are looking for techniques to differentiate their beverage brands over its competitors. After carrying the survey. The four attributes including Attractiveness, Popularity, Expertise and Trustworthiness, is seen as having a positive relationship and influence with consumer purchasing behaviour among young-adults in Sri Lanka for the beverage industry.

IX. IMPLICATIONS AND RECOMMENDATIONS

In the view of the trustworthiness aspects, the decision-makers of the organization will have to focus on the aspects where the consumers are attracted to the trustworthiness of the advertisements when they watch or listen to the media. Most consumers remember beverages and consider purchasing

beverages from trustworthy celebrities. These consumers have a perception that the beverages which are promoted in Sri Lanka must be highly focused on the health aspects, and celebrities who are involved in these promotions must be highly driven toward a trustworthy aspect in the consumers' mind. Also, trustworthiness must be a key factor in selecting celebrities to endorse beverages as then the beverage products would be trusted by the consumers, due to the involvement of the celebrity. However, when the celebrity loses the contract of the beverage organization it may express a negative promotion about the product and could make a massive decline of the product in the market. Therefore, these celebrities must be handled carefully. On the other hand, beverage companies must use honest celebrities to endorse their beverages to relate to the drinking item, thus honesty of the product by the celebrity will create a greater consumption of the beverage, as consumers are aware that if the product if good for the health. However it is recommended for celebrities to ensure before-hand about the beverage and if it is good for the consumer or if it leads to health issues in the market, as that could affect the celebrity in the celebrity market, therefore celebrities need to tend to have a thorough study about the beverage product beforehand when signing the agreement with the organization, Therefore, consumers could believe the honesty of the celebrity when purchasing the beverage. It is also vital for marketers to ensure that reliable celebrities endorse beverages. In the view of attractiveness aspect, the decision-makers of the organization will have to focus on the specific aspect that how they could tap the consumers who are actively watching advertisements to influence their buying decisions. Therefore, using attractive celebrities are used in beverage advertisements would be one of the major aspects where the attractive celebrities could be embedded in the mind of the consumers for a longer period and whenever they see the celebrities on media, they could recall the product that they are involved. In addition, it is also important that the decision-makers will also have to focus on the aspects where they are familiar with the celebrities that endorse these beverage brands. Therefore, the organization will have to focus on celebrities who are in the beverage brands and to figure out how they could differentiate them from the competition, to capture the highest market share in all the target markets. On the other hand, it is also one of the major aspects to have elegant and classy celebrities endorse beverage brands. As the perception of the consumers is made up in that manner, the decision- makers will have to look for the elegant and classy celebrities as they could boost up the motivation purchase by consumers. In addition, it is also relevant that likeable and highly reputed celebrities endorse beverages. Therefore, the organizations could also have an opportunity where the top most celebrities could be one of the major reasons for the beverages moving into the market due to their involvement in advertisements. As far as consumer purchasing behaviour and popularity are concerned, the decision-makers will have to focus on the aspects where popular celebrities are used in beverage advertisements. The frequent usage of popular celebrities in the beverage advertisement market is one of the major aspects that the decision-makers will have to look into for the popular or settled celebrities to capture the hearts of the consumers who purchase beverages. In addition, it is also important that the consumers remember a beverage brand because famous celebrities are endorsing it. As the recall of the celebrity is highly possible, it is

one of the major aspects which the organization could use the celebrities to make their products highly run in the competitive market. On the other hand, the consumers prefer when popular celebrities endorsing the beverage brand are also using it, as they would like to see their popular celebrities every time, they will never get bored to see the advertisements when they happen to see often at any media. In addition, it is also vital that the decision-makers will have to understand that popularity of a celebrity gives a positive image to the beverage brand which could last longer in the market and the competition for a longer period of time. In the view of the expertise aspect when considering the purchasing behaviour is concerned, the decision makers of the organization will have to focus on the aspects where skilled and qualified celebrities would represent beverage brands. As the celebrities' who are qualified or know the product very well could boost up the beverage products in the Sri Lankan market, as the public tends to believe what the celebrity says about the product. In addition, the knowledgeable celebrities endorse beverage brands as these celebrities could be able to speak highly about the product at many public places as well as the press conference which could rapidly move towards the consumers and they have the tendency to listen or get to know about it better. On the other hand, it is also important for the decision-makers to consider that the credible celebrities represent beverage advertisements as most of the celebrities' lifetime in the market is much less and if it happens to any celebrities who endorsed the beverages, they could affect the product in big time. In the mean-time marketers must ensure that the celebrities endorsed in beverage brands have background expertise to represent the beverage brand.

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