

CHAPTER II

LITERATURE REVIEW

CONCEPTUAL FOUNDATIONS

How Teenagers Learn to Consume

A multitude of studies has examined how individual consumers learn what to consume (Keillor 1996, Moschis and Churchill 1978, Ward 1974). Many of these studies are based on the foundation of social learning theory, which proposes that individuals learn general behaviors and attitudes from past experiences. Previous research has established that these learning experiences may be vicarious, indicating that consumers learn or model behaviors, values, attitudes, and skills through the observation of other individuals, or through observations of electronic or print media (Bandura 1977). Positive reinforcement from these outside individuals or media can reinforce preferences in deciding which behaviors, values, attitudes, and skills are appropriate or accepted in a social context (Mitchell 1979). Hence, previous research recognizes that people acquire a significant portion of their behavioral tendencies through the observation and imitation of others in a social context (Bandura 1986), and that these individuals are often considered role models (King and Multon 1996).

Included in the social learning process is the more specific acquisition of consumption-related behaviors. Through exposure to social models, consumers acquire the knowledge, skills, and dispositions needed to make purchase decisions (Ward 1974). The concept of consumer modeling or socialization has been utilized to determine, among other things, how consumers learn thought processes and consumption behaviors through modeling (Moschis and Churchill 1978). Role models for consumers can be anyone the individual consumer comes in contact with who potentially can influence the consumer's consumption decisions (Bandura 1977).

Role Models

What many current research studies ignore, however, is the impact of role models with which the adolescent has little or no direct contact. A recent study examining the impact of role models on the self-views of young adults recognized that "individuals of outstanding achievement can serve as role models to others", motivating young adults to adopt certain self-images and lifestyle patterns (Lockwood and Kunda 1997).

Included in this category of role models would be models from electronic or print media that influence consumer consumption attitudes and patterns without ever directly contacting or meeting the consumer. These role models are the vicarious role models acknowledged by Bandura (1986).

Identification of Role Models and their Influence

A role model for an adolescent can be anyone the individual comes in contact with, either directly or indirectly, who potentially can influence the adolescent's decisions or behaviors (Bandura 1977). This definition of role models allows a variety of individuals to be considered role models, including parents, siblings, peers, teachers, celebrities, entertainers, and athletes. In other words, anyone that can possibly influence or impact the buying attitudes or decisions of a consumer can be considered a consumption role model.

Adolescent Chooses Role Models that are Similar to Themselves

An important distinction to recognize in terms of role model influence is that adolescents are free to choose their own vicarious role models, as opposed to the "assigned" role models of parents. Previous research indicates that vicarious role models, such as television or movie stars, and athletes, are likely

ected as role models based on specific characteristics with which the
nt can identify. In other words, the adolescent chooses vicarious role
hat are similar to him or herself. This tendency leads adolescents to
arious role models of a similar race and sex (Basow and Howe 1980,
80, King and Multon 1996, Nicholas 1971).

TY

and Consumer Behavior

ablen's (1899) social-psychological model of consumer behavior
: that a human being is a social animal. This social animal has
es to be influenced by and to conform to the general norms of his or her
subculture, or reference group. These tendencies to conform are
rated in the market place by product purchases and by how the products
hased and consumed. Therefore, the challenge to the marketer is to
e how culture affects consumer behavior. In studying ethnic consumers,
; often viewed from two perspectives: ethnicity and acculturation.

: Between-Group Differences

ne term ethnicity refers to shared culture and background. Ethnic groups
formed around nationality, religion, physical attributes, geographic
or other factors (Engel 1995). Assael (1992) argues that culture is the
i environmental factor affecting consumer behavior and that cultural
ns are manifested in products and services. An ethnic group is a cultural
ith several distinguishing characteristics, and it can be defined as a group
res a common history, tradition, and sense of peoplehood (Banks 1981).

For consumers with a given ethnic background, similar shopping behaviors are likely to emerge, such as using the same information sources, selecting similar options to satisfy their particular needs, and patronizing the same type of stores (Delener & Neelankavil 1990 and Herche & Balasubramanian 1994). On the other hand, as stressed by several researchers (C. Kim, Laroche & Joy 1990 and Royce 1982), consumer groups from different ethnic backgrounds, although sharing the values and norms of the dominant culture, express certain distinct differences from consumers of other ethnic categories and warrant differential marketing efforts.

Many studies have focused on the relationship between ethnicity and consumer behavior (Choe 1984, Hirschman 1981, Lee & Um 1992). The investigation conducted by Hirschman (1981) clearly indicated that ethnicity (Jewish or otherwise) is a variable of potential influence on marketing and consumption. Hirschman concluded that marketers who desire to understand consumers in a more predictive and comprehensive manner might find it useful to view ethnicity as a determinant of consumption patterns.

Acculturation: Within-Group Differences

An anthropologist, Ralph Linton (1973), pointed out that as a culture changes and grows, individuals living in that society discard certain elements and acquire new ones so that eventually no element of culture can be shared by all members of a society. Another widely recognized notion argues that culture is learned from society (Engel 1995). The process of learning and adopting cultural traits different from the ones with which a person was originally reared is called acculturation (Ownbey 1991). Thus, for example it is likely that individual Asian consumers living in the different cultures and values of American society will more or less transform themselves as they settle in America, moving through varying degrees of acculturation.

Acculturation has been linked to consumer behavior on a continuum in which at one end is the unacculturated extreme where heritage prevails in a consumer's behavior. At the opposite end is the acculturated extreme, in which a consumer's behavior is very much the same as the host culture pattern (Hair & Anderson 1972). It is therefore logical to conjecture that ethnic consumers enter into the acculturation process in different ways and to different degrees (Jun, Ball, & Gentry 1993, Lee & Um 1992).

These diverse levels of acculturation within the same ethnic group may result in fundamental differences in buyer behavior, including informational uses and purchase choices of products such as food and dress (Wallendorf & Reilly 1983). Some immigrants, when they first arrive in a new country, may desire to maintain significant aspects of their own culture and to stay informed about events in their home country. Certainly, unlike smaller ethnic groups that tend to be absorbed into the dominant cultural environment, the sheer population size of some immigrant groups helps them preserve cultural norms. This is evidenced by the fact that most Asian Americans, regardless of their country of origin or where they live, maintain their native tongue after immigrating to the United States. Research statistic has shown that the majority (85%) speaks their native language, 35% speak it exclusively, and only 15% speak English exclusively (Miller 1993).

On the other hand, newcomers who are faced with role conflicts in the new culture may be highly motivated to learn its basic consumption related attitudes, knowledge, and skills to function as consumers in that new culture. According to Solomon (1983), when role demands are characterized by uncertainty, there is an increased reliance on and consumption of symbolic products as a guide to behavior. Presumably, acculturating individuals who are uncertain about their identities would show an accelerated adoption and conspicuous consumption of socially expressive products indicative of being an American consumer as a means of asserting self-expression and satisfying role performance (Lee 1989).

Several studies, primarily dealing with Hispanic population, have also indicated that within the same general ethnic group, consumption-related differences exist between individuals of varying levels of acculturation. For example, it has been found that, as compared to weak Hispanic identifiers, strong Hispanic identifiers were likely to be brand loyal, were more likely to be influenced by their parents' and/or their friends' brands (Donthu & Cherian 1994 and Zmud & Arce 1992), and showed increased likelihood to buy prestige brands and brands advertised to their ethnic group (Deshpande, Hoyer, & Donthu 1986). Webster (1992) observed a significant difference between Hispanics who identify closely with their subculture and Hispanics who do not in regard to various information search patterns, such as influence levels of various media, reference groups, printed material, and store-related information sources.

Only a limited number of studies have been conducted on Asian American consumer behavior in relation to acculturation level. For example, the more strongly Asian American consumers identified with their ethnicity, the less important they considered being well-dressed (Ho 1991). A high level of acculturation to Chinese values was associated with a high reliance on price and quality, whereas a low orientation was associated with a high preference for image (Tan & McCullough 1985).

Forney and Rabolt (1986) found that among Chinese and Japanese consumer groups, a higher level of ethnic identity was associated with a higher inclination toward ethnic dress and with a higher reliance on family and ethnic friends as information sources for contemporary dress, although these factors were not found to differ between the Chinese and the Japanese.

In Lee and Um's (1992) study, highly acculturated Koreans, as compared to other Americans and less acculturated Koreans, tended to actively adopt dominant American cultural styles by observing what their friends buy, listening to what advertising says, and adopting their friends' (possibly a greater number of American friends) recommendations.

ENDORSEMENT

Endorsement as a Marketing Strategy

Firms have been juxtaposing their brands and themselves with celebrity endorser in the hope that celebrities may boost effectiveness of their marketing and or corporate communication attempts for at least a century. One of the early examples is Queen Victoria's endorsement of Cadbury's Cocoa (Sherman 1985). Three of the greatest human inventions (cinema, radio and television) have extended the scope of endorsement as an advertising technique. Today, use of celebrities as part of marketing communications strategy is fairly common practice for major firms in supporting corporate or brand imagery. Indeed, according to *Marketing* (February 1st, 1996) survey, advertising containing celebrities proved to be a key to gaining national headlines in 1995 in the UK and the cover story for *Admap* in April, 1998 was devoted to issues involved in developing celebrities endorsement strategy.

Endorsement Objectives

According to Segers (1992), the majority of Belgian companies are considering sport sponsorship and athlete endorsements in particular, as a marketing tool to boost communication with existing and potential consumers. The use of celebrities as a marketing strategy contributes to acceptance of brand name and endorsed product (McCarville & Copeland 1994, McCracken 1989, Segers 1992). In general, endorsements may serve both awareness and image functions as a contribution to brand equity. The value for the sponsorship dollar is increased as the sponsorship is used as an identity-enhancing vehicle as well as a name-awareness tool (Milne & McDonald 1999).

Most of the endorsement objectives can be theorizing according to the general classification scheme of Sandler and Shani (1993). These researchers

identified three broad categories of sponsorship objectives for business, which are broad corporate objectives (image based), marketing objectives (brand promotion, sales increase) and media objectives (cost effectiveness, reaching target markets).

A more recent trend identified by Thwaites, Aguilar-Manjarrez and Kidd (1998) views sponsorship as an effective mechanism for developing image and awareness through its use as a focus for community involvement, particularly in support of grassroots initiatives. Consequently, this new category, community based objectives, should be added to the framework of Sandler and Shani (1993).

CELEBRITY ENDORSER

The celebrity endorser is a ubiquitous feature of modern marketing. The actor Robert Young, quarterback Jim McMahon, dancer Mikhail Baryshnikov, CEO Lee Iacocco, singer Whitney Houston, test pilot Chuck Yeager, and politician Tip O'Neill have all lent name and image to recent campaigns. The process of celebrity endorsement depends upon the symbolic properties of the celebrity endorser. Using a "meaning transfer" perspective, these properties are shown to reside in the celebrity and to move from celebrity to consumer good and from good to consumer.

The celebrity endorser is defined as any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement (McCracken 1989). It is deliberately broad to encompass not only the usual movie and television stars, but also individuals from the world of sport, politics, business, art, and the military.

The term "celebrity" is also meant to encompass a variety of endorsements, including those in the explicit mode ("I endorse this product"), the implicit mode ("I use this product"), the imperative mode ("You should use this product"), and the co-present mode (i.e., in which the celebrity merely appears with the product). Moreover, it includes a range of endorsement roles, such as cases in which the celebrity is also an expert (e.g., Bobby Unser recommending motor oil), is associated with the manufacturer in some long term capacity (e.g., Pat Summerall for True Value Hardware), or has no special knowledge of, or association with, the product in question (Friedman, Termini, and Washington 1977).

LOCAL TEEN SINGER

Siti Nurhaliza

Like the sports car Ferrari that gets everyone attention, just mentioned the name Siti Nurhaliza or Siti in short, one would certainly get the keen interests of the teens. Her fame attained through singing and subsequent winnings of many outstanding awards has propelled this young local artiste into a world of glamour and success.

Born Siti Nurhaliza Binte Tarudin in January 1979 to a policeman family. Siti at her tender age had dreams to follow her father's footsteps to be a police inspector. However, as she grows older and with the influence of her favorite stars like Celione Deon, Ziana Zain, and Fauziah Latiff; Siti anticipate to be a singer instead. Blessed with a voice like the nightingale, Siti had her first break by winning the HMI Star Awards in 1995. A year later, she won the Singapore's Popular Music Award for the Most Popular New Artiste and Most Popular Song "Kau Mawar Ku".

Success follow success in the following years with Siti winning many awards from the Music Industry – locally and internationally; e.g. Best Vocal Performance – South Pacific Song Contest, Australia; Best Performance (Gold Award) – Shanghai Asian Song Festival, China; Best Asean Artiste – AMI Sharp Awards, Indonesia. Siti was and still is being voted as the most popular, beautiful and sensational young artiste to date.

Her successes and popularities in the music world had attracted the attention of many teens, which idolizes and taking Siti as their role model. Private and governmental agencies used Siti as their endorser. So far, Siti had appeared in the advertisements like endorsing cosmetic products by Maybelline, Pepsi Cola, as ambassador of St. John's Society and the endorsing of car wiper under the brand of NWB.

For Siti's detail profile – please refer to the Appendix B.