



**THE FACTORS THAT INFLUENCE STUDENT'S INTENTION TOWARDS  
CELEBRITY ENDORSEMENT**

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**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (INTERNATIONAL BUSINESS)**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**KAMPUS BANDARAYA MELAKA**

**JANUARY 2018**

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**Submitted In Partial Fulfilment of the  
Requirement for the  
Bachelor of Business Administration with Honours (International Business)**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
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## DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (INTERNATIONAL BUSINESS)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA**

**“DECLARATION OF ORIGINAL WORK”**

I, Fairuz Binti Nasri, (I/C Number: 930322-08-6072)

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.

Signature:

Date:

## LETTER OF SUBMISSION

JANUARY 2018

The Head of Program  
Bachelor of Business Administration (Hons.) International Business  
Faculty of Business Management  
Universiti Teknologi Mara  
Kampus Bandaraya Melaka  
110 Off Jalan Hang Tuah  
75300 Melaka

Dear Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper title "Factors that Influence Student's Intention towards Celebrity Endorsement" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

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(FAIRUZ BINTI NASRI)

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## **ABSTRACT**

The purpose of study is to investigate the factors that influence student's intention towards celebrity endorsement in UiTM Kampus Bandaraya Melaka. A review of the study in each area identifies key findings, collecting results and problem statement. In addition, this paper reviews the celebrity endorsement literature review with a focus on the factors that influence student's intention. There are attitudes, subjective norms and perceived behavioural control as the independent variable while student's intention towards celebrity endorsement as dependent variable.

The researcher has adopted Theory of Planned Behaviour (Ajzen, 2006). The gaps that had been studying when consumer refers to the celebrity views, celebrity endorsed multi products for financial gain, false information regarding the product, high spender, change in lifestyle and behaviour. This research will be supported by a sample size of 320 students from the total population of 1711 student of UiTM Kampus Bandaraya Melaka. Furthermore, the data will be collected by distributing questionnaire to the students and the researchers will use Sampling Simple Random method (Probability Sampling) in order to gain data from the respondents.

**Keywords:** Intention, Celebrity Endorsement, Theory Planned Behaviour