



**THE IMPACT OF CELEBRITY ENDORSEMENT ON CUSTOMERS BUYING  
BEHAVIOUR TOWARDS MILLENNIALS IN MELAKA TENGAH**

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

**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS  
(INTERNATIONAL BUSINESS)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA (UiTM) CAWANGAN MELAKA  
KAMPUS BANDARAYA MELAKA**

**JULY 2018**

**DECLARATION OF ORIGINAL WORK**



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

**FARITH AZIZI BIN MOHAYYADDIN ABDUL KADER  
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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.

Signature:

Date: 3<sup>RD</sup> JULY 2018

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Farith Azizi bin Mohayyaddin Abdul Kader

## **LETTER OF SUBMISSION**

The Head of Program  
Bachelor of Business Administration with Honours (International Business)  
Faculty of Business Management  
Universiti Teknologi MARA  
110, Off Jalan Hang Tuah  
75300 Melaka.

Dear Mr Mohd Isham bin Abidin,

### **SUBMISSION OF RESEARCH PAPER (IBM 672)**

Enclosed here is the project paper entitled "THE IMPACT OF CELEBRITY ENDORSEMENT ON CUSTOMERS BUYING BEHAVIOUR TOWARDS MILLENNIALS IN MELAKA TENGAH" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA (UiTM).

Thank you.

Yours sincerely,

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FARITH AZIZI BIN MOHAYYADDIN ABDUL KADER

2015152485

Bachelor of Business Administration with Honours (International Business)

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## **ABSTRACT**

This study examines on Celebrity Endorsement and Customers Buying Behaviour. The results were collected from 346 numbers of respondents through a questionnaires. A survey consisting of 25 questions that uses a Likert Scale questions to establishing measurable values from the respondents. The data analysis intends to determine whether there are significant impact between the independent variables (Endorser Gender, Endorser Credibility, Endorser Attractiveness and Endorser Type) with the dependent variable (Customer Buying Behaviour). This study found that there were only three from the independent variables (Endorser Gender, Endorser Attractiveness and Endorser Type) has significant effect where by only one independent variable (Endorser Credibility) has insignificant effect with the dependent variable (Customer Buying Behaviour). The data has been analyzed by using SPSS software.