



**THE EFFICACY OF CELEBRITY ENDORSEMENT  
TOWARDS YOUNGSTERS IN PURCHASE  
DECISIONS**

SYARA IZREEN BT MOHD SHAHRIR

2016552187

BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (INTERNATIONAL BUSINESS)  
FACULTY OF BUSINESS AND MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KAMPUS BANDARAYA MELAKA

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## **DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS**

**(INTERNATIONAL BUSINESS)**

**FACULTY OF BUSINESS AND MANAGEMENT**

**UNIVERSITY TEKNOLOGI MARA**

**“DECLARATION OF ORIGINAL WORK”**

I, SYARA IZREEN BT MOHD SHAHRIR, (I/C Number: 970801145048)

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 investigations, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks sources of my information have been specifically acknowledged

Signature:

Date

## **LETTER OF SUBMISSION**

13<sup>TH</sup> JANUARY 2019

The Head of Program

Bachelor of Business Administration (Hons.) International Business

Faculty of Business and Management

University Teknologi MARA Cawangan Melaka

Kampus Bandaraya Melaka

110 Off Jalan Hang Tuah, 75300, Melaka

Dear Sir/Madam

### **SUBMISSION OF PROJECT PAPER**

Attached is the project titled **“THE EFFICACY OF CELEBRITY ENDORSEMENT TOWARDS YOUNGSTERS PURCHASE DECISIONS”** to fulfil the requirement as needed by the Faculty of Business and Management, Universiti Teknologi MARA.

Thank You,

Yours Sincerely

**SYARA IZREEN BT MOHD SHAHRIR**

(2016552187)

Bachelor of Business Administration (Hons.)

International Business

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## **ABSTRACT**

Celebrity endorsement practice has become an effective marketing method for companies to communicate to customers about their products. The study's objective is to examine the impact of celebrity endorsement on the purchase decision of young people. Celebrity expertise, celebrity attractiveness and celebrity trustworthiness are the characteristics of celebrity endorsement included in this study. The study was carried out in Kuala Lumpur using convenience sampling, especially on the youngsters. Using a standardized questionnaire, data were obtained from 338 respondents and the findings were analysed using SPSS 25. The analysis showed that celebrity expertise, celebrity attractiveness and celebrity trustworthiness have a positive relationship with the purchase decision. Based on the observations, a range of recommendations were made for businesses and also for future research purposes in order to achieve better results.