



FACTORS DETERMINING THE EFFECTIVENESS OF CELEBRITY

ENDORSED ADVERTISEMENTS :

THE CASE OF JAKEL KUALA LUMPUR

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JULY 2016



DECLARATION OF ORIGINAL WORK

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

FACULTY OF BUSINESS AND MANAGEMENT

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We, Nazatul Atikah Bt Hashim, (930529146212), and Nor Diana Bt Zainal, (930614016164)

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 the result of our independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of our information have been specifically acknowledged.

(Nazatul Atikah Bt Hashim)

Signature:

Date:

(Nor Diana Bt Zainal)

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Date:

LETTER OF SUBMISSION

July 2016

The Head of Program

Bachelor in Business Administration (Hons) Marketing

Faculty of Business and Management

Kampus Bandaraya Melaka

Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project title “**FACTORS DETERMINING THE EFFECTIVENESS OF CELEBRITY ENDORSED ADVERTISEMENTS: THE CASE OF JAKEL KUALA LUMPUR**” to fulfil the requirement as needed by the Faculty of Business and Management, Universiti Teknologi MARA (UiTM).

Thank you.

Yours Sincerely,

Nazatul Atikah Binti Hashim

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(Bachelor in Business Administration (Hons) Marketing)

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ABSTRACT

The main purpose of this study is to study the factors determining the effectiveness of celebrity endorsed advertisements: The case of Jakel Kuala Lumpur. In theory parts are described four factors which are perceived expertise, trustworthiness, attractiveness and credibility. A descriptive research design was adopted for this study. The data was collected from 125 respondents that are customers of Jakel Kuala Lumpur. In addition, from the SPSS analysis, it indicates that there is a relationship between perceived expertise and effectiveness of celebrity endorsement in advertisement. However, the finding also shows that there are no relationship between trustworthiness, attractiveness and credibility with effectiveness of celebrity endorsement in advertisement. Next, the findings also stated that perceived expertise is the most influencing factor that can influence the effectiveness of celebrity endorsement. All the findings of this study can be used and improvised in the future in order to get the better results.