



INFLUENCE OF CELEBRITY ENDORSEMENT ON PURCHASE INTENTION
TOWARD SMARTPHONES AMONG GEN Y

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BACHELOR OF BUSINESS ADMINISTRATION

(HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

JANUARY 2018

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Submitted in Partial Fulfillment of the
Requirement for the
Bachelor of Business Administration with Honours (Marketing)

FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA

JANUARY 2018

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”**

I, Rusydee Aqim Bin Roslam, (I/C Number: 930505-03-6051)

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 Program

Bachelor of Business Administration (Hons) Marketing

Faculty of Business Management

Universiti Teknologi MARA

Kampus Bandaraya Melaka

110 Off Jalan Hang Tuah

73500 Melaka.

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **‘INFLUENCE OF CELEBRITY ENDORSEMENT ON PURCHASE INTENTION TOWARD SMARTPHONES AMONG GEN Y’** to fulfil the requirement needed by the Faculty of Business and Management, Univeristi Teknologi MARA.

Thank you.

Yours sincerely,

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RUSYDEE AQIM BIN ROSLAM

(2015682914)

ABSTRACT

The practice of celebrity endorsement has become an effective marketing tool for companies to communicate about their products to the consumers in recent years. The purpose of this study is to investigate the influence of celebrity endorsement on customer purchase intention in smartphone industry. Celebrity attractiveness, celebrity expertise, celebrity trustworthiness and celebrity congruence are the characteristics of celebrity endorsement used in this study. This study is conducted among Gen Y in Bandaraya Melaka by using convenience sampling. Data were collected from 110 respondents by using structured questionnaire and the results were analysed by using SPSS 20. The results indicated that celebrity attractiveness, celebrity expertise, celebrity trustworthiness and celebrity congruence have positive relationship with purchase intention. The result also shows that celebrity trustworthiness has the strongest impact on purchase intention. Based on these results, several recommendations have been made for smartphone companies and also for future research purposes.