



**A STUDY OF THE RELATIONSHIP BETWEEN CELEBRITY
ENDORSEMENT AND ADVERTISING EFFECTIVENESS**

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ABSTRACT

Celebrity endorsement is a useful tool for marketers to promote the product or services of the organization. It also an easy way to create brand awareness in consumer either they use familiar or unfamiliar celebrity to promote the company product. Many researchers are arguing the successfulness of using the celebrity endorsement and the match of the celebrity endorsement to the product or services the celebrity endorsed. Match-up factor is been use to identify the perceived fit between the celebrity and the product as well as to determine advertisement effectiveness. This study is focus on the relationship between the celebrity endorsement and the advertisement effectiveness by focusing on the match-up factor that connecting this two relationships. Three factors use in this study which is celebrity factors, product factor and advertisement factors that lead to the relationship. By using 300 of respondents located at Kota Kinabalu, Sabah, random samplings are use for this surveys to gathered all the data that is necessary for this research and the data are been analyzed using SPSS. As the result, celebrity factors, product factor and advertisement factors has a strong connection that bind the relationship between the celebrity endorsement and advertising effectiveness.