



**PERSONALITY OF INTERNATIONAL CELEBRITY EFFECTIVENESS
TOWARDS CELCOM AXIATA ADVERTISEMENT**

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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”**

We, Nur Zaratul Afni Binti Mat Lazim, (I/C Number: 880614086530) and Zati Izni Binti Shapuan (I/C Number: 900925145740)

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 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

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LETTER OF TRANSMITTAL

3rd JULY 2014

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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “PERSONALITY OF INTERNATIONAL CELEBRITY EFFECTIVENESS TOWARDS CELCOM AXIATA ADVERTISEMENT” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

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ABSTRACT

The use of international celebrity as endorsers has become a popular marketing strategy because it is believed their reputation can positively impact brand. For this study, researcher aim to explore personality of international celebrity effectiveness in Celcom Axiata advertisement. Previous studies found that the effectiveness of the celebrity endorsement depends on three constructs of the source including expertise, attractiveness and trustworthiness (Ng, Chan, & K.Luk, 2013). These three features were studied to gain better understanding the personality of international celebrity effectiveness in produce a strong positive impression. The research questions are 1) which of the personality of international celebrity would be effective in Celcom product advertisement? 2) which elements among the personality of the international celebrities would be effective in Celcom product advertisement? 3) What is the relationship between these personalities and international celebrity effectiveness in product advertisement? The population of this study is Celcom's subscribers and 150 data had been collected.

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