

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

suggests that fans become loyal to a particular team because of the sense of identification 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

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_{o2} 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

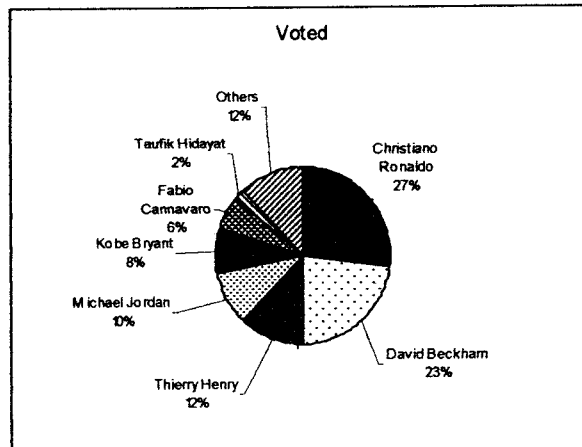
of celebrities and athletes are presented as the “others” and had their cumulative percentages. The rank of all favorite celebrity and favorite athlete are presented on the next pages.

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

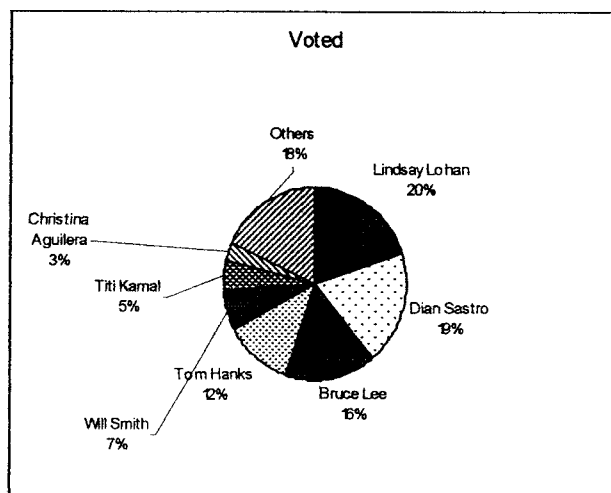
The graph shows a very obvious reason that the most favorite athlete that chooses by most of the respondents is Chritiano Ronlado a mid-field of Manchester United of FA Premier League. The Second position was hold by David Beckham, followed by Thierry Henry. It's not a shocking thing that these athletes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