



## DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION  
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"DECLARATION OF ORIGINAL WORK"

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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 extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

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Date: 14 January 2015

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## ABSTRACT

The use of and literature on celebrity endorsers is extensive and this study utilizes of celebrity endorser towards consumer purchase intention. Faiz Kasi has defined a celebrity as someone who is recognized by the public for attract the consumer attention to buy the products. Celebrity endorser also one of the key that can make the marketers successful in promoting their products because they are the one who will influence the consumer purchasing behaviour especially facial foams. Therefore, the purpose of this research is to evaluate the overall perceptions of Sabah consumer towards advertising of facial foams products by celebrities. This study also examines consumers' perceptions of product endorsement by celebrities, and the influence of celebrity advertising towards consumers purchasing intention. However, there are no actual evidence that show celebrity endorser are effective in pursue consumer purchasing decisions. For better communicative effectiveness in conveying the message to the consumer the celebrity endorsements used to stand out of clutter (Sherman, 1985), to build awareness about the brand. The findings show there are significant between attractiveness and brand attitude positively influence consumer purchase intention towards facial foam products.