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The study revealed that the impact of Source Expertness, Source Trustworthiness, Source Likeability, and Source Similarity is differ for male to female consumer. Thus in promotional campaigns the product which uses by only one particular gender have to concern those characteristics separately, and Source Familiarity should not consider about gender diversity in celebrate endorsement since it has no impact of consumer's gender to the relationship between Source Familiarity and Consumer's Purchase Intention.

Keywords: *celebrity endorsement, source character-ristics and consumer's gender.*

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H.M.U.S.R. Samarasinghe

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Keywords: celebrity endorsement, source characteristics and consumer's gender.

I. Introduction

Advertising is one of the elements in the marketing mix, containing a variety of methods which a company could use to reach out and communicate with current and potential consumers (Forouhandeh, Nejatian, Ramanathan, & Forouhandeh, 2011). Effective advertising is crucial for the company in influencing their customers to buy their products. Since advertising is the main way the company communicates with their customers, it is, therefore, an area of significance for companies to focus on (Witt, 1999). Companies have invested billions of dollars/rupees in advertising. Among the different modes of advertising celebrity endorsement is a key.

Celebrity endorsement is a way of brand or advertising campaign that involves a well-known person using their fame to help promote a product or service. In a market with a very high proliferation of local, regional and international brands, celebrity endorsement was thought to provide a distinct differentiation (Martin Roll, 2006).The use of celebrity endorsement in marketing is not a new phenomenon (Van der Waldt et. 2009). Celebrity endorsement has become a global phenomenon with companies using endorsers as part of their marketing communication strategy to support their corporate or brand image on different channels, both in traditional media and in digital marketing media (Jatto, 2013).

Source Credibility Theory and Source Attractiveness Theory provide a basis on which the methodology of celebrity endorsement works and also explains how the process of the celebrity endorsement influences the minds of the consumers. The Source Credibility Theory states that acceptance of the message depends on the Expertness of the celebrity and Trustworthiness of the celebrity.

The Source Attractiveness Theory which is based on social psychological research argues that the acceptance of the message depends on Source Familiarity, Source Likeability and Source Similarity). Moreover in spite of suggestions from the theoretical literature that considers celebrity's gender as a moderator. There has been prior research on gender differences which is limited to celebrities' gender and its impact on Consumer's purchasing Intention (Widgery and McGaugh 1993; Berney-Riddish and Areni 2006: Wolin 2003). It was further found out that very little is known about the moderating effect of consumer's gender on celebrity endorsement, thus the researcher has taken consumer's gender as the moderator for the current study.

The current research drew on Source Credibility Theory and Source Attractiveness Theory to expand the existing theoretical understanding of the relationship between Source Characteristics and Consumer's Purchase Intention. This paper recognized that consumer's gender plays a vital role in this relationship, therefore by testing the hypothesized theoretical model (Figure1), this paper provides a more comprehensive examination of the relationship between Source Characteristics and Consumer's Purchase Intention, and the moderating effect of the Consumer's Gender on the relationship in the context of social media.

Published studies on effectiveness of celebrity endorsement on social media towards Consumer Purchase Intention have been limited to Africa

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(Zipporah, 2014), Europe (Jatto, 2014) and the Far East (Hai-xia et al., 2015; Sharfina (2015). On the contrary, there is a lack of published empirical studies on the topic of celebrity endorsement on social media and purchase intention set in the Sri Lankan context. Current paper aims to contribute and generate knowledge on the consequences of consumer's gender and effectiveness of celebrity endorsement towards consumer purchase intention from Sri Lankan perspective. In Sri Lanka too it finds a knowledge gap within the scenario even though it has a high degree of practice. Therefore researcher argues that there is a research gap in Sri Lanka in relation to consumer's gender and celebrity endorsement and its impact to purchase intention.

The purpose of this study is to examine effect of gender of the consumer on the relationship of source characteristics which measure the effectiveness of celebrity endorsement towards purchasing intention.

II. Literature Review

a) *Celebrity Endorsement*

A person who enjoys public recognition from a large share of a certain group of people and uses this recognition on behalf of a consumer good by appearing with it in advertisements is known as a celebrity (McCracken, 1989). Endorsement is defined as any advertising message (including verbal statement, demonstrations, or depictions of the name, signature, likeness or other identifying personal characteristics of an individual or the name or seal of an organization) which consumers are likely to believe reflects the opinions, beliefs, findings or expertise of a party other than the sponsoring advertiser. Celebrity endorsement is a ubiquitous characteristic of modern marketing (McCracken 1989).

Kamen, Azhari and Kragh (1975, p.18) suggest that the spokesperson acts as a kind of core around which the substantive messages are positioned. In recent times, there has been a significant increase in the amount of celebrity endorsement (Boyd and Shank, 2004). Celebrities are a common feature in the contemporary market place, often becoming the face or image not only of consumer products and brands, but of organizations themselves (Illicic & Webster, 2011). By pairing a brand with a celebrity, a brand is able to leverage unique and positive secondary brand associations from a celebrity and gain consumer awareness, transfer positive associations tied to the celebrity onto the brand, build brand image and ultimately enhance the endorsed brand's equity (Keller, 2008). Celebrities not only sell products and brands, they in fact exert powerful influence across all facets of popular culture and public life, influencing consumer attitudes and perceptions (Time Inc., 2006).

Corporations invest significant amounts of money to align themselves and their products with "big" name celebrities in the belief that they will (a) draw attention to the endorsed products/services and (b) transfer image values to these products/services by virtue of their celebrity profile and engaging attributes (Erdogan 1999; Ohanian 1991; O' Mahony and Meenaghan 1998). Celebrity endorsement can be attributed to the number of benefits retailers have seen by utilizing this form of advertisement. Celebrities has the potential/ability to get the attention audience's attention by giving retailers a better chance of communicating their message to consumers (Choi and Rifon, 2007). Other benefit according to Agrawal and Kamakura (1995) is when a celebrity is paired with a brand-image of the celebrity helps shape the image of that brand.

b) *Source Characteristics*

Source Characteristics refer to the characteristics that a celebrity possesses that influence the target audience the most (Subhadip, 2012). The theories like 'Source Credibility Theory', 'Source Attractiveness Theory' provide a basis on which the methodology of celebrity endorsement works and also explains how the process of celebrity endorsement influences the minds of the consumers. The source credibility theory as propounded by state that people or receivers are more likely to be persuaded when the source presents itself as credible (Hovland, Janis and Kelly 1963). Ohanian (1990) noticed a trend in choosing actors/actresses, athletes and other celebrities as these spokespeople. The source credibility theory Ohanian, (1990) helps explain the criteria for this phenomenon. The theory proposes components that determine believability in a brand ambassador namely source expertness and source trustworthiness. The more a communicator fits these criteria, the more likely they are to positively affect purchase intent, and vice versa.

Source Expertness is perceived ability of the source to make valid assertions. Source Trustworthiness is perceived willingness of the source to make valid assertions of the source. Acceptance of the message depends on 'Expertness' and Trustworthiness' of the source. Expertness is defined as the perceived ability of the source to make valid assertions. Trustworthiness is defined as the perceived willingness of the source to make valid assertions. Audience acceptance increases with the expertness of the source and the ability of the audience to evaluate the product Audience acceptance increases with the expertness of the source and the ability of the audience to evaluate the product. Expertise is also known as the authority, competence and qualification a communicator possesses (Ohanian, 1990). Much research has proven that the more credible a person is, the more behaviorally compliant the receiver of that message will be (Ross, 1973). The theory suggests that endorsers are perceived as experts who have sufficient knowledge in a particular area of interest,

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in this case, beauty Trustworthiness is "the listener's degree of confidence in, and level of acceptance of, the speaker and the message" (Ohanian, 1990, p. 41).

Source Attractiveness Theory has traditionally been viewed as having three interrelated aspects namely Source Familiarity, Source Similarity and Source Likability. Advertisers have chosen celebrity endorsers on the basis of their attractiveness to gain dual effects of celebrity statues and physical appeal (Singer, 1983). This theory explains the message acceptance in two ways: Identification and Conditioning (Dash and Sabat, 2012). Identification is when the receiver or the target audience of the communication begins to identify with the source's attractiveness, and hence tends to accept his/her opinions, beliefs, habits, attitudes, etc. Conditioning is when the attractiveness of the source is supposed to pass on to the brand after regular association. Attractiveness is another dimension that plays an important role in the initial judgment of the communicator (Baker & Churchill, 1977). Joseph (1982) concluded that attractive communicators are, "consistently liked more and have more positive impact" than less attractive communicators (p.42). Several other researchers have agreed with those findings, reporting that attractiveness enhances positive attitudes (Simon, Berkowitz & Moyer, 1970; Kahle & Homer, 1985). According to Loggerenberg, Waldt & Wehmeyer (2009), "endorsers who are perceived to be attractive are more likely to lead to purchase aspiration." Given the nature of the cosmetics industry, beauty and attractiveness continue to be significant factors in the selection of endorsers and spokespeople.

c) Purchase Intention

Purchase intention is a kind of decision-making that studies the reason to buy a particular brand by a consumer (Shah et al., 2012). Whitlark, Geurts and Swenson (1993) define purchase intention as a purchase probability associated with an intention category at the percentage of individuals that will actually buy the product. Morinez et al. (2007) define purchase intention as a situation where consumer tends to buy a certain product in a certain condition. According to the definitions by various scholars, it is the consumer's decision made by the consumer whether they buy the product or not. Purchase intention can be defined in different ways. One such way of defining it is that, purchase intention is a plan to purchase particular products or services (Monash University, 2009). In terms of the consumer's buying roles purchase intention means, "the activities that one or more person(s) might perform in a buying decision.

III. Hypotheses and the Conceptual Framework

a) The Moderating Effect of Consumer's Gender

A number of studies have explored several factors related to the impact of using celebrities as product endorsers. However surprisingly few studies have examined the impact that the gender of the target audience member might have to responds to celebrity endorsements. The results from published research regarding this issue have been mixed at best. Ohaninan (1991) reported that there were no significant main effects of gender in her study of the impact of gender on consumer's perceptions of a celebrity's attractiveness, trustworthiness, expertise, nor on the likelihood of purchasing a product that was endorsed by a celebrity. There has been previous research on gender differences in persuasion that has shown that in general men and women respond differently to persuasive messages with women being more easily persuaded than men (Widgery and McGaugh 1993; Wollin, 2003). There has been a stream of research regarding reactions to complex advertising based on gender. Thus men and women will differ in response to a celebrity endorser in advertising, the following hypothesis has been drawn on that basis.

H6: A Consumer's gender moderates the relationship between Source Characteristics of the celebrity and consumer purchase intention.

On logical grounds there is a relationship between consumer purchasing intention and Source Characteristics, further explained by the gender of the consumer which is the moderating variable. Source Characteristics is taken as the independent variable by including trustworthiness, expertness, similarity, familiarity and likeability and purchasing intention as the dependent variable.

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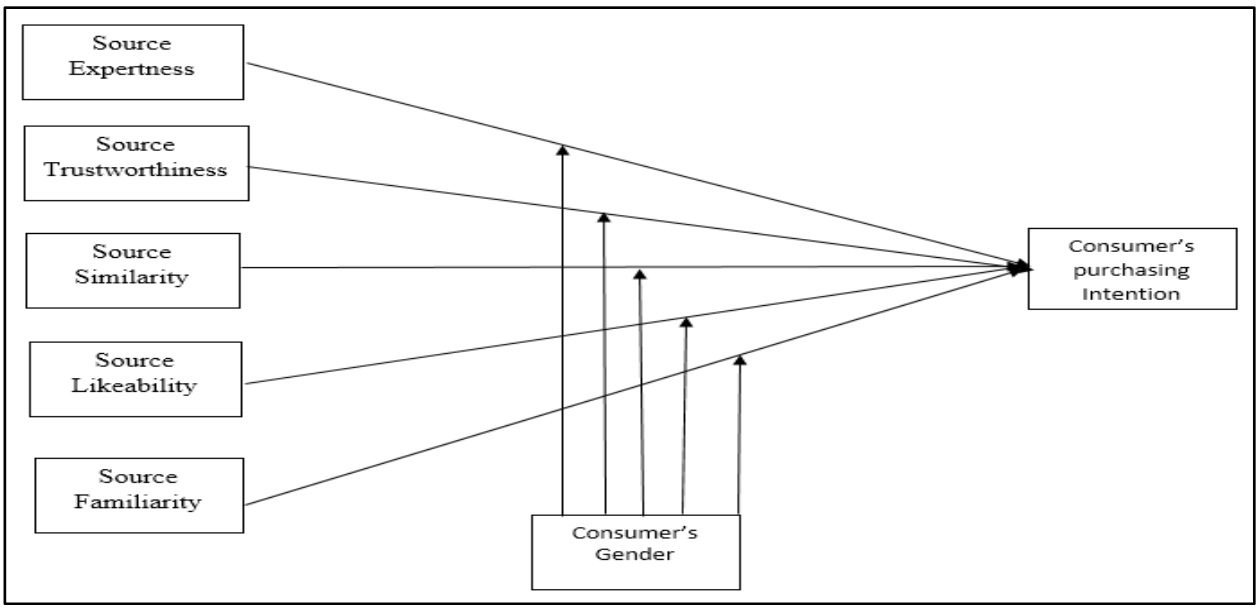

Fig. 1: Conceptual Framework of the Study

IV. Methodology

a) Participants and Procedure

This study lies in the positivistic research domain considering the present study it is not possible to draw a clear idea about the size of the population or the sampling frame due to the unavailability of a complete listing of umber of consumers purchase FMCG products in Sri Lanka. The researcher selected FMCG sector, because currently in industry Sri Lanka celebrities are mainly used for FMCG industry rather than other products like Automobile Industry, Sports Industry (Daily FT, 2015).

In order to carry out the data analysis of the study, 400 questionnaires were distributed and 348 usable responses were collected, yielding a response rate of 87%. The unit of analysis was consumers who use social media in Sri Lanka.

Out of the total population a sample of 400 consumers were selected to gather primary data. The unit of analysis of the study was the individuals. A convenience sampling technique was adopted. Data was collected through a well-developed structured questionnaire.

b) Measures

Consumer's responses were assessed covering Source Expertness, Source Trustworthiness, Source Similarity, Source Likeability was measured by a scale developed by Peetz, Theodore Byrne(2012), seven point Lickert scale (7=Strongly agree to 1=strongly disagree ,with items coded such that higher scores indicated greater agreement.

Source Expertness is measured using 6 item scale. Sample items for Source Expertness are "When I viewed this advertisement I believed the endorser was an expert", "When I viewed this advertisement felt the endorser was knowledgeable". Source Trustworthiness is measured by using 6 item scale. Sample items for Source Trustworthiness is "When I viewed the advertisement on social media I felt the celebrity was trustworthy. Source Like ability is measured using 6 item scale. Sample items for Source Likeability are "When I viewed the advertisement on social media I liked the celebrity". "Source Similarity is measured using 6 item scale. Sample items for Source Similarity are "When I viewed the advertisement on social media I viewed the endorser as similar to me", "When I viewed the advertisement on social media I identified with the endorser". Source Familiarity is measured using 5 item scale. Scales were developed by Peetz, Theodore Byrne, (2012). Sample items for Source Familiarity are," When I viewed the advertisement on social media I recognized the celebrity," When I viewed the advertisement on social media I knew who the celebrity was (Recognized as a singer/actor/sportsman/by name)". Purchase Intention is measured by using 7 point lickert scale developed by Gefen & Straub, (2004). Sample items for purchase intention are "I am very likely to buy the product from seller". "I would consider buying the product form the seller in the future.

V. Data Analysis and Results

In order to carry out the data analysis of the study 400 questionnaires were distributed. Out of the total population 400 printed questionnaires were distributed. 338 usable responses were collected. The collected data were preliminary scanned for accuracy and precision. Then they were subjected to a cleaning process. The purpose was to identify outliers and provide treatment for missing values. The data analysis was initiated by entering data in to the IBM Statistical Package for Social Sciences (SPSS) software version

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20.0. Several plot diagrams /graphs helped in identifying the outliers and there no outliers in the data set. A pilot study was done primarily in order to assess the extent of reliability and validity of a research questionnaire. In order to measure the face validity the current questionnaire was reviewed by the supervisor of the study and one senior academic to ensure that the research items (Questions) appear to do what they claim to do (Sekaran, 2010).In order to ensure reliability , Cronbach's coefficient alpha (Cronbach's, 1946) was used.

Data screening and preliminary descriptive analysis were conducted using SPSS (Version 22.0). Preliminary descriptive analysis was carried out using statistical techniques such as measures of central tendency, mean, mode, median and measure of dispersion. Common method variance was also checked before hypothesis testing. Several multivariate assumptions such as normality, multicollinearity and homoscedasticity were assessed prior to hypothesis testing. CFA and SEM were carried out using AMOS (Version22.0; Arbuckle & Wothke,2009).The current study adopted specifically the following fit indices– standardized root means square residual (SRMR), Goodness of fit index (GFI),Tucker Lewis Index(TLI), comparative fit index (CFI), parsimony comparative fit index (PCFI), rot mean square error of approximation (RMSEA) and the Chi Square statistic were used in the data analysis to assess the adequacy of the measurement and the structural models, as well as to report any misspecifications or violations of the assumptions of CFA and SEM. Values for the GFI, CFI, TLI, and PCFI were between 0 and 1, with values closer to 1 representing a better finding model. Additionally a value of .05 or less for SRMR and a value of 0.08 or less for RMSEA were indicative of good fit. Cronbach's alpha was performed to ensure the purification of the scale. In order to maintain convergent validity, CFA was performed by using structural equation modeling (SEM).

VI. Measurement Model

The measurement model focuses on establishing the validity and reliability of the measures used to represent each construct of the measurement model. Confirmatory Factor Analysis (CFA) with the structural equation model (SEM) was performed using AMOS 20.0 software. The whole measurement model was developed based on the First Order Confirmatory factor results for each construct. To validate scales in this study, factor scores, average variance extracted (AVE), Composite reliability (CR) and squared multiple correlation vs. AVE were calculated. The results of the descriptive statistics, reliability and validity testing are given in the Table1.

Table 1: Descriptive Statistics, Cronbach's Alpha, AVE, CR

Variable	Mean	Standard deviation	Cronbach's Alpha	CR	AVE
Source Expertness	4.2396	1.40319	0.815	0.969	0.524
Source Trustworthiness	4.8343	1.21345	0.856	0.936	0.506
Source Likeability	5.0991	1.15111	0.819	0.952	0.507
Source Similarity	4.5695	1.39792	0.803	0.971	0.529
Source Familiarity	5.1787	1.10166	0.870	0.887	0.547
Purchase Intention	4.9999	1.10166	0.816	0.860	0.673

Source: Survey Data

Where Goodness of Fit (GOF) Indices of the Measurement Model Ares Concerned, they confirmed the appropriateness of the model. It is generally recommended that multiple indices should be considered simultaneously when overall model fit is evaluated.

VII. Structural Model

In order to identify the moderating effect of consumer's gender and the relationship between Source Characteristics and consumer purchasing intention, it was hypothesized that Consumer's gender moderates the relationship between Source Characteristics of the celebrity and consumer purchase intention.

Accordingly, proposed structural model was formulated to test the basic relationships (Only Independent and dependent) .The GOF values are summarized in Table 5.9. With regards to absolute fit indices which determine how well a priori model fits the sample data (McDonald & Ho, 2002), traditionally an omnibus cut-off point of 0.90 has been recommended for the GFI. With regards to first structural model GFI shows a moderate model fit with a value of 0.760. RMR, which is an immediately interpretable measure of the discrepancies (Byrne, 1998; Diamantopoulos & Siguaw, 2000) RMR, indicates a good fit with a value of 0.143. Those relying on the RMSEA generally accepted the authoritative claim that an RMSEA less than .05 corresponds to a "good" fit and an RMSEA less than .08 corresponds to an "acceptable" fit (Browne & Cudeck 1993), with a RMSEA value of 0.102 it can be stated that with regards to Source Characteristics and consumer purchasing intention how well the model, with unknown

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but optimally chosen parameter estimates would fit the populations covariance matrix (Byrne, 1998).

CIMIN/DF value is 2.98 indicates that the model confined model fit. With regards to incremental fit indices IFI value of .85 can be recognized as indicative of a good fit (Hu & Bentler, 1999). TLI value of 0.832 and CFI value of 0.855 indicate that there is a good fit between data and the model.

Table 2

	Male		Female	
	β value	*P*value	*β* value	*P*value
exp→pi	0.17	0.003	0.19	0.000
tru→pi	0.16	0.009	0.13	0.032
like→pi	0.65	0.000	0.70	0.000
sim→pi	0.41	0.000	0.26	0.000
fam→pi	-0.04	0.480	-0.24	0.000

This study attempts to examine the effect of consumer's gender on the relationship between Source Characteristics and Consumer Purchasing Intention. In order to accomplish the objective, it was hypothesized that in general men and women respond differently to persuasive messages with women being more easily persuaded than men (Widgery and McGaugh 1993; Wollin, 2003). Thus, men and women will differ in response to a celebrity endorser in advertising, the following hypothesis has been drawn, and Consumer's gender moderates the relationship between Source Characteristics of the celebrity and consumer's purchase intention. Since the moderating variable of the current study is categorical. Multi Group analysis method is being deployed for the present study.

Consumer Gender is the interaction between Source Characteristics and Consumer Purchasing Intention. The result is significant and it concludes that consumer gender moderates the positive relationship between Source Expertness, Source Trustworthiness, Source Similarity, Source Likeability and Consumer Purchasing Intention. Results are not significant for Source Familiarity.

VIII. Discussion

This research focused on examining the effectiveness of celebrity endorsement on social media on Consumer's Purchase Intention. According to the findings there is a positive relationship between Source Expertness, Source Trustworthiness, Source Likeability, Source Similarity and Consumer's Purchase Intention. Further findings show that there is a negative relationship between Source Familiarity and Consumer's Purchase Intention.

Ohaninan (1991) reported that there were no significant effects of gender in her study of the impact of gender on consumer's perceptions of a celebrity's attractiveness, trustworthiness or expertise, nor on the likelihood of purchasing a product that was endorsed by a celebrity. There has been previous research on gender differences in persuasion that has shown that in general men and women respond differently to persuasive messages with women being more easily persuaded than men (Widgery and McGaugh 1993; Wollin, 2003). There has been stream of research regarding reactions to complex advertising based on gender .Very few researches were focused on the consumer's gender in terms of celebrity endorsement.

The study contributes to the knowledge by finding out the results were significant for Source Familiarity and also with towards Consumer's Purchase Intention among female consumers, but the relationship between Source Familiarity and Purchase intention is negative. It explains further that there is no impact of consumer's gender to the relationship of Source Familiarity and Consumer's Purchase Intention.

a) Managerial Implications

With the theoretical contribution being made towards the advancement of existing knowledge, this research also would simultaneously provide several managerial implications. This study is expected to create awareness among marketers on the importance of considering different gender groups according to the different product which is a celebrity is endorsed. Thus in promotional campaigns the product which uses by only one particular gender have to concern those characteristics separately, and Source Familiarity should not consider about gender diversity in celebrity endorsement since it has no impact of consumer's gender to the relationship between Source Familiarity and Purchase Intention.

Additionally As recommended by other research studies (Bright and Cunningham, 2012;Jin and Phua ,2014;Ohanin,1990) it is important to carefully select a celebrity endorser who is credible, trustworthy and fits with the product when undergoing a marketing campaign with celebrity endorsement. Practitioners should be aware of gender of their target market as they focus on when selecting the celebrity endorsers.

The results of this study can help marketers and/or advertising agencies to better understand how each type of credibility stimuli can contribute to eliciting positive attitude toward the advertisement eventually affect Consumer Purchase Intentions. First, a celebrity who wants to endorse own product must have attractiveness, trustworthiness and expertise. While

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attractiveness and expertise are easily attained, trustworthiness is cannot be easily assertained. To be trustworthy, celebrities must maintain a clean reputation. They must avoid circumstances that may tarnish their reputation and trustworthiness in front of the public. The celebrity image and the company/product image become closely related. To increase their trustworthiness, celebrities must be seen as users of their products. Secondly, the claims made in the advertisement endorsed by celebrities must be believable and substantiated. The advertisement must look genuine and not exaggerated.

IX. Conclusion

The study intends to contribute to both the theories by elaborating relationship explanation by elaborating the moderating factor which is the gender. Finally, the author proposes the conceptual framework by highlighting six hypotheses to be tested with the empirical data in futures studies.

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