



**THE INFLUENCE OF CELEBRITY ENDORSEMENT ON
CUSTOMER PURCHASE INTENTION TOWARDS COSMETIC
PRODUCT**

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ABSTRACT

The practise of celebrity endorsement has become an effective marketing tools for companies to communicate about their products to the consumer in recent years. The purpose of this study is to investigate The Influence of Celebrity Endorsement on Customer Purchase Intention towards Cosmetic Product. Celebrity attractiveness, celebrity trustworthiness, celebrity expertise, and celebrity congruence are the dimension of celebrity endorsement used in this study. This study is conducted among customer of cosmetic product in Bandaraya Melaka by using convenience sampling. Data were collected from 110 respondents by using structured questionnaire and the results were analysed by using SPSS 20. The result indicated that celebrity attractiveness, celebrity trustworthiness, celebrity expertise, and celebrity congruence have positive relationship with customer purchase intention. The result also shows that celebrity congruence has the strongest impact on customer purchase intention. Based on these result, several recommendations have been made for cosmetic product companies and also for future research purpose.

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