

CELEBRITY ENDORSEMENT STRATEGY AND CONSUMER PURCHASING BEHAVIOR TOWARDS FAST-MOVING CONSUMER GOODS

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Abstract

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When a celebrity supports the brand, the business organization gains a lot because it gets more attention in target markets, which makes people learn more about their goods and services (Gauns et al., 2018). There is an interesting fact: the choice of brand is based on celebrities as ambassadorship and endorsement based on how attractive, trustworthy, and well-known the star is (Anyadighibe et al., 2022). The study's main goal was to identify the influence of celebrity endorsement on consumer buying behavior towards fast-moving consumer goods (FMCGs) in Nepal. The study used primary data from a structured questionnaire on the six-point Likert scale. Convenient sampling was employed, and Kathmandu was chosen as the sample site. The study's population was the consumers of fast-moving items. The sample size was 384 respondents. Through path analysis, the effect of the credibility, popularity, and attractiveness of celebrities on consumer buying behavior was examined using structural equation modeling (SEM). The study found that celebrity credibility has no significant positive impact on consumer behavior. It was discovered that celebrity attractiveness significantly influences purchasing behavior, and it was also investigated whether celebrity popularity also had a substantial effect on consumer behavior towards FMCGs in the Nepalese market. The study's results show how future researchers and business people can look at the new conditions for market growth.

Keywords: Celebrity Endorsement, Credibility, Attractiveness, Popularity

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1. INTRODUCTION

When a celebrity endorses a product or company, it links to the celebrity's reputation. Today, endorsing a star is a million-dollar business. The advertising world is changing right now; it has gone from classic to modern. A recommendation from a famous person is essential because it affects how people choose what to buy. Most of the time, a star can show great salesmanship. Marketing plans that use humor, emotions, or any other part of this modern method must be created. Celebrities are hired and paid to promote a company's products or say good things about them to their fans and followers; this is called the celebrity endorsement process (Anyadighibe et al., 2022). This is a strategy of advertising in which celebrities are used to endorse a company, its services, products, and promotional campaigns. Celebrity sponsorships allow businesses to get customers to choose their products or services. They are used by companies worldwide, including huge names like Netflix, Adidas, Colgate, and Coke.

When celebrities support a brand, the business gains a lot because they get more attention in target markets, which makes people want to learn more about their goods, services, and campaigns (Gauns et al., 2018). An interesting fact from Anyadighibe et al. (2022) is that brands choose celebrities for ambassadorship and endorsement based on how attractive, trustworthy, and well-known the star is. Celebrities affect people, like how they look, how successful they are in their field, and more. Names are not all the same. Some are famous people from sports, movies, and other fields. People in Nepal like to watch movies and play cricket. Many movie stars and athletes work for brands as famous endorsers. People who make fast-moving consumer goods (FMCGs) like to use famous people because they can make people feel something. Since people are very interested in celebrities, marketers use them to push their brands and make money. When these famous people promote products, more people are likely to buy those products. There is a process that people go through every time they buy something.

Every business has had to advertise in Nepal because the market is more complicated and competitive. From the Nepalese point of view, advertising is still very new. Some people still think that advertising means giving money or time, but this misconception has been cleared up as advertising has spread. Advertising firms in Nepal were competing with firms from all over the world and coming up with new ideas. Thanks to recommendations from famous people, both marketing and advertising have grown. This research aimed to explore whether celebrity endorsement (celebrity credibility, attractiveness, and popularity) changes people's choices to buy fast-moving goods. When advertisers know these things, they can make better use of famous endorsements.

It has been looked into a lot, but most studies were done in places where the economy was already doing well. Moreover, this is why these kinds of studies are rarely done in growing Asian countries like Nepal. This hole in the study was a little scary because not much research had been done in Nepal, which was a possible market. This study aimed to find out how helpful celebrity support is for Nepalese businesses and fill in some gaps. No similar findings exist from different authors or researchers, and contradictory findings exist on

the same issues. It was found that celebrity credibility has no significant influence on buying behavior (Ekakitie & Okosodo, 2023; Mahasin & Fachira, 2022), but it was found that the purchasing behavior is significantly impacted by trustworthiness (Gupta, 2023; Pokhrel, 2023; Mishra et al., 2022; Rai et al., 2022). Pokhrel (2023) and Patil (2023) found that consumer buying behavior is impacted by celebrity attractiveness and personality. Still, Ekakitie and Okosodo (2023), Gupta (2023), and Phogat and Singh (2023) assessed that the attractiveness of celebrities has no considerable effect on consumer behavior. This study helps to minimize these gaps. There has not been enough study on this topic in Nepalese FMCGs, so it is unclear if celebrity endorsement campaigns have positively affected people's decisions to buy these goods. These are the significant issues to be investigated in this study.

Many studies have been done on celebrity endorsements, but most of them have been done in developed countries. Because of this, not many of these studies are done in Asia's developing countries, especially Nepal. This gap in the study was a little worrying because no more studies had been conducted in Nepal, even though the country was seen as a possible market. The research objective was to fill in some gaps and determine how valuable celebrity endorsement is for Nepali companies. The gaps in our knowledge are found by looking at what has already been written. People do not know enough about how consumers act (Dahal et al., 2023). Different researchers have come to different controversial conclusions. This shows a gap between what different researchers have found and what we know about how people behave as consumers. So, this study might help fill in some gaps in our brand choice knowledge. In the same way, the study's results will help us figure out how vital famous endorsements are for changing people's buying habits and how they affect businesses' success.

RQ: Do celebrity endorsements influence consumer purchasing behavior?

To address the question mentioned above, researchers have determined the research objective. The general aim of the study was to identify the impact of celebrity endorsement on consumer purchasing behavior. The specific objective of the study was to examine the effect of celebrity credibility, celebrity attractiveness, and celebrity popularity on consumer purchasing behavior.

The remainder of this study is arranged as follows. Section 2 presents the comprehensive literature review related to this study. Section 3 comprises the research methodology employed. Section 4 proposes the data presentation and analysis. Section 5 offers a discussion of the research findings, and lastly, Section 6 gives conclusions, implications, and future research directions.

2. LITERATURE REVIEW

Businesses have used celebrities to sell their goods and services for as long as there have been ads and marketing. Finding an appropriate celebrity with the right background and attitude could improve their brand image. In Nepal, too, many famous people have used it to promote their businesses. Many things about celebrities, such as their credibility, personality, background, trustworthiness, expertise, attractiveness, popularity, and so on,

might affect people who buy FMCGs because of this, trustworthiness, attractiveness, and popularity were used to determine what people bought in the study.

2.1. Credibility

Gupta (2023) looked into how famous endorsements affect people's choices about what to buy. He found that the trustworthiness of a star has a significant impact on what people buy. Ekakitie and Okosodo (2023) examined how celebrity endorsements change people's views about the Nigerian telecommunications business. They found that the trustworthiness of celebrities does not have a significant effect on how people act. Pokhrel (2023) studied how star endorsement affects what people buy and found that how people feel about celebrities greatly impacts how they buy two-wheelers. Mahasin and Fachira (2022) examined how star endorsement affects people's choices to buy career-focused paid online course platforms in Indonesia. They found that the endorser's credibility did not have a crucial effect on people's buying choices. A study by Mishra et al. (2022) examined how famous people's recommendations affect people's choices to buy jewelry. The study found that trustworthiness and reliability significantly affect what people buy. In the same way, Karmacharya (2022) researched how star endorsement changes the buying habits of young people and found that how trustworthy the celebrity is having a significant impact on buying habits.

Anyadighibe et al. (2022) looked into how endorsements from famous people affect people's choices to buy phone services. The study found that celebrities' popularity significantly impacted people's decisions to purchase phone services. Celebrities' reliability and attractiveness followed this. This is why it was decided that endorsements from famous people have a significant, positive impact on how people choose to buy phone services. Also, people are more likely to trust a celebrity if they have a past of being credible. Fauzee and Dada (2021) researched to understand the influence of celebrity endorsement on consumer behavior. It was found that a celebrity's credibility and attractiveness could influence consumer behavior. Calvo-Porral et al. (2021) did a study to understand the influence of celebrity endorsement on food consumption behavior. Researchers have investigated celebrity credibility and found that it has the most influence on the development of consumer behavior. Being credible is one way to show that you can trust someone. This factor makes buyers feel cared for and sure of their choice (Dahal, 2021; Onu et al., 2019). Trusting a celebrity is essential for endorsements and promoting a company's brand (Abbas et al., 2018). The company that the celebrity is linked to shows off its image. What amount of credibility does a celebrity have? It is how trustworthy, believable, and knowledgeable people think they are. How much do people interested in the product or company think the star knows about it and can be trusted? It is all part of being reliable, intelligent, and believable (Sharma et al., 2023; Shrestha et al., 2023).

When businesses choose a celebrity, they need to consider their trustworthiness. This is because celebrities are selected based on their popularity with the public, so there is no promise of success. People are more likely to buy something if they trust the star. This is why famous people do not trust will

not get them to buy (Abbas et al., 2018). People hire celebrities because they are seen as credible, trustworthy, and reliable by their fans and other people (Gauns et al., 2018). Pokharel and Pradhan (2017) examined how celebrity recommendations changed people's buying habits for FMCGs in Kathmandu. They found that the credibility of celebrities has a significant impact on how people buy these goods.

H1: Celebrity credibility positively affects on consumer buying behavior.

2.2. Attractiveness

A study by Pokhrel (2023) looked into how endorsements from famous people change what people buy. Researchers found that the attractiveness of a star has a significant effect on people's choices to purchase two-wheelers. Ekakitie and Okosodo (2023) examined how star endorsements affect people's buying decisions in the Nigerian telecommunications industry. They found that the celebrity's attractiveness does not have a significant effect on people's buying decisions. Gupta (2023) studied how famous endorsements affect people's buying decisions and found that it does not matter much how attractive a celebrity is when it comes to how people buy things. The fact that attractiveness has a negative effect shows that as attractiveness grows, it has less of an impact on what people buy. One study by Phogat and Singh (2023) investigated how celebrity endorsement changes people's choices in buying cosmetics. They found that it does not matter how attractive the celebrity is if they promote the cosmetic product. This is because everyone knows that celebrities do not have to use the product themselves. Patil (2023) examined how people buy things and the celebrities promoting them. The researcher found that the way celebrities act and how attractive they are significantly affect what people think.

Mishra et al. (2022) studied how famous endorsements affect people's choices to buy jewelry. They found that celebrity attractiveness has a significant effect on people's choices. Mahasin and Fachira (2022) examined how star endorsement affects people's choices to buy career-focused paid online course platforms in Indonesia. They discovered that the attractiveness of the endorser has a significant impact on the decision to buy. So, looks have always been a big reason people suggest banks' services (Ekakitie-Emonena & Alagba, 2022; Ghimire et al., 2021). The study by Karmacharya (2022) looked at how young people's buying habits are affected by celebrity endorsement. It showed that physical attractiveness has a significant impact on buying habits. Many people think that more innovative people are usually more beautiful people. Putri and Roostika (2021) carried out a study to explore the role of celebrity endorsers on purchase intention and brand attitude. They investigated that the celebrity's attractiveness, trustworthiness, and expertise have a positive and significant influence on purchase and intention brand attitude.

Being beautiful is a great way to get people's attention, remember things, and be happy (Onu et al., 2019). Celebrities must look good to affect the people who follow and watch them. Famous people have become more used as brand

ambassadors since this marketing approach became popular. People are more likely to agree with a celebrity's message if they are interested (Ghimire et al., 2022; Rai et al., 2023). A business should use a beautiful celebrity to market its brand because a celebrity's attractiveness is more likely to get the target audience's attention, interest, and good reactions (Rai & Dahal, 2024). Based on the above premise, how attractive celebrities are seems to change what brands or goods people buy. Gupta (2023) also found that the looks of celebrities had a significant effect on how people bought goods. So, the idea fits with what they found.

Pokharel and Pradhan (2017) researched how star endorsements changed how Kathmandu people bought FMCGs. The study found that how beautiful celebrities are dramatically impacts how people buy FMCGs. Why do fans think a star is gorgeous? Because they make their fans feel and look good. Some things that make someone beautiful are similarity, likeability, and comfort (Nguyen, 2021). Celebrity looks make people want to pay attention to you, and it is not just how famous people look. The color of their hair, the shape of their face, their weight, skin tone, their height, and other physical traits make them more beautiful.

H2: Celebrity attractiveness positively impacts consumer buying behavior.

2.3. Popularity

Anyadighibe et al. (2022) looked into how endorsements from famous people affect people's choices to buy phone services. The study found that people were more likely to buy internet services when celebrities were famous. Sari et al. (2021) investigated the influence of a celebrity's popularity, trustworthiness, expertise, and attractiveness on public purchasing decisions. The researchers discovered that the popularity, trustworthiness, expertise, and attractiveness of celebrities' impact purchase decisions towards Korean skincare brands.

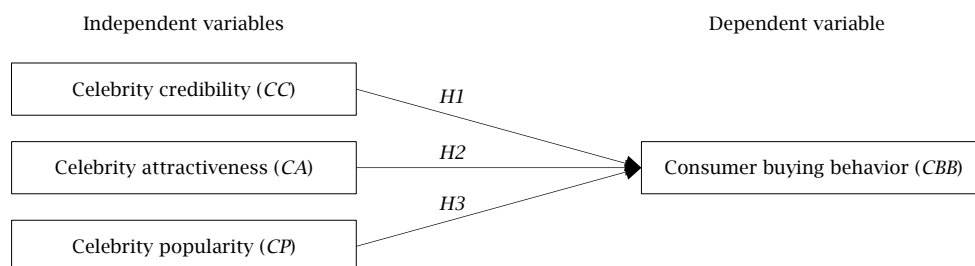
Nguyen (2021) did a study to explore the effect of celebrity endorsement on consumers' purchasing intention. The results of the study revealed that popularity, celebrity's physical attractiveness, expertise, credibility, and match-up all have significant influences on purchase intention.

Pokharel and Pradhan (2017) examined how star endorsements changed people's buying habits for FMCGs in Kathmandu. The level of fame of a celebrity's support for FMCGs has a significant impact on how people buy those goods. The level of fame someone has in a specific job, activity, or career is one of the things that Abbas et al. (2018) say makes someone a celebrity. This means that you can only stay famous if you are well known. How well-known the celebrity is an essential part of celebrity endorsement because it affects how well-known the brand they push or represent is. Anyadighibe et al. (2022) found that the popularity of celebrities had a significant effect on how people bought goods. A well-known star promoting a brand is more likely to get the attention of those interested in that brand. What it means to be popular with the target audience is how well-known they are. Becoming famous, being known, and being noticed are all crucial parts of success as a celebrity (Nguyen, 2021).

H3: Celebrity popularity positively influences consumer buying behavior.

Various factors may influence consumer's purchasing behavior for FMCGs, such as price, quality, availability, sales promotion, media advertisements, word of mouth, product features, point of purchase, brand image, celebrity endorsements, country of origin, social factors, the customer's economic status, brand personality, consumer satisfaction, self-congruity, etc. This study uses celebrity credibility, attractiveness, and popularity as independent variables to measure consumer buying behavior. Figure 1 has been established to analyze systematically based on a review of the celebrity endorsement literature.

Figure 1. Conceptual framework



3. RESEARCH METHODOLOGY

The study employed a quantitative research approach to address and fulfill its objectives and hypotheses. The causal-comparative research design was employed to recognize the impact of credibility, attractiveness, and popularity factors on consumer purchasing. The study's population was consumers of fast-moving consumer items in Nepal. Five hundred respondents were reached to participate in a field survey conducted in Kathmandu Valley from October to November 2023. The sample selection

method was convenience sampling, meaning interviewees were picked based on their accessibility and availability to reach and schedule an interview.

Primary data was collected for this study by using a six-point Likert-type scale questionnaire. Closed-ended questionnaires were used to identify the factors affecting the consumer buying behavior of FMCGs in the Nepalese market. The questionnaire contained 12 questions, incorporating three questions for each group: 1) CC, 2) CA, 3) CP, and 4) CBB. The scale items in the questions were measured on a six-point Likert-type scale, with response options ranging from 1 (indicating

extremely unimportant) to 6 (indicating very important). In addition, the survey included demographic information about the participants, including their gender and age of the study. As a result, the survey instrument comprised a total of 14 questions.

Based on the study's sampling frame, 384 respondents provided precise and complete responses. Table 1 presents the general responses of

the 384 participants who accurately completed the survey questionnaires and provided their perspectives on the study. In social science research, 200 and more than 200 responses are sufficient for testing research hypotheses using path analysis through structural equation modeling (SEM) (Hair et al., 2018). Therefore, the responses of 384 respondents comprised the data for the study.

Table 1. The respondents profile

<i>Characteristics</i>	<i>Category</i>	<i>Frequency</i>	<i>Percent (%)</i>
Age group	20 years old and below	26	6.8
	21-25 years old	209	54.4
	26-30 years old	113	29.4
	31 years old and above	36	9.4
	Total	384	100.0
Respondent's gender	Female	177	46.1
	Male	207	53.9
	Total	384	100.0

The study conducted confirmatory factor analysis (CFA) through SEM to explore the relationship between 12 study variables. The consistency of each latent variable was assessed using Cronbach's alpha (α), while the presence of

common method bias (CMB) in all variables was examined using Harman's single-factor variance. The study's findings and the suggested threshold values are presented below in Table 2.

Table 2. Internal consistency and common method bias insights

<i>No.</i>	<i>Latent variables</i>	<i>Observed variables</i>	<i>Cronbach's alpha (α)</i>	<i>Harman one-factor variance (%)</i>
1	CC	3	0.829	42.039
2	CA	3	0.776	
3	CP	3	0.749	
4	CBB	3	0.749	
Suggested threshold values			≥ 0.70 (Taber, 2018)	$\leq 50.0\%$ (Cho & Lee, 2012)

As displayed in Table 2, the internal consistency outcome indicates that all of Cronbach's alpha values surpass the acceptable level of 0.70, as stated by Taber (2018). In addition, all 12 study variables exhibited a reported variation of 42.039%, which is below the required threshold of 50% proposed by Cho and Lee (2012). Hence, 12 observable variables were selected for subsequent analysis and grouped into four latent variables.

The study's external validity was assessed using the Kaiser-Meyer-Olkin (KMO) and Bartlett's test for sphericity. The KMO sample test of adequacy resulted in a test statistic of 0.871, which is above the preset threshold value of 0.8, as suggested by Hair et al. (2018). The Bartlett test of sphericity indicated a substantial overall effect of all correlations in the correlation matrix. The test yielded an approximate Chi-square value of 1,806.974, with 66 degrees of freedom (df) and

a significance level (sig.) of 0.000. The study identified 12 observed variables recommended for applying SEM based on the given indicators.

4. RESULTS

The study assessed the convergent and discriminant validities to ensure the internal validity of the latent variables before applying the SEM. The convergence validity was identified using the composite reliability (CR) and the average variance extracted (AVE). As per Hair et al. (2006), the standardized regression weights of the scale items of all observable variables are above the permissible threshold of 0.50 for relevant constructs utilized in calculating the AVE and the CR. Figure 2 exhibits three independent and one dependent construct and statistical insights.

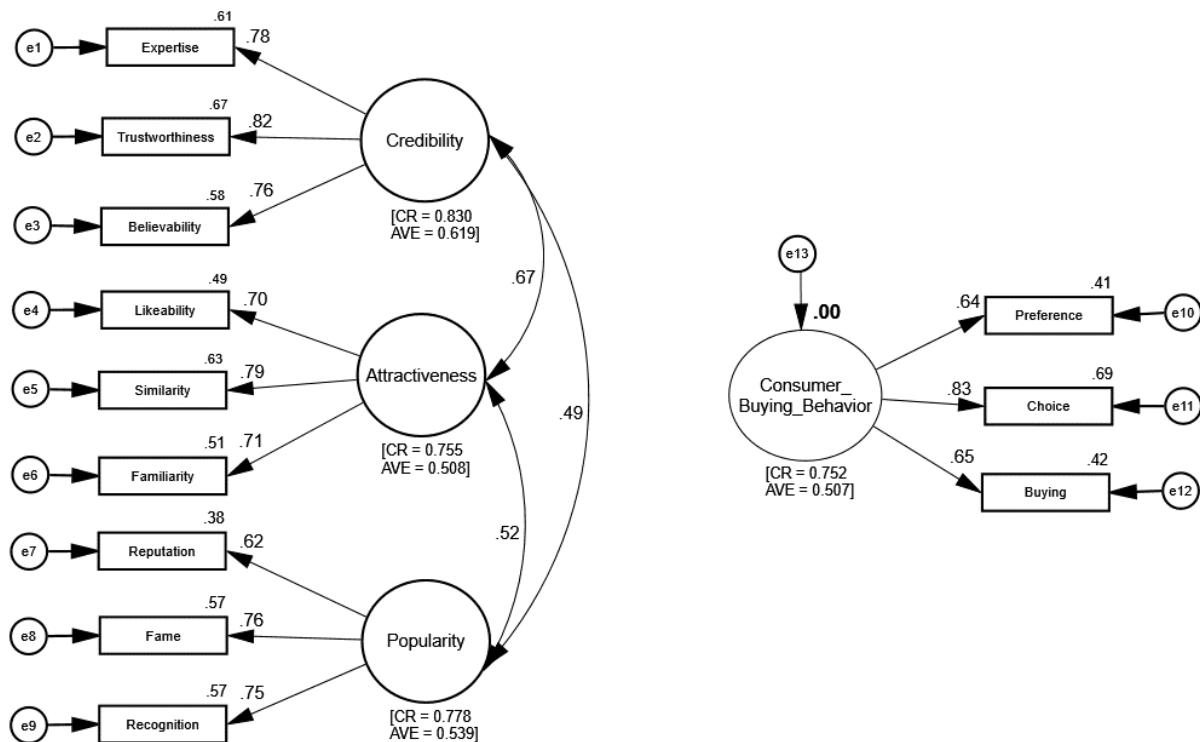
Figure 2. The study model's internal validity insights

Table 3 presents the CR, AVE, and inter-construct correlations of the model. These metrics evaluate the model's internal validities.

The convergent validity statistics, as presented in Table 3, indicate that the latent variables effectively measure theoretically supported concepts. In addition, the study assessed the ability of the independent constructs to differentiate from each other before examining the relevance of the proposed relationships and explaining

the phenomenon. According to the criterion provided by Fornell and Larcker (1981), the square root of the AVE for a specific construct should be higher than the correlations between other constructs. The correlation matrix between the constructs is shown in columns 5–7 of Table 3. The square root of the AVE is emphasized in bold on the diagonal. The test statistics prove the constructs' differentiation and indicate no multicollinearity.

Table 3. Internal validity insights

Latent variables	Observed variables	Convergent validity		Discriminant validity		
		CR	AVE	Square root of AVE (in bold) and inter-construct correlations		
				CC	CA	CP
(1)	(2)	(3)	(4)	(5)	(6)	(7)
IVs	CC	0.830	0.619	0.787		
	CA	0.755	0.508	0.672**	0.713	
	CP	0.778	0.539	0.491**	0.524**	0.734
DV	CBB	0.874	0.502			
Cut-off values		≥ 0.700	≥ 0.400	AVE's square root > inter-construct correlations		
Suggested by		Hair et al. (2017)	Hair et al. (2017)	Fornell and Larcker (1981)		

Note: ** The significance level for correlation is 0.01 (2-tailed). IVs: independent variables, DV: dependent variable.

The relationship between celebrity endorsement and customer purchasing behavior in FMCGs was analyzed using SEM. The analysis included all fundamental factors and the theoretically established relationships between them. The significance of the suggested pathways and the explanatory capability of the model was evaluated by presenting the R-square values. In addition, it examined a series of dependency interactions between exogenous and endogenous factors, as illustrated in Figure 3.

The model fitness indices were all excellent, meeting the proposed threshold values: 1) $\chi^2 = 118.024$; 2) $p = 0.000$; 3) $\chi^2 / df = 2.459$; 4) standardized root mean squared residual (SRMR) = 0.054; 5) root mean square error of

approximation (RMSEA) = 0.062; 6) RMSEA associated p-value (PCLOSE) = 0.082; 7) goodness of fit index (GFI) = 0.952; 8) adjusted goodness of fit index (AGFI) = 0.922; 9) relative fit index (RFI) = 0.911; 10) comparative fit index (CFI) = 0.960; 11) normed fit indexed (NFI) = 0.936; and 12) Tucker-Lewis index (TLI) = 0.945. All the values fall under the prescribed ranges. The model's results indicated that the aggregated independent variables explained around 64.0% of the variation in consumer behavior for FMCGs in Nepal. Table 4 presents the parameter estimates for the regression route.

Table 5 presents a summary of hypotheses and corresponding comments derived from the model illustrated in Figure 2 and the parameter estimates described in Table 4.

Figure 3. The celebrity endorsement and consumer buying behavior model

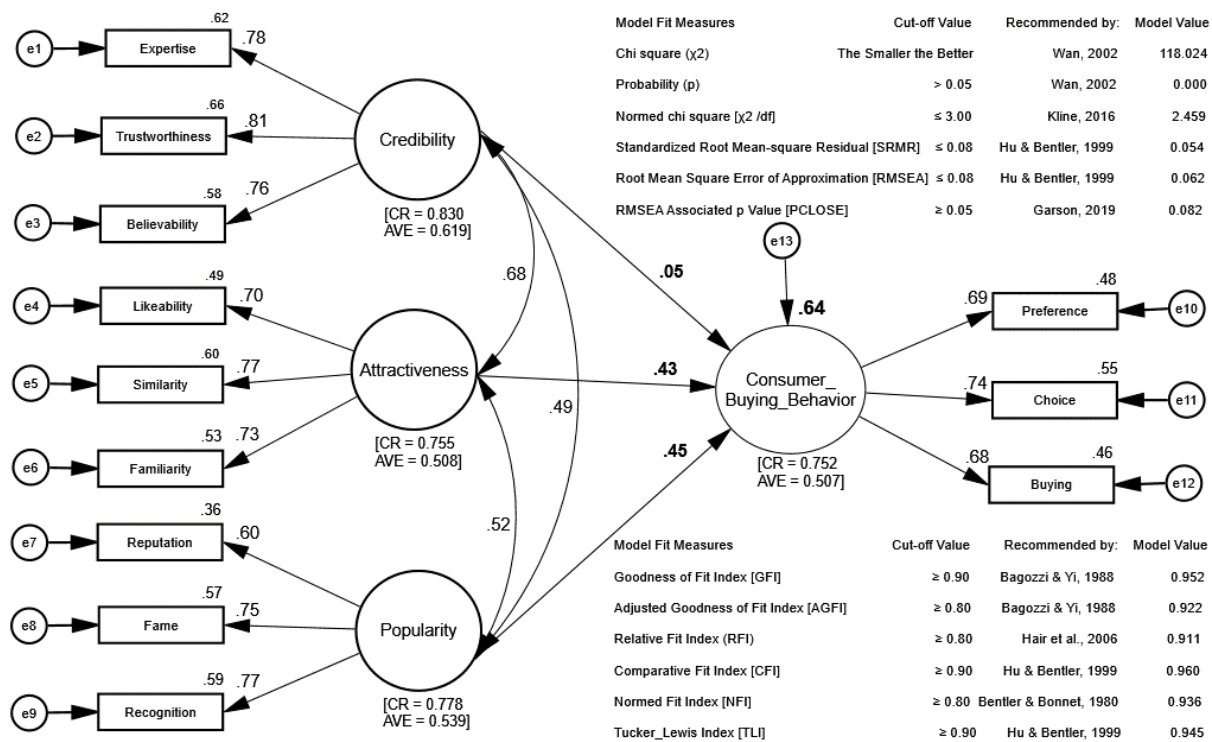


Table 4. Parameter estimates of the regression routes

Regression route	Unstandardized regression weight	Standardized regression weight	Standard error	Critical ratio	p-value
CC → CBB	0.038	0.047	0.066	0.574	0.566
CA → CBB	0.385	0.433	0.082	4.669	***
CP → CBB	0.385	0.446	0.065	5.885	***

Note: *** The significance level for correlation is 0.01 (2-tailed).

Table 5. Hypotheses summary

Stated hypotheses	Conclusions	Remarks
H1	$\beta = 0.047$; $p > 0.05$	Rejected
H2	$\beta = 0.433$; $p < 0.05$	Accepted
H3	$\beta = 0.446$; $p < 0.05$	Accepted

The data shown in Table 5 illustrates a distinct and substantial association between CBB and CC, CA, and CP. The study explored that the variables analyzed statistically impact the CBB of FMCGs in Nepal, as indicated by a p-value below 0.01. Such findings provide evidence in favor of and confirm hypotheses H2 and H3. However, the research findings suggest that a CC did not positively impact customers' buying behavior towards FMCGs in Nepal. Upon evaluation at a significance level of $p < 0.01$, the observed influence was determined to be statistically insignificant, resulting in the rejection of hypothesis H1.

5. DISCUSSION

The study has proposed investigating the factors influencing celebrity endorsement on CBB towards FMCGs. Three independent variables related to celebrity endorsement, such as CC, CA, and CP of the endorser, were taken as independent variables to measure consumer choice behavior.

According to the results of the hypothesis testing, the CC has no significant role in

the consumer's attitude towards FMCGs ($\beta = 0.047$; $p > 0.05$). This means that hypothesis H1 is rejected. This result shows that the endorser's credibility does not influence the consumer choice behavior towards FMCGs. This finding was inconsistent with the findings by Gupta (2023), Pokhrel (2023), and Mishra et al. (2022) that the CC significantly influences consumer brand choice. However, this finding is similar to Ekakitie and Okosodo (2023) and Mahasin and Fachira (2022), who found that endorsers' credibility significantly affects consumer choice. Therefore, marketers and sellers should not consider the credibility of celebrities for FMCGs.

Furthermore, the study's result reveals that the CA has a significant effect on consumer choice ($\beta = 0.433$; $p < 0.05$). Therefore, hypothesis H2 was accepted. This study's outcome shows that endorsers' attractiveness significantly influences consumer choice behavior toward FMCGs. This research finding is aligned with the previous findings of Pokhrel (2023) and Patil (2023) that celebrity attractiveness significantly influences consumer choice behavior. However, this finding was not aligned with the previous findings of Ekakitie and Okosodo (2023) and Phogat and Singh (2023). It recommends that consumers are more likely to have a positive attitude toward FMCGs if they find an attractive celebrity among FMCGs. Consequently, the marketers and sellers of FMCGs should prioritize celebrity attractiveness.

Additionally, *CP* significantly affects consumers' purchasing behavior ($\beta = 0.446$; $p < 0.05$). So, hypothesis *H3* was accepted. This result of the research is aligned with the earlier findings by Anyadighibe et al. (2022), Dahal (2022), and Pokharel and Pradhan (2017). It shows that the endorser's popularity has a noteworthy effect on the consumer's purchasing behavior towards FMCGs. Therefore, marketers and sellers should consider the celebrity popularity of FMCGs.

6. CONCLUSION

The study's primary objective was to determine which factors influence consumer choice behavior in Nepal when buying FMCGs. The study has also examined the impact of celebrity endorsement on consumer choice. The first independent variable to measure consumer behavior was the endorser's credibility, and the research's first objective was to explore the effect of this factor on consumer buying behavior. The study results show that celebrity credibility does not affect consumers' buying behavior. Therefore, it is concluded that consumers need to consider the endorser's credibility when picking one out. Using celebrity credibility might not make people more likely to buy FMCGs. The next goal of the research was to explore the effect of celebrity attractiveness on consumer behavior towards FMCGs. The research results reveal that celebrity attractiveness is an essential factor in increasing consumer behavior for FMCGs. Therefore, it is concluded that consumers' purchasing behavior is determined by celebrity attractiveness when buying FMCGs. This means that the attractiveness of the endorser can make people more likely to purchase FMCGs. The study's last purpose was to examine the effect of celebrity popularity on consumer behavior for FMCGs. The study's results show that celebrity popularity significantly influences people's brand choices for FMCGs. It is concluded that celebrity popularity is considered for

FMCGs. This means that celebrity popularity can enhance the consumer's buying intention for FMCGs.

The study's findings provide various significant contributions to the theoretical framework. First, it contributes to exploring factors affecting the consumer choice of FMCGs. This study incorporated relevant factors such as celebrity credibility, attractiveness, and popularity from the well-known consumer buying behavior theory. Consequently, the proposed model of consumer behavior explains why consumers prefer FMCGs, which is different from previous studies. Furthermore, this study effectively analyzed the effect of these three variables on consumer behavior for FMCGs, which had yet to be done previously in the Nepalese context.

In terms of practical implications, the study's findings will improve the comprehension of manufacturers and sellers of FMCGs. They will also help the marketing decision-maker make marketing strategies regarding the promotion and celebrity endorsement of FMCGs. Moreover, decision-makers should organize awareness programs to educate consumers about FMCGs. As a result, this study will create consumer preferences and demand for FMCGs.

Some limitations of the study are pointed out for future research. First, it is conducted in the developing country of Nepal. Therefore, this study can be carried out in both developed and developing countries, with people from a wide range of backgrounds, cultures, beliefs, habits, attitudes, and levels of socio-economic background. Second, this model can be used in more service areas. Third, the study can be done with things other than FMCGs, such as two-wheelers, four-wheelers, and cosmetics. This model can use demographic information to look into consumer behavior. Fourth, the independent factors not included in the study could be used to determine how people buy FMCGs. These results will be the first real-world evidence and set the stage for more studies.

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