

UNIVERSITI TEKNOLOGI MARA

**THE INFLUENCE OF SPORTS CELEBRITY
ENDORSEMENT ON CONSUMER'S PURCHASE
DECISION**

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Dissertation submitted in partial fulfillment
of the requirements for the degree of
Bachelor of Sports Management (Hons)

Faculty of Sports Science and Recreation

July 2018

AUTHOR'S DECLARATION

I declare that the work in this research project was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as a referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

This study aims to analyze the influence of sports celebrity endorsement on the consumers purchase decision. This is a quantitative research. The research was conducted by administered the questionnaires which 298 respondents involve in this study. The respondent was among students in Faculty of Sports Science and Recreation, UiTM Seremban. All obtain data were analyzed by Statistical Package for Social Science (SPSS) version 22. Descriptive statistic was used to identify the most factors that influence the sports celebrity endorsement on consumers purchase decision. As for inferential statistic, One-way ANOVA was used to determine the difference between both variable in terms level of income.

Keywords : Sports celebrity endorsement, Consumers purchase decision, TEARS Five Model, Trustworthiness, Expertise, Attractiveness, Respect, Similarity

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