

## Celebrity Endorsement and its Effect on Purchase Intention with Reference to Skincare Products in Sri Lanka

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**Abstract:** In the current media landscape, advertisers use different celebrity personnel as brand ambassadors. As per the secondary evidences such advertisements with celebrities, are favourably judged by the viewers. Therefore, the primary objective of this study is to identify the influence of celebrity endorsement on customer purchase intention of skincare products. Accordingly, likability, credibility, personality, attractiveness of the celebrity is taken as independent variables, whereas consumer purchase intention is taken as the dependent variable. Primary data were collected through a survey using an online questionnaire. A sample of consumers were identified from Ratmalana area using the convenience sampling method. The study employs pure quantitative analysis using the SPSS 23 version software. As per the findings, credibility, personality and attractiveness were identified as the characteristics of a celebrity that have an effect on the purchasing intention while likability of a celebrity showed no effect. As implications, marketers need to hire more attractive celebrities, and they must make sure that the celebrities will not harm or disgrace the product that they are endorsing.

**Keywords:** Celebrity endorsement, Consumer purchase intention, Likability

### Introduction

This study focuses on investigating the impact of endorsement of celebrities on purchasing intention of consumers. Celebrity endorsement or celebrity branding is a form of brand advertising campaign that engages a famous individual using their frame to assist or promote products or services. Manufacturers of beauty culture related products, perfumes and clothing are few of the mutual business users of typical techniques of celebrity endorsement, such as television advertisements and annual launching event appearances, in marketing their products (Business Dictionary, 2019). Skincare is the range of applies that care to skin integrity, improve its presence and dismiss skin circumstances. When it comes to skincare products, people are more concerned about purchasing, because it matters to everyone in maintaining their physical appearance. A renowned quotation by Aristotle “Beauty is a greater recommendation than any letter of introduction”. So people try to be good in physical attractiveness in front of the people they meet. Skin caring is a daily routine technique in many sceneries, such as skin that is also too dry or too moist and anticipation of skin damages. Skincare is at the edge of cosmetics and dermatology. Nowadays skincare has become a need instead of a want. This study is based on celebrity appearance on TV commercials behalf of skin care products and how it

affects to the buying behavior of consumers.

Credibility is an important role to attract large number of target audience. When the impact on the aimed audience becomes greater, recognition of the brand and emotional unity with the aimed group becomes faster (Datta, 2010). The celebrity endorsement concept can help to improve the image of the brand and thereby the sales of a product too, as a consequent of the value connected by the celebrities are transmitted to the brand.

#### Objectives of the Study

Primary Objective: To identify factors of celebrity endorsement which affect to the purchase intention of consumers.

Secondary Objective: To identify most influential factor of celebrity endorsement towards consumer purchase intention.

#### Research Questions

What are the factors of celebrity endorsement which affect to the purchase intention of consumers?

What is the most influencing factor of celebrity endorsement towards consumer purchase intention?

### Literature Review

#### Celebrity Endorsement

Celebrity endorsement promote products and not all products pledge to the conception, it's grounded in quite easy logic. Well-known people which are called as celebrities are seen in commercials endorsing a fresh product and audience are provoked to purchase them. "celebrity endorsement is the forming of a relationship between a brand and an influential individual who fits with the brand and whose personality resonate with the target consumer" (WARC, 2019) The celebrity endorser can be described as " an

individual who enjoys favorable public recognition and who uses the recognition on behalf of a consumer good by appearing with it in an advertisement. (McCracken, 1989) The extent of recognition is very high and it can be depleted to promote the product as highly recognized individual celebrity. If the celebrity is the best match for the product or service, advertisements can meet the objectives.

#### Likability

Likability is "affection for the source as a result of the physical appearance and behaviour of the source" (McGuire, 1985). McGuire also said that when people love a celebrity, they like the brand that celebrity accompanies. So celebrities are involved in advertisements (McCracken, 1989). It is believed that celebrities can even change the view of the consumer has about the company. Likability of an advertisement increases if people find something interesting in it. Sanders (2018) have expressed that friendliness, relevance; empathy and realness are the elements that can improve likeability and success. Likability of an advertisement increases if people find something interesting in it.

#### Credibility

Simple idea of credibility is "the quality of being trusted and believed in". Expertise and trustworthiness are two major elements of traditional modern credibility (Freebase, 2019). Marketing and advertising will not succeed without credibility. According to Fogg, as cited by Papantoniou (2011), 4 kinds of credibility can be identified; presumed credibility, earned credibility, surface credibility, reputed credibility. Under credibility we can further discuss credibility dimensions; credentials, experience, reliability, quality, performance, fidelity, precision, evidence, accuracy, process, confidence and conviction, norms, culture, diligence,

empathy, charisma, visual appeal etc. (Spacey, 2018). "Source Credibility Theory" can be used for measuring credibility. It declared the audience or receivers are more willing to be influenced when the source present it self as credible. Because of popular celebrities (model, singers, actors, actresses, sport stars) have important place in consumer's hearts, companies spend a lot of money on signing contracts with celebrity endorsers. Credibility can be referred to a person's consciousness of the truth information (Hovland, 1951).

McCracken (1989) presented the purpose of celebrities with credibility by launching an endorser as an effective promoter for creating value to the brand, as it is pondered that celebrity endorser create their own, symbolic value to the brand. A celebrity who has higher credibility can make effect on customers' reaction about brand which are advertised. Employing a popular celebrity as an endorser helps to enhance the rating of the advertisement (Singh, 2018).

#### Personality

Popular personalities can turn into best salesmen and because of that companies use celebrities to increase consumer purchase intention. The basic reason for the consumers starting to accept celebrity endorsed cosmetics is that those products make them look like stylish and enchanting (Kelman, 1961). In the attempt of understanding the buyer traditions and his main concerns, it is necessary to be aware of and be familiar with the personality of the consumer. Personality signifies inner psychological characteristics that reflect how a person reacts to his environment. According to individual traits, likes, dislikes, personality can be categorized. Celebrity must have confidence and strong determination. When products use celebrities with weak personality, the

consumer will lose their interest towards the certain product and the company. It is important to consider more about personality of a celebrity endorser before taking them into an advertisement and having loses.

#### Attractiveness

Attractiveness is physically the amount to which physical features of a person are considered visually beautiful. In this era, most of the companies market their product using internet, social media and television which are the ideal ways to promote their products or services (Said & Napi, 2015). Celebrities have gone to the minds of people by their attractiveness. And also it is believed that the popularity exposed by those particular celebrity endorsement can be featured to the capability to take hold of the attention from the consumers (Zipporah, 2014). Many celebrities use their social media accounts to promote beauty products. Physical attractiveness is the first thing which captures the minds of the consumers when they are watching an advertisement. So it is very important for the companies to use physically attractive celebrities to promote their products. Physically the attractiveness for the endorsed celebrity can be categorized as their height of the figure, amount of weight and the attractiveness of the face which is frequently judge by public that speaks about celebrity endorser's physical attractiveness physical attractiveness (Bardia, et al., 2011). Attractiveness doesn't only consider the attractiveness physically showed out. It also consists of way of living, intellectual skills, properties of personality, day to day routines and performances of athletic activities (Edrogan, 1999). It is believed by the sellers that beauty helps to sell anything. Customers need to see the existing sample, so that they can imagine how they will look like after using that

particular product in the advertisement. The attractiveness of the endorser can also affect the brand perception image. It is easy to catch the attention of the consumers by showing them that there is something common between the endorser and the consumer. By advertising using attractive endorsers, the product will spread widely among the society.

#### Consumer Purchase Intention and Purchase Probability

The consumer's willingness and desire to buy a product is known as consumer buying intention. Consumer's buying intention is an important fact to consider when improving the buying behaviour. Celebrities do not always impact on the purchase probability, but somehow they are capable to do a considerable change in the minds of the society. One of the fastest and safest ways of developing a brand is, converting famous characters to brilliant businessmen because people always tend to follow familiar and famous characters. Skincare products play a major role in cosmetics industry. So it has a huge marketing opportunity to increase consumer purchase intention and purchase probability. Perceived value is important to achieve this. Perceived value of a skincare product influences buying intention of a consumer. There are different factors of perceived value and when the manufacturers identify factors, they can adjust their product according to those factors. According to the belief of manufacturers, celebrity and brand mascot endorsement are effective for consumer purchase intention and purchase probability. They have faith in celebrity endorsement and brand mascot would deliver a high chance appeal, responsiveness and recalling customer compared with not using this techniques. Celebrity endorsement has a huge power to grab the attention toward the brand. And

also it can damage the brand because of the misbehavior of celebrities. Manufacturers must be prepared for these incidents properly from the beginning.

#### Methodology

In this chapter, the methodology has described which is used to develop the model of the study. Throughout this chapter mostly focused on the multiple linear regression analysis technique. Also conceptual framework, hypotheses, data collection method, sample size and analysis techniques are covered by this chapter.

#### Conceptual Framework and Hypotheses

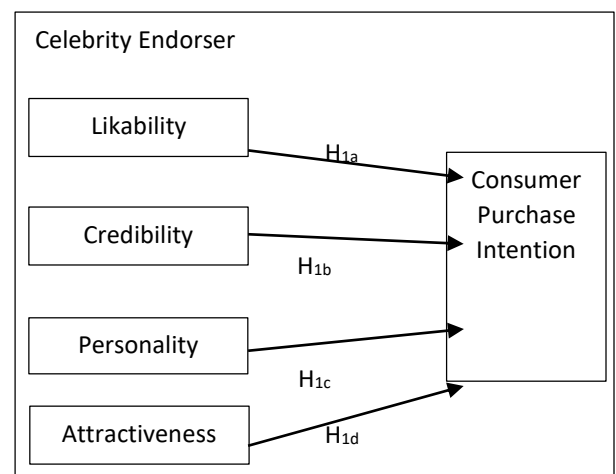


Figure 1 Conceptual Framework  
Source: Developed by authors, 2019

According to the conceptual framework, four main hypotheses were identified in this study. Likability (L), credibility (C), personality (P) and attractiveness (A) are independent variables of the study. The dependent variable is consumer purchase intention (CPI). The conceptual framework ascertains a straight relationship between the independent variables and the dependant variable.

H<sub>1a</sub> – Likability impacts towards consumer purchase intention

H<sub>1b</sub> - Credibility impacts towards consumer purchase intention

H<sub>1c</sub> - Personality impacts towards consumer purchase intention

H<sub>1d</sub> - Attractiveness impacts towards consumer purchase intention

### Experimental Design

#### Research Sample and Sampling Technique

Sample is a set of individuals, objects or elements that are occupied from a bigger population for the evaluation. The sample must be symbolic of the population to make sure that we can simplify the results from the sample of the research to the population as an aggregate. Target population of this study was Ratmalana area which is located in the district with the highest population of the country. This area was chosen because most residences of well-known celebrities are located around Ratmalana. A questionnaire was sent to 200 contacts as the sample of the study. The sample was included respondents with a wide range of age, different income levels, different residential areas and both males and females from different job sectors. Generally, sampling can be divided in to two categories as probability sampling and non-probability sampling. Non-probability sampling is often associated with case study research design and qualitative research (Taherdoost, 2016). This technique is used when the likelihood of selecting a person for a sample is unknown. But in this quantitative study, non-probability sampling method was used instead of probability sampling method. Convenience sampling technique was used under non-probabilistic sampling in order to gather data as this study has no significant sampling frame. Convenient sampling is an easy and more convenient way to recruit the primary data sources for the research (Saunders, et al., 2012).

### Data Collection and Analysis

According to business dictionary (2019), data is information in raw or unorganized form that refers to, or represent, conditions, ideas or objects. Data can be collected by two methods; qualitative and quantitative which identified as data analysis methods. Quantitative data is the value of data in the form of count or numbers where each data set has a unique numerical value associated with it. Data which can observe and record are qualitative data. This type of data is in non-numerical nature. Qualitative data is usually gathered through observation techniques, one-to-one interviews, focused groups and similar approaches (QuestionPro, 2019).

As the study is based on the impact of celebrity endorsement on consumer purchase intention with reference to skin care products in Sri Lanka, quantitative approach is used for the data collection. Quantitative research is used to populate statistics from a high volume sample size to gain statistically valid results in customer insight (Peppercreative, 2015). For the analysing purpose, it required to collect more reliable statistical data. In this methodology, a questionnaire was used as the survey study including 27 questions covering both research variables and demographic data. A link was sent to the contacts of the sample through social networking websites individually and 194 responses were received. 188 responses were used for the final data analysis after removing outliers.

### Results

This chapter describes and indicates the evaluation and circulation of the data in combining with the research area clarification determined. Prepared and accumulated data is introduced into

analysis kits and it allocates discovering data, locate arrangements in it for the purpose of attaining the impact of celebrity endorsement on consumer purchase intention (Sridhar, 2018).

According to the collected data, celebrity endorsed skincare products were not used by most of the respondents. Celebrity endorsed skincare products were used by 46.28% respondents. The respondents were allowed to choose one of the products among few popular skincare brands in Sri Lanka. The brands for choices were Facia, Lia Products, Fair and Lovely, Off Marks, 4rever, Nature's Secrets, Himalayas, Ponds, Janet and other products. Most of the respondents answer was other products while Lia products were the least favoured skincare product. It was believed by 61 of the respondents that sales get increased because of the celebrity endorsement. And the statement was not approved by 25 respondents and neutralized by 102 respondents. It was stated that the quality and the quantity of the skincare products were the most important thing consumers consider when buying the products. Least vote was given to the other influencing factors than factors such as cost/price, celebrity advertisements and past experiences.

Reliability in scientific research usually means a measure's reliability and repeatability, or the ability of an experiment to yield the same results under the same conditions (Statisticssolutions, 2019). According to standard conditions, the percentage of reliability must be a value above 0.6. A co-efficient of 0 means no reliability and 1 means perfect reliability. The Cronbach's alpha values of the variables of this study are given below.

Table 1. Reliability Analysis

Variables	Cronbach's Alpha	No. of items
Likability	0.760	4
Credibility	0.793	3
Personality	0.843	4
Attractiveness	0.822	3
Consumer Purchase Intention	0.639	2

Source: Developed by authors using survey data

As all of the above variables have Cronbach's alpha values above 0.6, they can be considered as reliable.

Table 5.2. shows the tolerance levels and Variation Inflation Factor (VIF) of each variables.

Table 2. Multicollinearity Test

Model	Tolerance	VIF
Likability	0.545	1.835
Credibility	0.925	1.081
Personality	0.544	1.840
Attractiveness	0.577	1.734

Source: Developed by authors using survey data

According to the standard levels, tolerance value should be greater than 0.1 and if the tolerance level is "0" it indicates a perfect multicollinearity while the tolerance is "1" it indicates there's no multicollinearity. According to Field (2005), The value of VIF should be lower than 10. When considering the above table, all the tolerance levels are greater than 0.1 and all the VIF values are less than 10 which denotes that there is no multicollinearity.

Correlation is capable of acquiring any value within the range of -1 and +1. The mark of the correlation coefficient specifies

the direction of the relationship, while the extent of the correlation specifies the intensity of the relationship. If the correlation is -1/ 0 or +1 it shows that there is a negative linear relationship/ no relationship or a perfectly positive linear relationship respectively.

Table 3. Correlation test

Hypothesis	Pearson's Correlation	Significance	Decision
H <sub>1a</sub>	0.103	0.160	Rejected
H <sub>1b</sub>	0.476	0.000	Accepted
H <sub>1c</sub>	0.181	0.013	Accepted
H <sub>1d</sub>	0.210	0.004	Accepted

Source: Developed by authors using survey data

Pearson's correlation coefficient is greater than 0.1 in all of the above hypotheses. Therefore, it can be considered that H<sub>1a</sub>, H<sub>1b</sub>, H<sub>1c</sub> and H<sub>1d</sub> have positive linear relationships. H<sub>1b</sub> has a Pearson's correlation value of 0.476, which means there is a moderate correlation. Other three hypotheses have their Pearson's correlation values between 0.1 and 0.3. therefore it can be considered as those three hypotheses have a weak correlation. When it comes to significance values except H<sub>1a</sub>, all other significance values are less than 0.05 and those are highly accepted. H<sub>1a</sub> is rejected because its significance value is greater than 0.05.

Multiple regression is executed by finalizing linear regression reflecting the collection of linear links at assumed time. In this study, likability, credibility, personality and attractiveness were identified as

independent variables. According to the below table, it can be suggested as there's a positive moderate linear relationship because the R value is 0.506. Having 0.240 value for the R<sup>2</sup> can be considered as 24% of variance of consumer purchase intention can be verified by the changes of likability, credibility, personality and attractiveness.

Table 4. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.506 <sup>a</sup>	0.256	0.240	0.770

a. Predictors: (Constant), Attractiveness, Credibility, Likability, Personality

Source: Developed by authors using survey data

Anova table makes sure the importance of linear relationship between the independent variables and the dependent variable by bearing an F value of 15.752.

Table 5. ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	37.382	4	9.345	15.752	0.000 <sup>b</sup>
Residual	108.569	183	0.593		
Total	145.951	187			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Attractiveness, Credibility, Likability, Personality

Source: Developed by authors using survey data

When considering the results of the multiple linear regression, two variables (likability and personality) show negative B values which indicates the greater likability (B= -0.027) and greater personality (B= -0.074), are related to lower the consumer purchase intention. And also both likability and credibility are not significant as the values are greater

than 0.05. The correlation test also shows that the above mentioned variables have lower values than credibility and attractiveness; which means that those two hypotheses (H<sub>1a</sub> and H<sub>1c</sub>) have weak correlation. Other two variables (credibility and attractiveness) show positive B values which means when the credibility and attractiveness increase; their effect on consumer purchase intention also increases. In the correlation test, it was revealed that the credibility has the highest Pearson's correlation and in this test, it has the largest positive B value (B= 0.462). When it comes to attractiveness, it has shown a weak correlation in its hypothesis in the correlation test but has achieved a moderate positive B value (B= 0.220) in the multiple linear regression model. Following equation can be obtained according to the results of beta values of the below table. It says a change of one unit in likability results a change of -0.024 units in consumer purchase intention.

$$\text{Consumer Purchase Intention} = -0.024 (\text{Likability}) + 0.473 (\text{Credibility}) + -0.071 (\text{Personality}) + 0.221 (\text{Attractiveness})$$

Table 6. Multiple Linear Regression Model for Original Data Set

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.297	.276		4.692	.000
Likability	-.027	.100	-.024	-.273	.785
Credibility	.462	.065	.473	7.101	.000

Personality	-.074	.096	-.071	-.771	.442
Attractiveness	.220	.090	.221	2.441	.016

Source: Developed by authors using survey data

To check the significance among variables, collinearity test was conducted to identify whether the independent variables are showing multicollinearity or not. In the collinearity test it indicates the Variance Inflation Factor (VIF). The VIF values of the variables are less than 10. So it can be considered as no multicollinearity among those independent variables of this study.

According to the results of the normality test, all the skewness values were within the range of -1 and +1 and all the kurtosis values were within the range of -3 and +3. Therefore all the variables involved in this study are normally distributed.

## Discussion

### Achievements of the Study

First objective of this study was to identify factors of celebrity endorsement which affect to the purchase intention of consumers. According to the results, credibility, personality and attractiveness were identified as which affect on the purchasing intention of consumers. Results did not show that there's any relationship between likability and consumer purchase intention. As per the literature review, it was found that all the variables affect on the purchase intention. McGuire (1985) and McCracken (1989) have stated that when people love a celebrity, they like the brand that celebrity accompanies and therefore celebrities are involved in advertisements. But according to this study, likability does not make any effect on consumer purchase intention.



Second objective was to identify the most influencing factor of celebrity endorsement towards purchasing intention. As per the results, credibility was found as the most influencing factor among the accepted variables. The result of the survey of 194 respondents near Ratmalana area, supported the three expected hypotheses out of four. It was found that majority of the respondents do not use celebrity endorsed skincare products. And the survey found that most of the respondents like to purchase skincare products which are endorsed by a common man as brand ambassador. According to the results, most consumers prefer using Nature's Secrets skincare products than other well-known skincare products. So it can be considered as most Sri Lankan's appreciate skincare products made in Sri Lanka, even though marketers of foreign skincare products use most popular celebrities.

### Conclusion and Recommendations

The uttermost conclusion of this research was that celebrity endorsement doesn't have that much of impacts on consumer purchase intention of skincare products. The best recommendation is to supply better tactical perspective to make attached consumers in Sri Lanka. Marketers can hire more attractive celebrities to promote their products, and they must make sure that the celebrities will not harm or disgrace the product they are endorsing. And also the marketers can assure that the celebrities are also using the product they are endorsing. So they can grab the trust and attract the consumers more. Hiring Sri Lankan celebrities is better than hiring foreign celebrities to gain the trust of consumers. Because the results of imported skincare products will not give the same positive results; as Sri Lanka's a country which was located near the equator and have different weather

conditions than other countries. So the products can react differently to different skin types. Manufacturers can include natural ingredients instead of chemicals and artificial ingredients, when manufacturing skincare products. As Sri Lanka has a great history of Ayurvedic skincare treatments, if the manufacturers can go towards with the products which are riched with herbal ingredients, it will convince more consumers to purchase such products than other skincare products. As the ancient Ayurvedic practices are fading away from new generations, it will also support consumers to achieve wealth through health.

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### Acknowledgement

We would like to express our sincere gratitude to our supervisor, Mr. MMLC Gunatilake, for always finding the time to provide guidance and advice during the research study period. The constructive criticisms and corporative suggestions provided by him continuously is the most prominent fact behind the ultimate success and timely completion of this research study. The ten month of supervising gave us the immense knowledge of the subject. Further we would express a sincere thank you to all the academic and non-academic staff of the department of management and

finance who have enriched our subject knowledge and personality throughout these months. A very special thanks go to those who helped us in data analysis and all the respondents those who spent their precious time in data collection.

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