



**FINAL YEAR PROJECT PROPOSAL**

**EXPLORE HOW SOCIAL MEDIA INFLUENCER  
AFFECT CONSUMER PURCHASE INTENTION**

**BY**

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## **LETTER OF TRANSMITTAL**

27 March 2020

Dr. Noordini Binti Abdullah

Lecturer of Introduction to Marketing Research

Department of Commerce

Politeknik Sultan Salahuddin Abdul Aziz Shah

Subject: Submission of the report on “Explore How Social Media Influencer Affect Consumer Purchase in Klang Valley”

Dear Dr.Nordini,

With due respect, we would like to present to you our research paper “Explore How Social Media Influencer Affect Consumer Purchase in Klang Valley,” which has been completed as part of the Introduction to Marketing Research. The purpose of this report was to conduct a basic research to discover between attitude influencers, credibility influencer and social attractiveness which effect consumer to make a purchase intention. It was a learning experience as we had the opportunity to utilize the advanced tools and techniques introduced to us throughout the Introduction to Marketing Research course.

We tried our best to use the guidelines and counselling provided by you to make this report as informative as possible. Therefore, we hope that you would accept the research paper and our gratitude for allowing us to work on this intellectually inspire paper.

Thank you.

Sincerely yours,

Nur Anissa Binti Ahmad Uzeed

Azlin Amira Binti Ahmad Hisham

Mohamad Darwis Bin Md Fairus

Nur Alia Athirah Binti Mohd Zaini

## LETTER OF AUTHORIZATION

Nur Alia Athirah Binti Mohd Zaini,  
Blok 4-2-5 Pangsapuri Pkns,  
Bandar Sultan Suleiman,  
42000, Pelabuhan Klang,  
Selangor.

13 December 2019

Re: Letter of authorization of the Explore How Social Media Influencer Affect Consumer Purchase  
in Klang Valley

To whom concern:

I hereby Nur Alia Athirah Binti Mohd Zaini ask the authorization to process any and  
all documents in my name, and sign on my behalf.

The authorization is valid for 5 months from December 2019 to Jun 2019.

Signature,

*Alia*

NUR ALIA ATHIRAH BINTI MOHD ZAINI

## TABLE OF CONTENT

<b>FRONT LETTER</b>	<b>i</b>
<b>LETTER OF TRANSMITTAL</b>	<b>ii</b>
<b>LETTER OF AUTHORIZATION</b>	<b>iii</b>
<b>LIST OF TABLE</b>	<b>iv</b>
<b>LIST OF FIGURE</b>	<b>v</b>
<b>ABSTRACT</b>	<b>vi</b>
<b>EXECUTIVE SUMMARY</b>	<b>vii</b>

### CHAPTER 1: INTRODUCTION

1.1	Introduction.....	1
1.2	Background of the Study.....	2
1.3	Research Problem.....	4
1.4	Research Objective.....	6
1.5	Research Question.....	6
1.6	Significance of Study.....	6
1.6.3	Theoretical Significance.....	6
1.6.2	Practical Significance.....	7
1.7	Definition of Terms.....	8
1.7.1	Credibility.....	8
1.7.2	Social Attractiveness.....	8
1.7.3	Credibility.....	8
1.8	Conclusion.....	9

## **CHAPTER 2: LITERATURE REVIEW**

2.1 Literature Review.....	10
2.2 Introduction.....	10
2.3 Concept/ Theory.....	10
2.4 Persuasive Theory.....	10
2.5 Attitude Influencers.....	11
2.6 Social Attractiveness.....	12
2.7 Credibility Influencers.....	12
2.8 Purchase Intention.....	13
2.9 Theoretical Framework.....	13
2.10 Research Hypothesis.....	14
2.11 Summary.....	14

## **CHAPTER 3: METHODOLOGY**

3.1 Introduction.....	15
3.2 Research Design.....	15
3.3 Population Sample, Size, Sampling Technique.....	15
3.4 Scale & Measurement.....	16
3.5 Data Collection .....	16
3.5.1 Primary Data.....	16
3.5.2 Secondary Data.....	17
3.6 Research Instrument.....	17
3.6.1 Questionnaire Design.....	17

3.6.2	Pilot Test.....	19
3.6.3	Reliability Test.....	19
3.7	Statistical Data.....	19
3.7.1	Validity & Reliability.....	19
3.7.2	Descriptive Analysis.....	20
3.8	Summary.....	20

**CHAPTER 4: FINDINGS**

4.1	Introduction.....	21
4.2	Response Rate.....	21
4.3	Demographic Profile.....	21
4.4	Reliability of Measurement.....	23
4.5	Descriptive Analysis.....	24
4.6	Pearson Correlation Analysis.....	24
4.7	Multiple Regression.....	25
4.8	Test of Significance.....	27
4.9	Conclusion.....	28

**CHAPTER 5: DISCUSSION & CONCLUSION**

5.1	Introduction.....	29
5.2	Discussion.....	29
5.2.1	Relationship Between Attitude Influencers and Purchase Intention.....	30
5.2.1	Relationship Between Credibility Influencers and Purchase Intention.....	30
5.2.1	Relationship Between Social Attractiveness and Purchase Intention.....	30

5.3	Implication of Study.....	30
5.4	Limitation of Study.....	31
5.5	Future Research.....	31
5.6	Conclusion.....	31

## LIST OF TABLE

NO	TITLE	PAGE
3.1	Attitude Influencers, Credibility Influencers, Social attractiveness and Purchase Intention	17
3.2	Questionnaire source and validity	19
4.1	Demographic Profile	21
4.2	Summary of Reliability Analysis	23
4.3	Overall Descriptive Statistics of the Study Variables	24
4.4	Pearson's Correlation Coefficients of the Study Variables	24
4.5	Model Summary	25
4.6	Anova	26
4.7	Coefficients	26
5.1	Major Findings	29



## LIST OF FIGURE

<b>FIG</b>	<b>TITLE</b>	<b>PAGE</b>
2.1	Theoretical Framework	14

## **ABSTRACT**

These day, influencer is a form of social media marketing involving endorsements and product placement from influencers, people and organizations who have a purported expert level of knowledge or social influence in their field. Influencer content may be framed as testimonial advertising; influencers play the role of a potential buyer, or may be involved as third parties. Our research cover related to attitude influencers, credibility influencers, social attractiveness and purchase intention. The purpose of this study was to investigate how social media influencer affect consumer purchase. This study was made at Klang Valley. This study is a descriptive research study. Quantitative data collection method and convenience sampling method were used by distributing 300 questionnaire. The analysis of research data was performed using spss26 and google form software. The result from this study shows that credibility influencers was found to exert a significant positive factor on purchase intention which has influence toward purchase intention which is 7.185. With the mean 3.89, majority of the respondents strongly agreed that they are consider to purchase from base credibility influencers.

## **EXECUTIVE SUMMARY**

This research will carry out to study how social media influencer affect consumer purchase. Researchers will examine three types of social media influencers that effect purchase intention among users. Social media influencers that we're going to study are attitude influencers, credibility influencers and social attractiveness. This study is a descriptive research. Quantitative data collection method and convenience sampling method will be use in this research. The data collected from 300 respondents by survey method through a structured questionnaire and will be analyse by using SPSS. Descriptive analysis, reliability test, Pearson correlation test, multiple regression analysis and central tendency will be chosen as data analysis techniques. The questions and scales in questionnaires will consider to be reliable as the entire Cronbach's Alpha was more than 0.7 which is indicate as very good.

## Chapter 1

### INTRODUCTION

#### 1.1 Introduction

Social media is a form of media used online by enabling users to easily join, share, and create content across blogs, social networks, wikis, forums and the virtual world. Blogs, social networks are the most common form of social media used by people around the world. With 500 million profiles, 60K categories and five-year historical data, it boasts the most powerful influencer search engine out there. Easily find and manage influencers in any category and location in the world across Twitter, YouTube and blogs. This is how influencing social media can affect a buyer's intentions.

Often, they (companies) hired an influencer on social media to advertise their product. This study was designed to analyse the impact of social media influencer and brand image on consumer's purchase intentions. Structural equation modeling (SEM) was used to analyse the data collection. The result of this study hammering the current believes that it is true the medial social influencer has a significant impact on building the brand images, and it has positive correlation. But based on the study, using social media influencers to influence consumer's purchase intention was not giving a significant impact.

It will help the brand to build a perceived image on consumer's minds then the brand image was driving their consideration to purchase. We will discuss the background of the study for Social Media, problem statement and follow by research objectives and research questions. Moving on, this study will also discuss the Significance of the study and definition of terms and last with the conclusion for this chapter.


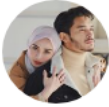



## 1.2 Background of the study

Social Media has been defined as websites which allow profile creation and visibility of relationships between users (Boyd & Ellison, 2008); web-based applications which provide functionality for sharing, relationships, group, conversation and profiles (Kietzmann et al., 2011). Social media has been referred to as “social media sites” (Diga & Kelleher, 2009), or a set of information technologies which facilitate interactions and networking (Kapoor et al., 2017; Oestreicher-Singer & Zalmanson, 2013). However, there appears to be a broad agreement that Web2.0 technologies played a significant role in the development and adoption of social media.

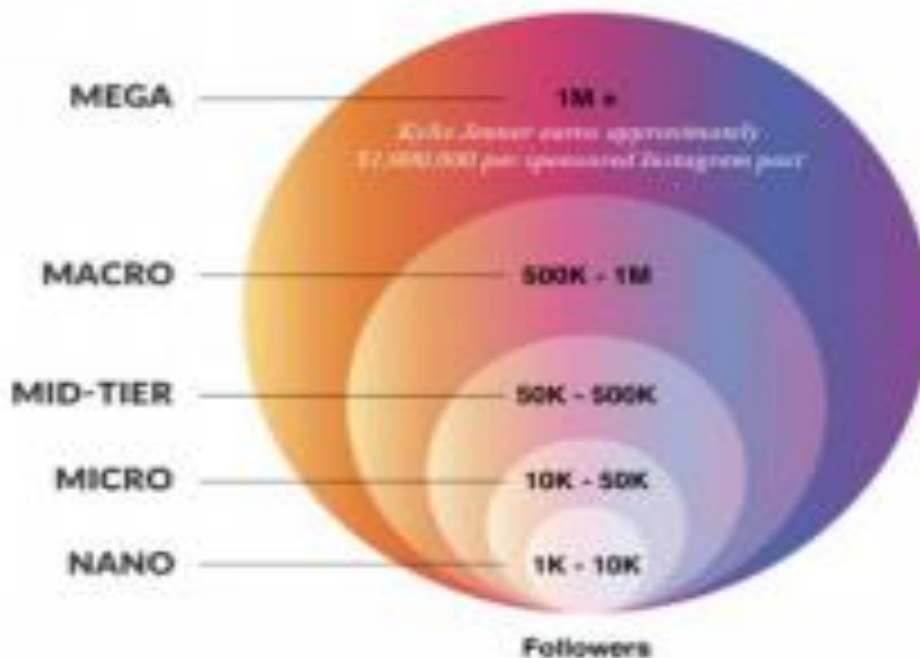
According to that particular meaning, social media is referred to “Internet-based applications built on Web 2.0, while Web 2.0 refers to a concept as well as a platform for harnessing collective intelligence” (Huang & Benyoucef, 2013 p. 246). Social media, such as Facebook, Twitter, and LinkedIn, provide people with pervasive network connectivity (Asur & Huberman, 2010). The term “Web 2.0” refers to the set of technologies and ideologies that enable and drive media-rich content creation on the internet (Kaplan & Haenlein, 2010). Web 2.0 is rooted in the open-source ideology, whereby users collaborate freely using free tools and sharing their work and information with each other. Technological advances in Web 2.0 and open ideology supported the emergence of User Generated Content (UGC). The UGC – the ability to create and share content free of censorship and at low cost, contributed to the proliferation of social media (DesAutels, 2011).

Next, the influencer is Katz and Lazarsfeld (1955) refer the influencer is influentials. And a person who can influence the purchase decision of other consumer’s. And Watts and Dodds (2007) use this term for highly-connected people”. Social media influencer represents a new trend of independent third party endorsers who shape audience attitudes through blogs, tweets and the use of other social media. However, Influencer marketing is like a hybrid of old and new marketing tools, taking the idea of celebrity endorsement and placing it into a modern-day content-driven marketing campaign. The main difference is that the results of the campaign are usually collaborations between brands and influencers. (The State of Influencer Marketing 2019).

The table below shows the Top Five social media influencers in Malaysia by 2020.

1		<b>@teddysphotos</b> Ed Sheeran Perak, Malaysia	32M followers	2.1 % engagement	670k likes per post
2		<b>@aeril_zafrel</b> AERIL ZAFREL Malaysia Arts, Beauty, Skincare	4.2M followers	3.5 % engagement	150k likes per post
3		<b>@mfmirafilzah</b> MIRA FILZAH Kuala Lumpur, Malaysia	5.7M followers	2.4 % engagement	140k likes per post
4		<b>@asyrafrozami</b> Content Creator Selangor, Malaysia Entrepreneur	740K followers	14.9 % engagement	110k likes per post
5		<b>@emma_maembongofficial</b> EmmaMaembong Kuala Lumpur, Malaysia	4.2M followers	2.4 % engagement	99k likes per post

## Instagram Influencer Tiers



## Figure 1

Figure 1 shows a categorization system for influencers and their number of followers. Since petrol stations to clothing retailers, influential people are promoting a wide array of brands in exchange for product, experience, money or a combination of the three. However, there is a peculiarity the lack of reputable brands that choose to raise awareness with mega-influencers Scale. Amber Fillerup, a lifestyle and fashion blogger with 1.4 million followers, can host partnership with major brands such as Tropicana, airlines and department stores. Khloe Reality TV star with close to 100 million followers, completed a promotion with a small one skincare brand that has only 54,000 Instagram followers on its account. The biggest trend brands teaming up with bigger influencers do not match if the celebrity status is the variable. Some may assume that the bigger the more an influencer is worth, the bigger the brand available for partnership. There could be a disconnection in the influencer's budgets, dependence on influencers marketing, fear of reputation risk or Figure 1 any other combination of brand strategies that leads to this result, but it is interesting to note that most of the influencers used by the Fyre Festival existed in the mega-influencer category.

### 1.3 Research Problem

Although social media offer easier and more accessible ways to interact with others, how we communicate and interact hinders the quality of our interpersonal relationships. The quality of interpersonal relationships is at risk because "as the Internet becomes more intertwined in daily life, the use of the Internet or social media becomes a higher priority" (Porter et al. 8A, recently published by my company, Stackla, revealed that only 23% of people believe that the content of celebrities and influencers is influential. Alternatively, 60% say that the content of friends or family members influence their purchasing decisions. As a sector, we have lost sight of the fact that social influencers are inherently inauthentic. Even if they are true fans of your brand, the content they are creating is not earned; it's just a modern form of paid advertising and content creation. While social media provides easier and more accessible opportunities to interact with others, how we communicate and interact hinders the quality of our interpersonal relationships. The quality of interpersonal relationships is at risk because "as the Internet is becoming more interwoven into daily life, the use of the Internet and/or social media becomes a higher priority" (Porter et al. 8). The usage of social media is deemed more important because users are able to

easily interact and communicate with those in their social network by just liking a photo on Instagram or commenting on a post on Facebook. However, this type of online communication and interaction is changing how we think about relationships and how we maintain them. Individuals are no longer using face-to-face interaction to facilitate communication, rather they are depending on social media to do the job. Today, those in romantic relationships are writing on one another's wall on Facebook to display and express love and affection. College students are frequently checking and updating their social networking sites daily in order to stay connected with friends and family back home. Even in friendships, individuals believe that if you are friends on Facebook or followers on Instagram and Twitter that you are friends in real life. Porter et al.

Acknowledge that "...these new [communication] technologies make it extremely possible to become dependent...on them" (8). Milani, Osualdella, and Di Blasio also recognize this and claim that "...it is precisely the social function of the Internet that could explain the dependence on" social media (683). Users are enticed by the idea of easier and convenient ways to keep in touch with family and friends (Sponcil and Gitimu 5), thus individuals are becoming dependent on social media to facilitate communication efforts in their relationships. As a result, social media can ultimately affect interpersonal relationships when we choose to allow them to control our communication in a relationship.

When we become dependent on social media to facilitate communication, there are shifts in relationship maintenance behaviours, misconstrued thoughts about what a true relationship really is, and there are emotional barriers, where there is lack of emotional intimacy. Hence, causing the quality of relationships to deteriorate and "weak ties" in a relationship to develop. Influence marketing has become the social media equivalent of local advertising, and in my view, the effects are similar: incremental improvement of soft metrics such as awareness and engagement, while hard metrics like conversions and sales at scale. The National Advertisers Association (ANA) found that, while 75% of marketers are currently doing influencer marketing activities, only 36% consider these efforts to be effective and 19% have admitted that they are "ineffective". Although the effectiveness of the influencer varies by industry and marketing goals, an epidemic of fake followers has undoubtedly plagued the entire influencer industry. The prevalence of social bots and the purchase of fake followers has sowed mistrust among consumers and brands alike. How can you be confident on the consumer side that someone is as credible and



popular as their number of followers implies if there is a high probability those numbers are artificially inflated? And on the brand side, and reach, impression or commitment informed by influential people who take advantage of fake accounts or bots are made fraudulent and essentially useless.

#### **1.4 Research Objective**

The general objective of this study is to analyze the factors that influence purchase intention. There are some research objective as follow,

RO1: To determine the relationship between attitude influencers and purchase intention.

RO2 :To determine the relationship between credibility influencers and purchase intention.

RO3: To determine the relationship between social attractiveness and purchase intention.

#### **1.5 Research Question**

RQ1: Does attitude influencers influence purchase intention?

RQ2: Does credibility influencers influence purchase intention?

RQ3: Does social attractiveness influence purchase intention?

#### **1.6 Significant of the study**

##### **1.6.1 Theoretical Significance**

Building on the persuasion theory developed by Petty and Cacioppo (1986), previous researchers found the importance of the arguments in the persuasion process, but, according to Mosler (2006), the peripheral cues could play a more important role than the arguments themselves in persuading a group. Users connect to social media websites to fulfil their information, entertainment, and mood management needs (Shao, 2009). The content is entertaining and easy to absorb, adapted to the young population that refers to the peripheral route of the Elaboration likelihood model (ELM) (Petty and Cacioppo, 1986). theory of in this study we are using para-social interaction (PSI) as our theory. The reason we have chosen this theory is that the matching. This study will help the academic person to understand more about the current trend which is social media marketing. They can offer interaction, value-adding, and promotion to the user. The new generation of the marketing team can use social media as their advertising platform.

## **1.6.2 Practical Significance**

### **Benefit to Government**

Social media influencers can help the government in many areas. One of the industry is tourism, politics, traffic. The government can find an influencer to raise awareness about travel in Malaysia, has many benefits and we can improve Malaysia's economic and tourism sector by promoting the visit to the countryside to Malaysia. Consumers can easily reach the influence of social networks to gain more influence to get more information. The government can also use SMI to promote new government policies. For example, life spends time renewing its driver's license and ic. The government can collect more data from social network influencers if the SMI helps raise awareness of the vote for the country. The government can use social media influencers as brand ambassadors for the charity, sports and health events. The government can also use social influence to increase sales of the Malaysian product. For example, the government can encourage citizens to buy a national car by having social media influencer to promote Perodua cars and providing information and advertising for the purchase.

### **Benefit to Marketer**

A new study conducted for a new marketing trend, the use of social media influencers, can significantly increase sales for the company product. A marketer can reach the influencer directly by contacting the influencer agency. Today, the seller can reach more public and target the customer through the use of social media marketing. The marketer can, however, use social media influence to promote their company product in order to increase awareness and sales directly. Marketers can get more feedback and information from the customer. The new big impact of marketing can increase the turnover of the company. In summary, marketers can use social media influencers to advertise because it is cheaper than commercial advertising.

## **Benefit to User**

The new trend in social media marketing allows the user of social media to easily reach our desired product. The social media influencer will give you information about the product attached by a tutorial video and how to use the product. The video can provide information about social media users about how effective the product is and the way to use the product. Moreover, the user will be able to summarize or remember the brand or product if the influencer of social

Media takes this over. User confidence will increase when social media influencer is promoting it. The user of social networks can not only obtain the product information from advertisement and the company. You can also learn more or get new information from social media influencer. For example, the influencer of social networks will promote the new product from Maggi. They give us knowledge of the product, the promotional code to get a discount on the articles and they give a question and answer session to the audience. so we can get to solve our problem immediately.

## **1.7 Definition of terms**

### **1.7.1 Credibility**

Credibility could be defined as the degree of the trustworthiness and reliability of the source (Rogers and Bhowmik, 1970).

### **1.7.2 Social attractiveness**

Social attractiveness refers to the likability of the speaker. Attractive speakers can change the attitudes of the audience (Sharma, 1990).

### **1.7.3 Attitude**

Attitude, defined as the degree to which people tend to bond with similar others, is deemed an explaining factor of interpersonal communications and influence-based relationship patterns, especially in social networking studies (McPherson et al., 2001; Aral and Walker, 2012; Walker, 2014).

## **1.8 Conclusion**

In conclusion, this chapter had discussed about Social media influencer, background of the study, Research Problem , research objectives, research questions, significant of the study, and also the definition of terms.

## **Chapter 2**

### **LITERATURE REVIEW**

#### **2.1 LITERATURE REVIEW**

A literature review is a "comprehensive study and interpretation of literature that addresses a specific topic" (Aveyard, 2010).

#### **2.2 INTRODUCTION**

The backbone of this chapter to understand the definition of the dependent variable and independent variable. The factors of variables will be examined in this chapter. The elements of the independent variable will influence dependent variable. This research will identify the effectiveness of social media on consumer decision making. The information is based on previous journal.

#### **2.3 Concept / Theory**

This chapter included discussions on the literature review, accompanied by discussions on the related theoretical framework, methods, sampling and conclusions. Originally, current literature is intended to explain and classify emerging patterns and relationships between variables with some journal or website information in order to generate new ideas that have been updated. By referring relevant theoretical model, construction of theoretical framework has been done. Lastly, he conclusion for the verification of theory has been formulated

#### **2.4 Persuasion Theory**

According to Petty and Cacioppo (1986) was develop persuasion theory. previous researchers found the importance of the arguments in the persuasion process, but, according to Mosler (2006), the peripheral cues could play a more important role than the arguments themselves in persuading a group. As we know influencers can poison mind their followers supposed to buy products that they promoting. As well know who those addict to some influencers, they should buy what influencers use or had by influencers too. Although, the physical attractiveness of a beauty and fashion blogger can also be viewed as an argument for this particular industry. In this article, we focus on persuasion factors related to beauty and fashion influencers.

Persuasion is a fundamental human process that affects almost all aspects of social interaction. In interpersonal relations, mass communication, politics, economics, and even international relations, people attempt to influence the thoughts and behaviours of others. Influencers as know they give a lot of impact to persuade their followers or public that use that social media to buy same what they use. the impression that a follower is too obsessed with an influencer to think that the product they have is good and high quality Persuasion usually is concerned with changing the attitudes and consequently (under specific conditions) the behaviour of people in a context of relative freedom (for detailed reviews see Crano & Prislin, 2008; Dillard and Shen, 2012; O’Keefe, 2002; Perloff, 2010).

Persuasion is typically defined as human communication that is designed to influence others by modifying their beliefs, values, or attitudes (Simons, 1976). O’Keefe (1990) argued that there are requirements for the sender, the means, and the recipient to consider something persuasive followers are influenced by their influence not only physically but also in terms of fashion, communication that can impact followers to be better or equal to the influence they are having. First, persuasion involves a goal and the intent to achieve that goal on the part of the message sender. Influence conveys a visible message with the purchase of followers Second, communication is the means to achieve that goal. Third, the message recipient must have free will (i.e., threatening physical harm if the recipient doesn’t comply is usually considered force, not persuasion). Finally, and perhaps most importantly, attitudes are presumed to influence behaviour.

## **2.5 Attitude Influencers**

Attitude, defined as the degree to which people tend to K. Sokolova and H. Kefi Journal of Retailing and Consumer Services xxx (xxxx) xxxx 3 bond with similar others, is deemed an explaining factor of interpersonal communications and influence-based relationship patterns, especially in social networking studies (McPherson et al., 2001; Aral and Walker, 2012; Walker, 2014). Based on previous works of (Giles, 2002; Eyal and Rubin, 2003; Lee and Watkins, 2016), it is also posited as a determinant of PSI on social media). Background influencer reflects the extent to which a person perceives that another person shares his or her social background (similar social class, economic situation, and status). Value reflects the extent to which a person perceives that another person shares his or her values and morals (similar cultural values, personal values, and morals).

## **2.6 Social attractiveness**

Social attractiveness refers to the likability of the speaker. Social attractiveness was measured by frequency of interaction and sociometric standing of the individual in the group (Julia S. Brown, Powhatan J. Wooldridge and Yvonne VanBruggen, 1973, P 51). The interrelations among the variables were explicated by multiple regression analysis. Findings included: (1) degree of illness exerted the greatest influence on interaction; (2) length of hospitalization increased social attractiveness, mainly by decreasing severity of illness; (3) age reduced frequency of interaction, and, thereby, sociometric rank; (4) psychotic diagnosis was related to social attractiveness insofar as it was associated with severe illness; (5) sex exerted a relatively small influence on interaction and sociometric rank. Thus, the likeability of the speaker or celebrity endorser could represent social attractiveness. Investigations into source likeability are less studied than physical attractiveness, despite their value in determining endorser effectiveness (Amos et al., 2008). On the other hand, research has shown that when the image of a celebrity is based on likeability, then he/she can endorse a much broader range of brands since the image transfer is based on personality attributes rather than expertise (Simmers, Damron-Martinez, & Haytko, 2009). Endorser likeability extends attractiveness to more than just physical beauty and appearance and is generally viewed as an overall 'liking' of the human brand (Amos et al., 2008). Along with physical attractiveness, social attractiveness has also been demonstrated as a predictor of PSI concerning traditional (television, newspapers) or new media (social media) (Rubin and McHugh, 1987; Lee and Watkins, 2016; Kurtin et al., 2018).

## **2.7 Credibility Influencers**

The credibility of a highly trustworthy communicator was compared with that of an expert. Credibility is related to the perception of the quality of the communication by the audience member. Credibility influences the audience through the internalization process: members share similar values and attitudes with the speaker (Kelman, 1958). Trustworthiness relates to the perceived honesty of the speaker and the goodwill reflects his/her perceived caring about his/her audience. The results showed that the trustworthy communicator was regarded as significantly more believable than the expert. Generally, if the source is considered being trustworthy, attractive and perceived as an expert, it can influence the attitude and behaviour of the audience (Ohanian, 1990; Petty and Wegener, 1998) including purchase intention (Gunawan and Huarng, 2015).

Social media influencers are online personalities with large numbers of followers, across one or more social media platforms (e.g., YouTube, Instagram, Snapchat, or personal blogs), who have an influence on their followers (Agrawal [2016](#); Varsamis [2018](#)). Contrary to celebrities or public

figures who are well-known via traditional media, social media influencers are “regular people” who have become “online celebrities” by creating and posting content on social media. They generally have some expertise in specific areas, such as healthy living, travel, food, lifestyle, beauty, or fashion. A recent Twitter study suggested that consumers may accord social media influencers a similar level of trust as they hold for their friends (Swant [2016](#)).

The concept of ‘source credibility’ can be defined as ‘... the extent to which the recipient sees the source as having relevant knowledge, skill, or experience and trusts the source to give unbiased, objective information. Credibility is a valuable asset because credible sources of information attract attention to advertisements and enhance their recall. The concept of ‘source credibility’ can be defined as ‘... the extent to which the recipient sees the source as having relevant knowledge, skill, or experience and trusts the source to give unbiased, objective information.

## **2.8 Purchase intention**

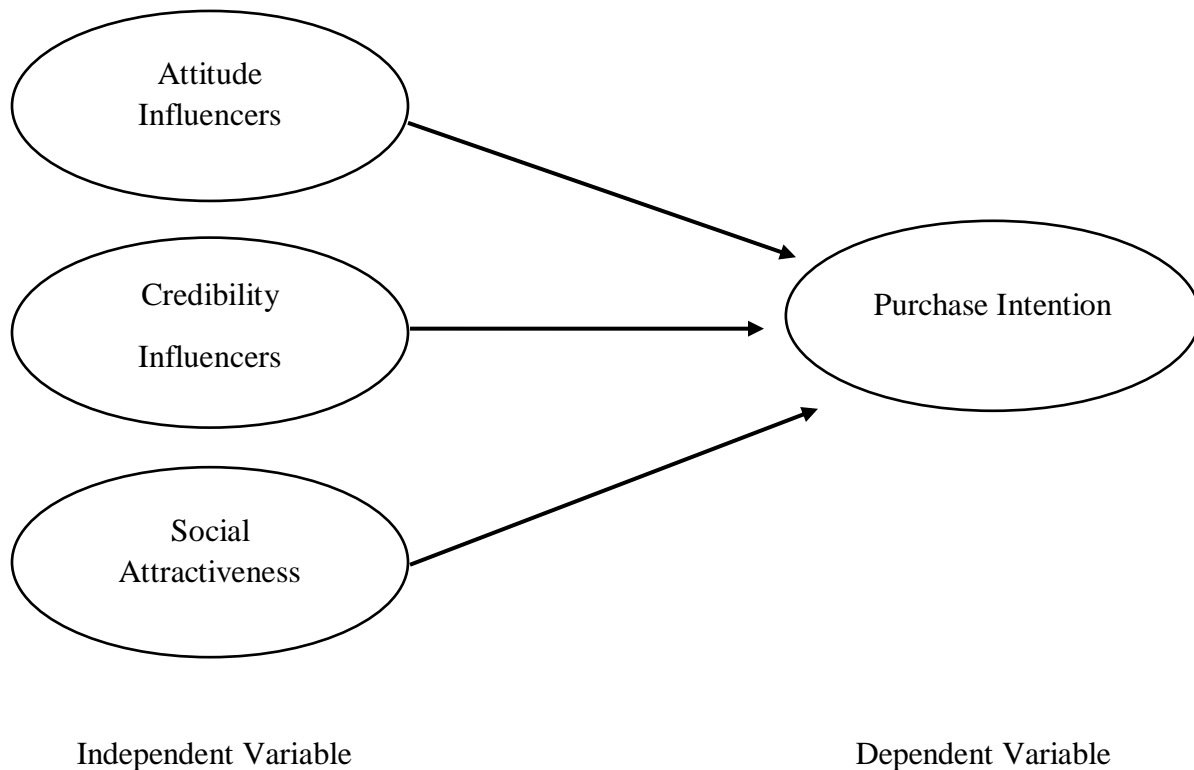
Purchase intention is defined in various ways in the existing literature. Rossiter and Percy (1998) defined purchase intention as “the consumer’s self-instruction to purchase the brand or take another relevant purchase-related action.” Mirabi, Akbariyeh, and Tahmasebifard (2015) also stated that purchase intention is “a situation where a consumer tends to buy a certain product in a certain condition.” Thus, purchase intention is a complicated process which is usually connected to the attitudes, perceptions, and behaviour of purchasers. It is the attitudes and perceptions that consumers have toward a particular product; and the degree to which consumers plan to purchase the product in the future. In addition, Ghosh (1990) and Chang and Wildt (1994) stated that consumers’ purchase intention is commonly considered as an indicator of actual purchase of consumers as well (Chiew, Ismail, and Ishak 2014; Dachyar and Banjarnahor 2017; Wu and Hui 2016). On the other hand, Steenkamp, Batra, and Alden (2003) stated that a global brand has the ability to influence the consumers’ tendency toward purchase intention. In prior research, the link between perceived brand globalness and consumers’ purchase intention was investigated. Some researchers found that there was a significant relationship between them (Baek et al. 2017; Davvetas, Sichtmann, and Diamantopoulos 2015; Moslehpour, Pham, and Yumnu 2014; Shi and Hyun-Soon 2016).

## **2.9 Theoretical Framework**

The purpose of this study is to identify the effectiveness of social media in purchasing decision making. The theoretical framework is formed based on the research objectives and research questions. It displays both the dependent variable and independent variables. Figure 2.1 shows the theoretical framework. The three dimensions of independent variables include attitude influencers, credibility influencers and social attractiveness. The dependent variables are purchase intention.



**Figure 2.1 Theoretical Framework**



## **2.10 RESEARCH HYPOTHESIS**

There are three (3) hypothesis that corresponding to the sub-research questions is developed:

H1: There is a significant relationship between attitude influencers and purchase intention.

H2: There is a significant relationship between credibility influencers and purchase intention.

H3: There is a significant relationship between social attractiveness and purchase intention.

## **2.11 SUMMARY**

This topic generally follows a discussion of the topic, statement and this study's goal or purpose. In this section, all information has been studied from past examples of articles. In this section, all information has been studied from past examples of articles.

## **Chapter 3**

### **RESEARH METHODOLOGY**

#### **3.1 Introduction**

This chapter elaborated the methodology that will be used in this research and contains details of all the information regarding the methodology. The chapter is separated into a few sections including research design, target respondent, data collection and instrument measurement scale, and statistical analysis techniques that will be used.

#### **3.2 Research design**

A research design is important to proof the evidence can fulfil and clarify the research question. Research design is a plan of the research project to investigate and obtain answers to research questions (Cooper & Schindler 2001; Davis & Cosenza 1988). There are three types of research designs identified from the literature: exploratory, descriptive, and casual designs (Cooper & Schindler 2001). This study has already identified constructs and formulated hypotheses based on previous studies together. The research problem is already crystallized and the purposes of the research have been clearly stated such that a descriptive design is the most appropriate research design for this study (Sekaran 2000; Zikmund 1997).

A quantitative research design will be used as its objectives is to firm up and modify knowledge first gained in a fundamentally qualitative way which is consistent with the research (Bryman, 1984). Moreover, it contains several advantages such as finalizing result and approving or disapproving hypothesis.

#### **3.3 Population, Sample size and Sampling Technique**

The population is defined as all active users of social media, who are also aware of the social media influencers in Malaysia. The general rule, minimum number of respondent or sample size is five-to-one ratio of the number of independent variables to be analyzed. Hair et al. (1998) proposed the acceptable ratio would be ten-to-one ratio of the independent variables. Based on the five-to-one ratio the minimum number of respondent would be thirty (30) respondents and based on the ten-to-one ration the minimum number of respondents would be sixty (60) respondents.

### 3.4 Scales and Measurement

For Part 1 and Part 3, the general question and demographic questions (gender, age, marital status, occupations and incomes) are measured by using nominal scale. The interval scale of measurement was applied in Part 2. The respondents were asked to read and indicate their agreement or disagreement with each of the statement designed at Part 2, using the 5-point scale. The attitude ratings are as follows:

<b>Strongly Agree</b>	<b>1</b>
<b>Agree</b>	<b>2</b>
<b>Neutral</b>	<b>3</b>
<b>Disagree</b>	<b>4</b>
<b>Strongly Disagree</b>	<b>5</b>

The data will be collected through an online survey administered within a large population of users of social network platforms in Malaysia who are active and familiar with social media. To construct a more homogeneous sample, respondents will be asked the filter questions to ensure the respondents are familiar with the social media influencers.

### 3.5 Data Collection

Method Data for this study was collected through structured questionnaires. The questionnaires were distributed to individuals from various professions in Klang Valley.

#### 3.5.1 Primary Data

Primary data is data that is collected by a researcher from first-hand sources, using methods like surveys, interviews, or experiments. It is collected with the research project in mind, directly from primary sources. There is two ways that we use in collecting data

- Survey  
We make survey to complete the research. We survey about the influencers in social media. In google trends shows that the social media influencers is influence purchase intention.

### 3.5.2 Secondary data

Secondary data refers to data that is collected by someone other than the user. Common sources of secondary data for social science include censuses, information collected by government departments, organizational records and data that was originally collected for other research purposes. We use secondary data to make our research complete.

- Internet

We use internet to find addition information about social media influencers .Besides, we study about platform use by influencers in social media and amount influencer in social media.

### 3.6 Research Instrument

Research instrument involves questionnaire design, pilot test, and construct measurement that discusses the instrument that will be used to measure the effectiveness of social media on purchasing decision making.

#### 3.6.1 Questionnaire Design

A questionnaire is defined as a researcher instrument that consists of a set of questions or other types of prompts that aims to collect information from a respondent. Questionnaire design refers to the design of the questions used to obtain the data needed for the survey. This research is using structured question because it is easier to administer and relatively inexpensive to analyze. The questionnaire consisting of three parts that are part 1: General question, and part 2: Purchasing Decision Making and Part 3: Demographic profile.

**Table 3.1** Attitude Influencers, Credibility Influencers, Social attractiveness and Purchase Intention

Variable	Code	Items	Sources
Attitude Influencers	ATT1	I will buy the product from influencers if the influencers give the good response to us.	SurveyMonkey.com & Hajili (2014)
	ATT2	Before buy the product, we need to ask the influencers about the product information.	
	ATT3		

	ATT4 ATT5	After buy the product, the influencers need to have good relationship with their customers. It very important for the influencer to be polite. I think the influencers who communicate with their followers are more trust worthy.	
Credibility Influencers	CRD1 CRD2 CRD3 CRD4 CRD5	I make purchases based on online recommendations. If my favorite blogger/online personality recommends a brand, I am more likely to try it. Influencers have my best interests at heart. Influencers will not purposely endorse a brand that will harm me. If I were to find out that my favorite influencer had been paid for their endorsement, it would not negatively impact my perception of their credibility.	SurveyMonkey.com
Social Attractiveness	SA1 SA2 SA3 SA4	Influencer use themselves as model of the product they review more attract me. I actively see out influencer online reviews before making purchasing decision. Influencer use visual ads and image to make promotion look more interesting. Influencer expose their lifestyle on social media to attract people buy same product.	SurveyMonkey.com
Purchase Intention	PI1 PI2 PI3 PI4	I interact with an influencer by promote products. I am very likely to buy a product which has been promoted by an influencer on social media. I have already bought a product which has been promoted on social media. My favourite influencers are important to me when it comes to new products.	SurveyMonkey.com & Gen Z

### 3.6.2 Pilot Test

To avoid any problematic questions in the questionnaire, pilot test has to be conducted. Zikmund (2013) stated that a good survey results solely depends on the design of the questionnaire. A good questionnaire should be clear, not offensive, and not bias to any respondent. Duane (2005) stated that a pilot test is essential as it helps to detect wording and format problems. Thus, 30 copies of the questionnaire are distributed to DPR 4B students to examine the quality of the questionnaire.

### 3.6.3 Reliability Test

**Table 3.2 Questionnaire source and validity**

Variable	Construct	Items	Cronbach
Independent	Attitude Influencers	5	.795
	Credibility Influencers	5	.843
	Social Attractiveness	4	.878
Dependent	Purchase Intention	4	.843

## 3.7 Statistical Data Analyses

The data gathered through questionnaire was coded and analyzed using the computerized SPSS (Statistical Software Package for Social Science) software version 26. They were summarized using appropriate descriptive and inferential statistics.

### 3.7.1 Validity and Reliability

Validity tests are very important for testing the goodness of measures. Both validity and reliability must be addressed in assessing the degree of measurement error present in any measure. Validity ensures the ability of a scale to measure the intended concept (Sekaran, 2003). Reliability is the accuracy or precision of a measuring instrument that is the extent to which the respondent can answer the same or approximately the same questions the same way each time. Content validity ensures that the measures include an adequate and representative set of items that tap the concept

(Sekaran, 2003). In other words, content validity is a function of how well the dimensions and elements of a concept have been delineated. Badri et al., (1995), views content validity as depending on how well the researchers create measurement items to cover the content domain of the variable being measured. The content validity of the questionnaire was established through literature review. This would ensure that the variables are measured correctly and at the same time the respondents understood the clarity, wordings, interpretation and appropriateness of the questions. Cronbach's coefficient alpha is the commonly used measure for internal consistency reliability. Cronbach's alpha value of .7 and above is considered to be reliable (Nunnally & Bernstein, 1998). An alpha value of .7 and above indicates items are homogenous and measuring the same construct. Uma Sekaran (2003) suggested that alpha value of .5 would be deemed the lower value of acceptability.

### **3.7.2 Descriptive Analysis**

Descriptive analysis was employed to understand the overall profiles of respondents. Descriptive analysis was not used to analyze gender, race, education and income level. For this data, the frequencies and percentage was used for computation.

### **3.8 Summary**

This chapter describes the study design, population and sampling, research instruments, data collection, and analysis procedures. This study is an evaluation study using qualitative data. The data obtained using structured questionnaire instruments were analysed using SPSS software and coded to answer the research questions discussed in Chapter 1.

## **Chapter 4**

### **FINDINGS**

#### **4.1 Introduction**

This chapter represents the result of the study from the statistical analysis conducted on the collected data and hypotheses testing. In the first part of this chapter the presentation would be on the characteristics of respondent profiles. The goodness of measured is determined by analyzing factor analysis, reliability analysis on the measurement and descriptive analysis. The final part of this chapter would be focused on hypotheses testing, correlation testing, multiple regression analysis and hierarchical regression.

#### **4.2 Response Rate**

Response rate is the percentage of people who respond the survey. In this analysis, A total of 300 questionnaires were distributed to respondents through convenience sampling.

#### **4.3 Demographic Profile**

Researchers had distributed 300 copies of survey questionnaire through convenience sampling and received 100% responses from respondents. There is no data outlier, thus the researcher fully utilized the 300 copies of survey questionnaire and analyse it.



**Table 4.1 Demographic Profile**

Respondent's	Demographic	Frequency	Percentage (%)
Gender	Male	117	39.00
	Female	183	61.00
Age	12 – 18	24	8.00
	19 – 24	225	75.00
	25 – 30	38	12.70
	31 – 36	12	4.00
	Above 36	1	0.30
Occupations	Students	212	70.70
	Workers	66	22.00
	Self- Employed	18	6.00
	Others	4	1.30
Marital Status	Single	248	82.70
	Married	52	17.30
Incomes	0 – RM1000	203	67.70
	RM1000 – RM2000	55	18.30
	RM2001 – RM3000	27	9.00
	RM3001 – RM4000	10	3.30
	Above RM4000	5	51.70

A total of 300 responses were obtained from the questionnaires. The respondents comprised mainly of males, 117 males (39.0%) and 183 females (61.0%). The most 225 (75.0%) of the respondents are at the age between 19 to 24 and 38 (12.7%) respondent are at the age between 25 to 30 was. 24 (8.%) respondents age between 12 to 18, 12 (4.0%) respondents age between 31 to 36 and remaining 1 (0.3%) respondents age is 36 and above.

In terms of occupations, 212 respondents (70.7%) were from the students category whereas 66 respondents (22.0%) were from the workers category, 18 respondents (6.0%) were from self-employed category and 4 respondents (1.3%) were others category.

In term of the respondent marital status, 248 respondents (82.7%) were single and 52 respondents (17.3%) were married.

In terms personal income, 203 (67.7%) respondents earned between 0 to RM1001, 55 (18.3%) respondents earned between RM1001 to RM2000, 27 (9.0%) respondents earned between RM2001 to RM3000, 10 (3.3%) respondents earned between RM3001 to RM4000 and lastly 5 (1.7%) respondents earned above RM4000.

#### 4.4 Reliability of Measurement

The first test carried out on the data was the reliability test on the multi-item instrumentals used in this research. The Cronbach's Alpha value was used to test the reliability of the items measuring each variable: attitude influencers, credibility influencers, social attractiveness and purchase intention. It is a reliability measure coefficient that reflects how well items in a set are positively correlated to one another.

The results obtained as shown in table 4.4 indicates that the Cronbach's Alpha value for the measuring items of independent variables and dependent variables. The Cronbach's Alpha for voluntariness was low at .46 and was accepted base on the minimum Cronbach's alpha value of .50 specified by (Sekaran, 2003). Attitude influencers, credibility influencers, social attractiveness and purchase intention of people in Klang Valley have Cronbach alpha values greater than .70 and indicates inter – item consistency. None of the items were deleted in the test, as the reliability of inter-item was high. Thus, the questionnaire items is showed consistency to continue in further statistical analysis.

**Table 4.2 :** *Summary of Reliability Analysis*

<b>Variables</b>	<b>Number of items</b>	<b>Numbers of items Discarded</b>	<b>Cronbach 's Alpha</b>
Attitude Influencers (ATT)	5	-	.739
Credibility Influencer (CRD)	5	-	.794
Social Attractiveness (SA)	4	-	.831
Purchase Intention (PI)	4	-	.820

#### 4.5 Descriptive Analysis

The summary of the descriptive statistic of the variables is given in Table 4.4. All variables were measured in 5-point Likert scale with 5 being strongly agree.

**Table 4.3 :** Overall Descriptive Statistics of the Study Variables

	Mean	Std. Deviation
Attitude Influencers	4.17	.61
Credibility Influencers	3.89	.70
Social Attractiveness	4.09	.68
Purchase Intention	3.78	.83

#### 4.6 Pearson Correlation Analysis

Pearson Product-Moment Correlation was used to investigate the inter-correlations among all the study variables. Table 4.5 provides the summary of the results.

**Table 4.4** Pearson's Correlation Coefficients of the Study Variables

		Correlations			
		ATTITUDE	CREDIBILITY	SOCIAL_ATTR ACTIVENESS	PURCHASE_IN TENTION
<b>ATTITUDE</b>	Pearson Correlation	1	.537**	.449**	.467**
	Sig. (2-tailed)		.000	.000	.000
	N	300	300	300	300
<b>CREDIBILITY</b>	Pearson Correlation	.537**	1	.642**	.591**
	Sig. (2-tailed)	.000		.000	.000
	N	300	300	300	300
<b>SOCIAL_ATTRACTIVENES S</b>	Pearson Correlation	.449**	.642**	1	.420**
	Sig. (2-tailed)	.000	.000		.000
	N	300	300	300	300
<b>PURCHASE_INTENTION</b>	Pearson Correlation	.467**	.591**	.420**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	300	300	300	300

Table 4.4 shows the relationship between the independent variables which are attitude influencers, credibility influencers and social attractiveness with the dependent variable which is purchase intention influence by social media influencers. All value in this probable should be less than 0.9 which indicates that there is no multicollinearity problem. The correlation value between independent variables with dependent variable is less than 0.9 which is between 0.420 and 0.591.

Firstly, there is a very strong relationship between attitude influencers and purchase intention. This is because the p-value equal to 0.000 and less than alpha value 0.05. The value of the correlation coefficient is 0.467 that indicates a very strong relationship between brand awareness and purchase intention.

Next, there is a very strong relationship between credibility influencers and purchase intention . This is because the p-value equal to 0.000 and less than alpha value 0.05. The value of the correlation coefficient is 0.591 that indicates a very strong relationship between brand image and purchase intention.

Furthermore, there is a very strong relationship between social attractiveness and purchase intention. This is because the p-value equal to 0.000 and less than alpha value 0.05. The value of the correlation coefficient is 0.420 that indicates a very relationship between brand image and purchase intention.

#### 4.7 Multiple Regression

According to the Weiers (2008), a multiple regression analysis involves one dependent variable and two or even more than two independent variables. It can also be known as an analysis of association in which the effects of two or more independent variables on a single dependent variables that are investigated simultaneously. (Zikmund, 2010).

**Table 4.5:** *Model Summary*

<b>Model Summary<sup>b</sup></b>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.617 <sup>a</sup>	.381	.375	.65718	1.854

a. Predictors: (Constant), SOCIAL\_ATTRACTIVENESS, ATTITUDE, CREDIBILITY

b. Dependent Variable: PURCHASE\_INTENTION

According to table 4.5, the R value = 0.617, R Square = 0.381 and Adjusted R Square = 0.375. R Square shows the value at 38.1 percent of the purchase intention can be explained by attitude influencers, credibility influencers and social attractiveness. This also indicates that there is a very strong relationship between dependent variable and independent variable.

**Table 4.6 : Anova**

		ANOVA <sup>a</sup>				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	78.703	3	26.234	60.744	.000 <sup>b</sup>
	Residual	127.839	296	.432		
	Total	206.542	299			

a. Dependent Variable: PURCHASE\_INTENTION

b. Predictors: (Constant), SOCIAL\_ATTRACTIVENESS, ATTITUDE, CREDIBILITY

The table 4.6 presented the significant value is at 0.000 which means less than the alpha value 0.05 the significant model emerges. Hence, it means the alternative hypothesis is accepted. Four independent variables which are attitude influencers, credibility influencers and social attractiveness are significantly explains the variance in respondents' purchase intention influence by social media influencers,

**Table 4.7 : Coefficients**

		Coefficients <sup>a</sup>				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.322	.292		1.104	.270
	ATTITUDE	.279	.075	.205	3.731	.000
	CREDIBILITY	.549	.076	.460	7.185	.000
	SOCIAL_ATTRACTIVE NESS	.039	.074	.032	.534	.594

a. Dependent Variable: PURCHASE\_INTENTION

Based on the table 4.7, coefficient shows that attitude influencers and credibility influencers is significant to dependent variable which is purchase intention as the p-value is less than alpha value 0.05. On the other hand, the independent variables that are not significant to dependent variable are social attractiveness as the p-value is equal to 0.594.

The multiple regression analysis indicated that the following tested variables were highly significant at  $p < .01$  - 99% degree of confidence. The beta value (standardize coefficients) of attitude influencers ( $\beta = .205$ ), credibility influencers ( $\beta = .460$ ) and social attractiveness ( $\beta = .032$ ) indicates that the independent variable are positively related to purchase intention are influence by social media influencers.

Hypotheses 1 (attitude influencers is positively related to purchase intention) was accepted at  $p < .01$ . Hypotheses 2 (credibility influencers is positively related to purchase intention) was accepted at  $p < .01$ . Hypotheses 3 (social attractiveness is positively related to purchase intention) was accepted at  $p < .05$ . was accepted.

#### **4.8 Test of Significant**

##### **Hypothesis 1**

H0: Attitude influencers has no relationship towards purchase intention influence by social media influencers.

H1: Attitude influencers has positive relationship towards purchase intention influence by social media influencers

Based on the Table 4.7, the brand awareness ( $p = 0.000$ ) p-value is higher than significant level of 0.05. Therefore, since the p-value is higher than 0.05, H0 is rejected and H1 is accepted. In this result, there has significant relationship between attitude influencers towards respondents' purchase intention.

##### **Hypothesis 2**

H0: Credibility Influencers has no relationship toward purchase intention influence by social media influencers.

H1: Credibility Influencers has positive relationship towards purchase intention influence by social media influencers

Based on the Table 4.7, the brand image ( $p = 0.000$ ) p-value is lower than significant level of 0.05. Therefore, since the p-value is lower than 0.05, H0 is rejected and H1 is accepted. In this result, there has significant relationship between credibility influencers toward respondents' purchase intention.

### **Hypothesis 3**

H0: Social attractiveness has no relationship towards purchase intention influence by social media influencers

H1: Social attractiveness had no significant relationship purchase intention influence by social media influencers

Based on the Table 4.7, the brand awareness ( $p = 0.594$ ) p-value is higher than significant level of 0.05. Therefore, since the p-value is higher than 0.05, H0 is rejected and H1 is accepted. In this result, there has no significant relationship between social attractiveness towards respondents' purchase intention.

### **4.9 Conclusion**

All in all, all the data obtained from the respondents are analyzed by different types of analysis methods. Firstly, descriptive analysis has been used for interpreting data on respondents' the general information which includes race, age, gender, marital status, and income level. On the other hand, the data collected are tested for the measure of central tendency. Based on the analysis, respondents' purchase intention has emerged as the most prominent variable. Besides that, data have been analyzed by using the Pearson Correlation Coefficient, which as an indicator of the strength of degree of association among the dependent variable and independent variables. Furthermore, analysis data has also been done based on Multiple Regression. The Multiple Regression is a statistical measure on the degree of relationship between independent variables with the dependent variable. Hence, all the analysis has shown all the independent variables which are attitude influencers, credibility influencers and social attractiveness has significance on the respondents' purchase intention influence by social media influencer.

## Chapter 5

### DISCUSSION AND CONCLUSION

#### 5.1 Introduction

This chapter discusses the statistical results in Chapter 4. It recapitulates the study and discusses the major findings in the later section. Implication and limitation of the study will be discussed and suggestion for the research will be highlighted for future use.

#### 5.2 Discussion

While the previous section of this chapter focuses more on the abstract overview of all descriptive and inferential studies, this section focuses more on the analysis of key findings in order to validate research goals and conclusions.

**Table 5.1** *Major Findings*

HYPOTHESES	SIGNIFICANT	CONCLUSION
Credibility Influencers has no relationship toward purchase intention influence by social media influencers.	0.000	Supported
Credibility Influencers has no relationship toward purchase intention influence by social media influencers.	0.000	Supported
Social attractiveness has no relationship towards purchase intention influence by social media influencers	.594	Not Supported



### **5.2.1 Relationship between Attitude Influencers and Purchase Intention.**

H1 indicates that attitude influencers has significant relationship on purchase intention. Result shows P-value is 0.000 and  $\beta$ -value is 0.205, which expressed that H1 is supported. Consumer purchasing in social media is influence by influencers. Furthermore, attitude influencers, which is an important know ledge for developing a successful marketing operation. Based on these, the hypotheses H1 is supported.

### **5.2.2 Relationship Credibility Influencers and Purchase Intention**

H2 indicates that attitude influencers has significant relationship on purchase intention. Result shows P-value is 0.000 and  $\beta$ -value is 0.460, which expressed that H2 is supported. Information presented by a credible influencers can effect consumer belief, opinions, attitudes and behavior. Additionally, influencers who have been viewed as experts tend to be more persuasive and capable of driving consumer purchase intention. H2 is supported.

### **5.2.3 Relationship Social Attractiveness and Purchase Intention**

H3 indicates that social attractiveness has no significant relationship on purchase intention. Result shows P-value is 0.594 and  $\beta$ -value is 0.032, which expressed that H3 is not supported. There was no impact between social attractiveness on purchase intention which is from the are not creating an effective respond from consumers to be an incentive to buy. Social media nflucners appearance can't capture follower intention to buy the product. H3 is not supported.

## **5.3 Implication of Study**

The findings of this study help in understanding of relationship between the effectiveness of social media influencers towards consumer purchase intention. Through this understanding of study, it is applicable to use social media influencer review as a product to buy.

#### **5.4 Limitation of Study**

Despite the useful findings of this study, this empirical study has several limitations that needs to be acknowledged.

Firstly, the data should primarily be based on a larger sample size to explore this and ultimately produce high extensive result.

Secondly, the findings in this study depend on the honesty of the respondents. It is known individuals would agree more on socially desirable answers and disagree more towards socially undesirable answers rather than fully and truly express the feeling and opinions.

Thirdly, the respondents background were also restricting factor, they were teenagers with minimal incomes.

#### **5.5 Future Research**

Future research can consider administering a brand or social media influencers to eliminate the potential bias that could influence the respondents' questionnaire answers. Similarly, communication can be added as another construct in the model, explained that communication is the first interaction between companies and consumers in the value creation process. It important for marketers to invest a substantial amount of time in conducting a genuine and real-time dialogue with customers to promote their products. Tailored promotional content ideally resonates well with the target audience, and can simultaneously lead to an increase in the rate of reach.

#### **5.6 Conclusion**

The key findings were discussed in detail in this chapter. In conclusion, this research specifies two independent variables in attitude influencers and credibility influencers having significant impact towards purchase intention influence by social media influencers. However, the other independent variables, social attractiveness have no positive significance. Eventually, this study could be helpful to several parties, especially the marketers and future researchers

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## EXPLORE HOW SOCIAL MEDIA INFLUENCER AFFECT CONSUMER PURCHASE IN KLANG VALLEY

Dear respondent,

with reference to the above ,we are pleased to inform you that we are conducting survey that examine the social media influencer affect consumer purchase in Klang Valley. Currently we are in the process of collecting data for writing our study as a requirement for our course. Accordingly this questionnaire has been designed to collect certain information from the consumer at Klang Valley This Questionnaire should not take more than 15 minutes to be completed. Kindly spare some of your valuable time to complete this questionnaire. We would also like to assure you that your response would be kept strictly confidential. We would appreciate if you could extend your support by participating in the survey which is an integral part of our study project. This study is under course DPM5063 introduction to marketing research at Politeknik Sultan Salahuddin Abdul Aziz Shah. The results from this research is for academic and not for commercial purposes

Sincerely yours,

Nur Anissa Binti Ahmad Uzeed

Azlin Amira Binti Ahmad Hisham

Mohamad Darwis Bin Md Fairus

Nur Alia Athirah Binti Mohd Zaini

## **PART 1: GENERAL QUESTION**

**1) Select the following social media sites you actively use:**

- Instagram
- Facebook
- YouTube
- Twitter
- Other:

**2) Select the social media sites where you follow one/more influencer:**

- Instagram
- Facebook
- YouTube
- Twitter
- Other:

**3) How often use these social media platform?**

- Always
- Usually
- Sometimes
- Rarely
- Never

**4) How many influencer do you follow on social media:**

Less than 5

5 - 10

11 - 20

21 - 30

30+

**5) What is the topic of most of the influencer you follow:**

Fashion

Make up

Sport

Video game

Others:



**Part 2: CONSUMER PREFERENCES**

This section is seeking your opinion about consumer preferences how influencer attract consumer to buy product in social media in klang valley. Respondents are asked to determine whether they agreed or disagreed with each question stated using five like scale ( 1 = strongly disagreed, 2 = disagreed, 3 = slightly disagreed, 4 = agree, 5 = strongly agree ) response framework. Please CIRCLE one number per question to determine whether you agree or disagree with the following questions.

**PURCHASE INTENTION**

	1	2	3	4	5
I interact with an influencer by promote products					
I am very likely to buy a product which has been promoted by an influencer on social media					
I have already bought a product which has been promoted on social media					
My favourite influencers are important to me when it comes to new products					

**ATTITUDE**

	1	2	3	4	5
I will buy the product from influencers if the influencers give the good reponse to us.					
Before buy the product, we need to ask the influencers about the product information					
After buy the product, the influencers need to have good relationship with their customers.					
The influencers keep on asking with customer to buy the product until the customer purchase our product					
I think the influencers who communicate with their followers are more trust worthy					

**CREDIBILITY INFLUENCER EFFECT CONSUMER PURCHASING**

	1	2	3	4	5
I make purchases based on online recommendations.					
if my favorite blogger/online personality recommends a brand,I am more likely to try it					
Influencers have my best interests at heart					
Influencers will not purposely endorse a brand that will harm me					
If I were to find out that my favorite influencer had been paid for their endorsement,it would not negatively impact my perception of their credibility					

**SOCIAL ATTRACTIVENESS**

	1	2	3	4	5
Influencer use themselves as model of the product they review more attract me					
I actively see out influencer online reviews before making purchasing decision.					
Influencer use visual ads and image to make promotion look more interesting.					
Influencer expose their lifestyle on social media to attract people buy same product					

## **PART 3 : DEMOGRAPHIC QUESTIONS**

1) Gender

- Male
- Female

2) Age

- 13 - 18
- 19 - 24
- 25 - 30
- 31 - 36
- 36+

3) Occupations:

- Student
- Workers
- Self Employed
- Others:

4) Marital Status

- Single
- Married
- Others:

**5) Incomes**

O - RM1000

RM1001 - RM2000

RM2001 - RM3000

RM3001 - RM4000

Above RM4000