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**Future of Philanthropy and Sustainable Development:
Holistic Approach towards Innovative Fundraising
and Strategic Entrepreneurial Partnership
for Societal Well-Being**

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THE IMPORTANCE OF CELEBRITY ENDORSEMENT IN INCREASING SALES FOR FASHION INDUSTRY

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Abstract

Celebrity endorsers are used by many businesses of all sizes as a marketing strategy. It requires us to have a better understanding on the celebrity branding or known as celebrity endorsement. The purpose of the study is to determine the importance of celebrity endorser in increasing sales for fashion industry such as customer purchase intention, advertisement and brand's image. The study involves survey using structured questionnaire to solicit responses from 100 respondents. The researcher used SPSS to run the analysis. The findings indicate that among the three independent variables namely; customer purchase intention and advertisement are significant towards the dependent variable while brand's image are not significant towards the dependent variable. This study focus on celebrity endorsement in increasing sales of a company. However, it is more specifically on fashion industry. For future research it can be extended to other industries such as food and beverage, cosmetics, tourism and others. This paper offers an update finding to practitioners on celebrity endorsers and can provide marketers useful guidelines on selecting appropriate celebrity endorsers for their products/brands. The main contribution of this study is to determine the importance of celebrity endorsers in boost up the sales and marketing of a company's brand in fashion industry.

Keywords: Celebrity Endorsement, Celebrity Endorser, Sales, Fashion Industry