



CELEBRITY ENDORSEMENT IN ADVERTISING
ON BRAND IMAGE: IMPACTS ON
YOUNG ADULTS

NUR ATIQA ARDIANSJAH
2012686274

BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA KINABALU

JUNE 2014

ACKNOWLEDGEMENTS

I would like to express my gratitude to my advisor Dr. Noorziah Mohd. Salleh for all the advice, guidance, comments and the knowledge that she gave me while doing this research paper. Not forgetting my second examiner Miss Jacqueline Koh Siew Len Stephen for the advice and comments that help me to improve my research paper.

Furthermore, I would like to express my deepest appreciation to the Head of Program Mdm Dayang Haryani Diana Ag. Damit for her guidance and all of her hardworks throughout this semester. Besides, I would also like to thank my supervisor Mdm Dayang Madrial for letting me gain working experiences at Kumon Sabah.

In addition, I like to thank all the interviewees who have willingly devoted their time and energy in this research paper. I also would like to thank my loved ones, who have supported me mentally and financially. I am grateful for all that each of them did for me.

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ABSTRACT

This research paper investigate the most appealing attributes of the celebrity endorsers that young adults find most appealing and also to examine whether the use of celebrity endorsement gives an impact to the brand image. Apart from that, this research seeks whether the young adults purchase intentions influenced by the celebrity endorsers. A focus group study was conducted according to interviewee's gender and all of them aged between 18 to 25 years old. Results found that interviewees favor advertising that using celebrity endorsers who have a good appearance, skills and also credible. They identified that celebrities having good background and image is the main factor to consider by the marketers to select celebrity endorsers. The interviewees discussions lead to findings that using a celebrity as an endorsers will increase the brand awareness, increase purchase intentions and encourage trial. Theoretical models were constructed and proposed after all the findings.

Shanklin, 1994; Charbonneau and Gerland, 2005; Stevens et al., 2003; Tingchi Liu et al., 2007). This somehow relates to the building of brand image and brand equity of a brand or company itself after being endorsed by the celebrity. This is because by using celebrity as their product's endorser, convincing enough for the advertisers to believe that they can affect advertising effectiveness, brand recall and recognition as well as purchase intentions and follow-through (Spry et al., 2011). Moreover, celebrity endorsement are perceived to cut through ad clutter and are effective in building credibility for the brand while generating spin-off publicity through public relations (Jain et al., 2011).

Young adult prefer to choose their so-called role model among sports celebrities and sport figures who display an extraordinary personal characteristics (Stevens et al., 2003; Chan and Zhang, 2007; Tingchi Liu et al., 2007). According to Atkin and Bloch (1983) and Wolburg and Pokrywczynski (2001), the use of celebrity in the advertisement is the most effective way in influencing young adult attitudes since they are well-known among young