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Role Of Celebrity Endorsement On Branding Of FMCG Products In Tier II And III Cities

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Abstract

The advertisement has a significant part in altering the customer's opinion of brands in the current environment of media dominance and the abundance of information. The company uses a celebrity as its spokesman, using endorsements as a form of brand communication to support its positions and claims. The brand benefits from the celebrity's personality, notoriety, social standing, and industry expertise. In order to differentiate their brand in today's cutthroat marketplace, firms sign endorsement deals with movie stars, athletes, entertainers, politicians, and other celebrities, creating a billion-dollar industry. Today's advertising landscape has become increasingly dependent on celebrity endorsement, particularly in the FMCG industry. According to earlier studies, FMCG companies erred when they entered the rural sector. These businesses view the rural market as a growth area for the current urban market. But compared to urban customers, Indian consumers in rural areas have different demographic and psychographic characteristics. This study purposes to ascertain the impact of celebrity endorsement on FMCG product branding in Telangana's Tier II and III cities. According to the study, celebrity endorsements have a significant influence on the branding of FMCG products in Telangana's Tier II and III cities. The study also comes to the conclusion that in the case of Telangana Tier II and III cities, celebrity endorsement has little to no impact on businesses and the aspects that go into their creation (branding elements).

Keywords: Brand Awareness, Brand Identity, Brand Equity, Brand Personality, Brand Positioning, FMCG and Celebrity Endorsement.

1. Introduction

Any type of goods or service needs promotion to survive in the market, and advertisers use several tactics to achieve it. Celebrity endorsements are regarded as one of the best forms of promotion in today's globalized world. Many of the major FMCG companies worldwide, including P&G, ITC, and Pepsi, have effectively embraced the time-tested strategy of appointing celebrities to endorse their products. HUL has been using Indian Hindi movie stars to advertise their beauty soap, LUX, since the 1950s. The most successful endorsements manage to create a harmonious relationship among the celebrity and the brand. Choosing to give a brand a "face" has the potential to change the brand's trajectory forever, elevating it above simple marketing ploy to increase revenue or broaden market reach.

It has become quite challenging to stand out amid such chaos in the vibrant and oversaturated world of modern commercial communication. Advertising professionals struggle to set their work apart from competitors' and draw viewers' attention. In the modern era, people frequently ignore all commercials and advertisements when they read newspapers, watch television. By assessing celebrities' recognition, attraction, and relevance to a brand's image as well as their impact on consumer purchasing behavior, marketers have attempted to measure and categorize the use of celebrities in their advertising campaigns. Film stars, athletes, talk show hosts, politicians, and anyone else with charm are considered celebrities. The corporation must decide the brand's promotional goal and how closely the celebrity's image aligns with it before choosing a celebrity as an endorsement. Although a celebrity's endorsement does not ensure sales, they do play a significant role as a decision-maker. It can generate excitement and improve consumer perception of the product, which in turn fosters consumer confidence and a sense of brand loyalty.

2. Literature Review

Allo, K. T. S., Brasit, N., Hakim, H., & Mustafa, M. Y. (2023) An endorsement by a social media celebrity is one of the numerous novel and/or sophisticated research variables that social media marketing, one of the most fascinating research topics of late, reveals. A celebrity endorsement, according to the literature, is regarded as a marketing approach that uses the services of a well-known individual, like a celebrity, to advance a brand of good or service. But as this study shows, there aren't many studies that address how celebrity endorsements affect consumers' decisions to buy in the context of Asian research. Subsequent to these phenomena, the objective of this study is to employ a quantitative research methodology to uncover the influence of celebrity endorsement on buying decisions. This study is innovative in that it is the first to explain how price perception acts as a mediator in the relationship between celebrity endorsement and purchasing decisions. This study, which has a sample size of 100 female respondents, finds, as a theoretical addition, that women's pricing perceptions do not significantly moderate the relationship between customer endorsement and purchase choice. In terms of managerial contribution, company owners that primarily market and sell cosmetic

products are thought to find value in the study's findings as they develop an appropriate social media marketing plan that will ultimately help them increase and optimize their revenue.

Nasir, N., Khan, S., Sabri, P. S. U., & Nasir, S. (2016) This study aims to investigate the efficacy of celebrity endorsement in influencing consumer purchase intentions in Pakistan's FMCG industry. As mediating variables, many aspects of brand performance such as brand image, brand awareness, and brand favorability are considered. A self-administered, closed-ended questionnaire was used to gather data from 350 Pakistani customers. The relationship between consumer purchase intention and celebrity endorsement has been examined using regression analysis, with brand performance—which includes brand image, brand awareness, and brand favorability—acting as a mediating factor. The results of the study demonstrate that customer purchasing intentions are strongly and favorably impacted by celebrity endorsement. However, a variety of brand performance factors also function as a mediating factor between consumer purchasing intention and celebrity endorsement. The aforementioned study made a significant contribution to the body of knowledge on the subject. This study will help managers and policy makers ensure that the policies they implement are effective in improving the performance of their organizations by focusing on different aspects of celebrity endorsement (i.e., the selection and efficacy of such endorsements to increase consumer buying intention of a particular brand). Researchers looking to delve deeper into the same field but with some different approaches may find this study to be useful as well.

Malik, H. M., & Qureshi, M. M. (2016), This study aims to investigate the influence of celebrity endorsement on consumers' purchase intentions. The goal of this study was to learn what Pakistani consumers believed about celebrity endorsements by examining the various aspects of these endorsements in relation to the purchasing intentions of the consumers. We examined earlier research on the subject of celebrity endorsement in this study. That provides a good understanding of several significant prospects pertaining to this subject. A quantitative technique is used to find out how different celebrity traits affect the purchasing decisions of consumers. A systematic questionnaire was used to gather data from 150 respondents, and SPSS software was used for analysis. It was discovered that while multiple product endorsements had a negative link with consumer buying behavior, some features of celebrity endorsement, such as gender, attractiveness, credibility, endorser type, and multiple endorsements, proved to be useful with regard to purchase intentions. Ultimately, the research indicates that the influence of celebrity endorsement on consumers' purchase intentions is generally favorable.

According to Bahl Sarita (2012), education has little bearing on how consumers perceive the value of a product that a celebrity is endorsing. As a result, superstars have a strong influence on both urban and rural consumers who are educated. The opinion of the caliber of goods that celebrities in the rural and urban sectors are endorsing was also found to be unaffected by gender. Thus, it can be stated that superstars have an equal impact on both gender categories of customers in urban and rural zones. This may be due to the fact that consumers view celebrities as entertainers rather than as role models. The study also showed that a sizable portion of consumers in urban and rural areas are aware of the goods that the celebrities are endorsing. Many of

the consumers were able to name more than one company that the celebrities had sponsored. Credibility of the endorser is impacted by multiple endorsements. Customers become confused as a result, which negatively impacts their ability to advocate products. Additionally, it was found that customers in both urban and rural areas had a high level of brand knowledge for both FMCG and durable goods.

According to Singh Ramjeet et al., (2012), all ages groups of Childrens' are significantly influenced by celebrity appearances in ads because they find these appearances to be appealing. Children tend to try to purchase goods that celebrities are promoting. As the age of the children rises, they began to sense that since celebrities have significant social sway, they should logically support products of high quality. They shouldn't advocate for a subpar product that moreover directly or indirectly hurts society. It demonstrates that kids are attentive of celebrities' social duty. Children in rural areas are more persuaded that celebrities have a favorable or unfavorable impact on their choice to make a purchase and that they should be socially responsible and logically advocate high-quality items. Children in rural areas are also more likely than their urban complements to believe that celebrities overstress rather than accurately describe products in commercials. Children can grasp that the majority of the things that celebrities promote have never been used by them. Children who are older can comprehend the marketing tactics used by companies to use celebrities as endorsers. Pandey Vivek (2011) It has been argued that television and advertising make a deadly combination and have been engrained in contemporary society. It is the most sensible approach to connect with both adult and youth clients. Young people are duped by advertisements that promise a merchandise will do extraordinary things for them and successfully transform their exists. Public take celebrity sex, beauty, dependability, honesty, and trust more seriously. In contrast to adult consumers, young people tend to base their purchasing decisions more on celebrity endorsements. Therefore, the producers must be careful to provide all the information necessary to aid young customers in making decisions. To sum up, it may be quite beneficial for young people to research the distinctiveness of the commercials, as well as their benefits and drawbacks, before leaving for a shopping trip.

Bala krishnan Lalitha et, al. (2011) claims that the modern world is evolving quickly. The same is true of India. The India's socio-cultural environment and its people are changing at an incredible rate, especially since the country's economy opened up. India is a fascinating place to study the many changes in its economic and social structure that have resulted from progress because of its great diversity. While some of the macro changes occurring in India can be roughly estimated, it is difficult to accurately assess the particular feelings that precede, attend, or survey these changes. The Indian market's characteristics have, however, changed significantly from its previous state. Marketing professionals have discovered that these changes are quite significant, despite the fact that it might be difficult to measure them precisely. Any marketer is eager to keep a close check on any changes to records, especially with particular, observance customary preferences of the shifting model of shoppers' expectations and rivals' strategies. Erfgen Carsten (2011) claimed that celebrity endorsers are frequently used in marketing, partly because they can improve the perception of a company. They should pay close attention to the aspects that have been proven to be successful. Credibility, physical beauty appropriate to the product category, congruence based on images, two-sided arguments, and a lesser risk of

elaboration are all factors that contribute to a positive brand image. Brand managers need to be careful to obtain high credibility when choosing a suitable celebrity for an endorsement. The importance of credibility and its facets, including dependability and knowledge, is constantly supported by current research. Additionally, the majority of research demonstrate that physical attractiveness positively affects brand image, but only when it is pertinent to the product category (for example, a celebrity with good looks for a makeup company). The variety of factors that managers should consider when creating their campaigns are thus highlighted when celebrity endorsement is examined from the perspective of the communication process. This realization appears especially pertinent in the real world given that the choosing of the right celebrity is the exclusive focus of the majority of recent attention.

Garthwaite L. Craig (2012) demonstrates that the aforementioned findings also offer compelling proof of demand leaking from endorsements. Ensuing an endorsement, books not recognized by endorsed writers have an instant sales boost that continues to climb over the following three months. The spillover demand effect's continued increase offers hints as to a possible method by which advertising affects consumer behavior. Although the major endorsement effect may come from the post-endorsement surge in sales of non-endorsed labels indicates that endorsements convey customers data about the value of the product. This might be seen as either persuasive or informative advertising by Stigler (1961). Additionally, although endorsements in the publishing industry are generally regarded as theft of business, they don't seem to be Marshall's combative, socially wasteful, and combative advertising, according to the dynamics of the spillover demand estimations.

Bilal Mustafa Khan & Reshma Farhat (2011) fascinating claims regarding celebrities and celebrity-endorsed branding, it was said. The present research demonstrates that when taking into account the pre-attitude to the commercial feature a personality supporting a brand, similarity among a personality and a brand is a significant idea. Our study's specific objective was to offer factual evidence in favor of the widely held notion that a brand and its endorser need to have compatible personalities. SHAHRUKH KHAN, the study's targeted endorser, enjoys a fruitful relationship with the study's selected brand. Chabo Dimed, Saouma Joulyana (2005) claimed that when the characteristics from the literature review are combined, it has been demonstrated through research that customers are affected by celebrities endorsing products. However, how the traits are perceived by customers varies depending on the situation. The key conclusion, however, was that when engaging celebrities in their advertising campaign, businesses should consider two essential qualities: knowledge and dependability.

Patrick Cotting (2009) claims that "The Celebrity Endorsement Model" appears to adequately describe the requirements and demands placed on firms while developing a celebrity-led marketing. This method seeks to better comprehend each of the C.E. strategy's constituent parts by dissecting and classifying them. Due of their effect on the C.E. project as a whole, each success criteria have been closely examined. The recommendations made in this thesis aim to make C.E. strategy as effective as possible and are based on results from exploratory research. Companies appear inclined to embrace such a toolset to direct the entire strategy, as was revealed throughout the interviews. Indeed, interviews support the relevance of the success criteria in achieving a successful C.E. movement. The concept provides a hierarchical process so that businesses may

wisely design their strategies without compromising anything. The questionnaire will make it simpler to take into account all the crucial factors.

Louise E Canning, et al., (2002) looks at the many models of the relevance of celebrity endorsements in a B2B framework. We examined the three most widely used referring to source, transfer, and product alignment models. No model can be implemented directly without changing the terminology and meanings, it was determined. The meaning transfer concept suggests that socially created meaning can be communicated in B2B marketplaces, but the social environment wants to be relevant to a corporate environment. Therefore, non-physical resemblance, familiarity, and likeability are related to B2B celebrity endorsements. It is conceivable to utilize a person in a job when it comes to product matching, but choosing an organization presents the biggest challenge because doing so would entail using a direct competitor. Again, expanding the concept of "match" makes it possible to choose companies that reflect the chosen traits or part of them. Therefore, with a few explanations, all three representations do show compatibility with the Celebrity endorsement business-to-business. It seems that all of the most popular theories of celebrity endorsement need to be modified in order to be applicable in a business setting.

Roozen Irene (2006) verified some of the most important results described in the literature, but also had some important discrepancies with findings made by other studies. This might be because just three products from each of the three product categories were examined, as well as the sample size that was used. The majority of the writing on this topic, however, is from the 1990s, and since then, there have been considerable alterations in consumer product categories and cultural trends. However, keeping in light of this, the findings suggest that using appealing non-celebrity endorsers could be just as effective as using celebrity endorsers in influencing attitudes and buy intentions for a variety of products. On the other side, a celebrity endorsement who isn't a good fit for the product is typically one of the least effective forms of advertising. The study's research findings also suggest that advertising without endorsement—those without the use of images of (non-)celebrities—might be somewhat successful. It would be beneficial to expand and dig deeper into this research given the extremely high expense of having celebrity endorsers.

Jain, (2011) understand that the custom of compensating famous people for services other than acting or sports, like endorsements, has grown in popularity over time. Even though this form of advertising comes with costs and risks, it is still widely utilized today. Nowadays, the use of celebrity endorsements in communication and advertising is commonplace. India has a reputation for praising its stars. In India, cricket players are as highly regarded as Bollywood actors. The advertisers see this as a chance to seize and seize in order to grow their businesses and advertise their goods. The main topic of this dissertation is analyzing how these Indian consumers view the process of celebrity endorsement. Recognize that the practice of paying famous people for services—like endorsements—that are unrelated to their careers as actors or athletes has become more common throughout time. Despite the expense, the influence it would have on their purchasing choices, etc. Md. Abbas Ali, (2012) show that rural consumers have faith in the villagers' shops. The field visits reveal that although the retailers know their customers pay attention to them, they are not aware of the incredible idea known as the

"Trust Factor." The businesses essential inform small-town vendors nearby these contemporary advertising strategies in order to get better results. Given that pricing influences the purchase of FMCG in rural areas, it is advisable to employ a low-price approach in rural marketing. In addition to achieving low prices through low-cost production, effective marketing strategies must also address distribution and advertising. The promotion of products on a pricing plan is also advised. When the FMCG purchased by rural clients provides the desired benefits, value for money is achieved. It is advised to market FMCG in lines of reasoning rather than focusing solely on appealing to low prices, as the study discovered that rural consumers also take into account brand, quality, performance, dependability, and other significant factors in addition to price.

3. Research Methodology

3.1. Research Gap

The researcher completed adequate investigation in this study to close the gap left by the literature review. This study introduces the body of literature on the influence of celebrities on shoppers, particularly of FMCG goods. The majority of earlier studies on the influence of celebrities through advertising concentrated on celebrities' favorable impacts on consumers or customers, but the FMCG industry has seen comparatively little study, especially on consumer preferences and marketing tactics, celebrity credibility, and the level of satisfaction with FMCG products. The majorities of researchers have concentrated on the conventional marketing mix notion and have neglected the impact of recommendations while creating marketing strategy. In order to close this gap, this study focuses on consumer wishes in commercials and consumer behavior when buying FMCG products.

3.2. Research Problem

In the current situation or era, celebrity endorsement is a highly popular concept. In addition, FMCG goods have very low margins and low-price values, or in other words, FMCG products are those that are sold quickly and at a low price. In order to increase the price of these FMCG products, the companies pay pricey celebrities to advocate them. Since consumers and buyers ultimately decide which products to buy, this responsibility falls on them. The question of why use celebrity endorsement and why spend a lot of money on celebrity endorsement when many MCG products are priced at a low rate arises because FMCG goods are used and acquired on a regular basis without any extensive thought from the buyer's perspective. On the other hand, studies have shown a favorable association between celebrity endorsement of FMCG products and their sales, therefore if these products are promoted by businesses using celebrity endorsement in their advertising, their appeal and sales will increase.

Today's consumers buy products that are promoted by non-celebrities since consumer taste and preference have changed throughout time. To gain a comprehensive image of all these aspects, it is necessary to compare celebrity and non-celebrity endorsed advertising. This will help us determine how effective non-celebrity endorsed advertising is and whether FMCG firms should opt for it. FMCG products like Dove soap and shampoo and Colgate toothpaste employ the idea of non-celebrity to give their products a unique image in the minds of their clients, which has also helped sales.

3.3. Research Objectives

- To identify the celebrity endorsement determinants in retail sector.
- To measure the influence of celebrity endorsement determinants and Branding of FMCG products.

3.4. Hypothesis of research

- **H01:** There is no significant relationship between celebrity endorsement determinants and Branding of FMCG products.

3.5. Tools for analysis

- Reliability Test
- Confirmatory Factor Analysis
- Multiple Linear Regression

3.6. Sampling Procedure

The effect of celebrity endorsement on the branding of FMCG products in Telangana's Tier II and Tier III cities was investigated using an exploratory research methodology. The research under consideration is exploratory because it examined the circumstance to get understanding and frame the specifics for how celebrity endorsement functions and has an impact in metropolitan environments. A sample size of 500 was chosen to accurately reflect the study's overall population. Responses were gathered using a standardized questionnaire that was created to meet all likely research considerations. An appropriate sample has been drawn for the current study from the various Tier II and Tier III cities in Telangana.

4. Data Analysis & Results

4.1. Reliability Test

Table: 1. Case Processing Summary

		N	%
Cases	Valid	500	100.0
	Excluded ^a	0	.0
	Total	500	100.0

Table: 2. Reliability Statistics

Cronbach's Alpha	N of Items
.906	18

The table.2 denotes 16-item questionnaire's internal consistency, with a Cronbach's Alpha rating of.908, suggests that 90.8% of the results are credible.

4.2. Confirmatory Factor Analysis of Celebrity Endorsement Determinants

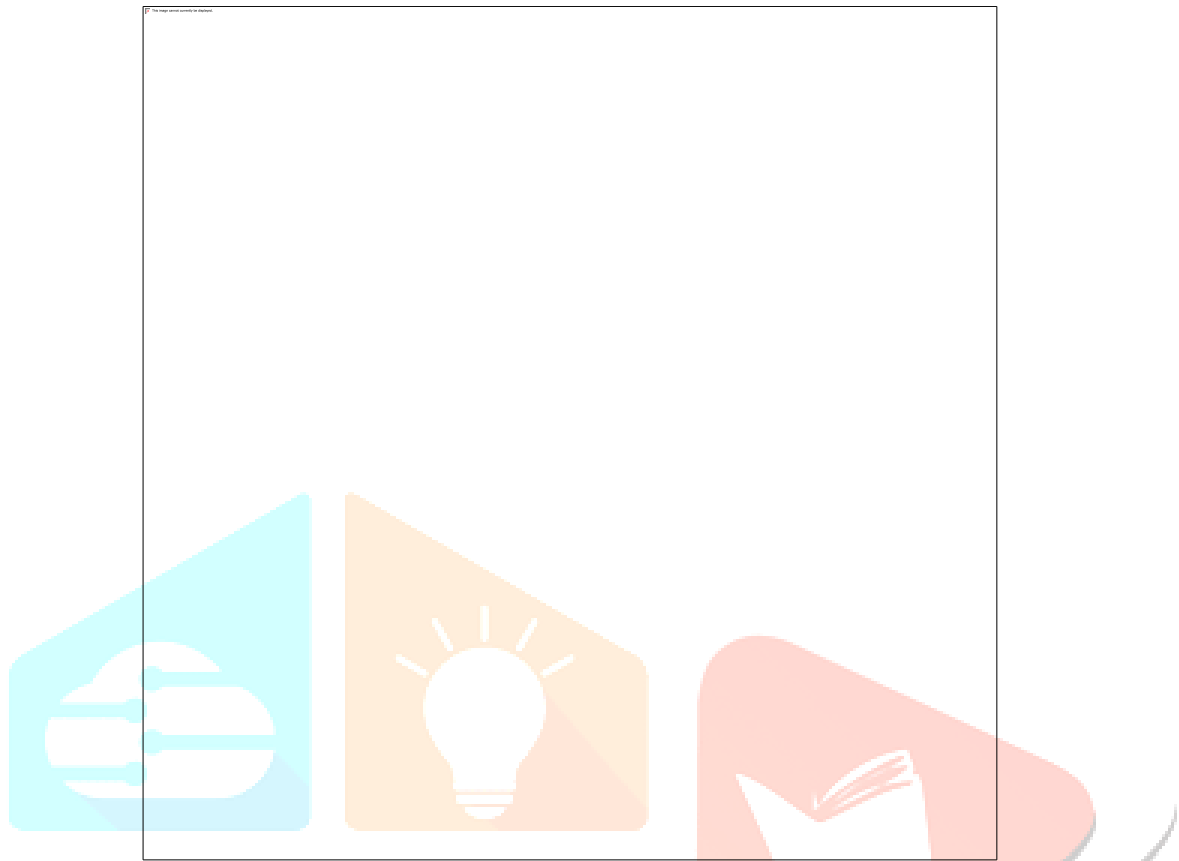


Figure: 1. CFA of Celebrity Endorsement Determinants

Figure 1 represents that the significant inter-factor correlation between Brand Awareness & Brand Identity at a significant level ($r = 0.82$, $p 0.05$), Brand Awareness & Brand Equity at a significant level ($r = 0.16$, $p 0.05$), Brand Awareness & Brand Personality at a significant level ($r = 0.75$, $p 0.05$), Brand Awareness & Brand Positioning at a significant level ($r = 0.79$, $p 0.05$), Brand Identity & Brand Equity at a significant level ($r = 0.22$, $p 0.05$), Brand Identity & Brand Personality at a significant level ($r = 0.86$, $p 0.05$), Brand Identity & Positioning at a significant level ($r = 0.51$, $p 0.05$), Brand Equity & Brand Personality at a significant level ($r = 0.21$, $p 0.05$), Brand Equity, Brand Positioning at a significant level ($r = 0.43$, $p 0.05$) and Brand Personality & Brand Positioning at a significant level ($r = 0.40$, $p 0.05$).

4.2.1. Selected Variables Expansion

AWAR (Brand Awareness), IDEN (Brand Identity), BRAN (Brand Equity), PER (Brand Personality) and Posit (Brand Positioning).

Table: 3. Selected Variables Expansion

Code	Estimate	Factor Name
a4	.232	Brand Awareness
a3	.272	
a2	.427	
a1	.503	
i4	.327	Brand Identity

Code	Estimate	Factor Name
i3	.322	
i2	.288	
i1	.162	
b4	.360	Brand Equity
b3	.501	
b2	.423	
b1	.298	
p3	.449	Brand Personality
p2	.398	
p1	.391	
po3	.278	Brand Positioning
po2	.005	
po1	.635	

Table 4. CFA of Alternate Model

Model	χ^2	Df	χ^2/Df	TLI	CFI	RMSEA
Five-Factor Model	287.101	125	2.8415	0.611	0.682	0.051

Celebrity Endorsement Determinants (Brand Awareness, Brand Identity, Brand Equity, Brand Personality and Brand Positioning).

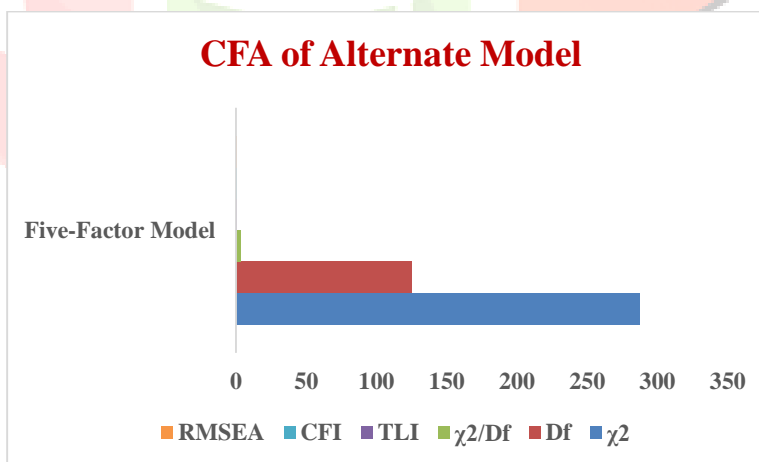


Figure: 2. CFA of Celebrities Endorsement Determinants

The table.4 provided CFA of Alternate Model represents the ki-square value, when divided by the Df, is 2.8415 it falls below the permissible level 3. The TLI, which is 0.611, is lower than the advised value of 0.95. The CFI, which is 0.865, is less than the advised value of 0.95. The acquired RMSEA, which is 0.053, is lower than the suggested value, which is 0.08. This data also represented in pictorial, as shown in fig 2.

4.3. Multiple Linear Regression



Figure: 3. Regression model.

4.3.1. Structural Model Fit Estimation

The relationship among the unobserved and observed statements with regard to the path diagram is revealed in Figure 3, along with standardized pathway regression coefficients. The fit indices for structural models are:

Table: 5. Estimation of structural model fit

Indices	Suggested Value	Model Fit Indices
CMIN/Df	< 3	2.657
p-value	≥ 0.05	0.000
GFI	≥ 0.90	1.000
AGFI	≥ 0.80	0.865
NFI	≥ 0.90	1.000
CFI	≥ 0.90	1.000
RMSEA	≤ 0.08	0.053
P-Close	≥ 0.05	0.000

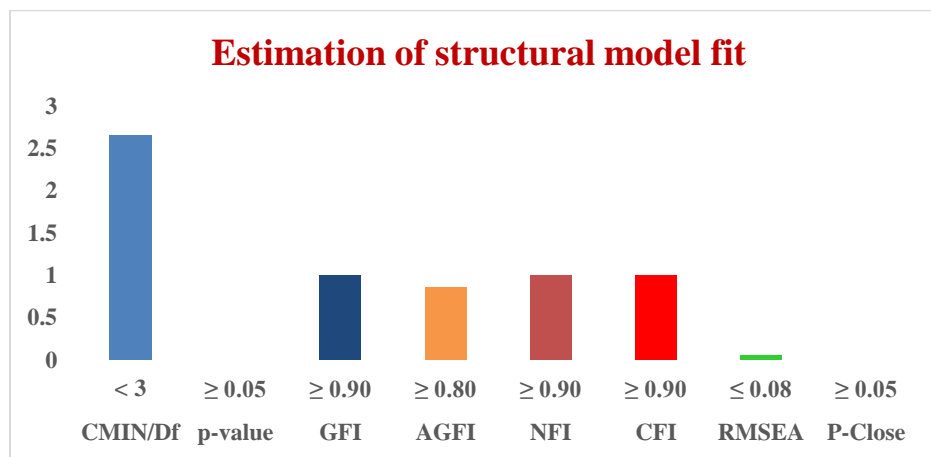


Figure: 4. Estimation of structural model fit

The table.5 provided model fit is evaluated using CMIN/Df, p-value, GFI, AGFI, NFI, CFI, RMSEA & P Close. This data also represented in pictorial, as shown in fig 4. The constructions' model fit indices are computed, and the results are compiled and contrasted with the value suggested in the table above. The real ki-square value is not taken into account because as sample sizes grow, the likelihood of model rejection rises. To get around the sample size, the ki-square value is split by the degrees of freedom. The table.5 shows that the ki-square value, when divided by the Df, is 2.657 it falls below the permissible level 3. The p-value, which is 0.00, is lower than the suggested value. The GFI, which is 1.000, is higher than the advised value of 0.9. The AGFI, which is 0.865, is higher than the advised value of 0.8. The NFI, which is 1.000, is higher than the suggested value, which is 0.90. The acquired RMSEA, which is 0.053, is lower than the suggested value, which is 0.08. The significant P value that was achieved, 0.000, is lower than the advised value of 0.05. Therefore, we may infer that the proposed model fits the sample data because the total model fit scores are satisfactory and within the permitted ranges. All 18 parameters fulfilled all other suggested values to confirm the model's fitness. As a result, we may say that the model is perfectly fit.

Table: 6. Regression Weights

Dependent Variable		Independent Variables	Estimate	S.E.	C.R.	P
Branding of FMCG Products	<---	Brand Awareness	.245	.077	3.200	.001
Branding of FMCG Products	<---	Brand Identity	.109	.082	1.322	.000
Branding of FMCG Products	<---	Brand Equity	.045	.068	1.653	.000
Branding of FMCG Products	<---	Brand Performance	.196	.067	2.897	.004
Branding of FMCG Products	<---	Brand Positioning	.010	.071	1.141	.000

4.3.2. Discussion

- The table 6 denotes probability of finding a critical ratio with an absolute value of 3.200 is 0.001. Put another way, the regression weight for Brand Awareness in the prediction of FMCG product branding is significantly different from zero at the 0.001 level (two-tailed).
- The table 6 represent probability of achieving a critical ratio with an absolute value of 1.322 is 0.000. Put another way, the regression weight for brand identity in the prediction of FMCG product branding is significantly different from zero at the 0.01 level (two-tailed).
- The table 6 states probability of attaining a critical ratio with an absolute value of 0.653 is 0.000. Stated differently, the regression weight for Brand Equity in the prediction of FMCG product branding is significantly different from zero at the two-tailed 0.05 level.
- The table 6 reveals probability of finding a critical ratio with an absolute value of 2.897 is 0.004. Put another way, the regression weight for Brand Performance in the prediction of FMCG product branding is significantly different from zero at the 0.01 level (two-tailed).
- The table 6 denotes probability of achieving a critical ratio with an absolute value of 0.141 is 0.000. Put another way, the regression weight for Positioning in the FMCG prediction is significantly different from zero at the 0.01 level (two-tailed).

5. Suggestions

- In order to alter the current situation of m-advertising, awareness of it must be increased.
- Formal education and training are recommended in order to create specialists in the area of advertising creation.
- Rural areas, as well as urban areas, should be targeted for product promotion.
- Regional language usage can be done to make it more convenient for local customers.

6. Conclusion

Celebrity endorsement is used with the idea that when a celebrity supports a company, the celebrity's worth is transferred to the brand, which helps to build a consumer-friendly brand image. The celebrity and the brand must be consistent, and the celebrity's characteristics must coincide with those of the brand. The study investigated the impact of Celebrity Endorsement determinants on Branding of FMCG Products, concluded that Brand Awareness had the highest impact on the branding of FMCG products, followed by Brand Identity, Brand Equity, Brand Personality and Brand Positioning.

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