

APPENDIX A

Dear Guys/ Gals,

A research on Teenagers' Acceptance of Products Endorsed by Ethnicity of Local Celebrities.

The above study is undertaken in partial fulfillment of the requirements for the Degree of Master of Business Administration (MBA), University of Malaya. The purpose of this survey is primarily to investigate the teen's acceptance of products endorsed by local celebrities and purchase intention. I would be most grateful for your participation by answering the questionnaires attached.

The questionnaire consists of three parts.

- Part 1 – Perception on Celebrity
- Part 2 – Purchase Intention
- Part 3 – Demographic Information

This study is entirely an academic exercise and your response to the questions will only be used for the purpose of this research project. Please be assured that all information provided is used for classification purposes only and will be treated with full confidentiality.

I sincerely appreciate your cooperation and assistance in taking a few minutes of your time to participate in this study.

Thank You.

Yours faithfully,



Jeffery Lim
MBA Program
University of Malaya

Part 1 – Perception

This section intends to investigate your perception on local celebrity. Please indicate your answer according to the scale provided. Please **CIRCLE** the number that corresponds to your answer.

Scale	Response
1	Strongly Disagree
2	Disagree
3	Neither agree nor disagree
4	Agree
5	Strongly Agree

	Strongly-Disagree	Disagree	Neither Agree-nor Disagree	Agree	Strongly Agree
1. Siti Nurhaliza is attractive.	1	2	3	4	5
2. In my opinion, Siti Nurhaliza is good looking.	1	2	3	4	5
3. Siti Nurhaliza is pretty.	1	2	3	4	5
4. Siti Nurhaliza and I probably have similar values and beliefs.	1	2	3	4	5
5. Siti Nurhaliza is quite a bit like me.	1	2	3	4	5
6. It's likely that Siti Nurhaliza and I have similar tastes and preferences.	1	2	3	4	5
7. Siti Nurhaliza is a person I would like.	1	2	3	4	5
8. Siti Nurhaliza seems like a nice person.	1	2	3	4	5
9. Siti Nurhaliza is trustworthy.	1	2	3	4	5
10. Siti Nurhaliza would be honest in her recommendation of the product to me.	1	2	3	4	5
11. Siti Nurhaliza appears to be dependable.	1	2	3	4	5
12. Siti Nurhaliza seems to be sincere.	1	2	3	4	5

	Strongly-Disagree	Disagree	Neither Agree- nor Disagree	Agree	Strongly Agree
13. Siti Nurhaliza is knowledgeable about the product she endorsed.	1	2	3	4	5
14. Siti Nurhaliza has experience with the product she endorsed.	1	2	3	4	5
15. Siti Nurhaliza knows a lot on every products she endorsed	1	2	3	4	5

Part 2 – Purchase Intention

	Strongly-Disagree	Disagree	Neither Agree- nor Disagree	Agree	Strongly Agree
1. I likely would buy and try a (one) product that Siti Nurhaliza recommends.	1	2	3	4	5
2. I likely would buy and try all the products that Siti Nurhaliza recommends.	1	2	3	4	5
3. I likely would buy and try the same product(s) if it was endorsed by a Chinese local celebrity.	1	2	3	4	5
4. I likely would buy and try the same product(s) if it was endorsed by an Indian local celebrity.	1	2	3	4	5
5. It does not matter who the endorser is. I likely would buy and try the product(s) if he/she is attractive.	1	2	3	4	5
6. It does not matter who the endorser is. I likely would buy and try the product(s) if he/she have the expertise	1	2	3	4	5
7. It does not matter who the endorser is. I likely would buy and try the product(s) if he/she is trustworthiness	1	2	3	4	5

Part 3 – Personal Data

Please mark (✓) in the relevant box and fill in the blanks accordingly.

1. Age:

<input type="checkbox"/>	14 to 15 years old
<input type="checkbox"/>	16 to 17 years old

<input type="checkbox"/>	18 to 19 years old
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2. Gender:

<input type="checkbox"/>	Male
<input type="checkbox"/>	Female

3. Racial Origin:

<input type="checkbox"/>	Malay
<input type="checkbox"/>	Chinese
<input type="checkbox"/>	Indian
<input type="checkbox"/>	Others (please specify)

4. Religion:

<input type="checkbox"/>	Islam
<input type="checkbox"/>	Buddhism
<input type="checkbox"/>	Christianity

<input type="checkbox"/>	Hinduism
<input type="checkbox"/>	Others (please specify)

5. Highest Level of Education Achieved:

<input type="checkbox"/>	PMR
<input type="checkbox"/>	SPM
<input type="checkbox"/>	SPTM

<input type="checkbox"/>	Others (please specify)
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6. State of origin:

<input type="checkbox"/>	Perlis
<input type="checkbox"/>	Kedah
<input type="checkbox"/>	Pulau Pinang
<input type="checkbox"/>	Perak

<input type="checkbox"/>	Johor
<input type="checkbox"/>	Melaka
<input type="checkbox"/>	Kelantan
<input type="checkbox"/>	Terengganu

<input type="checkbox"/>	Selangor
<input type="checkbox"/>	Wilayah Persekutuan
<input type="checkbox"/>	Negeri Sembilan

<input type="checkbox"/>	Pahang
<input type="checkbox"/>	Sabah
<input type="checkbox"/>	Sarawak

APPENDIX B

1. The first part of the document discusses the importance of maintaining accurate records of all transactions and activities. It emphasizes that proper record-keeping is essential for transparency and accountability, particularly in the context of public administration or financial management. The text suggests that clear documentation helps in identifying trends, detecting anomalies, and ensuring compliance with relevant laws and regulations.

2. The second part of the document outlines the various methods and tools used for data collection and analysis. It mentions the use of spreadsheets, databases, and specialized software to organize and process large volumes of information. The author highlights the need for regular updates and backups to ensure the integrity and availability of the data. Additionally, the text discusses the importance of data security and access control to protect sensitive information from unauthorized access or loss.

3. The third part of the document focuses on the interpretation and reporting of the collected data. It describes how the information is analyzed to extract meaningful insights and trends. The author notes that clear and concise reporting is crucial for communicating findings to stakeholders and decision-makers. The text also touches upon the ethical considerations surrounding data analysis, such as ensuring privacy and confidentiality, and avoiding bias or misinterpretation of the results.

4. The final part of the document provides a summary of the key findings and conclusions. It reiterates the importance of a systematic and consistent approach to data management and analysis. The author concludes by emphasizing that effective data handling is not just a technical task but a strategic one that can significantly impact the success of an organization or project. The text encourages ongoing learning and improvement in data management practices to stay current in a rapidly changing digital landscape.



Siti Nurhaliza

Her Profile



Name: Siti Nurhaliza Binte Tarudin

Commercial Name: Siti Nurhaliza (Siti)

Date of Birth: 11th January 1979

Zodiac: Capricorn

Place of Birth: Kampung Awah,
Temerloh, Pahang, Malaysia

Highest Qualification: Sijil Pelajaran
Malaysia (SPM) or O' Levels

Hobbies: Dancing, singing, cooking
and reading

Ambition: To be successful in her
career

Likes

Colour: Green, blue, purple, black, white and pastels

Dressing: Simple and jeans

Instrument: Violin

Food: Thai and hot spicy dishes

Drinks: Mineral water and soya bean milk

Artiste: Celine Deon, Ziana Zain, Fauziah Latiff and
veteran artistes

Dislikes

Liars, forced to do things that she hates

Her Biography



Her Younger Days... During Siti's tender age, she lives in a Police Barrack at Kampung Awah, Termerloh, Pahang. She's a very brave little girl. She likes to climb trees especially rambutan trees and play rough games. Most of her friends then were boys. She loves to cycle her bike around her village with them.

Her strict father, Mr Tarudin who was a policeman then had much influence in her life. She wanted to be a policewoman and become a police inspector.

Maybe due to her dreams of wanting to be a police inspector makes her a little different from ordinary girls her age. She loves to wear her hair short. Like a 'tomboy'. When she was 6 years old, she even won her school's marathon!



When she reached 10, she started to change. Forced by her mom to sell Malay cakes. Day by day, she started to drop her 'tomboy' image and don traditional clothes like the baju kurung.



When she was in Clifford Secondary she's a very active student. She represented her school and also represented her district in netball competitions by the state of Pahang at Cameron Highlands.

The hardship of living as a villager had taught her to be strong. Strong to face any challenges. Even though she was forced to sell Malay cakes around her village. She still did it with lots of courage and drop any feelings of humiliation in doing it. **Her Talent Is A Gift...**

Her Achievements



1995

Bintang HMI (HMI Star)
Winner

1996

Anugerah Muzik Popular (Popular Music Award)
- Singapore
Most Popular New Artiste
Most Popular Song 'Kau Mawarku'
Juara Lagu (Best Song)
Best Song 'Jerat Percintaan'
Best Balad 'Jerat Percintaan'
Best Performance 'Jerat Percintaan'



1997

Anugerah Industri Muzik (Music Industry
Award)
Best New Female Artiste
Best Song 'Jerat Percintaan'
Anugerah Skrin & Bintang Popular (Screen &
Stars Award)
Most Popular Teen Artiste
Most Popular TV Entertainer
Most Popular Female Artiste
Most Popular Artiste
Juara Lagu (Best Song)
Best Balad 'Aku Cinta Padamu'
Best Performance
Pilihan Pembaca Media Hiburan (Media Hiburan
Readers Choice)
Most Beautiful Artiste



1998

Anugerah Industri Muzik (Music Industry
Award)
Best Vocal Female Artiste (Nominated)
Song Of The Year 'Aku Cinta
Padamu' (Nominated)
Juara Lagu (Best Song)
Best Song 'Cindai'
Best Creative Ethnic 'Cindai'
Best Balad 'Wajah Kekasih' (Competed)
Best Pop/Rock 'Bisikan Asmara' (Competed)



1999

Anugerah Industri Muzik (Music Industry
Award)
Best Vocal Female Artiste 'Adiwarna'
Best Pop Album 'Adiwarna'
Album Of The Year 'Adiwarna'
South Pacific Song Contest - Australia
Best Vocal Performance
Best Pop Song 'Satu Cinta Dua Jiwa / We'll Be
As One'
RIM Award
Most Successful Album RIM Charts 'Adiwarna'
Anugerah Seri Angkasa (Seri Angkasa Award)
Best TV Entertainer (Nominated)
Shanghai Asian Song Festival - China
Best Performance (Gold Award)
Anugerah Bintang Popular (Popular Stars
Award)
Most Popular Female Singer
Most Popular Artiste
Juara Lagu (Best Song)
Best Balad 'Purnama Merindu'
Best Creative Ethnic 'Hati Kama'
Best Pop/Rock 'Satu Cinta Dua
Jiwa' (Competed)
Pilihan Pembaca Media Hiburan (Media Hiburan
Readers Choice)
Most Beautiful Artiste
Most Sensational Artiste



2000

Anugerah Industri Muzik (Music Industry Award)
Best Female Vocal Performance 'Pancawarna'
Ethnic Pop Album Of The Year 'Seri Balas'
Album Of The Year 'Seri Balas'
Anugerah Kembara (Explorer Award)
Best Pop Album 'Pancawarna' (Nominated)
Song Of The Year 'Nian Di Hati' (Nominated)
Song Of The Year 'Hati Kama' (Nominated)
Anugerah PAPITA (PAPITA Award)
Best Personality
AMI Sharp Award - Indonesia
Best Asean Artiste
Anugerah Bintang Popular (Popular Stars Award)
Most Popular Female Singer
Most Popular Artiste
Juara Lagu (Best Song)
Best Song 'Balqis'
Best Creative Ethnic 'Balqis'
Best Balad 'Kau Kekasihku'
Best Balad 'Nian Di Hati' (Competed)
Pilihan Pembaca Media Hiburan (Media Hiburan Readers Choice)
Most Popular Balad Artiste



2001

Anugerah Planet Muzik (Planet Music Award) - Singapore
Most Popular Song 'Balqis'
Most Popular Female
Best Female Artiste
Most Popular Song 'Gelora Kasih' (Nominated)
Best Album 'Sahmura' (Nominated)
Malaysian Book Of Records
Most Award Won By An Artiste
Sultan Of Perak Azlan Shah's 73rd Birthday
Paduka Mahkota Perak (PMP) Anugerah Industri Muzik (Music Industry Award)
Best Female Vocal Performance
Ethnic Pop Album Of The Year 'Sahmura'
Best Song Arrangement 'Balqis' (Nominated)

Siti honoured for having 'most awards'

By ESTHER CHANDRAN
Photo by ABDUL RAHMAN SENIN

LOCAL songbird Siti Nurhaliza, 22, has added another feather in her cap when she made it into The Malaysia Book of Records as the "Most Awards Won (by an Artist)" at the Legend Hotel Kuala Lumpur on Thursday.

The local talent from Pahang was recognised for winning 53 awards throughout her rewarding career since 1996.

Siti, who won the *Juara Lagu* award thrice in 1996, 1998 and 2000, *Juara Kategori Balada* four times (1996, 1997, 1999 and 2000), *Juara Kategori Irama Ma-*

aysia/Pop Etnik in 1998, 1999 and 2000 and other awards and recognition from Anugerah Bintang Popular and Anugerah Industri Muzik, just to name a few.

In conjunction with her recognition by The Malaysia Book of Records, Suria Records Sdn Bhd produced a special album entitled 'Siti Nurhaliza Special Edition, The Malaysia Book of Records Most Awards Won Artist' which was launched by Women's Affairs Development Minister Datuk Shahrizat Abdul Jalil.

The album that comes in a special gold disc contains hit songs from Siti's previous albums like *Jerat Percintaan*, *Mawaraku*, *Aku Cinta Padamu*, *Cindai*, *Pur-*

nama Merindu, *Hati Kama*, *Kau Kekasihku*, *Balqis* and two English numbers *Don't Put My Heart On Hold* and *We'll Be As One*.

Siti was mobbed by photographers when she went on stage to receive her recognition from MBR managing director Danny Ooi, witnessed by Suria Records managing director Tan Suloke and Shahrizat.

The petite singer said the award recognition was an achievement for all those involved in her career as an artiste.

"This is a special and historical moment for me as an artiste.

"Winning this recognition will spur me to achieve greater heights," Siti said.



Siti has won 53 awards throughout her career.