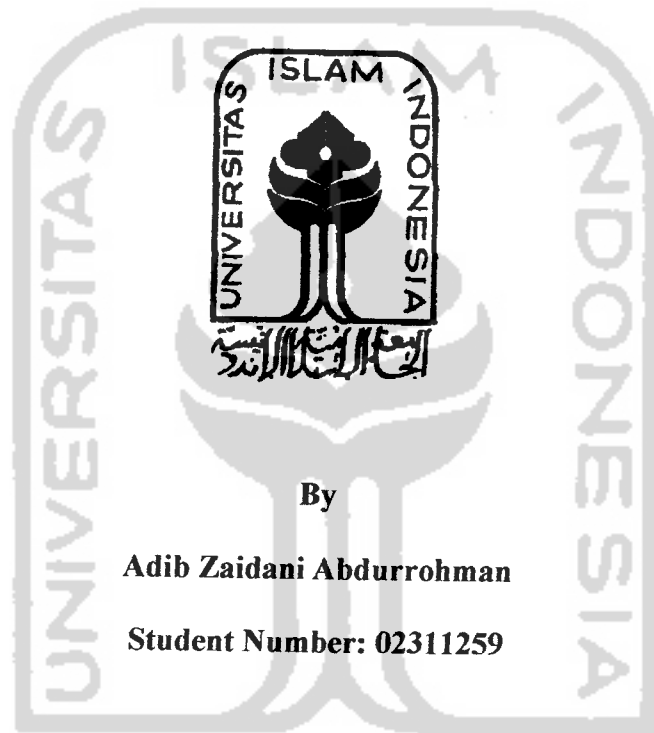


**THE INFLUENCE OF ROLE MODEL IN ADOLESCENT'S PURCHASING  
INTENTION**

**A THESIS**

**Presented as Partial Fulfilment of the Requirements  
To Obtain the Bachelor Degree in Management Department**



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YOGYAKARTA  
2006**

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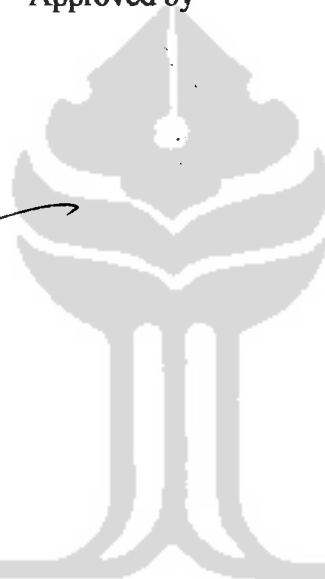
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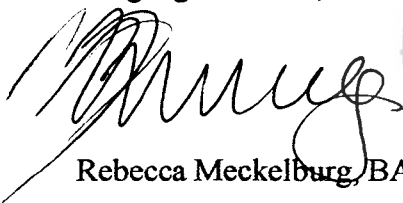
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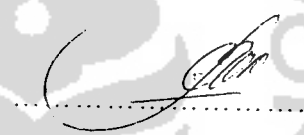
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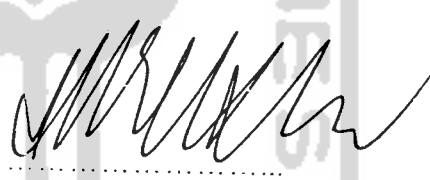
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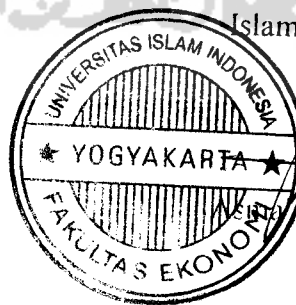
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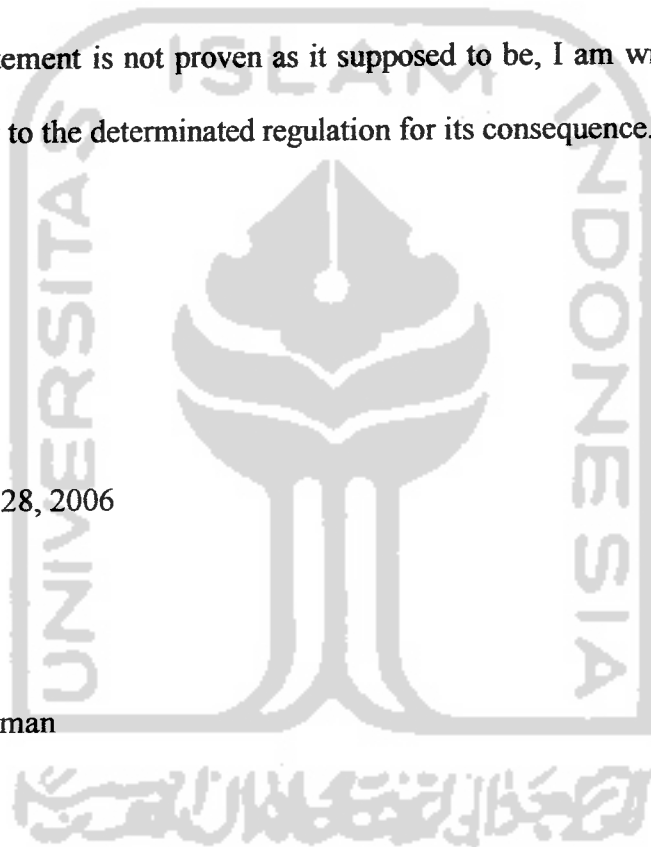
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Yogyakarta, December 28, 2006

Adib Zaidani Abdurrohman



بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

*In the name of Allah, Most Gracious, Most Merciful*

أَقْرَأْ بِاسْمِ رَبِّكَ الَّذِي خَلَقَ

*Proclaim! (or read) in the name of thy Lord and Cherisher, Who created*

خَلَقَ الْإِنْسَانَ مِنْ عَلَقٍ

*Created man, out of a (mere) clot of congealed blood:*

أَقْرَأْ وَرَبُّكَ الْأَكْرَمُ

*Proclaim! And thy Lord is Most Bountiful,-*

الَّذِي عَلَّمَ بِالْقَلَمِ

*He Who taught (the use of) the pen,-*

عَلَّمَ الْإِنْسَانَ مَا لَمْ يَعْلَمَ

*Taught man that which he knew not.*

(Al – Alaq: 1-5)

وَقُلْ أَعْمَلُوا فَسَيَرَى اللَّهُ عَمَلَكُمْ وَرَسُولُهُ وَالْمُؤْمِنُونَ وَسَتُرَدُّونَ إِلَىٰ عَالِمِ

الْغَيْبِ وَالشَّهَادَةِ فَيُنبِّئُكُمْ بِمَا كُنْتُمْ تَعْمَلُونَ

*And say: Work (righteousness): Soon will Allah observe your work, and His Apostle, and the Believers: Soon will ye brought back to the knower of what is hidden and what is open: then will He show you the truth of all that ye did”*

(At – Tawba: 105)

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In the name of ALLAH the Almighty and most merciful, the master of all mysteries, I would like to express all of my sincere gratitude solely to ALLAH the lord of all mystery for the blessing that he bestows to me every single day of my life. Eventually, I finished this thesis as a final step for in earning my bachelor degree of commerce at Faculty of Economics, Universitas Islam Indonesia.

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Yogyakarta, December 28, 2006

Adib Zaidani Abdurrohman

## TABLE OF CONTENTS

Page of title .....	i
Approval page .....	ii
Legalization page .....	iii
Statement of Free Plagiarism .....	iv
Acknowledgment .....	vi
Table of contents .....	viii
List of tables.....	xii
List of figures .....	xiii
List of appendices.....	xiv
Abstract.....	xv
Abstrak.....	xvi
<b>CHAPTER I: INTRODUCTION</b> .....	<b>1</b>
1.1 Study Background .....	1
1.2 Problem Identification .....	4
1.3 Problem Formulations .....	5
1.4 Research Objectives .....	5
1.5 Research Contribution .....	5
1.6 Definition of Terms .....	6



<b>CHAPTER II: REVIEW OF RELATED LITERATURE</b> .....	8
2.1 Consumer Purchasing Decision.....	8
2.2 Adolescent as Consumer.....	11
2.3 Role Model on Adolescent Consumer’s Intention .....	13
2.3.1. Direct Role Model on Adolescent Consumer’s Intention.....	17
2.3.2. Vicarious Role Model on Adolescent Consumer’s Intention.....	18
2.4 Previous Research .....	21
2.5 Theoretical Framework.....	21
2.6 Hypothesis.....	22
<b>CHAPTER III: RESEARCH METHOD</b> .....	24
3.1. Research Methodology .....	24
3.2. Research Subject .....	24
3.2.1. Population .....	24
3.2.2. Sample and Sampling Method .....	24
3.3. Research Instrument and Data Collection .....	25
3.4. Measurements of Role Model Influences .....	25
3.5. Research Procedures .....	26
3.6. Source of Data .....	26
3.7. Validity and Reliability Testing .....	27
3.8 Technique of Data Analysis .....	28

<b>CHAPTER IV: DATA ANALYSES AND DISCUSSIONS .....</b>	<b>30</b>
4.1. Research Description.....	30
4.1.1. Data Collecting Process.....	30
4.2. Respondent's Demographic Characteristic.....	31
4.2.1. Respondent's Gender.....	32
4.2.2. Respondent's Age.....	32
4.3. Validity and Reliability.....	34
4.3.1. Validity and Reliability Test on Father as Role Model.....	34
4.3.2. Validity and Reliability Test on Mother as Role Model.....	36
4.3.3. Validity and Reliability Test on Celebrity as Role Model.....	37
4.3.4. Validity and Reliability Test on Athlete as Role Model.....	38
4.3.5. Validity and Reliability Test on Purchasing Intention Variable...	38
4.4. Regression Analysis on the Influences of Role Model to Adolescent Purchasing intention.....	40
4.4.1. Role Model's Influences on Adolescent Purchasing intention....	40
4.4.1.1. Father influences on adolescent purchasing intention.....	43
4.4.1.2. Mother influences on adolescent purchasing intention.....	43
4.4.1.3. Celebrity influences on adolescent purchasing intention....	44
4.4.1.4. Athlete influences on adolescent purchasing intention.....	44
4.4.2. Direct Role Model VS Vicarious Role Model.....	45
4.5. Favorite Celebrity and Favorite Athlete.....	47

**CHAPTER V: CONCLUSION AND RECOMMENDATIONS.....51**

5.1.1. Conclusions.....52

5.1.2. Recommendations.....53

**REFERENCES**

**APPENDICES**



## LIST OF TABLES

<b>Table IV. 1.</b>	<b>Respondent's Gender.....</b>	<b>32</b>
<b>Table IV. 2.</b>	<b>Respondent's Age.....</b>	<b>33</b>
<b>Table IV. 3.</b>	<b>The Validity and Reliability Test result upon Father as Role Model.....</b>	<b>35</b>
<b>Table IV. 4.</b>	<b>The Validity and Reliability Test result upon Mother as Role Model.....</b>	<b>36</b>
<b>Table IV. 5.</b>	<b>The Validity and Reliability Test result upon celebrity as Role Model.....</b>	<b>37</b>
<b>Table IV. 6.</b>	<b>The Validity and Reliability Test result upon Athlete as Role Model.....</b>	<b>38</b>
<b>Table IV. 7.</b>	<b>The Validity and Reliability Test result of Purchasing Intention Variables.....</b>	<b>39</b>
<b>Table IV. 8.</b>	<b>F-test Result of Role Model's influences on adolescent Purchasing intention.....</b>	<b>40</b>
<b>Table IV. 9.</b>	<b>Coefficient Correlation.....</b>	<b>41</b>
<b>Table IV. 10.</b>	<b>Regression Result and T-test of Role Model's Influences on Adolescent Purchasing Intention.....</b>	<b>42</b>
<b>Table IV. 11.</b>	<b>Regression Result and T-test of Role Model's Influences on Adolescent Purchasing Intention.....</b>	<b>45</b>
<b>Table IV. 12.</b>	<b>Rank of Favourite Athlete.....</b>	<b>47</b>
<b>Table IV. 13.</b>	<b>Rank of Favourite Celebrity.....</b>	<b>48</b>

## LIST OF FIGURES

<b>Figure II. 1.</b> Factors That Affect Decision Maker.....	9
<b>Figure IV. 1.</b> Respondent's Gender.....	32
<b>Figure IV. 2.</b> Respondent's Age.....	33
<b>Figure IV. 3.</b> Rank of Favourite Athlete.....	47
<b>Figure IV. 4.</b> Rank of Favourite Celebrity.....	48



## LIST OF APPENDICES

- A. Questionnaires
- B. Validity and Reliability of All Variables
- C. T-tests and F-Tests Calculation
- D. Regression Calculation
- E. Data of Respondents



**Adib Zaidani Abdurrohman (2006)** "THE INFLUENCE OF ROLE MODEL ON ADOLESCENT'S PURCHASING INTENTION." Yogyakarta: Faculty of Economics, Department of Management, International Program, Universitas Islam Indonesia.

### **ABSTRACT**

A study attempts to determine which individual, or group of individuals, has the strongest influence on adolescent consumer purchase intentions and. By introducing the concepts of direct (fathers and mothers) and vicarious (favorite celebrity and favorite athletes) role models into the consumer behavior literature, the study allows greater understanding of the socialization patterns of young adult consumers. Results from this study provide expected to give adequate contributions for marketing and advertising managers seeking to improve their understanding of the ever-growing adolescent consumer market.

The primary data of this research is collected by spreading questionnaires to random 100 adolescents who have range of age between 15-19 years old, in Jogjakarta, Indonesia. The respondents were asked to answer more less 24 questions, 6 questions for each role model. Consist of 20 questions about role model and 4 questions about purchasing intention. The quantitative data analysis method used to test the two hypothesizes in this research is a set of multiple regression test.

Based on the research findings and the analysis, the results shows that role model has significant influences on adolescent's purchasing intention and among all role models which consist of direct role model (father and mother) and vicarious role model (athlete and celebrity), athlete is the only type of role model that shows insignificant influence at 5% significant level. Based on the weight of beta coefficient, the research also shows that father has the strongest influences on adolescent's purchasing intention followed by mother, celebrity, and athlete in the last position. The results are strengthen by another regression test between direct role model and vicarious role model. The t-test shows that direct role model has stronger influences on adolescent's purchasing intention rather than vicarious role model.

**Adib Zaidani Abdurrohman (2006)** "THE INFLUENCE OF ROLE MODEL ON ADOLESCENT'S PURCHASING INTENTION." Yogyakarta: Fakultas Ekonomi, Jurusan Manajemen, Program Internasional, Universitas Islam Indonesia.

### ABSTRAK

Suatu studi yang mencoba menentukan suatu individu yang memiliki pengaruh terkuat baik itu grup maupun individual terhadap minat membeli remaja. Dengan memperkenalkan konsep *role model* langsung (Ayah dan Ibu) dan *role model* idola (atlit dan selebriti) dalam konteks perilaku konsumen, study ini dapat memberikan suatu pengertian yang lebih mendalam atas pola sosial para konsumen muda. Hasil dari studi ini memberikan kontribusi yang sangat sangat signifikan bagi manajer pemasaran dan periklanan yang hendak memperkaya pengertian mereka atas pasar konsumen remaja yang senantiasa berkembang

Data primer yang dikumpulkan dalam riset ini dilakukan dengan menyebarkan kuesioner secara acak kepada 100 remaja yang memiliki umur antara 15 hingga 19 tahun di Jogjakarta, Indonesia. Para responden diminta menjawab kurang lebih 24 pertanyaan, atau 6 pertanyaan bagi setiap *role model*. Terdiri dari 20 pertanyaan mengenai *role model* dan 4 pertanyaan mengenai minat membeli. Metode Analisa data secara kuantitatif yang dilakukan untuk menguji 2 hipotesa di dalam riset ini adalah tehnik *regressi* berganda.

Berdasarkan hasil penemuan dalam penelitian dan analisis, hasilnya menunjukkan bahwa *role model* memiliki pengaruh signifikan terhadap minat membeli remaja, dan diantara semua tipe *role model* baik langsung (ayah dan ibu) maupun idola (Atlit dan Selebriti), atlit adalah satu satunya *role model* yang tidak memiliki pengaruh signifikan terhadap minat membeli remaja di bawah standar signifikan 5 %. Berdasarkan perhitungan koefisien bobot beta, riset ini juga menunjukkan bahwa ayah memiliki tingkat pengaruh paling kuat terhadap minat membeli remaja, yang kemudian diikuti ibu, selebriti, dan atlit yang menempati posisi paling rendah. Hasil tersebut diperkuat dengan melakukan uji regresi pada *role model* langsung dan idola. T-test dari hasil tersebut memberikan hasil bahwa *role model* langsung memiliki pengaruh lebih besar daripada idola.



# CHAPTER I

## INTRODUCTION

### I. Study Background

Teenagers are a consuming army (www. Playthings.com, May 3<sup>rd</sup>, 2005). This phrase was headlined by Maria Weiskott, a magazine researcher that did her research on studying adolescent's spending level. The arguments were issued together with a shocking statistical proof which showed that teenagers are mostly met when they are doing shopping. Other statistical evidence also shows that United State's total national spending on advertising for teenagers was rapidly increasing from \$250 Billion in 2003 to \$ 265 Billion in 2004, and it was projected that the increase be expected to reach \$ 275 Billion in 2205. All in all, there is more than enough proof that shows the significance of the adolescent's market potential that can be explored by a marketer.

Moreover, compared with any other group that might be targeted by a marketer, teenagers gained the most attention. At such a critical age, teenagers become very adaptive to trend. Recent evidence shows that in the US alone, teenagers spend US \$100 billion a year (Zollo, 1995, pp. 31-46). Moreover, Zollo added an important point that teenagers are a potential market target due to the following reasons:

- (1) They influence their parents' spending;
- (2) They will spend a lot of money in the future; and
- (3) They are trendsetters

Teenagers somehow become segment that strongly attracted to the trend that emerges in the market. The word "cool" is used by most teenagers and reflecting their positive response to certain idea is one of the best illustrations. According to Zollo (1995), some of the top reasons that make a brand a "cool brand" among teens are: "quality", "it's for people my age", "advertising", "if cool friends or peers use it", and "if a cool celebrity uses it". Thus, it appears that advertising, peers, and celebrities/role models have the potential to contribute to brand choice among teens.

Adolescents are often influenced by a variety of outside interests while adopting their own set of self-image, lifestyle, and consumption patterns. A significant amount of research in the social sciences has been focused on determining how consumers develop these particular consumer behaviors and what variables or factors influence consumers. Two models of human learning, the cognitive-psychological model and the social learning model, have been utilized extensively to explain and predict how consumers make consumption-related decisions (Moschis and Churchill, 1978, pp. 599-609). In communication and advertising research, the social learning model has often been a popular choice for explaining consumer behavior (Moschis and Smith, 1985, pp. 275-281). Proponents of social learning theory suggest that individual consumers develop consumption-related attitudes and behaviors through learning experiences. These experiences can occur in a variety of contexts as consumers are exposed to a multitude of different influences and adventures, and are extremely important in shaping the consumer behavior of young adults and adolescents (King and Multon, 1996. pp. 111-25).

The part of role model is usually filled by those who are considered as an idol or important for teenagers. This role model makes a big contribution to teenager's decision making. Previous research indicates that vicarious role models, such as television or movie stars, and athletes, are likely to be selected as role models based on specific characteristics with which the adolescent can identify.

Determining the specific factors that influence young consumers and their purchasing attitudes and patterns has become an important focus of consumer research. Much of this research focuses on modeling behavior. Within social learning theory, it is proposed that individuals develop general behaviors and attitudes by modeling the behavior of others (Bandura, 1977). These models often become "role" models for the individual, influencing the career aspirations, educational objectives, and self-view of young people (Mitchell et al., 1979). However, the research focus of many role model studies has often been centered on direct role models, or the role models with whom the individual has direct contact such as parents, teachers or peers. More importantly, within the context of consumer behavior research, the impact of direct role models on specific purchase intentions and behaviors has been relatively ignored, with the consensus often assumed to be that consumers model the behavior of others in developing their consumption-related attitudes and behaviors.

Further, the objective of this research is to explore the influence that role models may have on teenagers. In early discussion, the concept of role model influence is elaborated. Next, the investigation in the perceptions of teenagers regarding several role

models will be conducted. Finally, role model influence will be assessed regarding its impact on teenager's purchase intentions.

## **2. Problem Identification**

Many businesses that segment their market in teenager's age range will always predict any probability and identify any possible factors that closely are related to adolescents' purchasing intention. These actions are taken due to the fascinating statistics that are shown by the media about the how promising is the teenage market today. *Republika* January 4, 2004, clarified teenagers market spent 25%-30% of total national advertisement spending, which also means that teenagers held the second most profitable segment rank after woman (50%). In addition, the other facts show that most advertisements for woman customers use woman teenagers as models to attract girls or female adolescent to buy the product as well.

However, Rambeth, an advertising practitioner from Universitas Indonesia stated that teenagers have impulse buying behavior or in other word possess low degree of brand loyalty. He also added that teenagers are often less rational in deciding to buy certain products or services (*Republika Online* January 4, 2004). Less objective and unpredictable are probably the best terms to describe teenager's buying behavior.

Based on the assertion and arguments, it is obvious that identification of a buying behavior pattern is desperately needed by marketers to set the right strategies in attracting the teenagers to be their loyal customers. Modeling behavior research generates a positive relation to the process of forming and developing certain people's behavior. An immense suspicion over the thought that role models can also give a positive relation over

adolescent's purchasing intention and behavior is posted in this research to be justified. Therefore this research is entitled "The Influence of Role Model in Adolescent's Purchase Intention"

### **3. Problem Formulation**

The following research question is investigated thoroughly for the scope of the research.

1. Is there any positive relationship between role model influence and adolescents' purchase intentions?
2. Will direct role models (fathers, mothers) influence adolescent purchase intentions significantly more than indirect role models (favorite entertainers, favorite athletes)?

### **4. Research Objectives:**

1. To investigate the relationship between role model influence and adolescent's purchase intention.
2. To investigate whether direct role models influence adolescent purchase intention significantly more than favorite role models.

### **5. Research Contribution**

The result of this study and research is expected to make positive contributions to both theoretical contributions that are useful for the academicians for thorough and philosophical learning and a practical contribution that is valuable for the practitioners for their dynamic implementation in the business.

#### A. Theoretical Contribution

This is the initial research that studies the role of a role model in influencing teenagers specifically in purchasing intention and behavior. This study will expand the knowledge of marketing and consumer behavior in a new level of perspectives

#### B. Practical Contribution

The result of this research will be incredibly useful for the business' marketer in setting the right strategies to keep the teenagers as their segment and to become loyal to their business, recalling how irrational they were in decision-making process.

### 6. Definition of Terms

#### a. Adolescent

People in the age range of 15-19- years-old (Choe, et al, 2001)

#### b. Role Model

Anyone the individual consumer comes to contact with whom potentially can influence the consumer's consumption decisions (Bandura, 1977)

#### c. Direct Role Model

It is type of role model that has direct contact of influence to adolescent. In this research defined as parents or mother and father

#### d. Vicarious

It is type of role model that has less contact of influences to adolescent. In this research defined as favorite celebrity and favorite athlete.

“Previous research indicates that vicarious role models, such as television or movie stars, and athletes, are likely to be selected as role models based on specific characteristics with which the adolescent can identify. In other words, the adolescent chooses vicarious role models that are similar to him or herself.”

(Basow and Howe, 1980)



## CHAPTER II

### REVIEW OF RELATED LITERATURE

#### 2.1. Consumer Purchasing Decision

A consumer needs motives to help them decide to purchase something. Even impulse buying behaviour that occurs all of a sudden, involves motives in convincing their mind about whether or not they should purchase certain products. Thus, it will be a very difficult job for a seller or marketer to predict what consumer's want and need. Before customers execute the decision to finally buy a certain product, influences from many factors are taking a serious part in the determination of choices that a consumer is about to take. Kotler and Armstrong (1996) stated factors that may influence someone's decision making process are as follow:

1. Cultural Factors

Cultural factors exert the broadest and deepest influence on consumer behaviour. The marketer needs the role played by the buyer's *culture, subculture, and social class*.

2. Social Factors

A consumer's behaviour is also influenced by social factors, such as the consumer's *small groups, family, and social roles and status*.

3. Personal Factors

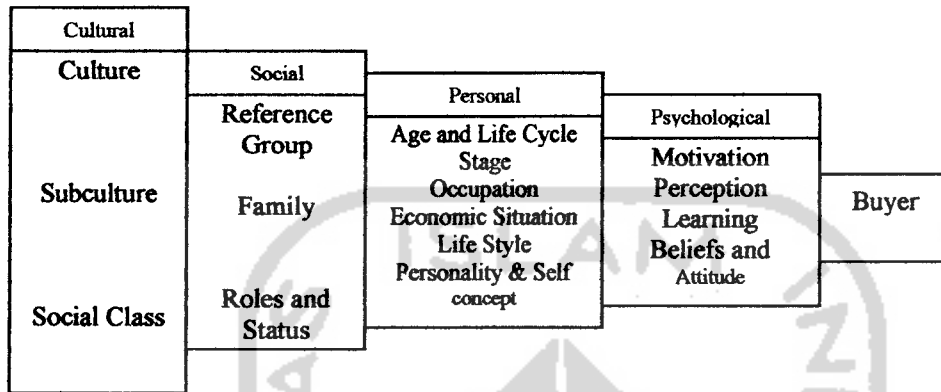
A buyer's decision also is influenced by personal characteristics such as the buyer's *age and life-cycle stage, occupation, economic situation, lifestyle, and personality and self concept*.



#### 4. Psychological Factors

A person's buying choices are further influenced by four major psychological factors: *motivation, perception, learning, and beliefs and attitudes.*

**Figure II 1. Factors Affecting Decision Maker**



Source: Kotler and Armstrong (1996)

According to Koetler, a consumer decision making process is the way in which individual evalutes the attributes of the product before they decides to buy it. Kotler also mentioned the interaction of individual, product and situational characteristic are also being involved in the process of decision making.

A multitude of studies have examined how individual consumers learn what to consume (Keillor et al., 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 et al., 1979). 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). consumption attitudes of individual consumers (Bush et al., 1999; Carlson et al., 1994; Keillor et al., 1996; Laczniak et al., 1995).

In the interaction with their surroundings, consumers are often influenced by a certain group that has strong dominance. The consumer will perceive that a reference from this group is an important material in their decision making process. Reference groups consist of people who share common beliefs and values and with whom we have regular direct contact, and can be classified as either primary or secondary; both are important, as they influence buying behaviour. A reference group has been defined as 'a group of people that an individual refers to for comparison when making judgments about his or her own circumstances, attitudes and behaviour (Antonides and Van Raij, 1998). Later on, 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)

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). From this conceptual definition of role models, it is obvious that parents, teachers, peers, or relatives can all be considered role models.

## **2.2. Adolescent as consumer**

Teenagers as a whole have long been recognized as a target group for manufacturers, but it is this new group of teenagers which has emerged as a key focus for many fashion retailers. The 'teenage demographic is a rich target. Teenagers are leaving the kids' line a little younger at about the time when mom stops buying the items for them and they start buying on their own' (Levinson, 2001). Teenage marketing can be a sensitive area. Emotionally and intellectually, these young people have some way to go in their development. Marketers must not make the mistake of creating language or visuals that may be deemed as patronizing, however, since 'fitting in and being cool' is of utmost concern to teenagers (Cioletti, 2001) Marketers have to ensure that their products and services are perceived by such a target market as being a 'cool' brand. The consumer power of young people is growing in importance.

As a market, teenagers are increasingly directing the spending of their parents as well as themselves, and for marketers are future markets in themselves (Strong, 1998). The teenage market has become more significant as these young people copy the behavior of older teenagers, by demanding their own fashion brands in an attempt to demonstrate their own sophistication. The growth in this market has arisen from distinct

social trends — couples are having fewer children later in life, have established career paths and have more discretionary income to spend on their offspring. 'Furthermore, with increasing divorce levels and rising numbers of households in which both parents work full-time, the "guilt factor" is leading many to indulge teenagers' well-publicized passion for designer clothes' (Anon, 2001). Young people therefore have enormous potential for marketers as a current market, as an influence market as well as a future market, and it should also be noted that it is during adolescence that consumers often develop loyal buying patterns that continue with time throughout their adult lives (Moschis, 1985). It has been identified that 'manufacturers are becoming more blatant in their efforts to target children, as traditional taboos on advertising directly to the child are being eroded' (Lindstrom, 2003).

Adolescent, as they grow and learn, are exposed to many different influences on their behavior, and a wealth of information has been gathered over the years regarding adolescent's knowledge about the marketplace as consumers (John, D., 1999) Consumer socialization of teenager is an area which has been well researched and has been defined as 'processes by which young people acquire skills, knowledge and attitudes relevant to their functioning as consumers in the market-place' (Ward, 1974). It has been stated that 'Much consumer behavior is performed under the influence of others. The very foundation of human behavior is learning from others' (McNeal, 1973), while a more recent academic states that 'consumer socialization is a function of, *inter alia*, the age of the adolescent, the content that is learned and agents of socialisation' (McGregor, 1999).

"Many of these changes are more a matter of degree than kind. More distinct is the shift in orientation to a more reflective way of thinking and reasoning, as children move into adolescence and become more focused on the social meanings and underpinnings of the consumer marketplace. A heightened awareness of other people's perspectives, along

with a need to shape their own identity and conform to group expectations, results in more attention to the social aspects of being a consumer, making choices and consuming brands (Atherton, 2002). ”

Another important influence on this age group’s behavior is the role model. A role model can be anyone with whom the individual adolescent comes in contact, either directly or indirectly, who may have an influence on their decisions or behaviour (Bandura, 1977). Such a definition permits ‘a variety of individuals to be considered role models, including parents, siblings, peers, teachers, entertainers and athletes (Martin C & Bush, 2000). ‘The music, show business or athletics star represent something of an ideal and for the teenager, there is the desire to be like his or her hero. As a result the response to role models in terms of consumption is manifest in clothes, make-up, music, art and even language’(John, 1999). ‘Teenagers are more involved with trends than probably any other age group. They are not only trend-setters for one another, but are also trend-setters for the population at large’ (Yates, 2003). Celebrities and other role models therefore have a major impact on purchasing behavior. ‘For teen girls, design and style are the most important aspects of fashion — with many aspiring to fashions worn by media icons, like Victoria Beckham. ‘Some of the top reasons that make a brand a “cool brand” are: “quality”, “it’s for people my age”, “advertising”, “if cool friends or peers use it”, and “if a cool celebrity uses it”’ (Gadis Magazine, March, 2005).

### **2.3. Role Model in Adolescent consumer’s Intention**

A study of the role model and its relevance to the adolescent decision making process has long been studied by many researchers. This research started by defining what is the role model, the types of role model and how it can influence these young spenders in their shopping pattern.

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 behaviours (Bandura, 1977). This definition of role models allows a variety of individuals to be considered role models, including parents, siblings, peers, teachers, 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. Recent research has examined the impact of each of the aforementioned role model categories on a variety of different dependent variables.

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, p. 91). 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 (Bandura 1986).

The influence of television role models has been examined in terms of their impact on adolescent occupational goals (Christiansen, 1979) and career aspirations (King and Multon, 1996). Other studies utilized parents or teachers as role models, and tested their influence on sex-role attitudes and educational choices of college students (Basow and Howe, 1980), and the influence of same-race or same-gender role models on self-efficacy and aspirations of certain races and genders (Parker and Lord, 1993). Another class of projected role models, superstars, were analyzed to determine if they

influenced the self-views of young adults (Lockwood and Kunda, 1997). Overall, the consensus of these studies on the influence of role models indicated that role models have a significant effect on the career aspirations, educational choices, and the self-views of young adults.

Different individuals, or groups of individuals, have been recognized as potential role models for adolescents in previous research, including parents (Basow and Howe, 1980; Brown and Mann, 1991; King and Multon, 1996), teachers (Basow and Howe, 1980), television and movie stars (Christiansen, 1979; King and Multon, 1996; Lockwood and Kunda, 1997), and athletes (Lockwood and Kunda, 1997). However, research analyzing the impact of role models on the career aspirations and educational objectives of adolescents has been fragmented.

Research studies examining the impact of role models on the career and educational aspirations of adolescents include King and Multon (1996), which found that the career choice of African-American adolescents was significantly influenced by the occupation of television characters that were considered role models. These results somewhat contradicted earlier research indicating that exposure to television role models is not likely to be used by many adolescents in developing occupational goals (Christiansen, 1979). However, Christiansen's study did not analyze differences in race in terms of vicarious role model influence. Additional research has analyzed the influence of direct role models (parents, peers, and other adults) on the college and career choices of adolescents, with results showing that parents had the strongest direct influence on career and education goals and objectives (Basow and Howe, 1980).

In this research, the type of role model that focused is confined into only two categories. The type of role model divided based on their level of contact with adolescent. The role model that has little contact with the adolescent customer called as direct role model, which in this case commonly associated with parental role model. Father and mother are the closest figure that can be assumed by most of people in the context of adolescent. Parents are assumed has a very strong and the most fundamental influences to an adolescent. Besides its emotional attachment, parents are commonly become the first influencer on about everything that comes to a children's preferences about what is right and wrong.

Every adolescent in this world watches television and see pop culture as their second religion (Rolling Stone, January, 1999). In the most common assumption, we acknowledge that teenagers are strongly attached to television. The second type of role model that has minor contact with adolescents yet is figured to have very strong influence on adolescents in this research is called a vicarious role model. Vicarious role models usually are associated with famous celebrities and celebrity athletes. Business week, March 1998 edition even gave a strong statement that Michael Jordan used magical "air-walk" to boost the selling of Air Jordan, and forced teenagers to drag their parents to the nearest sport station shoe shop. The selling of Air Jordan scored more than just a few digits and it already gave a very strong delineation that Michael Jordan did have a strong influence over his teenage fans.

In a different genre but an identical event happened when Avril Lavigne rocked the teenager's world with her rebellion symbol. As the ground breaker, Avril Lavigne indeed received a very fanatic reaction from her teenager's fan, especially girls. *Kerrang*



music magazine, reported that Avril lavigne broke Madonna's Record as the most highlighted trendsetter in the UK. In its September 2002, *Kerrang* magazine clearly proved how amazing was the influence Avril lavigne had on teenagers, by showing a full report on how most of London streets are full with *Avril lavigner* that wore the same outfit as Avril lavigne.

A chain of research that gives a theoretical foundation about the direct role model and vicarious role model is elaborated further in the following discussion.

### **2.3.1. Direct Role Model in Adolescent's Purchasing Intention**

Of all environmental socialization agents, parental influence is the most pervasive and important. The response of parents to children's attempts at influencing family purchases acts as reinforcements to children's future behavior as consumers' (Caruana & Vasallo, 2003). 'The family can be regarded as the primary source (agent) of consumer socialization and it is a particularly important reference group to take into account in the decision-making process' (North & Kotz, 2003). Reference groups consist of people who share common beliefs and values and with whom we have regular direct contact, and can be classified as either primary or secondary; both are important, as they influence buying behavior. A reference group has been defined as 'a group of people that an individual refers to for comparison when making judgments about his or her own circumstances, attitudes and behaviour' (Antonides & Van Raaij, 1998) 'For teenagers, the brand is king, and the ferocity of the peer community and the overwhelming compulsion to be accepted by their peers has driven a strong sense of brand kinship for this demographic' (Lawrence, 2003). Family and friends therefore fall into this category, as they are important influencers of behavior, through their social communication activities.

Moschis (1985) has proposed that family (or more specifically parental) influence on consumption patterns and attitudes often overrides any other form of influence. Earlier research by Basow and Howe (1980) found that both fathers and mothers had a more significant influence on young adult career and education objectives than any other group, including peers, teachers, and other adult role models. In terms of entertainers and athletes, although it has been shown that these individuals can influence purchase intentions and attitudes, certain characteristics of this category, such as credibility, relevance, and success attainment, can moderate the impact these individuals have on consumer purchase intentions and attitudes (Lafferty and Goldsmith, 1999; Ohanian, 1990).

Parents as role models should be an important part of any public policy communication campaign aimed at adolescents (Rose et al., 1996). The recent research of Kelly et al. (1996) suggested that students who recalled an anti-drug campaign the most were students that reported more parent-child communication about drugs and family sanctions against drugs. They also stated that: "... targeting parents as interpersonal influencers proved to be a more effective strategy than trying to encourage peer-to-peer dialogue" (Kelly et al., 1996, p. 247). Kaffka and London (1991) also suggest that open communication about drugs with at least one parent is associated with lower levels of substance abuse.

### **2.3.2. Vicarious Role Model on Adolescent's purchasing intention**

A celebrity is known for being prominent regardless of whether that prominence derives from entertainment or sports (Boorstin, 1961), and evidence suggest that celebrity adoration has become ubiquitous throughout the world in recent decades (McCutcheon et

al, 2002). Giles (2000) explained the prevalence of celebrity adoration in modern societies as direct product of mass media and communications. Children and adolescent often revere celebrities such as pop singers and sport figures (Greene & Adams-Price, 1990). Because of the prevalence of celebrity adoration, more and more marketers use celebrity endorsers in marketing-related activities to improve marketing effectiveness (Till & Shimp, 1998) and persuasion (Freiden, 1984) in hopes that fans position feeling toward particular celebrity will transfer to endorsed brand. This marketing method is consistent with the perspective of classical conditioning in this file of advertising of John B. Watson in the 1930's (DiClamente & Hantula, 2003) and also with relational frame theory approach to advertising (Quinones, et al, 2000). By repeated pairing of endorser with marketed items, the endorser's qualities may seem to be transferred to the endorsed item-at least in the consumer's mind.

Endorsers of products and brands range in form of celebrity, to typical consumers, to even a organization (Daneshvary & Schewer, 2000). Among celebrity endorsements, there are varieties such as product endorsement, celebrity plugs (Roehm et al, 2004), and "brandings" of celebrities. In such branding, a sponsor uses the name of celebrity as brand name to sell merchandise. Thus, the name of celebrities Michael Jordan, Madonna, and Tigerwoods are used to sell their sponsor's product to consumers.

Although celebrity adoration can be pathological, most fan's adoration behaviors are non pathological. In fact, celebrity adoration can be important means for the maintenance of self-concept (Dimanche & Samdahl, 1994). According to Alperstein (1991), to fans involved in imaginary social relationships with celebrities to pseudo-interactions can provide greatly positive meaning. Research in sports marketing also

suggests that fan become loyal to a particular team because the sense of identifications that they feel by associating themselves with the particular group (Wann & Branscombe, 1993).

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 to be selected as role models based on specific characteristics with which the adolescent can identify. In other words, the adolescent chooses vicarious role models that are similar to him or herself. This tendency leads adolescents to select vicarious role models of a similar race and sex (Basow and Howe, 1980; Dates, 1980; King and Multon, 1996; Nicholas et al., 1971)

Sports and entertainment marketing is one of the fastest growing industries in the country today. Sports marketing experts indicate that major advertising agencies are expanding their services to include providing sports marketing and sponsorship opportunities for their clients (Bonham, 1998). A large and very visible part of sports marketing is the vicarious role model or the celebrity athlete spokesperson. Celebrity athlete endorsement has been a topic of great interest to many organizations. Seemingly, advertisers are choosing larger-than-life sports heroes as spokespeople for their products (Brooks and Harris, 1998; Sukhdial, Aiken, and Kahle, 2002). Some of the most recognized advertising spokespeople today are sports celebrities such as Tiger Woods, Michael Jordan, Shaquille O'Neal, Nolan Ryan, George Foreman, and Mia Hamm, just to name a few. Historically, there have been several theoretical explanations for the widespread use of celebrity spokespeople. For example, researchers have suggested that

celebrity endorsers may be influential because they are viewed as highly dynamic and they have attractive and likable qualities (Atkin and Block, 1983). Friedman and Friedman (1979) proposed that celebrity spokespeople can add value to the endorsed product due to a combination of the physical attractiveness and status of the athlete. Finally, McCracken (1986) has theorized that celebrity endorsers can transfer cultural meaning from the celebrity to the advertised product. Although these theoretical explanations have increased our understanding of celebrity spokespeople and have added to the body of knowledge on celebrity endorsements, none have assessed the impact of celebrity endorsements on adolescent consumers.

#### **2.4. Previous Research**

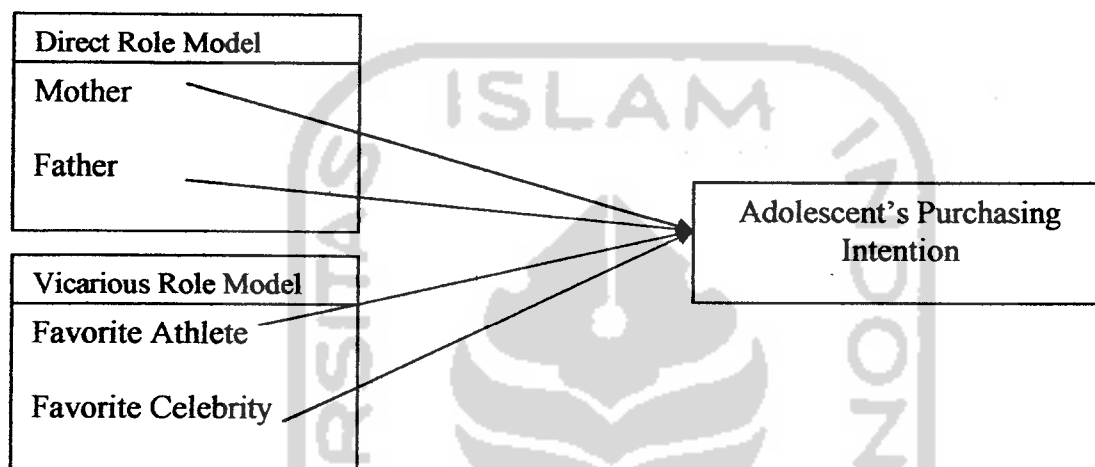
- Craig A. Martin (2000), the findings indicate that parents are still the most important influence to adolescents. The research also found out that direct role model has stronger influence than direct role model on teenager's purchasing intention and behavior.
- Martin J. Bush (2004) found in his research that teenagers' athlete role model influence is positively related to product switching.
- Moschis (1985) has proposed that family (or more specifically parental) influence on consumption patterns and attitudes often overrides any other form of influence.

#### **2.5. Theoretical Framework**

From the related theories that have been elaborated, the writer tried to delineate and visualize the conceptual framework in this research. Role Model (X) that consist of

Father (X1) and Mother (X2) as the direct Role Model and Favorite entertainer (X3) and Favorite athlete(X4) as indirect role model. Based on the conceptual framework, the writer will try to find the relationship between Role Model and purchasing intention (Y1) by using empirical assessment, thus the writer will also find out how significant the relationship is.

**Figure II 2. Proposed Conceptual Framework**



## 2. 6. Hypothesis

Statements about concepts that may be judged true or false, referring to observable phenomena, which is formulated for empirical testing, can be called as the hypothesis. In a simplest form, a hypothesis is a guess. Hypothesis is an unproven proposition or supposition that tentatively explains certain facts or phenomena as a probable answer to a research question (Zikmund 1991 p. 99).

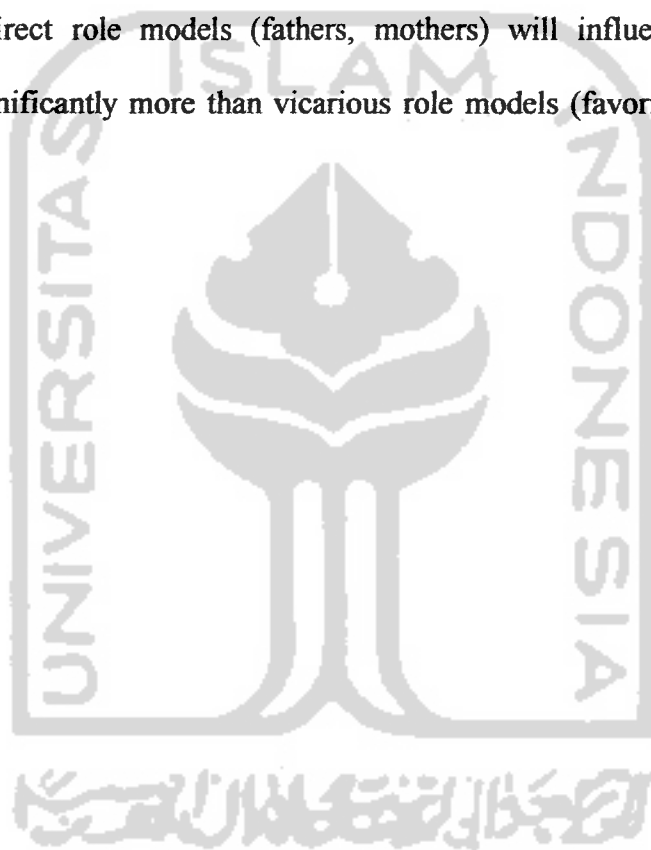
After reviewing the related literatures above, this study will hypothesize the following items:

**H1.** : Ho1 = There will be a negative relationship between role model influence on adolescents' purchase intentions.

Ha1 = There will be a positive relationship role model influence on adolescent's purchasing intentions.

**H2.** : Ho2 = Direct role models (fathers, mothers) will influence adolescent purchase intentions not significantly more than vicarious role models (favorite entertainers, favorite athletes).

Ha2 = Direct role models (fathers, mothers) will influence adolescent purchase intentions significantly more than vicarious role models (favorite entertainers, favorite athletes).



## **CHAPTER III**

### **RESEARCH METHOD**

#### **3. 1. Research Methodology**

This research study can be classified as an associative research, specifically as a causal study. It establishes a definitive cause and analyses its effect (Sekaran, 2000). The method used in this research is the survey method by using questionnaires to subject of the research.

#### **3. 2. Research subject**

##### **3. 2. 1. Population**

Zikmund (2000) defined population as any complete group of entities sharing some common set of characteristics. The targeted population in this study is adolescent. The population of this study is definitely adolescent, ranging from 15 – 19 years old. In other words, the population of this research is students of high schools. The research is conducted in Jogjakarta. It is a 'student' town with a population of 3.1 million people. Therefore Jogjakarta is a perfect place for the research.

##### **3. 2. 2. Sample and Sampling Method**

Sekaran (2000) defined sample as a subset of the population. This research will take a random sample to be computed. Random sample is believed to give the most convenient way of collecting the sample that is needed to optimize the research result.

This research employs non probability sampling method which means the probability of any particular member of the population being chosen is unknown (Zikmund, 1991 p.462). The type of non probability sampling method that is considered suitable with this research is convenience (accidental) sampling method. Convenience



sampling method refers to the simple random sampling procedure of obtaining the people or units that are most conveniently available

According to Hair et al in his book *Multivariate data Analysis* it states that, in order to get a valid result, the minimum sample is 50 respondents. Instead, it is not recommended to conduct it. Meaning that, the ideal one of the sample is estimated as 100-150 respondents. Therefore for the purposes of this research, 100 respondents are going to be taken as the sample

The students of High schools in Jogjakarta are considered as the most convenient and suitable object of research sampling in the process of the data collections.

### **3. 3. Research Instrument and Data Collection**

The data that was obtained in this research is primary data. In order to get primary data a questionnaire instrument was needed to be distributed to the targeted sample population. The Questionnaires was distributed was translated into *Bahasa Indonesia* to ease target research in understanding the question.

### **3. 4. Measurement of Role model Influences**

The role model influence scale utilized in this study was adapted from Rich (1997). This five-item scale (anchored by a seven-point, strongly disagree to strongly agree continuum) with demonstrated psychometric properties was used to measure role model influence (measurement scales are presented in the Appendix). Each respondent completed four role model influence scales, one each for their father, mother, athlete, and entertainer. Respondents were asked to identify and use their "favorite" athlete and

entertainer when completing the role model influence scales for the two indirect role models. Finally, a one-item purchase intention scale, utilized with each of the role model influences to measure role model influence on adolescent purchase intention. All respondents were also asked the following demographic questions: age, gender, other personal identification, and demographic indicator.

### **3.5. Research Procedures**

The research procedures were:

1. **Passing out the questionnaires**

Before filling out the questionnaire, the respondents were given a clear explanation about how to fill it in.

2. **Validity and reliability test**

A validity and reliability test was done on the data obtained from 50 respondents

3. **Data analysis**

The data was analyzed by using Set of regression test

4. **Data interpretation**

The data was transformed into sentences to be more understandable.

### **3.6. Source of Data**

The source of data used in this research is primary data in the form of questionnaires. Questionnaires are the list of questions that relate to variables analyzed in the research.

### **3.7. Validity and Reliability Testing**

In this study, a questionnaire is the only tool used to obtain the primary data from the respondents; therefore the effectiveness of the questionnaire as a measurement tool is the most important factor in determining the quality of the research result. This is because the result of this research is fully dependent on the quality of the data obtained. Consider the questionnaire that the writer used is the fixed questionnaire used by the previous researcher, thus the questionnaire has good content validity; therefore the questionnaire only needs to test its reliability.

For 50 of the total respondents and 5% of significance level, then the critical value for the validity coefficient is about  $r=0.339$  (Sugiyono, 2004). If the validity coefficient of one item is greater than the critical validity coefficient (0.339), then that item can be considered to be valid, but if the validity coefficient of one item is less than the critical validity coefficient (0.339), then that item is invalid or failed.

The reliability of a measure indicates the extent to which the measure is without bias or error free, and hence, offers consistent measurement across time and across the various items in the instrument (Sekaran, 2000). Thus, the reliability test indicates the consistency and accuracy in measurement. To test the reliability of each variable, the Alpha-Cronbach's coefficient is used, as this study uses the multipoint-scaled items for assessing data. The data is considered reliable when the alpha shows the value of 0.6 or greater, in which the most reliable value is 1.0. The results of the questionnaire survey will be analyzed by using statistical software such as SPSS.

### 3. 8. Technique of Data Analysis

The quantitative data analysis method that will be used in testing these two hypotheses in this research is multiple regression models. To find out whether there is a significant relationship over one dependent variable an independent variable, a multiple model should be employed (Sugiyono 2005) . By using this model as well, the beta coefficients that determine the weight of significances of each sub dependent variables of role mode over the independent variables (Purchasing Intention) can be measured.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4$$

Where:

$\beta$  = Vector of coefficient

$\beta_0$  = intercept

$\beta_1$  = the coefficient of X1

$\beta_2$  = the coefficient of X2

$\beta_3$  = the coefficient of X3

$\beta_4$  = the coefficient of X4

X = Vector of independent variables

Y = Dependent Variable

X<sub>1</sub> = Father

X<sub>2</sub> = Mother

X<sub>3</sub> = Favorite Athlete

X<sub>4</sub> = Favorite Celebrity

The testing of effect significance from each dependent variable is using the T-test and F test statistic (Sekaran, 2000). And if the p-value from statistic  $Pvalue < \alpha$ , then the effect of independent variable that be tested is obviously asserted as significant.



## **CHAPTER IV**

### **DATA ANALYSIS AND DISCUSSION**

#### **4.1. Research Description**

According to the title, this chapter will elaborate the data analysis based on primary data that have already been collected through obtaining responses from sample of the population. The primary data was obtained by spreading questionnaire that mostly consist of questions that related to the core hypothesis of the research and several profiling questions that expose the respondent's demographic status.

The questionnaire that was used was designed to discover respondent's statement upon hypothesized variables. The questionnaire consists of questions regarding to the respondent's opinion about role model and its influences on their purchasing intention. The role model here specifically refers to father and mother as a direct role model, favorite celebrity and athlete as a vicarious role model. As already explained in previous chapter, this research try to find the answer on whether or not a role model does have influence to adolescent, and whether direct role model has more influence to adolescent instead of vicarious role model.

##### **4.1.1. Data Collecting Process**

The populations for this research are adolescents within the age range 15-19 years old. The questionnaires were spread to the respondents in November 2006. The writer prefers to spread the questionnaires to random samples for simplicity and heterogeneity reasons. The writer has the personal opinion that believes that taking random samples will make the research to be more representative and universally

accepted compared to if the research obtains the samples within a single community, which tends to have a homogeneous perspective, molded through having similar experiences, and taught under the same principles. The questionnaires were spread to many potential locations, such as high school, Course, “Bimbingan belajar”, and friends.

During the survey time, the questionnaires were distributed randomly to 100 respondents. The raw data was selected and screened to obtain the qualified data. It was fortunate for the writer, that all 100 questionnaires suffered no error in the process. In other words, all questionnaires were answered firmly, and no broken data or missing files problem that may harm the research was encountered.

#### **4.2. Respondent's Demographic Characteristic**

There are two questions in the questionnaire that provide information about the respondent's demographic. The first question is about gender that determines whether the respondent is male or female, while the second question enquires about the age of the respondent. These questions are necessary to obtain additional information and to ensure whether the respondents are suitable and match the criteria that are required.

#### 4.2.1. Respondent's Gender

Table and figure that describe the respondent's gender are displayed as followed:

Figure IV. 1. Respondent's Gender

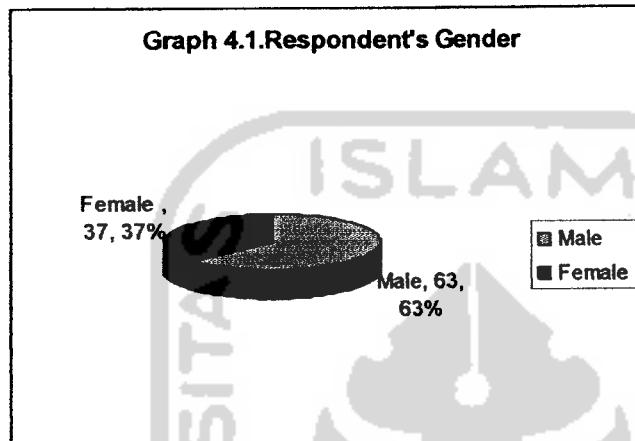


Table IV. 1. Respondent's Gender

Gender		
Cluster	Number of Subjects	Percentage
Male	63	63%
Female	37	37%
Total	100	100%

Source: Primary Data

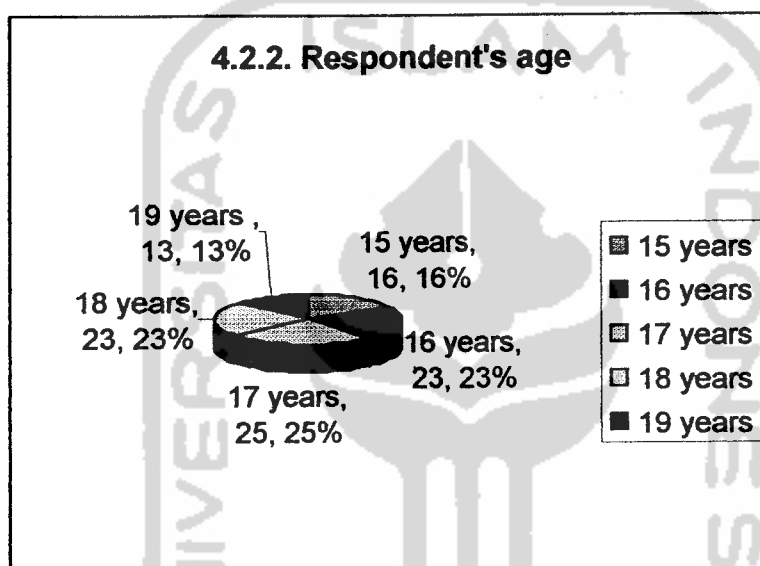
If we observe the table and the pie chart, it is clearly shown that from 100 respondents, 63 percents of them are male and the remaining 37 percents are female. There is no specific reason why male respondents are more than the female.



#### 4.2.2. Respondent's Age

The research defines adolescent as youth with 15-19 years old range of age. Therefore, the questionnaire clustered the age of respondents into 5 clusters, consisting of 15 years old or below, 16 years old, 17 years old, 18 years old, and 19 years old or above.

Figure IV. 2. Respondent's Age



Source: Primary Data

Table IV. 2. Respondent's Age

AGE		
Cluster	Number of Subjects	Percentage
15 years	16	16%
16 years	23	23%
17 years	25	25%
18 years	23	23%
19 years	13	13%
Total	100	100%

Source: Primary Data

The figure shows that most of the respondent's ages are 17 years old. And the second highest clusters of age are adolescent with 16 years old and 18 years old. Most of 16-17 years old adolescent frequently goes to high school or *Bimbel* where the research mainly took place. This is the most likely reasons that may explains why these range of ages were dominating the amount of respondents in the samples.

#### **4.3. Validity and Reliability**

Before the research went to the process of data collection, a validity and reliability test on the instrument of the research need to be conducted. It is a compulsory to have the test to ensure that the instruments are valid or has the capability to accurately measure the data, and reliable or have the capacity to measure the data consistently. The questionnaires were tested for its validity and reliability on 50 random respondents in October 2006. From analyzing the validity and reliability of the questionnaires using Pearson correlation product moment tested found that all items of questions in the questionnaire are valid. All questions listed were put in the SPSS version 13 of Windows XP to find the value of alpha. Moreover, the value of alpha-cronbach for each type of question shows whether the reliability of the question's use as a measurement tool in this research is reliable or feasible

##### **4.3.1. Validity and Reliability Test on Father as Role Model**

The validity test of all data input was acquired by applying the correlation matrix. The value of the corrected item total correlation ( $r$ ) shows the value of the

significance of the correlation of the data. The data is considered valid when  $r$ -value shows 0.3339 or greater. Otherwise, the item will be deleted or discarded when the  $r$ -value is less than 0.3339, and it is considered not valid. Only valid data is processed for further evaluation regarding the impact of father as having a role model's influence on adolescent's purchasing intention. The alpha scale is used to test the reliability of the data. The reliability is shown by the value of alpha, in which the value of 0.6 above is considered reliable. When the data is reliable, it can be used for further analysis on its impact on purchase intention by using the multiple regressions.

The validity level of the item in the questionnaire regarding father as role model were tested in the preliminary step of the data analysis process. The result of  $r$ -value and Alpha Cronbach that generated are in the following table:

**Table IV. 3**

The Validity and Reliability Test result upon Father as Role Model

Item	r-values	Validity
1	0.639	Valid
2	0.814	Valid
3	0.649	Valid
4	0.779	Valid
5	0.764	Valid

Source: SPSS Calculations

Alpha Cronbach : 0.7814

According to table 4.3 above, that all item of question or statement about father as a role model are valid since all of the value of corrected item total correlation are bigger than 0.3339. While based on its reliability test, all items of questions about father as role model reach the value of Alpha 0.7814, which considered as valid since the standardized alpha value of reliable instrument is 0.6.

#### 4.3.2. Validity and Reliability Test on Mother as Role Model

The value of corrected item total correlation (r-value) and Alpha-Cronbach value on the item of questionnaire that related to the statement of mother as role model are:

**Table IV. 4**

The Validity and Reliability Test result upon Mother as Role Model

Item	r-values	Validity
1	0.731	Valid
2	0.737	Valid
3	0.678	Valid
4	0.758	Valid
5	0.571	Valid

Alpha Cronbach : 0.7188

All questionnaire's item that relates to the statement about mother as role model are valid, since all r-values that resulted by testing reached more than 0.3339 as the critical values of validity standard. All items are reliable since the value of

Alpha-Cronbach is more than 0.6 that is recognized as the minimum standard that need to be achieved in reliability test.

#### 4.3.3. Validity and Reliability Test on Celebrity as Role Model

Below is the result that was yielded in the validity and reliability test that was conducted on the item of questionnaire that related to the statement about celebrity as role model.

**Table IV. 5**  
The Validity and Reliability Test result upon Celebrity as Role Model

Item	r-values	Validity
1	0.756	Valid
2	0.771	Valid
3	0.628	Valid
4	0.646	Valid
5	0.717	Valid

Alpha Cronbach : 0.7448

Source: SPSS Calculation

Similar with previous role model, all items of questionnaire related to the statement about celebrity as role model also succeed in passing the validity test. All r-values that were generated during the test surpassed the critical value (0.3339), which confirms that all items are valid to be proceeding to the next level data collection and analysis process. The reliability test also showed that all item are reliable by resulting significant value (0.7448), way beyond its standard of minimum value (0.6).

#### 4.3.4. Validity and Reliability Test on Athlete as Role Model

Table that shown below describe the result of validity and reliability test on athlete as role model variable

**Table IV. 6**

The Validity and Reliability Test result upon Athlete as Role Model

Item	r-values	Validity
1	0.689	Valid
2	0.694	Valid
3	0.809	Valid
4	0.754	Valid
5	0.744	Valid

Source : SPSS Calculation

Alpha Cronbach : 0.7870

It appears that all questionnaire items that relates to the role model are both valid and reliable. All items are higher than its critical value of validity test, and the Cronbach-alpha value that resulted in the reliability test is higher than 0.6. Once again it can be concluded that all items in questionnaires about role model are valid and reliable.

#### 4.3.5. Validity and Reliability Test on Purchasing Intention Variable

Purchasing Intention is the dependent variable of this research. One of the main purposes of this research is to prove the assumption that role model does have significant influence over adolescent purchasing intention. In the process of data collection using questionnaires, the adolescents as respondents will have to scale a

certain statement that relates to the purchasing intention. In order to get an optimum result of the research, the writer should have to develop a reliable and valid instrument that will accurately obtain the right required data. Therefore it is also a necessary for the writer to as well conduct validity and reliability test upon questionnaires item that relate to the purchasing intention variable. The results of the test are displayed as follow:

**Table IV. 7**  
The Validity and Reliability Test result of Purchasing Intention Variables

Item	r-values	Validity
1	0.649	Valid
2	0.747	Valid
3	0.698	Valid
4	0.808	Valid

Alpha Cronbach : 0.6895

Just like the other variables, the questionnaire items that related to the purchasing intention variables are all valid and reliable. The smallest r-values obtained in the validity test of purchasing intention statement are 0.649. It can be clearly seen that since all r-values obtained are bigger than 0.3339, then all items are valid. An identical thing happened in the reliability test. The value of Cronbach-alpha that that was produced are more than 0.6, that makes all items reliable and ready to be used in the other steps of research.

#### 4.4. Regression Analysis on the Influences of Role Model to Adolescent Purchasing intention

The first hypothesis of this research is trying to find the answer whether Role Model does influence Adolescent Purchasing intention (H1: There will be a positive relationship between role model influence and adolescents' purchase intentions)

If the influence really exist, the research also attempt to discover whether direct role model (father and mother) influence or outperform the influences that are given by the vicarious role model (Favorite Celebrity and Athlete).

Due to the objectives, a set of multiple regression test and analysis need to be performed to measure the relationship level between influences of each role model to adolescent purchasing intention. Included in the set of multiple regression tests, F-test will be employed to find out whether role model does really have influence on adolescents in their purchasing intention. F-test is used to simultaneously measure role model as a whole, while t-test is employed to determine the significant level of influences of each role model.

##### 4.4.1. Role Model's Influences on Adolescent Purchasing intention

The regression test results on Role model's influence on adolescent purchasing intention are showed as follow:

**Table IV. 8**

F-test Result of Role Model's influences on adolescent purchasing intention

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	120.488	4	30.122	29.910	.000 <sup>a</sup>
	Residual	95.672	95	1.007		
	Total	216.160	99			

a. Predictors: (Constant), Celebrity, Athlete, Father, Mother

b. Dependent Variable: Adolescent's Purchase Intention

Source: Statistic Calculation



As we observe the output of F-test that is computed by using SPSS above, it is clearly seen that the p-value of F-test (simultaneous test) is 0.000. The p-value is significant because it is less than the value of alpha ( $\alpha=0.05$ ). Based on this result it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted.

**Table IV. 9**  
Coefficient Correlation

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.747 <sup>a</sup>	.557	.539	1.00353

a. Predictors: (Constant), Celebrity, Athlete, Father, Mother

Source: Statistic Calculation

The table above shows the level of correlation for overall variables. If the value of  $R > 0.5$  it indicates that there is strong correlation among the variables. From the table above, shows that R is 0.747, and it is strong indicator that the overall variables have strong correlation.

The table also shows that the amount of R square is 0.557. It shows that 55.7% of adolescent purchasing intention is explained by overall role model influences and the rest (44.3%) are explained by other possible factors.

As mentioned before, beside F-test, T-test process also had been performed to identify the significant level of each role model that is studied in the research. It is found that almost all role models have significant influence on adolescent's purchasing intention, except for favorite athlete. The following table shows the detail of the results:

**Table IV. 10**

**Regression Result and T-test of Role Model's Influences on Adolescent Purchasing Intention**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	4.904	.935			
	Father	.162	.032	.413	5.149	.000
	Mother	.157	.040	.320	3.952	.000
	Athlete	.037	.026	.097	1.416	.160
	Celebrity	.128	.033	.269	3.885	.000

a. Dependent Variable: Adolescent's Purchase Intention

Source: Statistic Calculation

We can observe from the table of results that father has the highest influence over adolescent purchasing intention followed with mother, celebrity and athlete as the last and has the least significant influences on adolescent purchasing intention. Detailed analysis can be observed as follows

#### 4.4.1.1. Father influences on adolescent purchasing intention

According to the result's table, father has the strongest influence on the adolescent's purchasing intention. Father's influence has the highest beta weight coefficient (0.162) that can be translated as the highest weight influences among all. It has the meaning that for every one point of increase on father's influence, adolescent purchasing intention will also increase by 0.162.

And the most important is that Father has a very significant influences on adolescent's purchasing intention with p-value less than alpha value ( $0.000 < 0.05$ ).

#### **4.4.1.2. Mother influences on adolescent purchasing intention**

Based on the table of results, mother has a significant influence on adolescent's purchasing intention. It is because the p-value of mother is less than  $\alpha$  ( $0.000 < 0.05$ ). And mother holds the second strongest position of influence on adolescent purchasing intention, because the weight of beta value is 0.157 that is bigger than the rest except for father. 0.157 Beta weight means that for every 1 point increase of mother influence, the tendencies of adolescent purchasing intention will increase by 0.157

#### **4.4.1.3. Celebrity influences on adolescent purchasing intention**

The table shows that celebrity has very significant influences to adolescent purchasing intention, since the value of significance (p-value) is less than  $\alpha$  ( $0.000 < 0.05$ ).

Celebrity holds the third position in the rank of influence of role model to the adolescent purchasing intention. It is indicated by the value of its beta weight (0.128). Which means that for every 1 point increase of celebrity influence level, adolescent's purchasing intention will as well increase by 0.128 points.

#### **4.4.1.4. Favorite athlete's influences on adolescent purchasing intention**

Different from the other role models, Athlete has no significant influences. The significant influences level of favorite athlete is way higher than the standard alpha values (0.05). In order to have significant values of influences, athlete role model should have p-value that is less than the value of alpha. While in the other hand, Athlete role model's value of significance result that was generated by the T-test shows that athlete role mode p – value are bigger than alpha ( $0.167 > 0.05$ ).

Athlete role model also stands in the last position of influences when ranked among the other role models. Favorite athlete role model only has 0.037 beta weight that is smaller than the rest of the role models that were studied in this research. It means that every 1 point increase of influence by athlete role models will only cause 0.037 increase of adolescent purchasing intention.

#### **4.4.2. Direct Role Model VS Vicarious Role Model**

The second hypothesis of this research is attempting to discover which type of role model possesses the highest role model influences on adolescent's purchasing intention. Whether it is Direct role model (Father and Mother) or Vicarious role model (Favorite athlete and celebrity), which has the strongest influences to adolescent's purchasing intention.

In prior hypothesis testing, F-test result has proven that role model does have significant influence, and t-test has produced a clear influence's rank result. Based on the data computation, father has the strongest influence on adolescent's purchasing intention, followed by mother, favorite celebrity and favorite athlete. It was actually enough to prove that second hypothesis (H2: Direct role models (fathers, mothers)

will influence adolescent purchase intentions significantly more than vicarious role models (favorite entertainers, favorite athletes) as a valid statement. Mother and father are included in direct role model category and hold the first and the second place in the rank chart of role model's influences level. While both vicarious role model (favorite celebrity and athlete were holding third and fourth position in the rank chart. Father and Mother as direct model possess 0.162 and 0.157 beta weight, while favorite celebrity and athlete only got 0.128 and 0.037 beta weight from the regression analysis.

However, to preserve the objectivity of this research, there was another test that needs to be done to confirm the hypothesis testing result. It was decided to make another regression test on both role models (direct and vicarious role model) to adolescent's purchasing intention.

**Table IV. 11**  
Regression Result and T-test of Role Model's Influences on Adolescent Purchasing Intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.058	.923		5.477	.00
Direct role models	.163	.017	.653	9.376	.00
Indirect role models	.073	.020	.256	3.673	.00

a. Dependent Variable: Adolescent's Purchase Intention

Source: Statistic Calculation

Direct role model obtained from the sum father and mother score that yielded from the data collection process and vicarious role model values were obtained from the total amount of celebrity and athlete scores.

From the table of results above we can see that the beta coefficient of direct role model is bigger than the beta coefficient of vicarious role model ( $0.163 > 0.073$ ). The value of beta is indicating the significant level of influences of both role models. Direct role model has 0.163 beta weight, which means that every increase of 1 point influence from a direct role model gives 0.163 increase of adolescent's purchasing intention. While vicarious role model only have 0.037 beta weight, which means that for every 1 point increase of vicarious role model influence, there will be only 0.037 in adolescent's purchasing intention. Therefore, it means that  $H_02$  is rejected and  $H_a2$  is accepted.

It appears the result of direct role model and vicarious role model regression test on adolescent's purchasing intention is consistent with the t-test result that was conducted on all role model.

#### **4.5. Favorite celebrity and Favorite Athlete**

Besides testing the proposed hypothesis, the research also tried to discover the recent favorite celebrity and favorite athlete rates of popularity according to the perspectives of the respondents. Two out of other questions in the questionnaire are about who are respondent's favorite athlete and favorite celebrity. Since there are too many names that mentioned in the research, the writer decided to only present 10 most popular role models for each celebrity and athlete. While the rest of the names

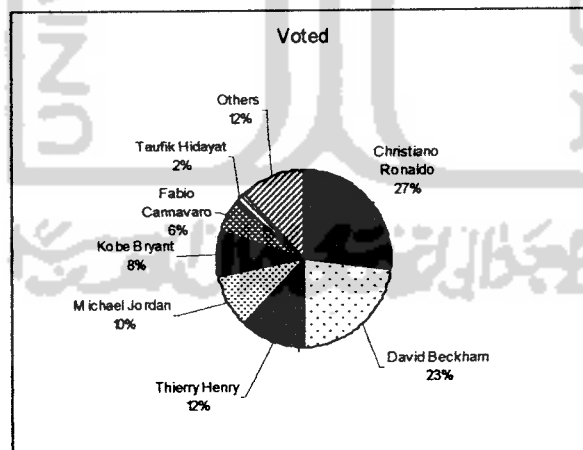
of celebrities and athletes are presented as the “others” and had their cumulative percentages. The rank of all favorite celebrity and favorite athlete are presented on the next pages.

**Table IV. 12**  
Rank of Favorite Athlete

Favorite Athlete		
Name	Voted	Percentage
Christiano Ronaldo	27	27%
David Beckham	23	23%
Thierry Henry	12	12%
Michael Jordan	10	10%
Kobe Bryant	8	8%
Fabio Cannavaro	6	6%
Taufik Hidayat	2	2%
Others	12	12%
Total	100	100%

Source: Research Findings

**Figure IV. 3.** Rank of Favorite Athlete



Source: Research Findings

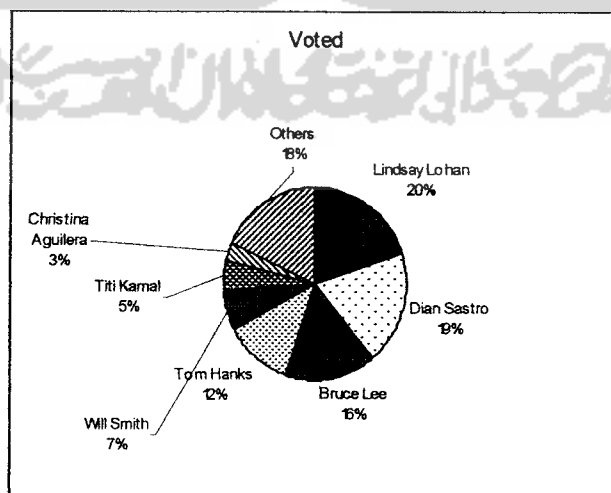
The graph shows a very obvious reason that the most favorite athlete that chooses by most of the respondents is Chritiano Ronlado a mid-field of Manchester United of FA Premier League. The Second position was hold by David Beckham, followed by Thierry Henry. It's not a shocking thing that these athletes were dominating the chart, recalling that football is everyone's favorite sport. We can see Taufuk Hidayat, our local badminton athlete only placed in 7<sup>th</sup> position

**Table IV. 13**  
Rank of Favorite Celebrity

Favorite Celebrity		
Name	Voted	Percentage
Lindsay Lohan	20	20%
Dian Sastro	19	19%
Bruce Lee	16	16%
Tom Hanks	12	12%
Will Smith	7	7%
Titi Kamal	5	5%
Christina Aguilera	3	3%
Others	18	18%
Total	100	100%

Source: Research Findings

**Figure IV. 4.** Rank of Favorite Celebrity



Source: Research Findings



As we may see, according to the respondents of this research, there are several findings about celebrity according to the respondents

Lindsay lohan is reckoned as the most popular celebrity and voted as the most favorable celebrity in this research's respondent version

Foreign celebrities are dominating the best 10 of most favorable celebrity, while only two local celebrities that included inside the best 10, Dian Sastro and Titi Kamal.



## CHAPTER V

### CONCLUSIONS AND RECOMMENDATIONS

This chapter will present the conclusions and recommendations based on the computations and analysis results that have been conducted and elaborated in chapter 4. By using 100 random samples of adolescents that has range of age 15-19 years old, the research was tried to be conducted to reveal the answers of several research problems that later being formulated as research hypothesis. In order to have clearer understanding, as mentioned before, the objectives of the research are

1. To investigate the relationship between role model influence and adolescent's purchase intention.
2. To investigate whether direct role models influence adolescent purchase intention significantly more than favorite role models.

The research hypotheses are:

**H1.** : Ho1 = There will be a negative relationship between role model influence on adolescents' purchase intentions.

Ha1 = There will be a positive relationship role model influence on adolescent's purchasing intentions.

**H2.** : Ho2 = Direct role models (fathers, mothers) will influence adolescent purchase intentions not significantly more than vicarious role models (favorite entertainers, favorite athletes).

Ha2 = Direct role models (fathers, mothers) will influence adolescent purchase intentions significantly more than vicarious role models (favorite entertainers, favorite athletes).

### 5.1. Conclusions

The first hypothetical test results the fact that there is a significant influence of role model to adolescent's purchasing intention. The research also revealed that father has the strongest influences on adolescent's purchasing intention ( $\beta=0.162$ ), followed by mother on the second place ( $\beta= 0.157$ ), celebrity on the third place ( $\beta= 0.128$ ), and athlete on the last position ( $\beta=0.037$ ). These results are consistent with the previous research result by Craig A. Martin (2000) that said role model has significant influence over teenager's purchasing intention and behavior. The research also provides identical facts that direct role model has stronger influences than vicarious role model.

These results are also supported by other research findings of Moschis (1985) that proposed that family (or more specifically parental) influence on consumption patterns and attitudes often overrides any other form of influence.

This research also gives a shocking fact that shows there is no significant influences of athlete on adolescent are purchasing intention ( $0.160 > 0.05$ ). The results are definitely inconsistent with previous research by Martin J. Bush (2004) that showed an opposite fact. According to Martin J. Bush Teenagers' athlete role model influence is positively related to product switching.

## 5.2. Recommendations

1. The research shows a significant relationship of role model's influence on adolescent purchasing intention in Jogjakarta. This research confined its research only to Jogjakarta, while this research result can be more accepted if the results are consistent in overall region of Indonesia.
2. Father and mother have significant influence on adolescent purchasing intention. Therefore it is suggested to marketing practitioners to focus the endorsing effort more to parents, or target parents for their promotion effort in adolescent's products. Direct communication and suggestion to parents are a more preferable investment instead of celebrity and athlete endorsement that has proved requires more investment cost.
3. The research only tried to find the significant relationship of role model's influence to adolescent's purchasing intention. It will be very good if the research is continued into more thorough and specific themes. The research could be continued to compare the significant influences of all role models on certain types of product. Such as service, fashion product, education needs, daily needs, etc. The purpose of this recommended research was to find which role model has significant influence over which type of product. The result will be able to give support to managerial decisions about what strategy and type of endorser that can be used to promote certain types of product.

# APPENDICES



## Kuesioner

Assalamu'alaikum Wr. Wb.

Nama Saya Adib Zaidani Abdurrohman, saya adalah mahasiswa Fakultas Ekonomi jurusan management Program Internasional Universitas Islam Indonesia. Saat ini saya tengah melakukan penelitian mengenai "Pengaruh Role Model (Panutan) terhadap minat membeli remaja.

Dengan segala hormat saya berharap anda dapat berpartisipasi dalam penelitian saya dengan mengisi pertanyaan – pertanyaan di bawah ini dengan sebenar- benarnya. Hasil dari penelitian ini tidak lain digunakan untuk kepentingan akademik semata.

Terima kasih sebesar – besarnya atas kerja sama anda.

Wassalamu'alaikum Wr. Wb.

### I. Informasi Demografis

**Petunjuk :** Silahkan lingkari jawaban yang cocok dengan anda atas pertanyaan – pertanyaan di bawah ini.

1. Apakah Jenis Kelamin anda ?
  - a. Laki
  - b. Perempuan
  
2. Berapa Umur anda saat ini ?
  - a. 15 tahun atau di bawah
  - b. 16 tahun
  - c. 17 tahun
  - d. 18 tahun
  - e. 19 tahun atau di atas

## II. Pernyataan Mengenai Role Model (Panutan) dan Minat Membeli

**Petunjuk:** Berilah penilaian Anda terhadap pernyataan-pernyataan dibawah ini dengan memberi tanda (√) pada jawaban yang sesuai menurut pendapat Anda

STS = Sangat Tidak Setuju    ATS = Agak Tidak Setuju    S = Setuju

TS = Tidak Setuju                      AS = Agak Setuju                      SS = Sangat Setuju

### Pernyataan mengenai Direct Role Model (Panutan Langsung)

ah

Pernyataan	STS	TS	ATS	AS	S	SS
anda menyediakan model yang baik bagi anda untuk ditiru						
anda memimpin dengan contoh						
anda menjadi contoh yang baik yang patut ditiru orang lain						
anda menunjukkan etika kerja dan perilaku yang baik yang anda coba tiru						
anda bertindak sebagai Role model (panutan) bagi anda						
anda memberikan pengaruh bagi anda dalam membeli produk / jasa itu						

Pernyataan	STS	TS	ATS	AS	S	SS
anda menyediakan model yang baik bagi anda untuk ditiru						
anda memimpin dengan contoh						
anda menjadi contoh yang baik yang patut ditiru orang lain						
anda menunjukkan etika kerja dan perilaku yang baik yang anda coba tiru						
anda bertindak sebagai Role model (panutan) bagi anda						
anda memberikan pengaruh bagi anda dalam membeli produk / jasa itu						

**Pernyataan mengenai Vicarious Role Model (Panutan Tidak Langsung)**

**Atlit Favorit**

**Atlit Favorit Anda Adalah :**

Pernyataan	STS	TS	ATS	AS	S	SS
avorit anda menyediakan model yang baik bagi anda untuk ditiru						
avorit anda memimpin dengan contoh						
avoritanda menjadi contoh yang baik yang patut ditiru orang lain						
avorit anda menunjukkan etika kerja dan perilaku yang baik yang anda tiru						
Favorit Anda anda bertindak sebagai Role model (panutan) bagi anda						
Favorit anda memberikan pengaruh bagi anda dalam membeli produk / tertentu						

**Celebritv Favorit**

Celebrity Favorit anda adalah.....

Pernyataan	STS	TS	ATS	AS	S	SS
ity Favorit anda menyediakan model yang baik bagi anda untuk ditiru						
ity Favorit anda memimpin dengan contoh						
ity Favoritanda menjadi contoh yang baik yang patut ditiru orang lain						
ity Favorit anda menunjukkan etika kerja dan perilaku yang baik yang coba tiru						
ity Favorit Anda anda bertindak sebagai Role model (panutan) bagi anda						
ity Favorit anda memberikan pengaruh bagi anda dalam membeli k / jasa tertentu						
ity Favorit anda memberikan pengaruh bagi anda dalam membeli produk tertentu						

**TERIMA KASIH ATAS WAKTU DAN PARTISIPASI ANDA**



## REGRESSION RAW DATA

X1	X2	X3	X4	Y	direct role models	indirect role models
25	25	10	15	15	50	25
26	29	11	12	15	55	23
25	26	12	14	15	51	26
26	25	13	10	15	51	23
26	24	15	10	15	50	25
27	26	10	8	14	53	18
24	26	10	13	15	50	23
27	25	13	12	15	52	25
11	17	8	12	13	28	20
28	26	21	9	16	54	30
16	27	15	20	13	43	35
20	23	11	15	14	43	26
27	27	20	13	16	54	33
25	27	12	12	14	52	24
25	26	11	14	15	51	25
29	30	7	15	17	59	22
20	21	11	12	14	41	23
26	25	13	12	15	51	25
26	26	15	11	15	52	26
22	23	14	13	15	45	27
21	26	8	14	14	47	22
28	27	13	15	16	55	28
27	27	14	13	16	54	27
27	28	14	13	16	55	27
29	25	12	12	15	54	24
24	24	11	13	15	48	24
24	25	11	14	15	49	25
23	23	10	15	15	46	25
26	23	12	15	15	49	27
30	27	23	23	17	57	46
28	23	13	11	16	51	24
20	14	23	6	13	34	29
20	23	8	10	13	43	18
24	25	11	10	14	49	21
26	27	9	15	15	53	24
23	24	12	11	14	47	23
15	22	22	12	13	37	34
24	30	11	11	15	54	22
22	24	9	14	14	46	23
25	26	10	16	15	51	26
26	22	14	13	15	48	27
28	30	13	17	16	58	30



REKAP DATA PENELITIAN

Resp	Father						Mother						Athlete						Celebrity						Adolescent's Purchase Intention					
	Q1	Q2	Q3	Q4	Q5	Sum	Q7	Q8	Q9	Q10	Q11	Sum	Q13	Q14	Q15	Q16	Q17	Sum	Q19	Q20	Q21	Q22	Q23	Sum	Q6	Q12	Q18	Q24	Sum	
1	6	5	4	4	6	25	5	5	6	4	5	25	2	3	1	2	2	10	3	3	3	3	3	15	5	5	2	3		
2	6	5	4	5	6	26	6	6	7	5	5	29	1	3	2	3	2	11	3	3	2	2	2	12	5	6	2	2		
3	6	5	5	4	5	25	5	4	5	6	6	26	3	2	4	2	1	12	3	3	3	3	2	14	5	5	2	3		
4	4	6	5	5	6	26	5	5	6	5	4	25	2	3	3	3	2	13	2	2	2	2	2	10	5	5	3	2		
5	5	5	6	5	5	26	5	4	4	6	5	24	3	4	3	2	3	15	2	2	1	2	3	10	5	5	3	2		
6	4	6	6	5	6	27	5	5	5	5	6	26	2	1	3	3	1	10	1	1	3	1	2	8	5	5	2	2		
7	5	4	5	5	5	24	5	6	5	6	4	26	2	2	2	2	2	10	2	2	4	2	3	13	5	5	2	2		
8	6	5	5	5	6	27	5	5	5	5	5	25	3	3	2	2	3	13	3	3	1	3	2	12	5	5	3	2		
9	2	2	3	2	2	11	3	4	4	3	3	17	2	2	1	1	2	8	2	2	2	2	2	9	4	5	2	2		
10	5	6	5	6	6	28	5	5	6	5	5	26	4	4	5	4	4	21	1	2	2	2	2	12	5	5	3	2		
11	3	4	3	3	3	16	5	6	6	6	4	27	4	4	3	3	1	15	4	4	4	4	4	20	4	5	2	2		
12	4	4	4	4	4	20	5	4	4	5	5	23	3	1	2	3	2	11	4	4	3	2	2	15	4	5	2	3		
13	5	6	6	5	5	27	5	6	6	5	5	27	4	4	3	4	5	20	3	2	3	3	2	13	5	5	3	3		
14	6	5	4	4	6	25	6	5	6	4	6	27	3	4	1	1	3	12	4	3	2	2	1	12	5	5	2	2		
15	4	5	5	5	6	25	6	5	4	5	6	26	2	1	4	2	2	11	4	2	3	3	2	14	5	5	2	3		
16	6	6	6	6	5	29	6	6	6	6	6	30	2	2	1	1	1	7	3	2	4	3	3	15	5	6	3	3		
17	4	3	5	4	4	20	5	4	4	4	4	21	1	3	4	2	1	11	2	3	2	4	1	12	5	5	2	2		
18	6	6	5	4	5	26	6	4	5	5	5	25	2	2	4	3	2	13	2	2	3	4	1	12	5	5	3	2		
19	4	6	6	5	5	26	6	5	5	6	4	26	3	3	3	3	3	15	2	3	1	3	2	11	5	5	3	2		
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26	5	5	5	5	4	24	4	6	5	4	5	24	2	1	2	3	2	12	2	2	1	5	2	12	6	5	2	2		
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35	5	6	6	5	4	26	5	6	5	6	5	27	1	3	2	1	2	9	1	4	3	3	4	15	5	5	2	3		

Resp	Father										Mother										Athlete						Celebrity						Adolescent's Purchase Intention					
	Q1	Q2	Q3	Q4	Q5	Sum	Q7	Q8	Q9	Q10	Q11	Sum	Q13	Q14	Q15	Q16	Q17	Sum	Q19	Q20	Q21	Q22	Q23	Sum	Q6	Q12	Q18	Q24	Sum									
71	4	5	4	4	5	22	5	4	5	4	4	22	4	2	3	1	4	14	3	3	3	3	4	16	4	4	3	3	14									
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73	3	5	4	4	5	21	6	6	5	6	5	28	5	5	5	5	5	25	5	6	5	6	5	27	5	5	4	5	19									
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75	4	5	5	6	6	25	6	4	5	6	4	25	2	2	3	2	2	11	2	3	3	2	3	13	5	5	2	3	15									
76	4	6	5	6	5	26	4	4	4	4	4	20	1	3	4	3	3	14	3	4	4	3	3	17	5	5	2	3	15									
77	4	4	5	5	4	22	5	5	5	5	4	24	2	4	1	4	2	13	3	2	2	3	3	13	4	5	2	3	15									
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26	23	11	12	14	49	23
24	20	12	16	14	44	28
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25	22	8	15	14	47	23
26	26	15	17	16	52	32
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25	21	14	12	14	46	26
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21	19	15	17	14	40	32
22	23	16	13	15	45	29
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22	24	11	13	14	46	24
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22	23	9	19	15	45	28
26	24	13	15	17	50	28
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27	25	12	16	15	52	28
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23	21	9	14	14	44	23
24	23	9	15	15	47	24
22	24	11	17	14	46	28
24	24	12	15	15	48	27
24	22	12	13	14	46	25
24	22	12	19	15	46	31

24	22	12	13	14	46	25
26	26	11	17	15	52	28
21	24	13	12	14	45	25
24	27	12	11	14	51	23
16	9	5	11	9	25	16
21	24	15	13	16	45	28
12	24	22	10	13	36	32
26	26	15	14	18	52	29
25	23	11	12	14	48	23
24	24	11	15	16	48	26
23	25	12	17	15	48	29



## Correlations

Correlations

		Q1	Q2	Q3	Q4	Q5	SUM_X1
Q1	Pearson Correlation	1	.346*	.254	.288*	.507**	.639**
	Sig. (2-tailed)	.	.014	.076	.042	.000	.000
	N	50	50	50	50	50	50
Q2	Pearson Correlation	.346*	1	.443**	.630**	.462**	.814**
	Sig. (2-tailed)	.014	.	.001	.000	.001	.000
	N	50	50	50	50	50	50
Q3	Pearson Correlation	.254	.443**	1	.357*	.344*	.649**
	Sig. (2-tailed)	.076	.001	.	.011	.014	.000
	N	50	50	50	50	50	50
Q4	Pearson Correlation	.288*	.630**	.357*	1	.530**	.779**
	Sig. (2-tailed)	.042	.000	.011	.	.000	.000
	N	50	50	50	50	50	50
Q5	Pearson Correlation	.507**	.462**	.344*	.530**	1	.764**
	Sig. (2-tailed)	.000	.001	.014	.000	.	.000
	N	50	50	50	50	50	50
SUM_X1	Pearson Correlation	.639**	.814**	.649**	.779**	.764**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.
	N	50	50	50	50	50	50

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\* . Correlation is significant at the 0.01 level (2-tailed).

## Reliability

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

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### RELIABILITY ANALYSIS - SCALE (ALPHA)

#### Item-total Statistics

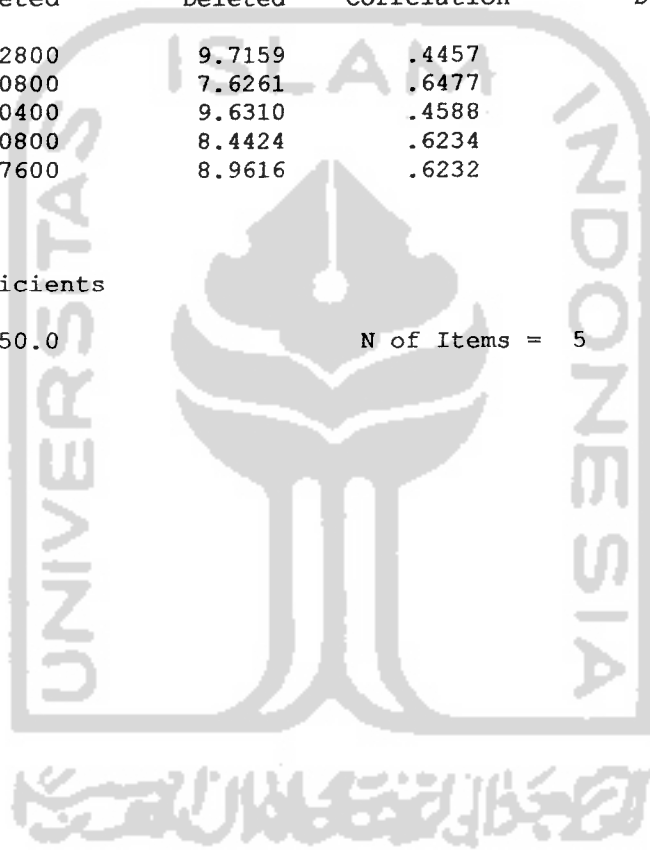
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
Q1	18.2800	9.7159	.4457	.7748
Q2	18.0800	7.6261	.6477	.7088
Q3	18.0400	9.6310	.4588	.7710
Q4	18.0800	8.4424	.6234	.7176
Q5	17.7600	8.9616	.6232	.7214

#### Reliability Coefficients

N of Cases = 50.0

N of Items = 5

Alpha = .7814





## Correlations

Correlations

		Q7	Q8	Q9	Q10	Q11	SUM_X2
Q7	Pearson Correlation	1	.263	.475**	.748**	.200	.731**
	Sig. (2-tailed)	.	.065	.000	.000	.163	.000
	N	50	50	50	50	50	50
Q8	Pearson Correlation	.263	1	.439**	.278	.356*	.737**
	Sig. (2-tailed)	.065	.	.001	.051	.011	.000
	N	50	50	50	50	50	50
Q9	Pearson Correlation	.475**	.439**	1	.447**	.081	.678**
	Sig. (2-tailed)	.000	.001	.	.001	.575	.000
	N	50	50	50	50	50	50
Q10	Pearson Correlation	.748**	.278	.447**	1	.310*	.758**
	Sig. (2-tailed)	.000	.051	.001	.	.029	.000
	N	50	50	50	50	50	50
Q11	Pearson Correlation	.200	.356*	.081	.310*	1	.571**
	Sig. (2-tailed)	.163	.011	.575	.029	.	.000
	N	50	50	50	50	50	50
SUM_X2	Pearson Correlation	.731**	.737**	.678**	.758**	.571**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.
	N	50	50	50	50	50	50

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

## Reliability

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

### RELIABILITY ANALYSIS - SCALE (ALPHA)

#### Item-total Statistics

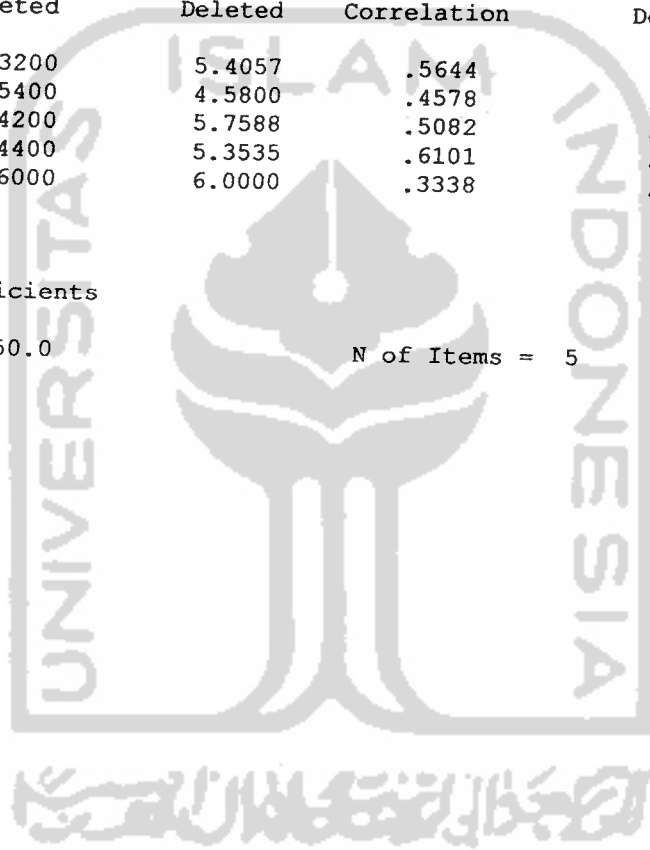
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
Q7	18.3200	5.4057	.5644	.6405
Q8	18.5400	4.5800	.4578	.7015
Q9	18.4200	5.7588	.5082	.6645
Q10	18.4400	5.3535	.6101	.6256
Q11	18.6000	6.0000	.3338	.7244

#### Reliability Coefficients

N of Cases = 50.0

N of Items = 5

Alpha = .7188



## Correlations

Correlations

		Q13	Q14	Q15	Q16	Q17	SUM_X3
Q13	Pearson Correlation	1	.508**	.282*	.344*	.477**	.756**
	Sig. (2-tailed)	.	.000	.047	.015	.000	.000
	N	50	50	50	50	50	50
Q14	Pearson Correlation	.508**	1	.404**	.420**	.399**	.771**
	Sig. (2-tailed)	.000	.	.004	.002	.004	.000
	N	50	50	50	50	50	50
Q15	Pearson Correlation	.282*	.404**	1	.205	.364**	.628**
	Sig. (2-tailed)	.047	.004	.	.153	.009	.000
	N	50	50	50	50	50	50
Q16	Pearson Correlation	.344*	.420**	.205	1	.288*	.646**
	Sig. (2-tailed)	.015	.002	.153	.	.042	.000
	N	50	50	50	50	50	50
Q17	Pearson Correlation	.477**	.399**	.364**	.288*	1	.717**
	Sig. (2-tailed)	.000	.004	.009	.042	.	.000
	N	50	50	50	50	50	50
SUM_X3	Pearson Correlation	.756**	.771**	.628**	.646**	.717**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.
	N	50	50	50	50	50	50

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).



## Reliability

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

### RELIABILITY ANALYSIS - SCALE (ALPHA)

#### Item-total Statistics

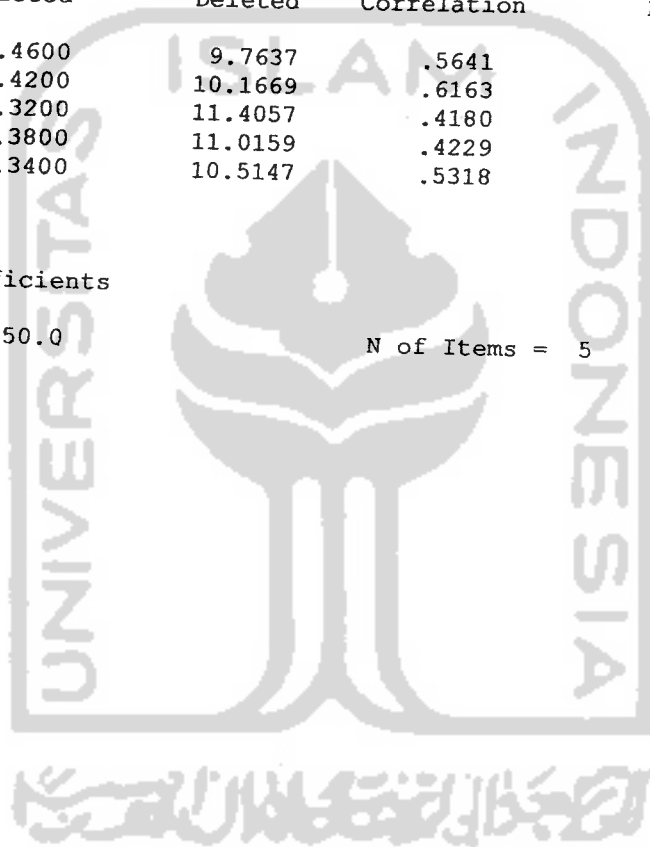
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
Q13	10.4600	9.7637	.5641	.6782
Q14	10.4200	10.1669	.6163	.6610
Q15	10.3200	11.4057	.4180	.7314
Q16	10.3800	11.0159	.4229	.7318
Q17	10.3400	10.5147	.5318	.6915

#### Reliability Coefficients

N of Cases = 50.0

N of Items = 5

Alpha = .7448



## Correlations

Correlations

		Q19	Q20	Q21	Q22	Q23	SUM_X4
Q19	Pearson Correlation	1	.259	.409**	.415**	.519**	.689**
	Sig. (2-tailed)	.	.069	.003	.003	.000	.000
	N	50	50	50	50	50	50
Q20	Pearson Correlation	.259	1	.574**	.465**	.242	.694**
	Sig. (2-tailed)	.069	.	.000	.001	.090	.000
	N	50	50	50	50	50	50
Q21	Pearson Correlation	.409**	.574**	1	.493**	.523**	.809**
	Sig. (2-tailed)	.003	.000	.	.000	.000	.000
	N	50	50	50	50	50	50
Q22	Pearson Correlation	.415**	.465**	.493**	1	.414**	.754**
	Sig. (2-tailed)	.003	.001	.000	.	.003	.000
	N	50	50	50	50	50	50
Q23	Pearson Correlation	.519**	.242	.523**	.414**	1	.744**
	Sig. (2-tailed)	.000	.090	.000	.003	.	.000
	N	50	50	50	50	50	50
SUM_X4	Pearson Correlation	.689**	.694**	.809**	.754**	.744**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.
	N	50	50	50	50	50	50

\*\* . Correlation is significant at the 0.01 level (2-tailed).



## Reliability

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

### RELIABILITY ANALYSIS - SCALE (ALPHA)

#### Item-total Statistics

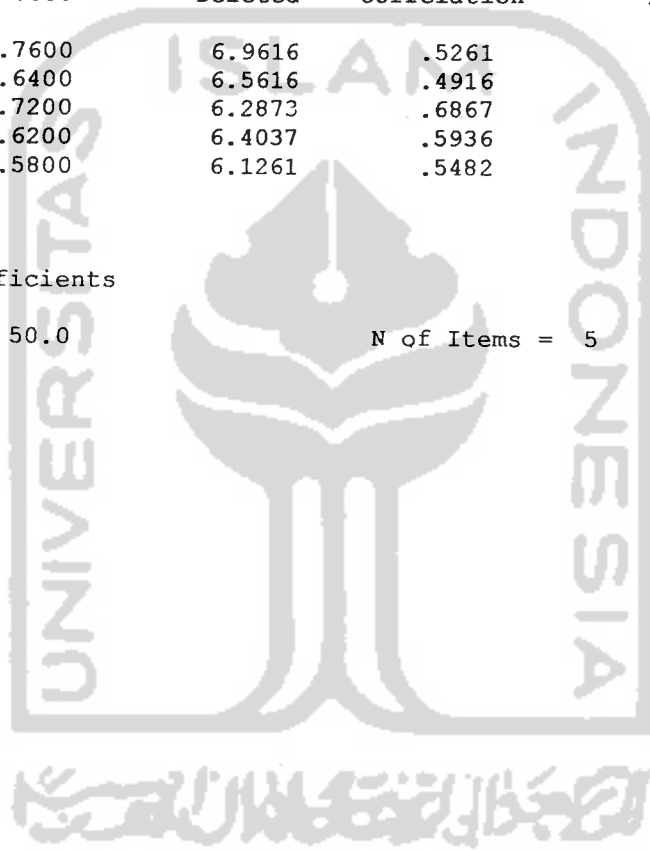
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
Q19	11.7600	6.9616	.5261	.7597
Q20	11.6400	6.5616	.4916	.7722
Q21	11.7200	6.2873	.6867	.7096
Q22	11.6200	6.4037	.5936	.7375
Q23	11.5800	6.1261	.5482	.7553

#### Reliability Coefficients

N of Cases = 50.0

N of Items = 5

Alpha = .7870

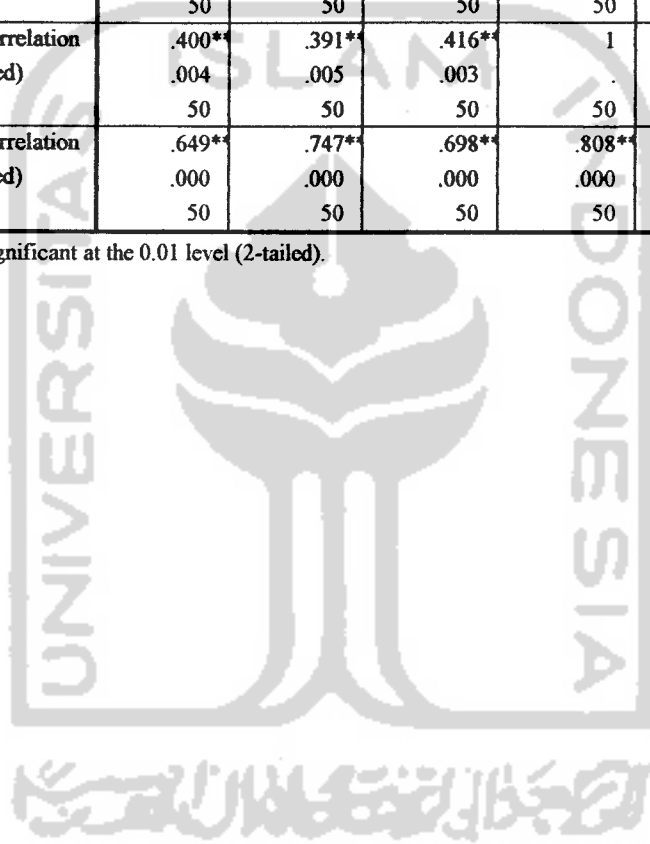


## Correlations

Correlations

		Q6	Q12	Q18	Q24	SUM_Y
Q6	Pearson Correlation	1	.559**	.121	.400**	.649**
	Sig. (2-tailed)	.	.000	.402	.004	.000
	N	50	50	50	50	50
Q12	Pearson Correlation	.559**	1	.383**	.391**	.747**
	Sig. (2-tailed)	.000	.	.006	.005	.000
	N	50	50	50	50	50
Q18	Pearson Correlation	.121	.383**	1	.416**	.698**
	Sig. (2-tailed)	.402	.006	.	.003	.000
	N	50	50	50	50	50
Q24	Pearson Correlation	.400**	.391**	.416**	1	.808**
	Sig. (2-tailed)	.004	.005	.003	.	.000
	N	50	50	50	50	50
SUM_Y	Pearson Correlation	.649**	.747**	.698**	.808**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.
	N	50	50	50	50	50

\*\* . Correlation is significant at the 0.01 level (2-tailed).



## Reliability

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

### RELIABILITY ANALYSIS - SCALE (ALPHA)

#### Item-total Statistics

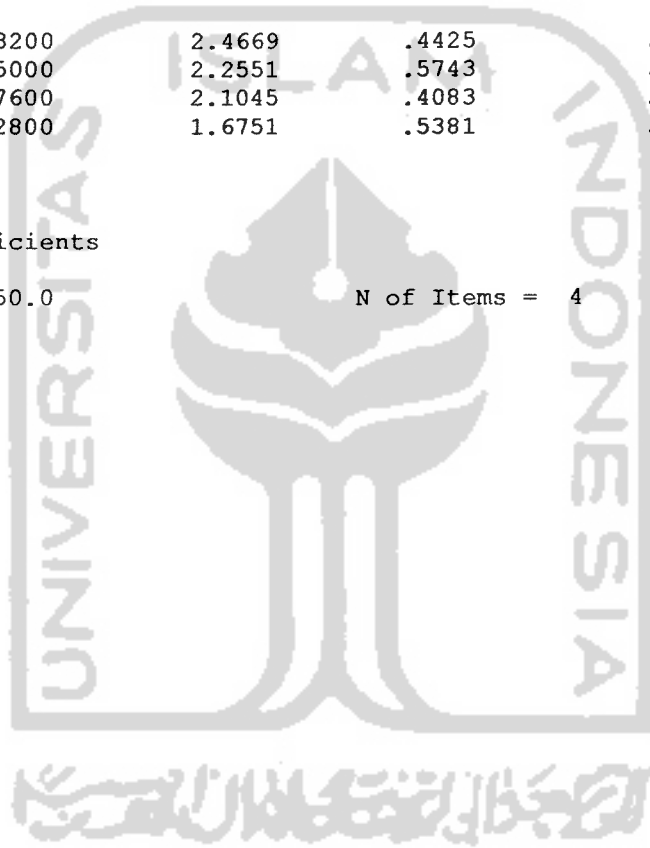
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
Q6	10.3200	2.4669	.4425	.6497
Q12	10.5000	2.2551	.5743	.5805
Q18	11.7600	2.1045	.4083	.6709
Q24	11.2800	1.6751	.5381	.5899

#### Reliability Coefficients

N of Cases = 50.0

N of Items = 4

Alpha = .6895





## Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Inddirect role models, Direct role models		Enter

- a. All requested variables entered.  
 b. Dependent Variable: Adolescent's Purchase Intention

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.733 <sup>a</sup>	.537	.528	1.01535

- a. Predictors: (Constant), Inddirect role models, Direct role models

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	116.159	2	58.080	56.337	.000 <sup>a</sup>
	Residual	100.001	97	1.031		
	Total	216.160	99			

- a. Predictors: (Constant), Inddirect role models, Direct role models  
 b. Dependent Variable: Adolescent's Purchase Intention

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.058	.923		5.477	.000
	Direct role models	.163	.017	.653	9.376	.000
	Inddirect role models	.073	.020	.256	3.673	.000

- a. Dependent Variable: Adolescent's Purchase Intention

## Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Celebrity, Athlete, Father, Mother <sup>a</sup>		Enter

- a. All requested variables entered.  
 b. Dependent Variable: Adolescent's Purchase Intention

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.747 <sup>a</sup>	.557	.539	1.00353

- a. Predictors: (Constant), Celebrity, Athlete, Father, Mother

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	120.488	4	30.122	29.910	.000 <sup>a</sup>
	Residual	95.672	95	1.007		
	Total	216.160	99			

- a. Predictors: (Constant), Celebrity, Athlete, Father, Mother  
 b. Dependent Variable: Adolescent's Purchase Intention

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.904	.935		5.246	.000
	Father	.162	.032	.413	5.149	.000
	Mother	.157	.040	.320	3.952	.000
	Athlete	.037	.026	.097	1.416	.160
	Celebrity	.128	.033	.269	3.885	.000

- a. Dependent Variable: Adolescent's Purchase Intention