



**FACTORS INFLUENCING THE EFFECTIVENESS OF CELEBRITY  
ENDORSEMENT IN ADVERTISEMENT**

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#### CHAPTER 1: INTRODUCTION

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#### 1.5 Research Questions

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#### 2.1 Why a Survey?

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#### 2.6 Hypothesis



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## ABSTRACT

### INTRODUCTION

The use of celebrity endorsement is constantly growing and becoming popular in today advertising activity. Despite the fact that celebrity endorsement is effective, having the right celebrity with the characteristics and personality which is effective in the audience perspective is one important issue that need to be taken into account. This is because as the advertisers understand the audiences' perspective and view, it will helps the advertiser in developing effective marketing communication especially in choosing the right celebrity to endorse their products and represent the company brand. Therefore, this research attempt to identify the factors influencing the effectiveness of celebrity endorsement in advertisements and the effect of celebrity endorsement towards brand awareness and purchase intention. Thus, the method use in this research is simple random sampling where a questionnaire based survey is being used and distributed to 200 respondents in UiTM Sabah. The results revealed the research can be trusted and accepted because it is reliable with Cronbach's Alpha value of 0.916. Moreover, among all the factors, Expertise is one of the most influential factor that influence the effectiveness of celebrity endorsement in advertisements as it resulted as the factor that received the most positive respond of the respondents.

celebrity's personality, strategy, there are many ways that have been applied and used by the firm in order to popularize and promote their product. Most of the firms depend on celebrity advertising as it is one of the creative advertising and strategies. Celebrity advertising or endorsement has been used by most of the advertisers as a way to promote products or brands. It is also used by the firms to deliver their advertising message and also as a way to attract its potential customers on their products and brands (van der Veer, 2004).