

**THE EFFECT OF CELEBRITY ENDORSEMENT EFFECTIVENESS ON
CONSUMERS' ATTITUDE TOWARDS ADVERTISEMENT AND PURCHASE
INTENTION**



By

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ABSTRACT

This study attempts to study the association between the consumers' attitude towards advertisement and the intention to purchase the product that being advertisement. The variable is the celebrity endorsement variables namely attractiveness, trustworthiness and expertise of the model in the print advertisement. These variables is later was after tested on its association with the independent variable which is the attitude towards advertisement. A questionnaire was developed from previous similar study. The questionnaire was later pilot tested. A total of 200 questionnaires were distributed to the public in the Territory of Putrajaya. 158 completed questionnaires were returned. Both the descriptive and inferential statistical analysis was conducted on the data collected. The study found that all variable in the study has an association between the variables. Finally, attitude towards advertisement has an effect of R^2 0.338 on the intention to purchase.

Keywords: *purchase intention, attitude towards advertisement, celebrity endorsement*



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ABSTRAK

Kajian ini cuba melihat perkaitan di antara sikap pengguna terhadap pengiklanan dan niat untuk membeli produk yang di iklankan. Angkubah adalah endorsemen selebriti iaitu: (i) daya tarikan, kepercayaan dan kepakaran model dalam iklan cetak. Angkubah ini kemudian di uji perkaitannya dengan angkubah bebas iaitu sikap terhadap pengiklanan. Satu soal selidik dibentuk dari kajian terdahulu dalam tajuk yang sama. Soal selidik telah di kaji rentas. Sebanyak 200 soal selidik telah diedarkan kepada pihak awam di Wilayah Persekutuan Putrajaya. 158 soal selidik yang telah diisi telah dikembalikan. Kedua-dua analisis diskriptif dan inferensi dijalankan ke atas data yang telah di kumpul. Kajian ini mendapati kesemua angkubah dalam kajian ini mempunyai perkaitan anatar angkubah. Akhirnya, sikap terhadap pengiklanan mempunyai pengaruh sebanyak R^2 0.338 ke atas niat untuk membeli.

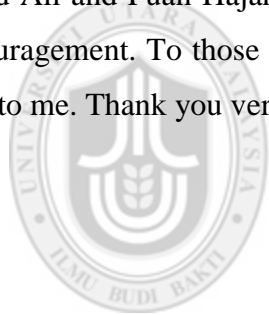
Katakunci: niat untuk membeli, sikap terhadap pengiklanan, endormen selebriti.



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CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Advertising has been used by businesses to reach to their target market with their message using various platforms. Therefore both the traditional and online media platform is used to disseminate the message to the consumer at large. An effective advertisement would assist in fulfilling the business goal. In general the purpose of an advertisement is to educate, remind and persuade consumers. Educating is especially in introducing a new product to the market so that the large market is aware of the product. Whereas for existing products, the approach is to remind the existence of the product or/and to persuade for customer to buy the product. The advertisement is often focusing on the product that could contribute another solution on a common problem. Businesses also frequently use advertisement to show the extra benefits of the particular products over competitors' products.

Advertisement has the capability to attract and influence people to try the advertised product and services.

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