

**DETERMINANTS OF CELEBRITY ENDORSEMENT TOWARDS CONSUMER
BUYING BEHAVIOR**

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Bachelor Of Business Administration (Hons) Marketing

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA



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“DECLARATION OF ORIGINAL WORK”

I, QHAIRUN IZZATI BINTI RUSLAN, (I/C Number: 950215-05-5164)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:

Date: 9 January 2018

LETTER OF SUBMISSION

JANUARY 2018

The Head of Program,

Bachelor of Business Administration (Hons) Marketing,

Faculty of Business Management,

Universiti Teknologi MARA,

Kampus Bandaraya Melaka, 110

Off Jalan Hang Tuah, 73500

Melaka.

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“DETERMINANTS OF CELEBRITY ENDORSEMENT TOWARDS CONSUMER BUYING BEHAVIOR”** to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You,

Your Sincerely,

QHAIRUN IZZATI BINTI RUSLAN

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ABSTRACT

This research explores on factors contributes on consumer buying behavior in Faculty Media and Communication student in Universiti Teknologi MARA Kampus Alor Gajah Melaka. This research also determined the factors consumer buying behavior at Faculty Media and Communication student in Universiti Teknologi MARA Kampus Alor Gajah Melaka, as well as to examine the factors of physical attractiveness, credibility congruence and expertise has significant relationship with consumer buying behavior and also want to signify which factor is the most influence towards consumer buying behavior and lastly to make a recommendations to improve it. To achieve this objective, a survey has been conducted among Media and Communication student in Universiti Teknologi MARA Kampus Alor Gajah Melaka and total of 127 forms of questionnaires were made to deliver among the Media and Communication student in Universiti Teknologi MARA Kampus Alor Gajah Melaka. The findings indicate that there is a significant positive relationship between expertise towards consumer buying behavior. It was also found that physical attractiveness, credibility and congruence does not has a significant positive relationship towards consumer buying behavior. On the other hand, expertise is the variable that influence the most towards consumer buying behavior and also there are recommendations for the companies that are suggested by researcher to improve the choices of the celebrity endoser.