



CELEBRITY IMPACT ON YOUNG ADULTS PURCHASING
BEHAVIOUR

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ABSTRACT

This study aim to investigate the impact of celebrity endorsement to the young adults purchasing behavior. Nowadays there are large numbers of brands available in the market so there is a crucial need for the company to distinguish themselves from the competitors. The most familiar ways to distinguish them is by investing on celebrity to endorse their product. This study focus on 1) To identify the celebrity attributes that affect young adult purchasing behavior and 2) To determine which of these attributes give the most impact on young adult purchasing behaviour. The target population of this study was 120 respondents female and male on age 20 to 40 years old. Primary data will be collected through self administered questionnaire and secondary data was collected through journals and websites. The data was analyze y using SPSS 16 which will be presented by use of table, bar chart, frequency distribution tables, pie chart and graphs. This provide the generalization of the findings on the relationship between celebrity endorsement with young adults purchasing behavior. In addition, this study also use reliability analysis, Regression Analysis and Correlation analysis in order to determine the level of strength each of the attributes with the young adult's purchasing behaviour. The findings of this study will provide further insight to the marketers and researcher for them to plan the strategies better in order to increase brand awareness and help in future researcher literature review.

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SECTION 1: INTRODUCTION

1.1 Introduction

Advertising plays a vital role in coordinating consumer purchases thus it is important for marketers to carry out all possible measures in order to influence motive and increase the desire to purchase in the customers through effective advertising campaign. Just imagine the world without advertisement then nobody will be aware of the products that benefit them. Customers are the key to the success of the products and if the product is not advertised at all, they will not be able to compare the products and buy so they get what they desire after spending their valuable money. Every company tries to establish the brand by using different sign, symbol and attribute in order to create a differentiation with others among the competitive market (Armstrong, Kotler, Harker, & Brennan, 2009).

However, in these days there are thousands of advertising that consumers see every day and cause clutter. Clutter is defined as state or condition of confusion or disorderliness so advertiser's message can be easily forgotten and lost amid the confusion caused by consumers being fed on too many advertising at the same time (Shimp, 1998). Besides, consumers always avoiding mass media advertising where they usually going to toilet during commercial break in TV advertising or turn the page on newspaper or magazines if they do not attracted by the message that the company want to deliver.

Thus, it is important for every marketing manager to identify what are the most effective ways to approach consumers in order to attract them so it will be easier for the company to deliver their message. The most direct and effective way to promote and get high attention from consumers is through endorsement. It is a channel for brand communication where the endorser who already have build a reputation in the market endorse a product and act as a link between the product itself and the targeted customers.

SECTION 2 : LITERATURE REVIEW

2.1 Literature Review

This section will summarize the information obtained from other researchers who have carried out their research in the same topic.

a) Celebrity

Celebrity is people who enjoy public recognition by a large share of a certain group of people whereas attributes like attractiveness, extraordinary lifestyle are just example and specific common characteristic that cannot be observed though it can be said that within a equivalent social group, celebrities generally differ from social normal and enjoy a high degree of public awareness. People may become a celebrity by different ways like from their profession or rapid appearances in Medias or social networks which called as 'instant celebrity'. This term is used to describe someone who becomes famous in a very short period of time. In marketing, using celebrity as endorser has proven very successful over period of time around the world due to increase in consumerism where individual is considered a status symbol when they purchase a celebrity-endorsed product. Besides, this will help in gaining sales, increase brand awareness, create positive feelings and increase brand recall.

a) Consumer behaviour of young people

Young adult is person who age from 20 to 40 years old and in the society they are very high consumption oriented as they more exposed and aware to the new products and brand. They are also natural 'trier' and spend hours shopping for themselves as to look and feel well about themselves. Most of them spend on clothes, entertainment and travel. For women, they mostly spend on cosmetics followed by clothes and jewellery meanwhile for men they spend on sportswear, jeans and