



**THE RELATIONSHIP CELEBRITY ENDORSEMENT IN COSMETIC
ADVERTISEMENT TOWARDS THE BRAND LOYALTY IN KLANG
VALLEY**

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BACHELOR OF BUSINESS ADMINISTRATION (H) MARKETING

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DECLARATION OF ORIGINAL WORK



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I, NORAFIFI BINTI SAMAT, (I/C NUMBER: 900201-10-5276)

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 my independent work and investigation, except where otherwise stated.
- All verbatim extract has been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

Faculty of Business Management
MARARA University of Technology
110 Off Jalan Hang Tuah
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January 13, 2014

Mr. Irzan Bin Ismail,
Head Of Study Center,
Faculty of Business Management
University Technology Mara
KampusBandaraya Melaka
110 Off Jalan Hang Tuah
75300 Melaka.

Dear Mr. Irzan,

RE: SUBMISSION OF THE FINAL THESIS REPORT

With reference to the above matter, enclosed here is my research paper entitled “The Relationship Celebrity Endorsement In Cosmetic Advertisement Towards The Brand Loyalty In Klang Valley ”

2. This research paper is a partial requirement for the fulfillment of BBA (Hons) Marketing. The objective of the study conducted is to measure the level brand loyalty at Klang Valley and to identify the relationship between brand loyalty and celebrity endorsement in Klang Valley.

3. Hopefully, this report meets your requirement and expectation.

Thank you

Your sincerely,

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Norafifi binti Samat
Practical Student,
Bachelor of Business Admin (Hons) In Marketing,
UiTM Melaka.

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ABSTRACT

In the world of advertising, there are a lot of ways to express, to convey message and to deliver information to the consumer. Advertising plays an important role in any business and become one of the key to effective product promotion. With the existence of so many communication media existed today, people are being exposed to advertising almost every day and almost everywhere. Celebrity endorsement is one of the strategies which companies frequently used to promote the brand thus enhances sales and ultimately increase market share. Celebrity endorser is a person who enjoys high reputations and prestige, and being known to most people. In addition, celebrity is a relevant strategy for the product categories which improves the image which cosmetic product. This is especially common in highly competitive cosmetic industry. In this study, relationship on brand loyalty of different factors of celebrity endorsement in cosmetic market was investigated. Trustworthiness, expertise, attractive, respect, and also similarity are independent variable element in celebrity endorsement that have been investigated in this study. In order to provide a guide in this study, five hypothesis were formulated. Data were collected from 60 respondents using the questionnaire and the results was analyzed using SPSS to find the significant relationship between independent variable and dependent variable.

Key words : endorser, celebrity endorsement, brand loyalty.