



POWER OF CELEBRITY ENDORSEMENT ON CUSTOMERS PURCHASING BEHAVIOUR

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ABSTRACT

Celebrity endorsement is considered as one of the most effective marketing tools used by companies and marketers. The purpose of this study is to determine the effectiveness of celebrity endorsement on customer purchasing behaviour towards employees of Social Security Organisation (SOCSO) headquarters, Jalan Ampang. Endorser Gender, Endorser Credibility, and Endorser Attractiveness will make up the elements of celebrity endorsement dimension used in this study. This study is conducted among employees of SOCSO Headquarters, Jalan Ampang by using convenience sampling. Data were collected from 100 respondents by structured questionnaire and the result were analysed by using SPSS 20. The finding of this study shows that two out of three of the independent variables; Endorser Gender, and Endorser Attractiveness have a positive relationship with the dependent variable which is Customers Purchasing Behaviour. The result also highlighted that Endorser Credibility has no significant relationship on Customers Purchasing Behaviour. Based on the result, several recommendations have been made for marketers and also for future researchers.

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