



**FACTORS THAT INFLUENCE EMPLOYEE'S PURCHASE INTENTION
TOWARDS CELEBRITY ENDORSEMENT
IN HEALTH AND BEAUTY INDUSTRY**

**WAN FARAH NADIA BINTI WAN ISKANDAR
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**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA CAWANGAN MELAKA
KAMPUS BANDARAYA**

JULY 2018

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2014761639**

**Submitted in Partial Fulfillment of the
Requirement for the
Bachelor of Business Administration with Honours
(International Business)**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA CAWANGAN MELAKA
KAMPUS BANDARAYA**

JULY 2018

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA**

“DECLARATION OF ORIGINAL WORK”

I, Wan Farah Nadia Binti Wan Iskandar, (I/C Number: 941015-03-6204)

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 or any other degrees.
- This project paper is result of my independent work and investigation, except where otherwise stated
- All verbatim extract have been distinguished by quotation marks and source of my information have been specifically acknowledge

Signatures: _____ Date: _____

LETTER OF SUBMISSION

July 2018

The Head of Program
Bachelor of Business Administration (Hons) International Business
Faculty of Business Management
Universiti Teknologi MARA (UiTM)
Kampus Bandaraya Melaka
Off Jalan Hang Tuah
75300 Melaka

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper title "Factors that Influence Employee's Purchase Intention towards Celebrity Endorsement in Health and Beauty Industry" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA (UiTM).

Thank you,

Sincerely,

(Wan Farah Nadia Binti Wan Iskandar)

ABSTRACT

The purpose of study is to identify factors that influence employee's purchase intention towards celebrity endorsement in health and beauty industry. A review of the study in each area identifies key findings, collecting results and problem statement. This research will reviews the celebrity endorsement literature review with a focus on the factors that influence employee's intention. There are attractiveness, trustworthiness and attitude that control employee's independent variable and employee's purchase intention towards celebrity endorsement in health and beauty industry dependent variables. The researcher has adopted Theory of Planned Behaviour. The problems that had been studying when consumer refers to the false information, emotional effects, endorsed multiple products for money and big spender. This research will be supported by a sample size of minimum 103 employees from the total population of 140 employees of Jati Force Sdn Bhd. Data will be collected by distributing questionnaire to employees and the researchers will use non-probability sampling method.