

# CELEBRITY ENDORSEMENT AND CONSUMER BUYING INTENTION WITH THE MEDIATING ROLE OF BRAND PERFORMANCE: AN EMPIRICAL CONSUMER PERCEPTION STUDY IN FMCG SECTOR OF PAKISTAN.

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**ABSTRACT:** *This paper attempts to examine the effectiveness of celebrity endorsement for the sake of achieving consumer buying intention in FMCG sector of Pakistan. While, different dimensions of brand performance like brand image, brand awareness and brand favorability are taken as mediating variables. Data has been collected by using self-administered close ended questionnaire from 350 consumers of Pakistan. Regression test has been used to check the relationship between celebrity endorsement and consumer buying intention with the mediating effect of brand performance (comprises of brand image, brand awareness and brand favorability).*

*The research output shows that celebrity endorsement is positively and significantly affects the consumer buying intention. While different dimensions of brand performance are also played as mediator between celebrity endorsement and consumer buying intention. The above study is provided an enormous contribution in the overall literature of the topic. This study will be useful for managers and policy makers to ensure the effective policies that help them to improve the organizational performance through focusing upon various aspects of celebrity endorsement (its selection and effectiveness for the sake of increasing consumer buying intention of particular brand). This study can also helpful for the researchers who want to further explore the same area with some variations.*

**Keywords:** Celebrity endorsement, Brand image, Brand awareness, Brand favorability, Consumer buying intention

## 1. INTRODUCTION

In marketing, different tools are used to promote the product and make the consumer aware of it. Among all these tools, celebrity endorsement is one of the most emerging, successful and effective tool [1]. It has become a trend for companies and consumer that they perceived celebrity endorsement as a winning prescription for brand building in the eyes of consumer. Basically in 1893, first time the concept of celebrity endorsement was applied in the field of marketing when Lillie Langtry endorsed Pears' Soap [2]. There are following some statistics that depict the importance and use of celebrity endorser in different advertising activities to promote the particular brand and attract the customers. There is 20-25% use of celebrities in advertising campaign in US, while 25% in UK, 57% in South Korea, 85% in Japan, and there is almost 54% in Pakistan [3]. In this type of advertisement, companies use different celebrities as an endorser and spokesperson who use their fame and popularity for brand promotion [4]. Companies are giving a kind of certificate or guarantee of that personality to the consumers so that they can purchase a product without any kind of hesitation. Moreover, this activity tries to enhance the reputation of certain brand by using the reputation of that personality in the mind of people that can ultimately increase the sales level of that particular brand [5, 6]. As a result of this newly applied marketing technique, it has been observed from the behaviors of the consumers and company's growth that celebrity endorsement is more affective, truthfulness and attractive tool for the promotion of the product [7]. In this scenario, researchers claimed that celebrity endorsement is a source to get competitive advantage in the market. This tool of marketing can have more influences if the endorser has the creditability, liking, attractiveness, reputation,

trustworthiness, expertise and beauty among the people [8]. Therefore, companies mostly used the famous celebrities of the TV dramas, movies, sports, and politics and also from the business world according to the nature of the product that is too promoted [9].

The concept of 'Celebrity endorsement' has been applied for many years because of influence on company, celebrity and consumers [10]. This kind of advertising campaign is very popular in India and mostly their endorsers belong to sports and action field. As a result of this advertising effort, consumers are very attractive towards that particular brand as fan followers of celebrity [12]. Now days, the leading sports men especially of Indian cricket team are appearing in the advertisement of different brands like Virat Kohli, MS Dhoni and Suchin Tendulkar [10]. These three players are very popular, attractive and influential for the people of India. There is another big and dominated industry from which the celebrities are being used in the successful promotion of the brands is Indian film and drama Industry that has many stars and legends in it. This dominant industry contains an enormous list of stars with a lot of fan following in all over the world. These celebrities include Big Bachchan, Shah Rukh Khan, Gouwinda, Katrina Kaif, Anushika Sharma, Salman Khan, Kareena Kapoor, Madhuri, Preeti Zinta, Amir Khan and many others. We have found a lot of research work of Indian researchers to understand the criteria of celebrity selection and its effectiveness for consumer, company and celebrity. While in Pakistani context, we have found a very little research output on this specific topic. This area is approximately unaddressed that what is the purpose of companies behind celebrity endorsement, how it can be executed and to which extent it can be significant for consumer, company and celebrity. Although now the concept

of celebrity endorsement is being used in Pakistani advertisement includes celebrities of sportsman and media stars like in ad of Head & Shoulder, Pepsi, Deni, HBL, Trang, and Lux and also in telecom brands etc. But regarding celebrity endorsement, some issues are remaining unclear till now in Pakistani context. For example what is the benefit of celebrity endorsement and how can celebrity's endorsement affect the attitude of consumers towards certain brand? Therefore, the main idea of this effort is to check the role of celebrities to create and boost up the purchase intentions of consumer. Furthermore, this study tries to explore the role of celebrity endorsement in creating brand image, brand awareness, and brand favorability. This study also focused to find out that whether brand performance (comprises of brand awareness, brand image and brand favorability) affects the consumer buying intention of that specific brand or not. The objectives of current research are given as follows:

- ♦ To determine the effectiveness of celebrity endorsement for enhancing the consumer buying intention.
- ♦ To determine the mediation effect of Brand performance (comprises of brand awareness, brand image and brand favorability) between celebrity endorsement and consumer buying intention.

For this purpose following hypothesis would be tested.

- H1: There is significant relationship between celebrity endorsement and consumer buying intention.
- H2: There is significant relationship between celebrity endorsement and brand awareness.
- H3: There is significant relationship between celebrity endorsement and brand image.
- H4: There is significant relationship between celebrity endorsement and brand favorability.
- H5: There is significant relationship between brand awareness and consumer buying intention.
- H6: There is significant relationship between brand image and consumer buying intention.
- H7: There is significant relationship between brand favorability and consumer buying intention.
- H8: Brand awareness mediates the relationship between celebrity endorsement and consumer buying intention.
- H9: Brand image mediates the relationship between celebrity endorsement and consumer buying intention.
- H10: Brand favorability mediates the relationship between celebrity endorsement and consumer buying intention.

## 2. LITERATURE REVIEW

Celebrity endorser is a person who has good fame in the minds of general public and uses this fame to attract the customers towards specific brand [11]. Celebrity endorsement is not a new concept or phenomena; it is most popular form of advertising among the marketers [12, 13]. Celebrity advertisement has two types, celebrity license and celebrity endorsement. It is basically the kind of co-branding between the corporation and the celebrity [7]. There is almost 20 to 50% usage of this tool in different countries for advertisement purpose [14, 15]. In all over the world, different companies doing huge investment on the famous, attractive and credible celebrities for brand endorsement [16, 17]. These all factors creates very positive and comprehensive image of the specific brand in consumer's mind [18-20]. It is considered as a popular tool in which

endorser gives his/her expert opinion about the product and due to which, firm can get positive return by making strategies [2, 21]. Consumers watch new and different ads used by different companies [22]. This will impede the companies to create a unique position to aware the consumers about the product and also enhance the brand image [23].

Mostly those celebrities are selected who match with the brand image, credible and expertise to influence public [24]. Apparently fascinating personalities may influence the consumers for a specific product and brand [24, 25], talented personalities may urge the consumers to believe and convince the consumers about a brand [17, 26, 27]. For the effectiveness of the celebrity endorsement, there should exist attached association between the celebrity and the product. McCracken [11] also suggests that for the effective celebrity endorsement, there should be attached association between the celebrity's image and brand. While according to different research studies it becomes clear that the eye-catching celebrity enhance feelings in the advertisement [18, 28]. According to Chan et al., [29], there are three pre-stages of transferring of meaning from brand to the final end users. It is a model in which they describe that firstly the endorser transfer the meaning to public about his/her credibility and then transfer the image of brand that is being endorsed and then at the end, meaning is transfer to final end users. In this advertisement the celebrity and brand are directly proportion to each other and success of advertisement is totally depend on who is the celebrity and what kind of celebrity is being used for what kind of product [30].

Consumers with certain purposes may form different connections to brands in context of their own objectives to represent themselves as members of that group with distinct objectives [31]. It requires heavy amount to support their brand through endorsers, holding qualities like gaining attention and affable from public [32]. Moreover, the celebrities may utilize their fame not only to create awareness but to gain high rates of Marcum in this muddled atmosphere [33, 34].

Celebrities may enhance the consumers' awareness towards the ad, gain their attention and memorize the ads as well [35]. They invest large amount on endorsers because they know that endorsers enhance their brand awareness, and they also creates the brand image among the consumers [1, 36-38]. Few studies have shown the influence of celebrity endorsed and reflected in advertisement for product and brand equity [1, 31, 39].

Celebrity endorsement influence the buying behavior of the consumer so that's why companies continuously hiring different celebrities for different products [28]. While firms can also get negative result if they don't use relevant celebrity according to the product [40]. For the successful celebrity endorsement, there should be relevance between celebrity's characteristics and product attribute [41]. It is necessary because if celebrity has no characteristics that product have then there will be less effective on advertisement. For example if one brand that is going to hire celebrity for the promotion of Shampoo for silky and smooth hairs and the celebrity that is hired by the brand have not silky and smooth hairs then due to miss matching the

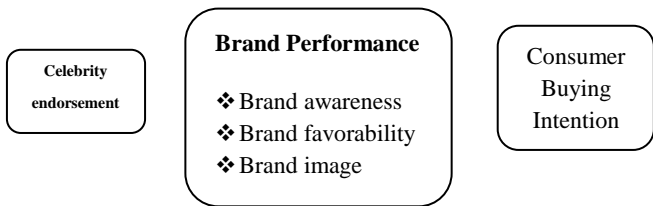
characteristics, endorsement activity will be less successful as compared to others that have same characteristics [42]. There is another research that highlights the importance of gender differentiation in celebrity endorsement. According to this research it has been seen that females are more attractive towards the celebrity endorsement as compare to the male and companies do prefer the female celebrities on the male celebrities for being endorse [29].

Endorser’s skill and talent is required to attract the consumers towards the ad, company’s credibility brand and buying intentions [43, 44]. If we collectively see that what will be main factors that should be in celebrity for the successful advertisement, there are some aspects in which association between celebrity and brand, skill, credibility and attractiveness are most important [19]. There are number of successful advertisement of celebrity endorsement because they do proper endorsement strategy. Few of them are, Italian brand Versace used Madonna’s music icon and in print advertisement they hire Hollywood stars Demi Moore and Halle Berry. In Indian context, Katrina for veet and sports man Sachin Tendulkar for Pepsi and Boom vita. In Pakistani context Q-mobile hire Kareena Kapoor, Lux hires Reema, Head & Shoulder hire Shahid Khan Afridi and many of other successful examples are available in different context [45, 46].

Consumers buy celebrity endorsed products to put it in life to sense that they are in closeness to that celebrity [47]. Whereas, the celebrity’s charm positively influences the buying selection of customers, producers and marketers encouraged to utilize celebrity’s talent to sell their goods [1, 48].

Celebrity endorsement may have either positive or negative outcomes for consumers and company and for celebrity as well. Similarly, Agrawal et al., [49] examined the endorsers influence on consumer approach to the products advertisement. Rojek and Runyan et al., [50, 51] explained the guidelines to the commercials influencing consumers’ attitude and buying intentions. Moreover the words and expressions used by the celebrities is important for the consumers to memorize the message of the advertisements, brand name and celebrity endorsement [51, 52]. Additionally, celebrities have their own unique characteristics related with the product that may generate, increase and divert the brand image [53].

The findings of different research studies supported the concept of the celebrity’s talent to arouse consumers to buy certain brands but it can be possible when celebrity become successful in creating the awareness and favorability of that specified brand [17, 53-55]. Previous studies have shown that apparently striking endorsers influence the beliefs of customers [56, 57] and influencing buying intentions [17, 58]. Through this the attitude of consumer may be changed, buying intentions and profits can be enhanced. But it is important to pick the right celebrity for the right product. This all can be possible if celebrity endorsement creates brand awareness to the consumers, creates the brand favorability and brand image in the minds of consumers [25, 59].



**Theoretical Framework**

**DATA AND METHODOLOGY**

Quantitative research approach is used to test the relationship between celebrity endorsement, brand performance (brand awareness, brand image and brand favorability) and consumer buying intention. As this is most relevant and suitable approach to test the relationship between selected variables [60]. Simple random sampling is used to select the 350 consumers of different brands (in FMCG sector) from only the Lahore city of Pakistan. Self-administered questionnaire is used to collect data from respondents recommended by [61, 62]. While, five point Likert scale is used to develop the instrument.

For the analysis of data, we have used descriptive statistics (for the description of demographic profile of sample), reliability test (to test internal consistency and reliability of measurement), PCA (to identify the main loading component of selected variables), mediation analysis (to check the mediating role of brand performance) and regression (to check the relationship between selected variables) that are recommended by [63].

**3.1. Demographic profile of respondents**

A total of 350 self-administered questionnaires were distributed to the consumers of Lahore, Pakistan. From the survey, we got a perfect response rate (100%). The following table contains demographic information regarding gender, age, qualification, income level and occupation.

Respondent Demographics	Frequency	%
<b>Gender (N = 350)</b>		
❖ Male	177	51
❖ Female	173	49
<b>Age (N = 350)</b>		
❖ Under 30	172	49
❖ 30–39	62	18
❖ 40–49	55	16
❖ 50–59	50	14
❖ Above 60	11	3
<b>Qualification (N = 350)</b>		
❖ Masters Degree or below	327	93
❖ M. Phil or PhD	23	7
<b>Occupation(N = 350)</b>		
❖ Business Class	73	21.5
❖ Service Class	89	25
❖ Student	149	42.5
❖ Others	39	4
<b>Income Level (N = 350)</b>		
❖ Below Rs. 30,000		
❖ Rs. 30,000 – Rs. 50,000	212	61.2
❖ Rs. 51,0000 – Rs. 80,000	70	18
❖ Rs. 81,0000 – Rs. 1,00,000	35	11.1
❖ Above Rs. 1,00,000	33	9.7

The above table shows that out of 350 respondents, 177 (51%) are males and 173 (49%) are females, Out of the 350 respondents, 172 (49%) are below the age of 30 years, 62 (18%) are within 30–39 years, 55 (16%) are within 40–49 years, 50 (14%) are in the age group of 50–59 and 11 (3%) are aged above 60. Out of 350 respondents, 327 (93%) holding a Master’s degree or less and 23 (7%) having M. Phil or PhD degree. Out of 350 respondents, 21.5% belongs to business class, 25% belongs to service class, and 42.5% are students while only 4% reported in others. Of the 350 respondents, 61.2% reported drawing income level less than Rupees 30,000, 18% between Rupees 30,000 to 50,000, 11.1% between Rupees 51,000 to 80,000 and 9.7% reported getting income above Rupees 80,000. So, from the above statistics we conclude that our majority consumers are male, below 30 years of age, having a master’s degree or less, belongs to student’s occupation and having income less than 30,000.

**4. EMPIRICAL RESULTS**

**4.1. Descriptive statistics of measure items**

Items	N	Min.	Max.	Mean	Std. D.
Celebrity endorsement	350	1	5	3.45	1.011
Brand awareness	350	1	5	3.03	1.023
Brand image	350	1	5	3.48	.968
Brand favorability	350	1	5	3.96	1.035
Consumer buying intention	350	1	5	3.49	.876

The survey includes 25 items (excluding demographic profile) that is conducted from 350 consumers of FMCG sector. The response varies from 1 to 5 on a five-point Likert scale. The mean values of all items vary from 3.03 to 3.96 and the values of standard deviations range from 0.876 to 1.023 (see Table given as above).

**4.2. Reliability of measurement**

Constructs	Valid N	Number of Items	Cronbach’s Alpha
Celebrity endorsement	350	5	.965
Brand awareness	350	5	.930
Brand image	350	5	.824
Brand favorability	350	5	.708
Consumer buying intention	350	5	.863

The internal reliability and consistency is confirmed by the estimated value of Cronbach’s alpha. The results indicate that the values of Cronbach’s alpha range, from 0.708 to 0.965 which indicates the high reliability among all items of the construct.

**4.3. Factor analysis**

**4.3.1. KMO measure of sampling adequacy test and Bartlett’s test of sphericity**

Constructs	No. of Items	KMO Measure Of Sample adequacy	Bartlett’s Test of Sphericity Chi-square	Bartlett’s Test of Sphericity Sig.
Celebrity endorsement	5	.792	1353.4	.000
Brand awareness	5	.892	2458.0	.000
Brand image	5	.858	1384.0	.000
Brand favorability	5	.665	612.34	.000
Consumer buying intention	5	.967	2133.4	.000

KMO measure of sampling adequacy indicates the suitability of the employing factor analysis. The results suggest that the value of KMO for all construct is well above the recommended acceptable level of 0.6. The values are 0.792: good for celebrity endorsement, 0.892: great for brand awareness, 0.858: great for brand image, 0.665: mediocre for brand favorability and 0.967: superb for consumer buying intention.

Bartlett’s test is conducted to check the significance of the relationship between the items of a construct. Table reflects that the p-value of Bartlett’s test is less than standard p-value 0.05. it means, we can proceed with factor analysis.

**4.3.2. Eigen values**

Construct	Components	Initial Eigen values		
		Total	% of Variance explained	Cumulative % of Variance explained
Celebrity endorsement	Comp 1	8.321	72.631	72.631
Brand awareness	Comp 1	3.931	77.532	77.532
Brand image	Comp 1	4.675	45.943	45.943
Brand favorability	Comp 1	3.151	72.039	72.039
Consumer buying intention	Comp 1	2.763	86.163	86.163

For principal component, it must have Eigen value greater than 1 and that component can be used for further analysis. The PCA extraction method is used to extract the one principal component from each of the five constructs: celebrity endorsement (consisted of five items explaining 72.631% variance), brand awareness (consisted of five items explaining 77.532% variance), brand image (consisted of five items explaining 45.943% variance), brand favorability

(consisted of 5 items explaining 72.039% variance) and consumer buying intention (consisted of five items explaining 86.163% variance). So this component will use for further analysis of regression to find out the relationship between selected variables.

**4.3.3. Factor loadings**

The standard criteria or value for loading the items is 0.40 or greater. In all variables the items are loaded into just one component that varies from 0.81 to 0.89. The above illustrated results satisfy the criteria of construct validity, including both discriminant validity (loading of at least 0.40, no cross-loading of items above 0.40) and convergent validity (Eigen values of at least 1, loading of at least 0.40 for items that load on posited constructs). This means that the collected data, which is obtained from the instrument, are valid.

**4.4. Correlation Analysis**

Variables		BA	BI	BF	CBI	
<b>Pearson Correlation</b>	<b>CE</b>	Correlation Coefficient Sig. (2-tailed)	0.801 0.000	0.823 0.000	0.793 0.002	0.932 0.010
	<b>BA</b>	Correlation Coefficient Sig. (2-tailed)	1.000 0.000			0.863 0.000
	<b>BI</b>	Correlation Coefficient Sig. (2-tailed)		1.000 0.000		0.924 0.000
	<b>BF</b>	Correlation Coefficient Sig. (2-tailed)			1.000 0.000	0.897 0.000

*CE: Celebrity Endorsement*

*BA: Brand Awareness*

*BI: Brand Image*

*BF: Brand Favorability*

*CBI: Consumer Buying Intention*

Correlation analysis is used to check the mutual relationship between the selected variables. In this case all the assumptions of Pearson correlation have been fulfilled.

According to the output, for celebrity endorsement and brand awareness (Sig. value is 0.000 and test value is 0.801), for celebrity endorsement and brand image (Sig. value is 0.000 and test value is 0.823), for celebrity endorsement and brand favorability (Sig. value is 0.000 and test value is 0.793), for celebrity endorsement and consumer buying intention (Sig. value is 0.000 and test value is 0.932), for brand awareness and consumer buying intention (Sig. value is 0.000 and test value is 0.863), for brand image and consumer buying intention (Sig. value is 0.000 and test value is 0.924) and for brand favorability and consumer buying intention (Sig. value is 0.000 and test value is 0.897). All these values are less than standard Sig. value (0.05) which shows that there is a significant relationship between all selected variables. And most important all test values also exist between 0.78- 0.99 (Cohen’s Table, 1988) that proves that all selected variables are strongly associate with each other.

**4.5. Regression Analysis:**

**4.5.1. Regression Analysis (individual variables including mediation)**

Independent variables		Dependent variables			
		BA	BI	BF	CBI
<b>CE</b>	Beta value	.521	.371	.867	.652
	Sig. (2-tailed)	.000	.000	.000	.000
	Adjusted R2	.721	.580	.623	.492
	F-Statistics	12.35	17.40	21.37	31.62
	Sig. Value (F-Statistics)	.000	.000	.000	.000
<b>BA</b>	Beta value				.526
	Sig. (2-tailed)	*	*	*	.000
	Adjusted R2				.530
	F-Statistics				13.40
	Sig. Value (F-Statistics)				.000
<b>BI</b>	Beta value				.561
	Sig. (2-tailed)	*	*	*	.000
	Adjusted R2				.721
	F-Statistics				25.71
	Sig. Value (F-Statistics)				.000
<b>BF</b>	Beta value				.720
	Sig. (2-tailed)	*	*	*	.000
	Adjusted R2				.671
	F-Statistics				33.20
	Sig. Value (F-Statistics)				.000

*CE: Celebrity Endorsement*

*BA: Brand Awareness*

*BI: Brand Image*

*BF: Brand Favorability*

*CBI: Consumer Buying Intention*

Regression analysis is used to check the relationship between independent and dependent variables. The assumptions of regression test are fulfilled. The above output shows that in case of CE & BA (Sig. value = 0.000 that is less than 0.05 and Beta value is 53.22), CE & BI (Sig. value is 0.000 that is less than 0.05 and Beta value is 82.35), CE & BF (Sig. value is 0.000 that is less than 0.05 and Beta value is 69.72), for CE & CBI (Sig. value is 0.000 that is less than 0.05 and Beta value is 37.42), while for BA & CBI (Sig. value is 0.000 that is less than 0.05 and Beta value is 72.37), BI & CBI (Sig. value is 0.000 that is less than 0.05 and Beta value is 56.31) and for BF & CBI (Sig. value is 0.000 that is less than 0.05 and Beta value is 79.42). These all values depict that CE and BP has a significant relationship with CBI and also BP and CBI has a significant relationship between these two variables. The values of F-statistics show the model good fitness. It means the selected variables are exactly fulfill the criteria of model accuracy. Lastly, the most important output is the value of the adjusted R-square which are as follows; 0.559 for CE & BP which shows that 55% change in BP is due to CE, 0.939 for BP and CBI which shows that 93% change in CBI is due to BP. While the value 0.623 is of BP& CBI which shows that 62% change in CBI is due to BP. So, finally from the regression analysis we proved that there is significant relationship between independent variables and dependent variables and major contribution of independent variables into dependent variables.

#### 4.5.2. Regression Analysis (group variables including mediation)

Independent variables	Consumer Buying Intention as a dependent variable				
	Beta Value	Sig. Value	Adjusted R2	F-Statistics	Sig. Value
BA CE	.452 .637	.000	.782	17.32	.000
BI CE	.571 .209	.000	.397	12.23	.000
BF CE	.615 .523	.000	.691	11.65	.000

CE: Celebrity Endorsement

BA: Brand Awareness

BI: Brand Image

BF: Brand Favorability

CBI: Consumer Buying Intention

Results in table 4.5.2 reveal that brand awareness, brand image and brand favorability partially mediate between the celebrity endorsement and consumer buying intention ( $\beta = .452$  and  $.637$ ,  $p < .000$ ,  $R\text{-square} = .782$ ,  $f = 17.32$ ,  $p < .000$ ), ( $\beta = .571$  and  $.209$ ,  $p < .000$ ,  $R\text{-square} = .397$ ,  $f = 12.23$ ,  $p < .000$ ) and ( $\beta = .615$  and  $.523$ ,  $p < .000$ ,  $R\text{-square} = .691$ ,  $f = 11.65$ ,  $p < .000$ ).

#### 5. DISCUSSION AND CONCLUSION

A mass of scientific research has been done on the concept 'celebrity endorsement' and its effects [17, 54, 64]. According to previous studies, celebrity endorsement has an influence on consumer buying intention [35, 65]. The transference theory has been supported by the claim that the celebrity endorsement creates the brand awareness and also influence brand image [66]. The results of current study were exactly linked with previous studies. From the current study, it is proved that celebrity endorsement has a major and significant role in enhancing the brand awareness and brand image and also ultimately affects the consumer buying intention. Therefore, famous celebrities should consciously select the brand to be endorsed as it may negatively affect their perceived attractiveness, trustworthiness, expertise, and credibility. And it can also affect the brand image in the market.

Celebrity is basically a human brand that must be consider and manage professionally to cater the target customers towards the endorsed brand [67]. Therefore, care should be taken by companies and celebrity in considering existing and future endorsement contracts. According to Yoo et al., [68], celebrity favorability is an important dimension that is the consequence of celebrity endorsement is mainly used to boost the consumer buying intention towards the endorsed brand. Here the results of current study perfectly supported the concept of Yoo et al., [68] to relate the celebrity favorability and consumer buying intention. So, the hypotheses developed at the start of the study is accepted and proved through the analysis and results of study. From the results of the study, it has been proved that celebrity endorsement is most widely used marketing tool that can become the leverage to create the brand awareness in the mind of consumers, build up the brand image and enhance the brand favorability level in the consumer's world. If these dimensions of brand performances are positive and

successfully produced through the celebrity endorsement activity then to boost up the consumer buying intention is no more challenge for celebrity and company. And lastly, if consumers are intended to buy the product then companies can get maximum profit, growth and competitive edge in the market. The companies ought to choose the celebrity who has a personality to match with the brand, target segment of the population, cost, popularity, credibility, previous endorsements related to the celebrity.

#### 6. LIMITATIONS AND FUTURE RESEARCH

Limitations of this study may be focused upon in future research work. Present study includes only limited dimensions and aspects of celebrity, brand, company and consumers. This study includes only five variables; celebrity endorsement, brand awareness, brand image, brand favorability and consumer buying intention. This study is conducted on small sample size of Lahore City in Pakistan, using the brand related to FMCG. It is quantitative sort of research that only testify the relationships between selected variables. It didn't explore the antecedents and consequences of celebrity endorsement. The results may also be affected by the age of the respondents. Attitude towards different brands and celebrities vary from age to age and person to person. More diversity in the sample may support the study's result. More appropriately future studies may be done by adding more variables and variations in sample size, scope and area of research may also be considered. Future researchers should focus on any other research approach, nature, methodological aspects and selective brands and celebrities.

#### 7. IMPLICATIONS OF THE STUDY

This paper will significantly contribute in the literature of the selected variable like celebrity endorsement, brand image, brand awareness, brand favorability and consumer buying intention for further research work. And the most important contribution of this paper is its practicality. Practicality means as a result of this research work, management of the companies can get clear importance of celebrity endorsement in the life of consumer and its operational benefit for the company. This study provides a clear criteria and guideline for the selection of celebrity who will give them maximum benefit for company and consumer both.

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