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CELEBRITY ENDORSEMENTS IMPACT BRAND IMAGE: THE CASE STUDY OF THE FAST-MOVING CONSUMER GOODS (FMCG) INDUSTRY IN PAKISTAN

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Abstract

The study investigates the endorsements of celebrities in advertising and brands' impacts on the brand image in Pakistan's FMCG sector. Celebrity endorsements are the source or medium through which credible personalities endorse the brands for customer attraction, and they have a significant impact on brand image. Celebrity endorsements are a tool for marketers and advertisers to promote their brands and consider the brand image. The primary research was conducted in the FMCG Sector to examine the factors of endorsements of celebrity impacts on Brand image. The Quantitative research was conducted through survey forms filled out by the 385 respondents who are using the FMCGS brand and also watching the Advertising and various endorsements of celebrities. The consumers of FMCG organizations, including Nestle and Unilever, are being targeted in data collection. The collected response was analyzed based on SPSS Software, and reliability testing was performed after confirming the reliability of the scale and tool correlation. An analysis of regression was conducted to estimate the results. The correlation analysis describes there is a significant relationship between Celebrity Attractiveness, Celebrity matching, Celebrity Expertise and Celebrity Trustworthiness with Brand image in FMCG organizations. The regression analysis performed to check the hypothesis and research results reveals that there is a significant relationship and impact of Celebrity Attractiveness, Celebrity matching, Celebrity Expertise and Celebrity Trustworthiness on brand Image in the FMCG industry in Pakistan. The investigation is beneficial for salespersons and publicists to promote brands and endorse brands with celebrities to enhance brand image and create customer attraction.

Keywords: Celebrity Attractiveness, Celebrity matching, Celebrity Expertise and Celebrity Trustworthiness, Brand Image and FMCG organizations.

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Introduction

Background of Research

Celebrities are famous people, and celebrities are from various industries, including the Drama and Fashion industry, Cricket, Movie Stars, Doctors and so forth. Celebrities gain public attention through their performance, and they share large-scale information with other people. The Celebrity's attractiveness and extraordinary performance create customer attention, and if they endorse some brands or refer to products and services people agree with, they use these brands. Celebrities are actors, sports persons, and entertainers. They might use their skills and expertise to motivate people and create awareness (Balakrishnan & Kumar, 2019).

Endorsement is the process through which celebrities are involved in advertising and endorsing the brands. Brand endorsements affect the consumer's intentions to buy the product; the customer needs complete information, awareness and how to use the product and service. Celebrities endorse various brands; the endorsements direct the consumer's decisions to buy the products and services (Muniz & Guzman, 2021).

Marketers and advertisers used Celebrity endorsements as tools for prompting the brands. The various brands, like FMCG products, need to be promoted by expertise with familiarity and similarity of products like Shahid Afiridi promoting the Clear Shampoo, Waseem Akram Promoting real estate projects, Mahira Khan promoting various beauty products and Soaps. These are referred to as celebrity endorsements (Khan & Zaman, 2021).

Celebrity endorsement is used as a tool for marketing advertising and brand promotions. Celebrity is a credible source for promoting brands, considering the importance and fame of celebrities in the market. Celebrity endorsements are used to analyze the consumer's perspective on the usage of products and how the product can be used and benefit customers. The Celebrity can be an Actor, Doctor, Cricketer, Sports Man, Politician, Anchor person anyone, or anyone whose credibility is in people and people know him and consider his or her advice for the usage of a product or service (Shrestha, 2019).

Celebrity is a source of increased customer perspective, and customers want expert opinions and usage of products. Celebrity affects the brand image and increases knowledge of the brand and products. Consumer awareness increases with the usage of brands, and celebrity endorsements are performed in all sectors, including the hospitality sector, textile sector, clothing sector, fashion and design, retail sector, FMCG products, Sportswear etc. Movie Stars, Actors, Sports person are sources of Endorsements used by organizations and brands (Qureshi & Malik, 2019)

Celebrity endorsements enhance consumer knowledge and awareness of the brand and create a source of motivation for the usage of the brand. Consumer awareness increases, and consumers are willing to buy the product. Hence, the sales also increase and increase the brand image of the product. Brands use celebrity endorsements to increase brand image and sales of organizations and mold consumer buying decisions with attraction and motivation. Doctors are used in health care products and the advertising of soaps like Dettol, Lifebuoy, and Paste so that

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customers are known to buy expert opinions. Similarly, other brands are using various celebrities like Waseem Akram in real estate promotion, Shahid Afridi to advertise FMCG Brands, and so forth (Qui et al., 2021).

Advertising companies use celebrity endorsement support to draw consideration, expand trust toward the brand, and assemble validity that brings about higher deals. Distinctive promoting requests are utilized to make the interests of customers that will uphold buy aim. Advertisers designate more assets to build up their image. Advertisers support VIPs and convey supported messages to various media to improve their image. Big-name support is a significant part of present-day publicizing nowadays. Big-name support adds to the rise of interest in publicizing (Hunjet & Vuk, 2017).

The organization anticipates great monetary advantages consequently after big-name support. It is seen that superstar support is the triumphant equation in deliberately advertising and branding the executives. Big-name underwriting makes moment brand mindfulness, upholds building up the brand, and expands brand review. Celebrities are high-profile characters, so the brand embraces them. Superstar underwriting elevates the precedent in the business sectors that assist in building buy expectations in the embraced brand (Khan & Zama, 2021). Supporting a superstar is a costly errand, yet an organization can get more advantages through big-name underwriting. Purchasers see it as a superior grade whenever they embrace Celebrity. The supported brand draws speedy consideration. Media openness is powerfully expanded. The supported brand could get more apparent on the lookout. The organization could get a monetary return. The big-name supported item could be separated effectively from contenders. Big-name support straightforwardly affects buy aim (Shimp, 2018).

Celebrity

A celebrity is a person with recognition in the minds of customers; a celebrity is famous for their performance and act, being an Actor, sports person, entertainer, movie star etc. A celebrity has strong recognition and is famous in social groups and a large population (Hunjet & Vuk, 2017).

Celebrity Endorsements

Celebrities endorse or suggest brands or products based on their expertise, familiarity, usage, or creating social awareness in the mind of people to use a particular brand, which are termed celebrity endorsements (Shimp, 2018).

Attractiveness of Celebrity

The Attractiveness of a celebrity is the recognition and value of celebrity people and how much people value a celebrity while endorsing some products or brands (Qui et al., 2021).

Matching of Celebrity with Products and Services

Matching of celebrity refers to a celebrity's personality that must match with a brand, like a celebrity endorsing any shampoo or must match the characteristics of

hairstyle with the same brand or add value to recognition of the brand in the mind of customers (Shrestha (2019).

Expertise of Celebrity

Expertise of celebrity refers to product use, how authentic the product is, and how the celebrity appeals to that brand to customers so that customer awareness may increase and enhance the brand image (Khan & Zama, 2021).

Trustworthiness of Celebrity

Trustworthiness is the level of credibility of personality in the minds of customers, how a celebrity can endorse the brand and how customers value the brand. This reflects the level of acceptability of the brand by the customers (Qureshi & Malik, 2017).

Brand image

Brand image is the place in the minds of customers about the brand and its recognition and awareness in the consumer's perception (Shrestha (2019).

Scope of Study

The research is specifically conducted in Pakistan's FMCG sector. The research focused on the impact of celebrity endorsements on brand image. The data is collected from consumers of FMCG brands operated in Karachi. The investigation covers the gap of knowledge in understanding brand image and how brand image is impacted by celebrity endorsements in advertising. This research addresses the Sustainable Development Goal (SDG) No. 4, Quality Education, as this research is related to academic research and research is also useful for organizations. SDG No. 8 promotes education and economic development as an increase in education affects quality education.

Statement of Problem

Advertising is a powerful tool that businesses use to influence the perception of consumers. One common strategy employed by marketers is the use of celebrity endorsements to increase persuasion and improve purchase intentions. This technique is effective in attracting customers and enhancing their buying behavior and has a significant impact on a brand's image. It is also considered a means to establish customer brand equity. In this study, we examine the impact of celebrity endorsements on the brand image of fast-moving consumer goods companies. Celebrity endorsements are a valuable source of information, awareness, and motivation for customers, and their influence is worthy of examination.

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Objectives of Research

- Analyzing the correlation between the attractiveness of celebrities and brand image.
- Examining the relationship between celebrity-brand matching and brand image.
- Investigating the influence of celebrity expertise on brand image.
- Assessing the effect of celebrity trustworthiness on brand image.

Research Questions

1. How does the attractiveness of a celebrity affect a brand's image?
2. How does the compatibility of a celebrity with a brand affect the brand's image?
3. How does the expertise of a celebrity impact a brand's image?
4. What is the relationship between the trustworthiness of a celebrity and a brand's image?

Hypotheses

H_1: The attractiveness of a celebrity has a positive impact on the brand image.

H_2: Matching a celebrity with the brand has a positive impact on the brand image.

H_3: The expertise of a celebrity has a positive impact on the brand image.

H_4: The trustworthiness of a celebrity has a positive impact on the brand image.

Literature Review

Brand image

Brand image is the company or brand value in the minds of customers. Organizations are striving to build brand image, and marketing and advertising are the sources to enhance the brand image. Celebrity endorsements are also a source of enhancing the brand image; celebrities endorse the brand, and consumers are directed toward purchasing the brand. Hence, the brand image increases (Hunjet & Vuk, 2017).

The research is, in particular, performed in Pakistan's FMCG sector. The studies focused on the effect of celeb endorsements on emblem photos. The data may be amassed from customers of FMCG manufacturers in Karachi, Pakistan. The research covers the gap of knowledge in understanding brand image and how emblem photography is impacted through celebrity endorsements in advertising (Motoki et al., 2019).

Advertising corporations used as celeb endorsements aid in drawing attention, expanding acceptance as true with towards the logo, and assembling validity. This is

delivered about higher offers. Distinctive promoting requests are utilized to make the pastimes of clients in an effort to uphold the buy goal. Advertisers designate extra belongings to accumulate their photographs. Advertisers assist VIPs and produce supported messages to numerous media to make herbal their photographs. Big call aid is a substantial part of contemporary publicizing these days. Big names help add to the advent of promoting interest in publicizing (Hunjet & Vuk, 2017).

The Brand image is the location in the minds of customers approximately logo and their popularity and consciousness inside the client's notion. Brand photography is the company or brand fee in the minds of clients. Organizations are striving to build logo photos, and advertising and marketing are the means to enhance the brand picture. Celebrity endorsements are also the source of beautifying the logo picture; celebs endorse the brand, and consumers are directed toward buying the emblem; subsequently, the logo photo is expanded.

The company spends a big amount of money on celebrity endorsements in general. Celebrity endorsement has grown to be a fundamental part of advertisement. The use of celebrities in commercials increases brand assessment, complements sales, and increases profits for the corporation. On the other hand, there are usually a few possible dangers that could tarnish the photo of a recommended emblem (Saraniya et al., 2020). Endorsement is the process through which celebrities are involved in advertising and endorsing the brands. Brand endorsements affect the consumer's intentions to buy the product; the customer needs complete information, awareness and how to use the product and service. Celebrities endorse various brands; the endorsements direct the consumer's decisions to buy the products and services (Bhatt et al., 2016).

Marketers and advertisers used Celebrity endorsements as tools for prompting the brands. The various brands, like FMCG products, need to be promoted by expertise with familiarity and similarity of products like Shahid Afiridt promoting the Clear Shampoo, Waseem Akram Promoting real estate projects, and Mahira Khan promoting various beauty products and Soaps. These are referred to as celebrity endorsements.

Celebrity Endorsements

Celebrities are famous humans and many human beings, and celebrities are from diverse industries, including Drama and Fashion enterprises, Cricket, Movie Stars, Doctors and so on. Celebrities gain the general public's attention via their performance and the large-scale statistics they share with different humans. The Celebrity's splendor and wonderful overall performance create consumer interest, and if they advocate a few manufacturers or seek advice from services and products humans agree with, they use these brands. Celebrities are actors, sports activities, men or women, and entertainers. They may use their skills and information to inspire human beings and create cognizance (Balakrishnan & Kumar, 2019).

Endorsement is the procedure via which celebrities are concerned in advertising and marketing and are recommended by manufacturers. The logo endorsements impact the purchaser's intentions to shop for the product, the patron’s desire for complete information and attention, and the way the product and service are used.

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Celebrity endorsements enhance consumer knowledge and awareness of the brand and create a source of motivation for the usage of the brand. Consumer awareness increases, and consumers are willing to buy the product. Hence, the sales also increase and increase the brand image of the product. Brands use celebrity endorsements to increase brand image and sales of organizations and mold consumer buying decisions with attraction and motivation. Doctors are used in health care products and the advertising of soaps like Dettol, Lifebuoy, and Paste so that customers are known to buy expert opinions. Similarly, other brands are using various celebrities like Waseem Akram in real estate promotion, Shahid Afridi to advertise FMCG Brands, and so forth (Motoki et al., 2019).

Advertising companies use celebrity endorsement support to draw consideration, expand trust toward the brand, and assemble validity that brings about higher deals. Distinctive promoting requests are utilized to make the interests of customers that uphold buy aim. Advertisers designate more assets to build up their image. Advertisers support VIPs and convey supported messages to various media to improve their image. Big-name support is a significant part of present-day publicizing nowadays. Big-name support adds to the rise of interest in publicizing (Hunjet & Vuk, 2017).

Attractiveness of Celebrity

Attractiveness refers to celebrity image in the minds of customers and social groups. The celebrity is always the source of attraction and motivation for people. People like it when their favorite celebrities like Waseem Akram Mahira Khan or

Fahad Mustafa refer to any brand that they are using this brand and promote the use of the brand. Like Babar Azam promoting the brand Automobile and people like these advertisements and are inclined to purchase these brands, this creates attractiveness in the minds of customers (Qureshi & Malik, 2020).

Similarly, in the case of FMCG Brands, Mahira khan promoted the Lux, Katrina Kaif promoted slice juices, Hania Malik promoted Fuita vitals and so forth. There are various FMCG products promoted by celebrities like Lipton by Unilever, Milk Pack by Nestle, and so forth.

In the realm of marketing and advertising, celebrity endorsements have been a popular device used by marketers and advertisers to promote various brands and products. By leveraging the familiarity and popularity of celebrities such as Shahid Afridi for Clear Shampoo, Waseem Akram for real estate projects, and Mahira Khan for beauty and soap products, companies can increase brand appeal and boost sales. Celebrities from different fields like movies, cricket, music, medicine, and engineering are used to enhance customer attraction and awareness towards a brand, thereby increasing profits.

Celebrity endorsements have proven to be effective in enhancing the impact of advertisements and promoting brands with a positive outlook. This strategy creates more visibility for a product in the market, which leads to increased customer attention and appeal, ultimately boosting sales. Overall, celebrity endorsements have become a valuable tool for companies to increase brand recognition and drive profits. (Shrestha, 2019)..

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Celebrity is a source of increased customer perspective, and customers want expert opinions and usage of products. Celebrity affects the brand image and increases knowledge of the brand and products. Consumer awareness increases with the usage of brands, and celebrity endorsements are performed in all sectors, including the hospitality sector, textile sector, clothing sector, fashion and design, retail sector, FMCG products, Sportswear etc. Movie Stars, Actors, Sports person are sources of Endorsements used by organizations and brands (Qureshi & Malik, 2019)

Consumer buying behavior refers to the process of selecting products and services based on various options available from different companies. Consumers seek out the best choices, opt for high-quality options and ultimately make purchases. A variety of factors, such as income, location, environment, availability of shopping options, and more, can influence this behavior.

The organization anticipates great monetary advantages consequently after big-name support. It is seen that superstar support is the triumphant equation in deliberately advertising and branding the executives. Big-name underwriting makes moment brand mindfulness, upholds building up the brand, and expands brand review. Celebrities are high-profile characters, so the brand embraces them. Superstar underwriting elevates the precedent in the business sectors that assist in building buy expectations in the embraced brand (Muthukumar, 2014). Supporting a superstar is a costly errand, yet an organization can get more advantages through big-name underwriting. Purchasers see it as a superior grade whenever they embrace Celebrity. The supported brand draws speedy consideration. Media openness is powerfully expanded. The supported brand could get more apparent on the lookout. The organization could get a monetary return. The big-name supported item could be separated effectively from contenders. Big-name support straightforwardly affects buy aim (Shimp, 2018).

Matching of Celebrity

The matching of celebrities refers to endorsements by a celebrity matched with a particular product and brand. The personality and celebrity famous for acting or acting endorse some brand of sports, so it might not be matched; the sports celebrity

can better endorse these brands. The movie could promote the automobile, real estate and FMCG brands. The product should also be matched in this category. Some celebrities endorse some beauty or cosmetics brand, and him or her personality should be matched with this particular brand (Qureshi & Malik, 2019)

Matching refers to movie star photos within the thoughts of customers and social organizations. Celebrity is constantly the source of attraction and motivation for human beings. People like when their favored celebs like Waseem Akram, Mahira Khan, or Fahad Mustafa refer to any brand; they are the usage of this emblem and promote the use of the logo. Babar Azam sells the logo of an Automobile, and people like these classified ads and are inclined closer to buy this emblem, which creates attractiveness inside the thoughts of customers (Qureshi & Malik, 2020).

The similarity in the case of FMCG Brands, Mahira khan selling the Lux, Katrina Kaif selling slice juices, Hania Malik promoting Fuita vitals and so forth. There are various merchandise FMCG promotes by using celebrities like Lipton with the aid of Unilever, Milk Pack by way of Nestle, and so on. A film star is a person who is diagnosed by means of the use of a massive proportion of a certain enterprise of humans. They are folks who are famous via their very own career, and they are absolutely extraordinary from everyday human beings. They vary from the social norm in corresponding social businesses. Advertising companies use celebrity endorsement support to draw consideration, expand trust toward the brand, and assemble validity that brings about higher deals. Distinctive promoting requests are utilized to make the interests of customers that will uphold buy aim. Advertisers designate more assets to build up their image. Advertisers support VIPs and convey supported messages to various media to improve their image. Big-name support is a significant part of present-day publicizing nowadays. Big-name support adds to the rise of interest in publicizing (Hunjet & Vuk, 2017).

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The expertise of celeb refers to movie stars endorsing the brand based totally on know-how. Sports guys should sell strength drinks, FMCG Brands, sports activities brands, garb and so on primarily based on persona and image within the social organizations. The Celebrity understanding might not be a medical doctor, so movie stars can not endorse the Dettol logo and could not say for health suggestions, it is better properly recognized docs recommend these products.

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Marketers and advertisers used Celebrity endorsements as tools for prompting the brands. The various brands, like FMCG products, need to be promoted by expertise with familiarity and similarity of products like Shahid Afiridt promoting the Clear Shampoo, Waseem Akram Promoting real estate projects, and Mahira Khan promoting various beauty products and Soaps. These are referred to as celebrity endorsements.

The Matching of movie stars refers to endorsements via superstars matched with precise products and emblems. The personality and celebrity are well-known for appearing or acting and endorse some emblem of sports activities, so it might not be matched. Sports activities and movie stars can highly endorse those brands. The film starts to promote the automobile, real property and FMCG manufacturers. The product needs to be matched in this category additionally. A movie star endorses a few splendor or cosmetics logos, and his or her personality needs to be matched with this specific logo (Shimp, 2018).

Expertise of Celebrity

The expertise of celebrities refers to celebrities endorsing the brands based on expertise. Sportsman should promote energy drinks, FMCG Brands, sports brands, clothing etc., based on personality and image in the social groups; the Celebrity expertise might not be a doctor, so the celebrity cannot endorse the Dettol brand and could not say that health tips, its better that these products should be endorsed by well know doctors. This refers to the expertise of the celebrity, and products should be endorsed based on the expertise of the celebrity (Saraniya, M Thaj, Bhide, & Khadir, 2020).

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Familiarity pertains to the level of recognition a celebrity has among consumers. If someone is a movie star or a cricket player, many consumers will recognize them. However, if someone is less well-known, they may have less influence when it comes to endorsing brands. Researchers have found that sometimes we purchase products not because we need them but because we have a strong emotional attachment or admiration for a particular celebrity. Entrepreneurs can capitalize on this by creating a sense of need and generating more revenue for their businesses. (Adapted from Ramya & Ali, 2016).

Advertising enterprises used as celeb endorsements support attracting attention, expanding consideration in the direction of the brand, and assembling validity that introduces approximately better deals. Distinctive promoting requests are applied to make the pastimes of customers so as to uphold buy intention. Advertisers designate extra assets to build up their image. Advertisers guide VIPs and produce supported messages to various media to make their photographs natural. Big-name help is a sizeable part of present-day publicizing in recent times. Big-name support adds to the rise of interest in publicizing (Hunjet & Vuk, 2017).

The organization anticipates notable economic advantages, therefore, after massive call support. It is seen that the celebrity guide is the triumphant equation in advertising and an intentional emblem of the executives. Big-name underwriting makes moment emblem mindfulness, upholds constructing the emblem, and expands brand evaluation. Celebrities are high-profile characters, so they are embraced in the logo. Superstar underwriting elevates the precedent in the business sectors that assist in constructing buy expectations inside the embraced brand (Muthukumar, 2014). Supporting celebrities is a luxurious endeavor, yet a company can get greater blessings through large call underwriting. Purchasers see it as a superior grade every time they embrace a Celebrity. The supported emblem attracts speedy consideration. Media openness is powerfully extended. The supported logo ought to get more obvious on the lookout. The agency should get a monetary return. The large name-

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Celebrity endorsements are often viewed as unstable due to their involvement in undesirable occasions, whose terrible repercussions may be transferred to an organization. At the same time, very high blame for undesirable activities has a negative effect on the company's value and tarnishes the emblem picture. It can also have an impact on the effectiveness of movie star endorsement and the attitude of clients closer to the advocated emblem. Celebrity endorsers were concerned about a huge range of behaviors that might be undesirable to them, like incurring accidents and getting caught carrying out unlawful conduct. Sometimes, unwanted activities have a tremendous effect on the effectiveness of celebrity endorsement and enhance the organization's price.

Trustworthiness of Celebrity

Celebrity endorsements are often viewed as unstable due to their involvement in undesirable occasions, whose terrible repercussions may be transferred to an organization. At the same time, very high blame for undesirable activities negatively affects the company's value and tarnishes the emblem picture. It can also have an impact on the effectiveness of movie star endorsement and the attitude of clients closer to the advocated emblem. Celebrity endorsers were concerned about a huge range of behaviors that might be undesirable to them, like incurring accidents and getting caught carrying out unlawful conduct. Sometimes, unwanted activities have a tremendous effect on the effectiveness of celebrity endorsement and enhance the organization's price.

Celebrity endorsements are the device for marketers and advertisers to sell their brands and take into account the brand image. The number one research carried out in the FMCG Sector is to analyze the factors of celebrity endorsement impacts on Brand photographs. The Quantitative studies were conducted via survey paperwork stuffed by using the 385 respondents who are the usage of the FMCGS emblem and also looking at Advertising and numerous superstar endorsements.

Endorsement is the method via which celebrities are involved in marketing and encouraging the brands. The emblem endorsements impact the purchaser's intentions to buy the product; the purchaser needs all the facts, focus, and how to use the product and provider. Celebrities are endorsing various manufacturers; the endorsements direct the purchaser's decisions to shop for the products and offerings (Bhatt et al., 2016).

Marketers and advertisers used Celebrity endorsements as devices for prompting the brands. The various manufacturers, like FMCG merchandise, need to be promoted via expertise with familiarity and similarity of products like Shahid Afirid promoting the Clear Shampoo, Waseem Akram Promoting real property tasks, and Mahira Khan selling various splendor products and Soaps. These are referred to as celebrity endorsements. Celebrity endorsements are devices utilized in marketing and advertising for kind manufacturers, and movie big-name endorsements are used in advertising to grow emblem appeal for the use of services and products.

Research Methodology

The study aimed to examine the influence of celebrity endorsements on brand image in the Fast-Moving Consumer Goods (FMCG) industry in Pakistan. The sample population consisted of FMCG consumers in Karachi who were attracted to advertisements and preferred brands endorsed by celebrities. The respondents included both males and females from diverse demographic backgrounds, such as different income levels, age groups, and education levels.

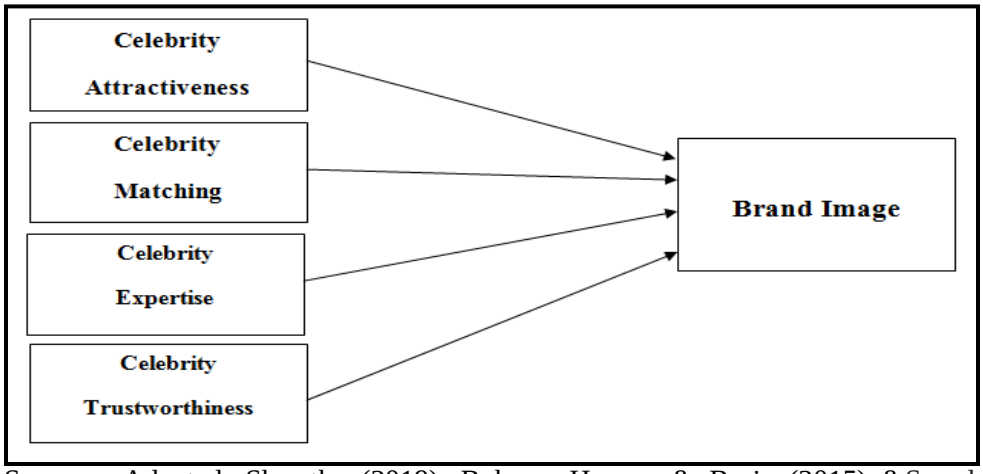
The research design was quantitative and explanatory, following a post-positivist perspective. The deductive approach was used for generalization within the same industry and the nature of consumers. The study was conducted through the analysis of the effects of celebrity endorsements on brand image in the FMCG sector in Pakistan, based on selected theories and hypotheses.

The target population for this research was the customers of Nestle and Unilever brands residing in Karachi, Pakistan, as they are the largest and most significant FMCG industry players in the country. The study selected the FMCG industry to analyze consumer behavior and preferences.

The sampling technique used was convenience sampling, with a minimum sample size of 385 customers calculated based on a 95% confidence interval approach and a statistics calculator. The researcher collected data from the respondents through an online Google survey form adapted from a questionnaire.

Conceptual Framework

Independent variables (IV) Dependent variable (DV)



Source: Adapted: Shrestha (2019), Byberg, Hansen & Basic (2015) &Saeed & Bhatia (2014).

The conceptual framework describes the relationship of variables, including celebrity attractiveness, celebrity matching, celebrity expertise, and celebrity trustworthiness, as independent variables and Brand image as the dependent variable. The research framework is adapted from empirical research, and the research develops the hypothesis accordingly.

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Research Instrument

The researcher collected data from 385 consumers of FMCG Brands in Karachi, Pakistan, and data collected through online Google survey forms based on the adapted questionnaire. The questionnaire is the instrument, and the 5-point Likert scale has been adapted to evaluate the customers' responses over the scale. The instruments consisted of a few demographic questions; other questions were based on a Likert scale and closed-ended questions.

Data Collection Methods& Analysis Techniques

The data was collected from FMCG Brands consumers, those who are involved in buying consumer products related to food products. The data is collected through the Questionnaire, then collected data is processed through the SPSS Software, and data analysis performed includes reliability analysis, correlation analysis and regression analysis.

Data Analysis and Results of the Study

The primary research was conducted in the FMCG Sector to analyze the factors of celebrity endorsements' impacts on the Brand image. The Quantitative research was conducted through survey forms filled out by the 385 respondents who are using the FMCGS brand and also watching the Advertising and various celebrity endorsements. The consumers of FMCG organizations, including Nestle and Unilever, are being targeted in data collection. The collected response was analyzed based on SPSS Software, and reliability testing was performed.

Demographics of Respondents

Table 1: Demographics – Gender	
Gender	**Percentage**
Male	76.6
Female	23.4
Total	100

The data was collected from both male and female customers; among 385 customers, 295 were males, and 90 were females.

Table 2: Demographics - Age	
Age	**Percentage**
18-25 years	46.5
26-33 years	40.0
34-40 years	13.5
Total	100

The research data collected from people of various age groups includes 18-25 years includes 179 customers, 26-33 are the 154 customers, 33-40 years are the 52 customers, and the total are 385 customers.

Table 3: Demographics – Education	
Income	**Percentage**
Intermediate	3.4
Graduate	70.1
Post Graduate	26.5
Total	100

The data has been collected from people of different levels of education, so it has a clear idea about the level of purchase and how they are attracted to online shopping. The customers normally are graduates, and about 270 customers are graduates and undergraduate people, and 102 are people with Master's Degrees.

Table 4: Demographics – Income	
Income	**Percentage**
Rs 40,000 – 60,000	28.6
Rs 60,001 – 80,000	44.7
Rs 80,001 – 100,000	26.8
Total	100

The data was collected from people of different income groups, with the majority of customers having incomes between 60,001 and 100,000. The 172 customers have incomes in the range of 60,000 to 80,000, and 103 customers have incomes in the range of 103. Pilot Testing (Testing Reliability)

Table 5: Reliability Test Results		
Variables	**Items**	**Cronbach's Alpha**
Celebrity Attractiveness	4	0.76
Celebrity Matching	4	0.71
Celebrity Expertise	4	0.74
Celebrity Trustworthiness	4	0.77
Brand Image	4	0.91
Total factor (Varibales)	20	0.81

The reliability analysis tests the reliability of scale and tools for the collection of data. The pilot testing has been performed after the collection of samples from 30 respondents; the results of internal reliability tests and values of Cronbach's alpha elaborates that results are reliable and consistent as the values of Cronbach's alpha are greater than 0.7 for all the variables. The Variables Celebrity Attractiveness with four statements asked in the questionnaire having Cronbach Alpha is the value of 0.76, Celebrity Matching with a value of 0.71, Celebrity Expertise with a value of 0.74, Celebrity trustworthiness with a value of 0.77, Brand image with a value of 0.872 and overall reliability is 0.718. All the variables have significant reliability over the scale, and the collected data are reliable for analysis. The results show the significant reliability and consistency of responses in the data, and the data is reliable for analysis.

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Correlation Analysis

Table 6: Correlation Matrix						
		SC	EC	MC	TC	CB
CA	Pearson Correlation	1	0.123	-0.059	0.038	0.199
	Sig (2-tailed)		0.015	0.250	0.462	0.000
CM	Pearson Correlation	0.123	1	0.117	-0.033	0.242
	Sig (2-tailed)	0.015		0.022	0.516	0.000
CE	Pearson Correlation	-0.059	0.117	1	0.142	0.282
	Sig (2-tailed)	0.250	0.022		0.005	0.000
CT	Pearson Correlation	0.038	-0.033	.142	1	-0.097
	Sig (2-tailed)	0.462	0.516	0.005		0.057
BI	Pearson Correlation	0.199	0.242	0.282	-0.097	1
	Sig (2-tailed)	0.000	0.000	0.000	0.057	
	N	385	385	385	385	385

The Correlation Matrix explains the relationship of all variables with the dependent variable based on a 95% Confidence interval and 5% Margin of Error on which sample is drawn from the population. The Correlation analysis shows all the variables having probability (significance value less than 0.05, which is required on a 95% confidence interval. The Variables Celebrity Attractiveness, Celebrity Matching, Celebrity Expertise, and Celebrity trustworthiness, all variables having a value less than 0.05, show a significant relationship with the dependent variable Brand Image in the FMCG Sector of Pakistan.

Regression Analysis

Table 7: Regression Model Results				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.727[a]	0.718	0.717	0.392

The R Square is the model that shows the model explanatory power; the model shows the R Square value of 0.718, which shows that the model is significant and that independent variables can explain the dependent variable. The explanatory power of the model is 71%, which is less than the required value, but the model is significant and reliable. The model is significant, and variables are strong predictors of Brand Image of FMCG Brands with Celebrity endorsements. All four independent variables, Celebrity Attractiveness, Celebrity Matching, Celebrity Expertise, and Celebrity trustworthiness, are significant based on model summary analysis.

Table 8: Regression Model Results - ANOVA					
Model	Sum of R Square	Df	Mean Square	F	Sig.
Regression	13.038	5	2.608	16.960	0.000
Residual	58.270	379	0.154		
Total	71.308	384			

The model shows significance with the value of F Statistics 16.9, as probability value less than 0.05, the model is significant and value. The model is significant, and the value of F Statistics is significant. The overall model is significant, and the value is significant based on variables. Thus, all variables explain the Brand Image through Celebrity endorsements in FMCG Brands in Pakistan.

Table 9: Regression Model Results – Co-efficient					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig
	B	Std. Error	Beta		
Constant	1.669	0.466		3.579	0.000
CA	0.179	0.048	0.181	3.701	0.000
CM	0.207	0.053	0.187	3.921	0.000
CE	0.341	0.055	0.294	6.198	0.000
CT	0.156	0.050	0.147	3.114	0.002

The tables of coefficients show the values of t statistics and probability, the criteria based on a 95% confidence interval, the t value greater than two and the probability value less than 0.05 shows that the variable is significant and can explain and predict the dependent variables. The Variables Celebrity Attractiveness, Celebrity Matching, Celebrity Expertise, and Celebrity trustworthiness, all variables having values greater than 2 of t statistics and probability values less than 0.05, show the significant impact of dependent variables and all alternative hypotheses are accepted.

Hypothesis Testing

Table 10: Hypothesis Testing			
Hypotheses	T Values	Sig	Decision of Test
H_1	3.701	0.000	Accepted
H_2	3.921	0.000	Accepted
H_3	6.198	0.000	Accepted
H_4	3.114	0.000	Accepted

The hypothesis results show that all the variables, Celebrity Attractiveness, Celebrity Matching, Celebrity Expertise, and Celebrity trustworthiness, have a significant positive impact on the brand image of FMCG Bands in Pakistan, and all four alternative hypotheses have been accepted.

Discussion

The research was conducted to analyze the celebrity endorsements on brand image in FMCG Brands. The research conducted in FMCG Brand considered Nestle and Unilever. The Celebrity endorses the brands to create customer attention and

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customer engagement. Celebrity endorsements are a tool for marketers and advertisers to promote their brands and consider the brand image. The primary research was conducted in the FMCG Sector to analyze the factors of celebrity endorsements' impacts on the Brand image. The Quantitative research was conducted through survey forms filled out by the 385 respondents who are using the FMCG brand and also watching the Advertising and various celebrity endorsements. The consumers of FMCG organizations, including Nestle and Unilever, are being targeted in data collection. The collected response was analyzed based on SPSS Software, and reliability testing was performed after confirming the reliability of the scale. Tool correlation regression analysis was performed to evaluate the results. The research is specifically conducted in Pakistan's FMCG sector. The research focused on the impact of celebrity endorsements on brand image. The data is collected from consumers of FMCG brands in Karachi, Pakistan. The research covers the gap of knowledge in understanding brand image and how brand image is impacted by celebrity endorsements in advertising. The research was conducted to analyze the impact of celebrity endorsements in advertising on the brand equity of FMCG Brands. Celebrity endorsements are a source of increasing the exposure of brands to consumers, hence increasing brand awareness and image, increasing the sales of brands, and increasing firm performance. This research was conducted to analyze the impact of celebrity endorsements on the brand image of FMCG companies, as celebrity endorsement is the source of information, awareness and motivation for customers. The Correlation analysis describes the positive and significant correlation of Celebrity attractiveness, celebrity matching, and celebrity expertise and celebrity trustworthiness with brand image in FMCG Brands in Pakistan. The regression analysis analyzes the positive impact of Celebrity attractiveness, celebrity matching, celebrity expertise and celebrity trustworthiness on brand image in FMCG brands in Pakistan.

Conclusion

Celebrity endorsements are a tool for marketers and advertisers to promote their brands and consider the brand image. The primary research was conducted in the FMCG Sector to analyze the factors of celebrity endorsements' impacts on the Brand image. The Quantitative research was conducted through survey forms filled out by the 385 respondents who are using the FMCG brand and also watching the Advertising and various celebrity endorsements. The consumers of FMCG organizations, including Nestle and Unilever, are being targeted in data collection. The collected response was analyzed based on SPSS Software, and reliability testing was performed after confirming the reliability of the scale and tool correlation. Regression analysis was performed to evaluate the results. The correlation analysis describes there is a significant relationship between Celebrity Attractiveness, Celebrity matching, Celebrity Expertise and Celebrity Trustworthiness with Brand image in FMCG organizations. The regression analysis performed to check the hypothesis and research results reveals that there is a significant relationship and impact of Celebrity Attractiveness, Celebrity matching, Celebrity Expertise and Celebrity Trustworthiness on brand Image in the FMCG industry in Pakistan.

Findings

The Variables Celebrity Attractiveness with four statements asked in the questionnaire having Cronbach Alpha is the value of 0.76, Celebrity Matching with a value of 0.71, Celebrity Expertise with a value of 0.74, Celebrity trustworthiness with a value of 0.77, Brand image with a value of 0.872 and overall reliability is 0.718. All the variables have significant reliability over the scale, and the collected data are reliable for analysis. The results show the significant reliability and consistency of responses in the data, and the data is reliable for analysis. The R Square is the model that shows the model explanatory power; the model shows the R Square value of 0.718, which shows that the model is significant and that independent variables can explain the dependent variable. The explanatory power of the model is 71%, which is less than the required value, but the model is significant and reliable. The model is significant, and variables are strong predictors of Brand Image of FMCG Brands with Celebrity endorsements. All four independent variables, Celebrity Attractiveness, Celebrity Matching, Celebrity Expertise, and Celebrity trustworthiness, are significant based on model summary analysis. The Correlation analysis shows all the variables having probability (significance value less than 0.05, which is required on a 95% confidence interval. The Variables Celebrity Attractiveness, Celebrity Matching, Celebrity Expertise, and Celebrity trustworthiness, all variables having a value less than 0.05, show a significant relationship with the dependent variable Brand Image in the FMCG Sector of Pakistan. The hypothesis results show that all the variables, Celebrity Attractiveness, Celebrity Matching, Celebrity Expertise, and Celebrity trustworthiness, have a significant positive impact on the brand image of FMCG Bands in Pakistan, and all four alternative hypotheses have been accepted.

Recommendations

- Celebrity Attractiveness is important for selecting celebrities in advertising; the celebrity-endorsed brand creates customer attraction. Hence, the brand image and value increase. Marketers and advertisers select the celebrity according to product and service attractiveness.

- Celebrity matching is important for selection to analyze the celebrity and consider the celebrity matched with brand and endorsements of brands.

- Celebrity Expertise is important for the selection of celebrities in advertising; marketers must consider the value of celebrities, and brands should be related to their expertise, hence creating customer attraction and affecting brand image.

- Celebrity trustworthiness is important for the selection of celebrities in advertising; marketers must consider the value of a celebrity and must be credible in the market and industry to endorse a particular brand.

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