Impact of Celebrity Endorsement through Social Media on Consumer Purchasing Intentions in Sri Lankan Fashion Industry

Hiruni Purna Samarage  
Informatics Institute of Technology, Sri Lanka.  
hiruni.2017506@iit.ac.lk

Gayashini Ratnayake  
Senior Lecturer, Informatics Institute of Technology, Sri Lanka.  
gayashini.r@iit.ac.lk

Abstract

Celebrity endorsement through social media has wide ranging implications on businesses particularly because celebrities have the power to influence consumer behavior. In the fashion industry, celebrity endorsement has had a huge impact on consumer purchase intentions and firms are using this approach to leverage market share. Social media platforms are being increasingly used by celebrities to market fashion brands in Sri Lanka and this has become a new trend. This paper seeks to identify the influence of celebrity endorsement through social media on consumer purchasing intentions in the Sri Lankan fashion industry. Although, there is considerable research on celebrity endorsement through social media, there is limited research of such practices in the fashion industry in Sri Lanka. The research methodology is a deductive, cross sectional study that uses quantitative research methods. The sample size of 300 customers was selected through convenience sampling and the research instrument was developed through prior research instruments by products. The main findings revealed that expertise, trustworthiness, fame, personality, and attractiveness of a celebrity positively influenced perceived consumer purchase intentions. The main limitations of the study are that it does not identify the specific social media platforms which are more influential.

Keywords
Celebrity Endorsement, Social Media Influencing, Fashion Retail Industry, Customer Purchasing Intention, Influencer Marketing

1. Introduction
Social media usage has increased due to the growth of Web 2.0 which creates opportunities for businesses to maximize market share and profitability through customer acquisition (Soegoto, and Utomo, 2019). Using social media platforms and websites to promote a product or service is called social media marketing (Shareef et al., 2019). Businesses and brands have recently turned to an online ‘celebrity’ known as a social media influencer (SMI) to disseminate information and influence consumer product perception. This has become a common tactic in communication and marketing efforts, especially with the fashion and beauty industry (Liyanage, 2019). "Influencing" is now an important source of revenue for celebrities, and celebrities use their fame, publicity, or social status to market a product, brand, or service, or to increase information awareness about a problem (Chung, and Cho 2017). In the fashion industry, brands are now hiring celebrities to influence people to buy their fashion items (Carrillat, O’Rourke, and Plourde, 2019).

1.1 Research Gap
The impact of celebrity endorsement in social media and in TV commercials on customer purchasing intentions in perfumes, telecommunication, beauty, and skin care products (Liyanage, 2019; Munasinghe et al., 2020; Guruge, 2018; Ziporah, and Mberia, 2014; Priyankara et al., 2017; Ertugan, and Mupindu, 2019) has received considerable attention. Globally considerable attention has been paid to celebrity endorsement through social media on consumer purchasing intentions in the fashion industry (Eli-Zafoe, 2013; Spry, Pappu, and Bettina, 2011; Khalid, Siddiqui, and...
Ahmed, 2018; Gilal et al., 2021: Jamil, and Hassan, 2014; Ahmad, Idris, Mason, and Chow, 2019). However, limited research exists on the impact of celebrity endorsement in social media on consumer purchasing intentions in Sri Lankan fashion industry (Hennayake, 2017; Weerasiri, and Herath, 2017; Dissanayake, Herath, and Nanayakkara, 2020). Therefore, this study seeks to contribute to fill the research void in this area since there is a lack of research in this domain in the context of the fashion industry in Sri Lanka. Based on the research gap, the following research question and research objectives were formulated.

1.2 Research Question
What is the impact of celebrity endorsement through social media channels on perceived consumer purchase intentions in Sri Lankan fashion industry?

1.3 Research Objectives
To understand the impact of celebrity endorsement through social media channels on perceived consumer purchase intentions in Sri Lankan fashion industry
Based on the above main research objective, the following sub objectives have been identified.
- To understand the impact of Expertise of a Celebrity on perceived consumer purchase intentions
- To identify the impact of Trustworthiness of a Celebrity on perceived consumer purchase intentions
- To assess the impact of Fame of a Celebrity on perceived consumer purchase intentions
- To evaluate the impact of Personality of a Celebrity on perceived consumer purchase intentions
- To understand the impact of Attractiveness of a Celebrity on perceived consumer purchase intentions

2. Literature Review
The following models can be used to explain celebrity endorsement and its impact on perceived consumer purchase intentions.

2.1 Theoretical Background and Models
2.1.1 Source-Credibility Model (Hovland & Weiss, 1951)
The source-credibility Model originally belongs to a communicator’s positive attributes that influence the receiver’s acceptance of an information (Kumar, 2010; Byrne et al., 2003).

2.1.2 Source Attractiveness Model (Erdogen, 1999),
According to Erdogen (1999), endorsers, who are physically attractive, form positive perception. The trait of attraction does not essentially involve a physically attractive appearance, but it involves the lifestyle and personality dimension of the influencer.

2.1.3 Meaning Transfer Model (McCracken, 1989)
McCracken (1989) stated the meaning transfer model to demonstrate that celebrities control novel sets of meanings that can be transferable to the goods endorsed by them (Eli-Zafoe, 2013).

2.1.4 The Associative Network Memory Model (Till, and Shimp, 1998)
The associative network memory model is regularly used to illustrate the structure of individual mind and thus consumers’ brand affiliations (Spry, Pappu, and Bettina, 2011).

3. Conceptual Framework
3.1 Independent Variables
Expertise
The expertise of celebrity endorsement is being defined as “the extent to which an endorser is perceived to be a source of valid assertions” (Priyankara, Weerasiri, Dissanayaka, and Jinadasa, 2017). Adam and Hussain (2017) stated that it is not necessary that the celebrity is an expert in a particular field. It is significant that customers imagine and assume a celebrity is an expertise (Priyankara, Weerasiri, Dissanayaka, and Jinadasa, 2017; Guruge, 2018; Jamil, and Hassan, 2014; Ahmad, Idris, Mason, and Chow, 2019)
Trustworthiness
Trustworthiness is the unbiasedness of the celebrity (Shrivastava, Jain, Kamble, and Belhadi, 2021). People believe that the endorser has the ability to convey truth and is sincere to his/her fans. (Wang, Kao, and Ngamsiriudom, 2017; Osei-Frimpong, Donkor, and Owusu-Frimpong, 2019; Ahmad, Idris, Mason, and Chow, 2019).

Fame
Fame is known as the status maintaining by the celebrity over the years in the industry. Pleasing, Affection, Veracity, Believable are the key indicators related to trustworthiness (Priyankara, Weerasiri, Dissanayaka, and Jinadasa, 2017; Guruge 2018; Osei-Frimpong, Donkor, and Owusu-Frimpong, 2019; Munasinghe et al., 2020).

Personality
The celebrity-persona identification scale (CPI) is created to estimate how media users produce identification with celebrities or famous characters. Identification is described as a persuasion process that happens when a person adopts the behavior or attitudes of another person based on a self-defining relationship (Osei-Frimpong, Donkor, and Owusu-Frimpong, 2019; Priyankara, Weerasiri, Dissanayaka, and Jinadasa, 2017; Wang, Kao, and Ngamsiriudom, 2017).

Attractiveness
The concept of attractiveness is not just about physical attraction. Attractiveness includes concepts such as intellectual skills, personality traits, lifestyle, athletics, and endorsement skills (Munasinghe et al., 2020).

3.2 Dependent Variable
Perceived Customer Purchase Intention
Customer Purchasing Intention is the study of finding what influence customers to purchase product or service (Liyanage, 2019). Customer purchase will vary according to the celebrity’s selecting, using, the way of evaluating, and moment of disposing. Customers thinks that if they use celebrity endorsed product that shows their social status, and they look more glamorous and confidence (Osei-Frimpong, Donkor, and Owusu-Frimpong, 2019; Ahmad, Idris, Mason, and Chow, 2019; Ertugan, and Mupindu, 2019).
Based on the conceptual framework, the following hypotheses have been formulated.

### 3.3 Hypothesis Development
- **H1** – There is a relationship between expertise of the celebrity and perceived consumer purchase intentions.
- **H2** - There is a relationship between trustworthiness of the celebrity and perceived consumer purchase intentions.
- **H3** - There is a relationship between fame of the celebrity and perceived consumer purchase intentions.
- **H4** - There is a relationship between personality of the celebrity and perceived consumer purchase intentions.
- **H5** - There is a relationship between attractiveness of the celebrity and perceived consumer purchase intentions.

### 4. Research Methodology
A positivistic research paradigm guides this research study since it seeks to identify causal relationships between observable variables. A quantitative research method has been employed to identify the nature of the relationships between the key variables and to test the key hypotheses. This study is cross-sectional and uses the deductive approach to draw conclusions from the sample.

#### 4.1 Sampling Strategy
Data was collected through a questionnaire from a sample of 300 respondents drawn from a sample frame of 648,034 residents of Colombo District (Worldometer, 2021). The sample size was calculated based on Anderson’s Table and Convenience sampling was used since it has been used in many research studies (Liyanage, 2019; Munasinghe et al., 2020; Guruge, 2018; Zipporah, and Mberia, 2014; Priyankara et al., 2017) in a similar domain. Respondents were people who carried out shopping in several leading fashion stores in the capital Colombo and between the age of 15-45. Colombo is the capital, and its residents tend to be more fashion-conscious and eager to mimic the actions of celebrities than other cities in the country, and hence the respondents were mainly drawn from Colombo (Weerasiri, and Herath, 2017). 15-45 age range chosen because they are in the generation of millennials and generation Z that are more conscious into fashion and technology (Jamil, and Hassan, 2014). A pilot test (n = 30) was carried out to identify limitations in the research instrument. Research instrument was developed based on the previous empirical studies (Liyanage, 2019; Munasinghe et al., 2020; Priyankara, Weerasiri, Dissanayaka, and Jinadasa, 2017; Eli-Zafoe, 2013).

#### 4.2 Data Analysis
SPSS was used to perform inferential as well as descriptive statistical analysis.

### 4.3 Operationalization of Variables

<table>
<thead>
<tr>
<th>Variable</th>
<th>Indicator</th>
<th>Theoretical Framework</th>
<th>Measurement</th>
<th>Source</th>
<th>Question Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expertise</td>
<td>Knowledgeable</td>
<td>Source Credibility Model, Adam, and Hussain (2017), Eli-Zafoe (2013), The Associative Network Memory</td>
<td>Consumer Attitude on whether the celebrity has practical knowledge of his or her area.</td>
<td>Priyankara, Weerasiri, Dissanayaka, and Jinadasa (2017),</td>
<td>5 Point Likert scale</td>
</tr>
</tbody>
</table>

Table 1: Operationalization table (Author developed)
<p>| Authority | | Consumer attitudes as to whether a celebrity has the power to influence action or behavior. | Jamil, and Hassan (2014), Ahmad, Idris, Mason, and Chow (2019) |
| Training | | Attitude of the customer whether the celebrity has received his or her practical training related to the field. | |
| | Honesty | | Consumer attitudes about whether a celebrity is honest. | Wang, Kao, and Ngamsirudom (2017) 5 Point Likert scale |
| | Transfer the meaning. | <strong>Source Attractiveness Model</strong> Erdogen (1999), Debence and Kernan (1984) | The consumers attitude towards the celebrity’s ability to transfer the meaning of the fashion products | Ahmad, Idris, Mason, and Chow (2019). 5 Point Likert scale |
| | Affection | | Consumer attitudes about whether the celebrity has the power of strong feelings / emotions | Munasinghe et al., (2020) |
| | Veracity | | Consumer attitudes about whether a celebrity has the power to tell the truth. | Priyankara, Weerasiri, Dissanayaka, and Jinadasa (2017) |
| | Believable | | Consumer attitudes about whether a celebrity can be trusted. | Guruge (2018) |</p>
<table>
<thead>
<tr>
<th>Personality</th>
<th>Courage</th>
<th>Consumer attitudes as to whether a celebrity has moral courage.</th>
<th>Priyankara, Weerasiri, Dissanayaka, and Jinadasa (2017)</th>
<th>5 Point Likert scale</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Familiarity</td>
<td>Consumer’s attitudes as to whether the celebrity is familiar to everyone</td>
<td>Osei-Frimpong, Donkor, and Owusu-Frimpong (2019)</td>
<td>5 Point Likert scale</td>
</tr>
<tr>
<td></td>
<td>Know – How.</td>
<td>Consumer attitudes about whether a celebrity is technically good.</td>
<td>Priyankara, Weerasiri, Dissanayaka, and Jinadasa (2017)</td>
<td>5 Point Likert scale</td>
</tr>
<tr>
<td></td>
<td>Skill</td>
<td>Consumer attitudes about whether a celebrity can use his or her knowledge effectively and in their special field.</td>
<td>Wang, Kao, and Ngamsiriudom (2017)</td>
<td>5 Point Likert scale</td>
</tr>
<tr>
<td>Attractiveness</td>
<td>Appearance</td>
<td>Consumer attitudes about the appearance of a celebrity</td>
<td>Munasinghe et al., (2020)</td>
<td>5 Point Likert scale</td>
</tr>
<tr>
<td></td>
<td>Desired</td>
<td>Consumer attitudes about whether he or she likes the celebrity.</td>
<td>Guruge (2018)</td>
<td>5 Point Likert scale</td>
</tr>
<tr>
<td></td>
<td>Attention</td>
<td>Consumer attitudes about the ability to retain the attention of celebrities.</td>
<td>Munasinghe et al., (2020)</td>
<td>5 Point Likert scale</td>
</tr>
<tr>
<td></td>
<td>Interest</td>
<td>Attitude of the customer whether he is interested in the celebrity character.</td>
<td>Osei-Frimpong, Donkor, and Owusu-Frimpong (2019)</td>
<td>5 Point Likert scale</td>
</tr>
<tr>
<td>Customer Purchase Intention</td>
<td>Selecting</td>
<td>Consumer attitudes about whether a celebrity can help him or her make a fashion product or service choice.</td>
<td>Osei-Frimpong, Donkor, and Owusu-Frimpong (2019)</td>
<td>5 Point Likert scale</td>
</tr>
<tr>
<td></td>
<td>Using</td>
<td>Consumer attitudes about whether a reputable person influenced him or her to use fashion brands.</td>
<td>Ahmad, Idris, Mason, and Chow (2019).</td>
<td>5 Point Likert scale</td>
</tr>
<tr>
<td></td>
<td>Evaluating</td>
<td>Consumer attitudes about whether a celebrity can help him or her evaluate fashion brands.</td>
<td>Ertugan, and Mupindu (2019).</td>
<td>5 Point Likert scale</td>
</tr>
<tr>
<td></td>
<td>Disposing</td>
<td>Whether the consumer has discarded the</td>
<td>Priyankara, Weerasiri, Dissanayaka,</td>
<td>5 Point Likert scale</td>
</tr>
</tbody>
</table>
Recognize and Recall.

Whether the consumer can recall and recognize fashion brand easily

Munasinghe et al., (2020)

Celebrity Match

Consumer attitudes about celebrity match

Adam, and Hussain (2017)

Negative Publicity

Consumer’s attitudes about wrong and negative publicity of celebrities

Osei-Frimpong, Donkor, and Owusu-Frimpong (2019).

Symbol of Status

Consumer’s consideration of using fashion brands endorsed by celebrities is a symbol of maintaining good status

Osei-Frimpong, Donkor, and Owusu-Frimpong (2019).

Confident and Glamours

Consumer’s attitude of being confident and glamours by using celebrity endorsed fashion brands

Wang, Kao, and Ngamsiriudom (2017)

5. Data Analysis and Representation
The data was prepared by firstly checking for missing values. Data screening test has been done and the missing values have been deleted from the data.

5.1 Normality of Data
The data distribution was analyzed using tests of normality such as KS tests and Shapiro-Wilks tests, Skewness and Kurtosis values and multicollinearity. These tests revealed that the data distribution was normal.

5.1.1 Skewness and Kurtosis
Normality test is conducting for check the data is normally distributed. Skewness and Kurtosis are the main aspects of a normality test. The symmetry of a data set measured by Skewness. The data collection is considered normal when Skewness is between -1 and +1. Hence the data distribution was normal (Cain, Zhang, and Yuan, 2017).

5.1.2 Kolmogorov – Smirnov and Shapiro-Wilk test
The P value (Significant value) should be greater than 0.05 to the data to be normal (Geert, 2021). In the output of SPSS all the p values of the variables are greater than 0.05 which means that the data distribution is normal.

5.1.3 Multicollinearity Testing
As per the inter- correlation matrix, if the Pearson correlation coefficient value between any two independent variables is higher than 0.9 there is a high risk of multicollinearity. But according to the analysis data collection was not having any multicollinearity issues and therefore the data distribution is normal.

5.14 Outliers
The standard minimum and maximum residual values should be never exceeding -3.29 or +3.29 (IBM, 2021). According to the residual test analysis both the minimum and maximum residual values never exceeded either -3.29 or +3.29. Hence there are no outliers (Aljandali, 2017)
5.2 Reliability Analysis
According to the SPSS results in a reliability test (Figure 2), the Cronbach’s Alpha values were greater than 0.7 (Sekaran, and Bougie, 2016). Hence the instrument is reliable (Sekaran, and Bougie, 2016).

5.3 Validity
5.3.1 Sample Adequacy
KMO test is used to determine the Sample Adequacy. KMO value should be greater than 0.5 (Sekaran, and Bougie, 2016). All the variables are proven that they are beyond the expected value of 0.5 (Table 2). P value of the Bartlett’s test should not be greater than 0.05 (Sekaran, and Bougie, 2016). All the results of the Bartlett’s test are 0.000 (Table 2) which is lower than 0.05 (Gilal, Paul, Gilal, and Gilal (2020).

Table 2: KMO and Bartlett's Test Results (Author Developed)

<table>
<thead>
<tr>
<th>Variable</th>
<th>KMO (&gt;0.5)</th>
<th>Bartlett’s Test (Sig &lt; 0.05)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expertise</td>
<td>0.756</td>
<td>0.000</td>
</tr>
<tr>
<td>Trustworthiness</td>
<td>0.805</td>
<td>0.000</td>
</tr>
<tr>
<td>Fame</td>
<td>0.846</td>
<td>0.000</td>
</tr>
<tr>
<td>Personality</td>
<td>0.761</td>
<td>0.000</td>
</tr>
<tr>
<td>Attractiveness</td>
<td>0.847</td>
<td>0.000</td>
</tr>
<tr>
<td>Customer Purchasing Intentions</td>
<td>0.895</td>
<td>0.000</td>
</tr>
</tbody>
</table>

5.3.2 Convergent Validity
Convergent validity is usually done by showing a correlation between the two measurements, but it is rare for any two measurements to converge perfectly. The rule is that this correlation should be between 0.3 - 0.7 (Sekaran, and Bougie, 2016). According to analysis convergent variables are correlated between 0.3-0.7. which indicated that the scale has good statistically significant convergent validity.

5.3.4 Discriminant Validity
The output of the discriminant validity test revealed that the constructs were divergent from each other. The Wilks Lambda test showed that it has a significant relationship with the dependent variable. Which means that there is a discriminant validity between the variables.
5.3.5 Construct Validity
A pilot study was carried out and the sample of 30 respondents. Double barreled and duplicate questions have been removed before the questionnaire was sent to the sample of respondents. The study demonstrated that the Cronbach Alpha value was 0.84 which was above the required threshold and hence the questionnaire has been approved because of having the construct validity.

5.4 Correlation Analysis
Correlation analysis is the measure of connection between independent variables with the dependent variable. According to the analysis all the independent variables were highly correlated with dependent variable close to 0.7. It can conclude that all the celebrity attributes are supporting to the customer purchasing intentions (Huang, Yao, and Liu, 2018)

<table>
<thead>
<tr>
<th>Relationship</th>
<th>Pearsons Correlation coefficient (r)</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expertise &amp; Perceived Consumer Purchase Intentions (PCPI)</td>
<td>0.681</td>
<td>Moderate Positive Relationship</td>
</tr>
<tr>
<td>Personality &amp; PCPI</td>
<td>0.741</td>
<td>Strong Positive Relationship</td>
</tr>
<tr>
<td>Trustworthiness &amp; PCPI</td>
<td>0.751</td>
<td>Strong Positive Relationship</td>
</tr>
<tr>
<td>Fame &amp; PCPI</td>
<td>0.776</td>
<td>Strong Positive Relationship</td>
</tr>
<tr>
<td>Attractiveness &amp; PCPI</td>
<td>0.764</td>
<td>Strong Positive Relationship</td>
</tr>
</tbody>
</table>

Table 3: Correlation Analysis (Author Developed)

5.5 Multiple Regression Analysis
Multiple regression is used to identify the cumulative impact on independent variables to the dependent variable. In this research the R value is 0.837 which is higher than expected substantial R value (0.750). R square is used to explain the relationship between dependent and independent variables (Refer Table 4). This concludes that 70.1% of consumer purchasing intention is explained through variances in celebrity attributes of social media fashion brand endorsement (ZorBari-Nwitambu, and Kalu, 2017).

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>.837</td>
<td>.701</td>
<td>.676</td>
<td>.32577</td>
<td>.701</td>
<td>129.561</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Attractiveness, Expertise, Trustworthiness, Personality, Fame  
b. Dependent Variable: Purchasing Intentions

Table 4: Multiple regression Analysis (Author Developed)

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td>t</td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>-6.99</td>
<td>-1.22</td>
<td>-7.067</td>
</tr>
<tr>
<td></td>
<td>Expertise</td>
<td>0.01</td>
<td>-0.042</td>
<td>0.109</td>
</tr>
<tr>
<td></td>
<td>Trustworthiness</td>
<td>0.143</td>
<td>-0.047</td>
<td>0.184</td>
</tr>
<tr>
<td></td>
<td>Fame</td>
<td>0.175</td>
<td>-0.048</td>
<td>0.237</td>
</tr>
<tr>
<td></td>
<td>Personality</td>
<td>0.64</td>
<td>-0.047</td>
<td>0.109</td>
</tr>
<tr>
<td></td>
<td>Attractiveness</td>
<td>0.230</td>
<td>-0.040</td>
<td>0.292</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Purchasing Intentions
To consider a variable as an independent variable the significant level should be less than 0.05. All the variables are fulfilling this requirement. Standardized beta value of 0.292 shows that Attractiveness makes the biggest impact on the dependent variable, perceived customer purchase intentions. In accordance with the above coefficient analysis, this research proposed a model for customer buying intentions due to celebrity attributes as follows:

\[
\text{Customer Purchasing Intention} = 0.969 + 0.091 \times \text{mean of Expertise} + 0.143 \times \text{mean of Trustworthiness} + 0.175 \times \text{mean of Fame} + 0.84 \times \text{mean of Personality} + 0.210 \times \text{mean of Attractiveness}
\]

5.6 Hypothesis Test
Table 6 shows the details of the hypothesis testing.

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Correlation</th>
<th>Significance</th>
<th>Regression (P value)</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1 - There is a relationship between expertise of the celebrity and perceived consumer purchase intentions.</td>
<td>0.681</td>
<td>0.000</td>
<td>0.000</td>
<td>H1 Accepted</td>
</tr>
<tr>
<td>H2 - There is a relationship between trustworthiness of the celebrity and perceived consumer purchase intentions.</td>
<td>0.751</td>
<td>0.000</td>
<td>0.000</td>
<td>H2 Accepted</td>
</tr>
<tr>
<td>H3 - There is a relationship between fame of the celebrity and perceived consumer purchase intentions.</td>
<td>0.776</td>
<td>0.000</td>
<td>0.000</td>
<td>H3 Accepted</td>
</tr>
<tr>
<td>H4 - There is a relationship between personality of the celebrity and perceived consumer purchase intentions.</td>
<td>0.741</td>
<td>0.000</td>
<td>0.000</td>
<td>H4 Accepted</td>
</tr>
<tr>
<td>H5 - There is a relationship between attractiveness of the celebrity and perceived consumer purchase intentions.</td>
<td>0.764</td>
<td>0.000</td>
<td>0.000</td>
<td>H5 Accepted</td>
</tr>
</tbody>
</table>

7. Discussion
Expertise of the celebrity has a positive impact on perceived customer purchase intentions. Knowledge, Experience, Authority and Training are key indicators used to determine the expertise (Eli-Zafoe, 2013; Wang, Kao, and Ngamsiridum, 2017; Jamil, and Hassan, 2014). Trustworthiness of a celebrity has a positive impact on perceived customer purchase intentions. Previous empirical findings by Munasinghe et al., 2020; Ahmad, Idris, Mason, and Chow, 2019 support these findings. Fame of a celebrity has a positive impact on perceived customer purchase intentions. Previous empirical findings by Priyankara, Weerasiri, Dissanayaka, and Jinadasa, 2017; Guruge 2018 support these findings. Personality of a celebrity has a positive impact on perceived customer purchase intentions. Prior empirical research findings by Guruge, (2018) support this claim. Attractiveness of a celebrity has a positive impact on perceived customer purchase intentions. Prior research studies by Ahmad, Idris, Mason, and Chow, 2019; Guruge, 2018 support these findings.

8. Conclusion
The main motive of this research is to identify whether the celebrity attributes have a perceived impact on consumer purchasing intentions through social media in Sri Lankan fashion retail industry. Expertise, trustworthiness, fame, personality, and attractiveness were identified as the main components that affect to the perceived purchasing intentions from the previous studies and theoretical framework. This research also aimed those variables and according to the analysis a model was developed to determine the customer purchase intentions gained by identified independent variables as follows,

\[
\text{Customer Purchasing Intention} = 0.969 + 0.091 \times \text{mean of Expertise} + 0.143 \times \text{mean of Trustworthiness} + 0.175 \times \text{mean of Fame} + 0.84 \times \text{mean of Personality} + 0.210 \times \text{mean of Attractiveness}
\]
The fashion retailers may use this model and implement recommendations provided in the study to sustain their business online and increase their online market share.

8.1 Recommendations
Since celebrity endorsement on social media has a positive impact on perceived consumer purchase intentions, firms can use celebrities who have a large number of followers and who are able attract fans to endorse fashion brands since this improves customer acquisition. Future research studies could identify whether gender of the celebrity has an impact on perceived customer purchase intentions and whether different categories of celebrities have more impact than others on consumer purchase intentions.

9. List of References


Biographies

**Hiruni Purna Samarage** is a final year student who has completed BA Business Management degree with a first-class honor at Informatics Institute of Technology in affiliation with the University of Westminster, UK. She is currently attached to Informatics Institute of Technology as a Trainee Placement Coordinator. Her research interests include to Digital Business Transformation and Marketing, Innovation and Entrepreneurship, Blockchain and Future Currencies, Fintech Technologies, and Logistics.
Gayashini Shyanka Ratnayake is a graduate from the London School of Economics, UK. She is currently attached to Informatics Institute of Technology as a Senior Lecturer and has presented research papers at several international conferences. She is on the technical committee of ICIME and a reviewer of the International Journal of Supply Chain Management. Her research interests include IT enabled digital transformation, Supply chain optimization and entrepreneurship.