

**CELEBRITY ENDORSEMENTS ON SOCIAL
MEDIA TOWARDS CONSUMERS BEHAVIOR**

**ALIA TASNIM BINTI MOHD ANUAR
2015694864**

UNIVERSITI TEKNOLOGI MARA

JANUARY 2018

AUTHOR'S DECLARATION

I declare that the work in this academic writing was carried out in accordance with the regulation of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledge as referenced work. This writing has not been submitted to any other academic institution or non-academic institution for any other purposes.

In the event that my writing is found to violate the conditions mentioned above, I voluntarily waive the right of conferment of my degree and agree to the disciplinary rules and regulations of Universiti Teknologi MARA.

Name : Alia Tasnim Binti Mohd Anuar
Student ID : 2015694864
Programme : Broadcasting – MC243
Faculty : Faculty of Communication and Media Studies
Title : The Effectiveness of Celebrity Endorsements on Social Media towards Consumers Behavior.

Signature :

Date :

ACKNOWLEDGEMENT

The days and commitment given to fully apply myself in UiTM was as matter of fact a tough, challenging and stimulating experience for me. It is indeed a very heartfelt moment for me to realize that the semesters and years of studying and at the same time bonding with the educators and companions is reaching to its end as I finally completed to graduate in Bachelor of Mass Communication (Hons.) Broadcasting at Faculty of Communication and Media Studies, Universiti Teknologi MARA (UiTM) Negeri Sembilan, Rembau Campus. Without no doubts, this success and journey will not happen without the supports and encouragement from these amazing people

First of all, I would like to say Alhamdulillah to Allah SWT the Almighty who has blessed me with the opportunity for me to go after my dream to step my both feet here to dive deeper into the pool of indefinite knowledge. All praises to Allah SWT.

Next is the upmost important person that I would like to give my endless gratitude and appreciation is my dearest academic advisor, Dr. Muhammad Hakimi Tew Abdullah. His guidance and efforts that he implements into my work and studies throughout this semester especially towards the process of completing and finishing this research. His understanding and serene nature over my questions including calls, message and emails is without a doubt made the whole work of research easier and manageable. I am greatly thankful to have him as my academic advisor that is indeed the most helpful individual through my work.

Furthermore, I would like to give my millions of gratitude toward my family members especially my beloved parents, En. Anuar Ibrahim and Pn. Roshayati Anuar. Thank you so much for believing and supporting with all my choices that I have made and for all the endless prayers that you did every day for me to become a better and successful person on the future.

Last but not least, I will not forget to mention the companions and friends in UiTM and others that have helped me mentally, psychologically and physically to finish my study and this research especially during the limitless support when I am stumbled upon difficulties and problems. To my whole classmate in MC243S5A that I have considered as my family, thank you for being the companion as well we finally able to make through all the hardships together and successfully. I will treasure all the moments through this journey that we shared together and I will be the first person missing all of you guys.

ABSTRACT

Since the inception of social media, it has been widely adopted by users of various demographics around the globe. Celebrities are among those that have adopted social media as a means of communicating and interacting with their brands. These platforms also provide a way for celebrities to promote different products to their fans. A limited number of studies aimed to determine the factors that influence the effectiveness of celebrity endorsements on social media. Hence, the intent of this research is to study using a quantitative approach the effects of celebrity endorsements on social media on the fans of the celebrity endorsers and to identify some of the factors that are critical to a successful celebrity endorsement campaign on social media. This study employed the survey method through questionnaires adapted from Jatto (2014) to gather information from the participants. The questionnaire was designed and distributed by hand to the respondents. Data was analysed and exported directly to SPSS. Using descriptive statistics, the findings showed that respondents give positive view on the consumers' perception where they find that celebrity endorsement on social media is good, sharing a great knowledge about the product and better than non-celebrity. Besides that, findings showed that credibility and attractiveness are important source characteristics for celebrity endorsements to be successful on social media. Next, the findings also showed that celebrity endorsement give an impact to the consumers' brand awareness, their image of that brand and purchasing intention.

Table of content

Author's Declaration	i
Acknowledgement	ii
Abstract	iii
Chapter 1 Introduction	1
1.1 Background of study	1
1.2 Problem Statement	3
1.3 Research Questions	4
1.4 Research Objectives	4
1.5 Significance of The Study	4
1.5.1 Practice	4
1.5.2 Methodology	5
1.6 Definition of Terms	5
1.6.1 Social Media	5
1.6.2 Social Media Engagement	6
1.6.3 Celebrity Endorsement	6
1.6.4 Source Credibility	6
1.6.5 Source Attractiveness	6
1.6.6 Consumer's Attitude	7
1.7 Summary of chapter	7
Chapter 2 Literature Review	8
2.1 Social Media Adoption	8
2.1.1 Social Media Engagement	9
2.1.2 Instagram	11
2.1.3 Facebook	12
2.1.4 Twitter	12
2.2 Celebrity Endorsement	13
2.2.1 Source Characteristics	14
2.2.2 Source Credibility	14
2.2.3 Trustworthiness	15
2.2.4 Expertise	15