



**THE IMPACT OF CELEBRITY ENDORSEMENT  
ON CONSUMER BUYING INTENTION**

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## **ABSTRACT**

The study aims to investigate which of the variables that affects the consumer buying intention towards celebrity endorsement. The study is also set out to examine the relationship of those variables; likability, attractiveness, credibility and expertise of consumer buying intention towards celebrity endorsement. A conceptual model is proposed by following the studies of Roshan Priyankara, Sudath Weerasiri, Ravindra Dissanayaka, Manoj Jinadasa, 2017. A survey of 120 respondents was conducted in the Johor Bahru city. Pearson correlation and multiple regression were used to test the hypotheses and research question. It is discovered that past likability is the independent variables that strongly influence consumer buying intention towards celebrity endorsement. By having a better understanding of the consumers' buying intention towards celebrity endorsement the manufacturers and marketers of the celebrity endorsement can make better marketing strategies to entice the consumers to buy the product or brand that being endorse by particular celebrity. Theoretical contribution of this study is an extension of knowledge of consumer buying intention towards celebrity endorsement.

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