

**THE IMPACT OF CELEBRITY ENDORSEMENT TOWARDS BRAND
KNOWLEDGE AND BUSINESS PERFORMANCE IN E-COMMERCE**

By

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

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Celebrity endorsement has been widely used by many different types of retail companies to promote a brand or product. The goal for this endorsement could vary, from expanding brand recognition and brand association to increasing business performance. Despite this fact, there is little research regarding the use of celebrity endorsements in E-commerce companies. The emergence of E-commerce companies is the effect of the rise in the use of technology and the Internet. This research seeks to analyze the influence of celebrity endorsement towards brand knowledge and business performance in the E-commerce industry. This research uses quantitative research through questionnaire distribution and qualitative research through interviews with experts from the E-commerce industry. Data analysis and testing is conducted through the use of the software SPSS and AMOS. The results show that celebrity endorsement has a positive but weak influence and little significance towards brand knowledge. Celebrity endorsement, has a positive but weak influence and moderate significance towards business performance. The weak significance between both celebrity endorsement towards brand knowledge and business performance could provide a base for future research on other factors that may have a stronger significance towards brand knowledge and business performance in E-commerce.

Keywords: Celebrity Endorsement, Brand Knowledge, E-commerce, Business Performance



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DEDICATION

I dedicate this thesis to papa in heaven, and my mother, who have gifted me with an unlimited amount of love and support, and never ending blessings of family.



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