



TEENAGERS' ACCEPTANCE OF
PRODUCTS ENDORSED BY ETHNICITY OF
LOCAL CELEBRITIES

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All things in life starts with a beginning and all things as well shall come to an end. What that was the end will transform and shall again become the beginning. Like the forces of nature the YIN and YANG constantly interacting with one another, and 'the end' is actually just the beginning for more challenges ahead. Slightly over two years ago despite my heavy job schedule and family commitments, I had undertaken a bold step to pursue the Master of Business Administration programme. Today, the pursuit for academic wisdom shall temporary come to an end with this research paper and I have the following people to thank for their patience, guidance and undying supports.

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ABSTRACT

The world population today is said to be not less than seven billion citizens. It is said that every minute a baby is being born somewhere in the world and unconfirmed statistic reported that a big fraction of the population comprises of the youths. If the report findings are true there is a huge and lucrative teen market waiting to be tapped yearly that might runs into billions of US\$ dollars. No wonder the teenager has been the focus of media attention and commercialization.

This paper seeks to explore the Malaysian teen market and their acceptance of celebrity as an endorser. The intent of this study is to examine which source characteristics a celebrity should possess and the teenager acceptance of products endorsed by local teen singer – Siti Nurhaliza.

The study involved 295 respondents from the urban schools in Selangor and Wilayah Persekutuan, and was conducted using the survey approach to a limited sample of teenager from the government school and higher tertiary institutions.

The study indicated that there is a general acceptance among the teenager in the country to accept celebrity as an endorser and the source attributes: attractiveness, expertise and trustworthiness as an important value an endorser should possessed. Malaysia is a multiracial country and for over forty years of independence, had interacted and acculturated well. The respondents view the question on ethnicity of the celebrity as not too all-important, for all these years society had learnt to accept one another as Bangsa Malaysia.

It is with hope that the research findings of this exploratory study would give insights to marketer who seeks to understand better the Malaysian teenage perception on celebrity endorser.

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