

**THE IMPACT OF CELEBRITY ENDORSEMENT ON THE
CONSUMER BUYING BEHAVIOR TOWARDS COSMETIC
PRODUCTS**



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Abstract

The cosmetic industry in Malaysia is facing increasingly competitive challenges as with other industries around the world. The study investigated the relationship of celebrity endorsement on the consumer buying behaviour towards cosmetic products. The main objective of this study is actually to identify the dimensions of celebrity endorsement that affect customer buying behaviour. Then, it also wants to determine the relationship between these dimensions and consumer buying behaviour. The last objective of this research is to study the effect of celebrity endorsement on consumer buying behaviour. There are 150 questionnaire were distributed to the respondent at KPWSP. However, there are only 100 were return back. Finding analysis to answer the objective and recommendation for future studies are also provided in this research.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

1.1.1 Background of the study

Advertisement is one of the marketing communication tools that are used to increase awareness among users and its main objective is to persuade customers to buy the product. Advertisement nowadays has developed throughout the years where celebrity endorsers are used so as to increase the advertisement's persuasive power. According to (MrcCracken, 1989), celebrity endorsement has been defined as "Any individual who enjoys recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement. Celebrity who is the person that will be in the marketing tools which will promote the product of the company.

Celebrity endorsement is whereby it involves a person that is famous to promote a product or services. Now we can see that most of the organization spends a lot of their famous brand by using celebrity endorsement to promote their product or services to look more attractive and having a good perception of the consumer. Celebrity endorsement is the person who has being well -known as the people in general for his or her business purposes whereby celebrity endorsements is the person that are create awareness (Pornpitakpan 2004). As we know celebrity endorser are the people that have popularity whereby there have their own fans.