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.

<table>
<thead>
<tr>
<th>Scale</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Strongly Disagree</td>
</tr>
<tr>
<td>2</td>
<td>Disagree</td>
</tr>
<tr>
<td>3</td>
<td>Neither agree nor disagree</td>
</tr>
<tr>
<td>4</td>
<td>Agree</td>
</tr>
<tr>
<td>5</td>
<td>Strongly Agree</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Strongly-</th>
<th>Disagree</th>
<th>Neither Agree-nor Disagree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Siti Nurhaliza is attractive.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>2. In my opinion, Siti Nurhaliza is good looking.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>3. Siti Nurhaliza is pretty.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>4. Siti Nurhaliza and I probably have similar values and beliefs.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>5. Siti Nurhaliza is quite a bit like me.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>6. It’s likely that Siti Nurhaliza and I have similar tastes and preferences.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>7. Siti Nurhaliza is a person I would like.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>8. Siti Nurhaliza seems like a nice person.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>9. Siti Nurhaliza is trustworthy.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>10. Siti Nurhaliza would be honest in her recommendation of the product to me.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>11. Siti Nurhaliza appears to be dependable.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>12. Siti Nurhaliza seems to be sincere.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Strongly Disagree</td>
<td>Disagree</td>
<td>Neither Agree nor Disagree</td>
<td>Agree</td>
<td>Strongly Agree</td>
</tr>
<tr>
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</tr>
<tr>
<td>13 Siti Nurhaliza is knowledgeable about the product she endorsed</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>14 Siti Nurhaliza has experience with the product she endorsed</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>15 Siti Nurhaliza knows a lot on every products she endorsed</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

Part 2 – Purchase Intention

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

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

1. Age:
   □ 14 to 15 years old
   □ 16 to 17 years old
   □ 18 to 19 years old

2. Gender:
   □ Male
   □ Female

3. Racial Origin:
   □ Malay
   □ Chinese
   □ Indian
   □ Others (please specify) ............................

4. Religion:
   □ Islam
   □ Buddhism
   □ Christianity
   □ Hinduism
   □ Others (please specify) ............................

5. Highest Level of Education Achieved:
   □ PMR
   □ SPM
   □ SPTM
   □ Others (please specify) ............................

6. State of origin:
   □ Perlis
   □ Kedah
   □ Pulau Pinang
   □ Perak
   □ Johor
   □ Melaka
   □ Kelantan
   □ Terengganu
   □ Selangor
   □ Wilayah Persekutuan
   □ Negeri Sembilan
   □ Pahang
   □ Sarawak
Jauh di Mata. Dekat di Hati.

Siti Nurhaliza
Her Profile

Name: Siti Nurhaliza Winte 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 carrier

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

 Dislikes
 Liars, forced to do things that she hates

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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 fact 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 omboy'. When she was 6 years old, she even won her schools marathon!

When she reached 10, she started to hange. Forced by her mom to sell Malay cakes. Day by day, she started to drop her omboy' 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 dan also represent 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. Eventhough 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 HIM (HIM Star)
Winner

1996

Anugerah Muzik Popular (Popular Music Award)
- Singapore
Most Popular 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 Festival - 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 Kenibara (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 Asian Artist
Anugerah Bintang Popular (Popular Stars Award)
Most Popular Female Singer
Most Popular Artist
Juara Lagu (Best Song)
Best Song 'Balqis'
Best Creative Ethnic 'Balqis'
Best Balad 'Kau Kekasihku'
Best Balad 'Nian Di Hati' (Competed)
Pilihan Pembara Media Hiburan (Media Hiburan Readers Choice)
Most Popular Balad Artist

2001
Anugerah Planet Muzik (Planet Music Award) - Singapore
Most Popular Song 'Balqis'
Most Popular Female
Best Female Artist
Most Popular Song 'Gelora Kasih' (Nominated)
Best Album 'Sahmura' (Nominated)
Malaysian Book Of Records
Most Award Won By An Artist
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)

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Siti honoured for having ‘most awards’

By ESTHER CHANDRAN
Photo by ABDUL RAHMAN SENIN

Locale 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.


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 Jalli.

The album that comes in a special gold disc contains hit songs from Siti’s previous albums like Jeraif Percintaan, Mawariku, Aku Cinta Padamu, Cindai, Purnama Merindu, Hatiku, 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 Su-loke 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.