

IMPACT OF SOCIAL MEDIA INFLUENCER ON
INSTAGRAM USER PURCHASE INTENTION: THE
FASHION INDUSTRY

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- (2) No portion of this FYP has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
- (3) Equal contribution has been made by each group member in completing the FYP.
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LIST OF ABBREVIATIONS

AVE	Average Variance Extracted
CR	Composite Reliability
DV	Dependent Variable
IV	Independent Variable
PLS	Partial Least Squares
R ²	R-square
SMI	Social Media Influencer
SPSS	Statistical Package for the Social Sciences
VIF	Variance Inflation Factor

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PREFACE

With the rise of social media over the past few years, influencer marketing became part of social media marketing and content marketing mix for connecting directly with consumers. Although it's still new to the Malaysian market, it is definitely growing. Instagram now has more than one million active monthly advertisers globally. Mirroring this global trend, the popularity of Instagram in Malaysia is also on the rise. This is a significant growth from just 200,000 advertisers this time last year. Malaysian fashion brands today are continuously looking to establish direct relationship with the consumers with the help of social media influencers. Almost 60% of fashion brands have an influencer marketing strategy in place, while a further 21% plan to invest in it over the next 12 months. Integrated influencer marketing across Instagram makes it possible for fashion brand to execute campaigns to apply controlled targeting, which optimises the reach, frequency, experience and hence influence across different stages of a strategy. Therefore, this research is aims to examine the impact of social media influencer's personal factor towards Instagram users' fashion apparel purchase intention.

ABSTRACT

Influencer marketing is expanding exponentially throughout the world, causing marketers to see this marketing strategy as an essential part of their marketing options. Fashion is getting more attention nowadays as it has become a continual existence in a person's everyday life. It is not solely used to protect oneself but also to indicate self-expression. The online world is a place to sell and also a platform to reach target audience. One of the most effective ways to do it is using influencers in the marketing campaign. Fashion influencers range from fashion blogger to social media celebrities. Similarly, they all have great influence over their followers. Consequently, this research determine the personal factors of social media influencers that contribute in influencing Instagram users' purchase intention towards fashion apparel. Application of source credibility and source attractiveness models is used. The variables constructed including trustworthiness, expertise, similarity, familiarity and likability. Quantitative method is used, whereby survey questionnaires were distributed to obtain data from Instagram users aged 15 and above. Statistical Package for the Social Sciences (SPSS) and SmartPLS were used to analyze data collected and the results presented purchase intention is positively influenced by expertise, similarity and familiarity. As a result, the research findings are used to give future researchers and marketers a better insight on influencer marketing.

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

This study sights to describe the reasons of consumers choose to follow the social media influencers (SMIs) and how these reasons can influence their purchase intention of fashion apparel. This chapter outlines several significant sections which covered the research background, research problem, research objectives and the research significance.

1.1 Research Background

In the recent years, SMIs have started to gain more attention is mainly because SMIs are more persuasive, professionals and credible at generating favorable and useful content that will directly impact on consumers purchase (Boateng & Okoe, 2015). SMIs consider as a type of new endorser compared to celebrity endorser who shapes audience attitude (Freberg, Graham, McGauhey, & Freberg, 2010). The useful content generating from the SMIs on social networking site are able to attract the audience attentions and become popular when their followers are growing exponentially in the end SMIs achieve fame through social media platform they participated in for example blogs, YouTube, Facebook, and Instagram (Forbes, 2016). In other words, the SMIs are able to gain the attention from a specific group of audience whose interest is similar to the SMIs (Forbes, 2016). SMIs attract followers through the post or information that they develop themselves, enabling the followers

to step into the SMIs personal narratives. The SMIs are looks different from the celebrities and actors are because most of them are leading normal lives same with the audiences that make the SMIs become more relatable to the followers that pay attention to their post every day (Forbes, 2016).

Fashion industry consider as a multibillion dollar international firm dedicated to the business of designing, manufacturing and selling clothes to the consumers (Major & Steele, 2018). The researchers further explained that it could be explaining in a way that the global industry associates retailers of clothes and accessories yet the marketing program and merchandising of the merchandise through the advertising campaign such as advertise on the specific newspapers or magazine. It can be prove that nowadays the fashion industry plays a significant role in the society. Today, people make use of fashion as way to express themselves and also act as a self-identity.

1.2 Research Problem

Fashion is considered an on-going trend that in the style of clothing (Selvarajah, 2018). The fashion industry in Malaysia has an impressive growth in recent years, this is stimulated by the increase in fashion consciousness among Malaysian consumers (Marketline, 2016). The market has attracted world's famous fashion giants like Zara, H&M and Uniqlo to enter Malaysia. The social media has been regarded as an effective tool to reach out customers and provide them information about products and service (Mangold & Faulds, 2009). Based on researchers Lee, Lee, Moon and Sung (2015), Instagram is a social media platform that mainly focusing pictures and short captions. It is the number one photo sharing platform (Chua & Chang, 2016). Photos represent an important aspect of a fashion brand's marketing

strategy (Hanson, 2018). The fact that this study, fashion, very much requires visual contents to be presented, therefore it a good reason to dedicate this study to Instagram since it provides a great visual platform.

A sponsored post is a post on a website or social media which is paid for by an advertiser or brand (Mediakix, 2016). The sponsored content can be anything from a photo to video (Turgeon, 2017). Whenever a brand works together with a well-known SMI on Instagram to create, publish and promote brand-sponsored posts in order to increase brand awareness or trigger purchase intention for the social influencer's large, engaged audience or follow, it refers to Instagram SMI marketing. The top SMIs have spent years developing building relationships with their followers, recommendations from them can encourage purchase intention and drive followers to take a specific action (Mediakix, 2016).

The number of followers is a way to measure a SMI's influence to others (Jade, 2017). A SMI with 100 thousand followers is likely to have more influence than someone with 200 followers. The idea of "power middle influencers" describes the effectiveness of SMIs strongly engaging communities ranges from 100 thousand to 200 thousand followers (Chen, 2016). Those SMIs are seen as more truthful and approachable by the target audience, which might result in higher return of investment. There are top Malaysian fashion SMIs on Instagram, they have more than 100 thousand followers on Instagram and they are collaborating with more than five brands to promote brand-sponsored photos and videos on their Instagram profile.

Table 1.1: Fashion Brands Collaborated with the Influencer (In Numbers)

Influencer	Account	Month					
		2017				2018	
		Sept	Oct	Nov	Dec	Jan	Feb

Jane Chuck	janechuck	13	8	12	6	7	11
Daphne Charice	daphnecharice	2	5	3	0	0	1
Venice Min	venicemin	4	3	2	3	4	8
Ashley Lau	ash_lsl	3	5	0	1	3	10
Teoh Ju Wei	juweiteoh	8	13	9	12	8	7

Source: Instagram

Table 1.2: Number ('000) of Followers of the Influencer

Influencer	Account	Month					
		2017				2018	
		Sept	Oct	Nov	Dec	Jan	Feb
Jane Chuck	janechuck	514.80	515.51	517.66	520.01	520.70	521.91
Daphne Charice	daphnecharice	167.02	168.04	169.61	171.18	171.63	172.24
Venice Min	venicemin	284.08	286.74	292.51	295.27	297.56	302.92
Ashley Lau	ash_lsl	149.09	148.82	149.34	149.13	149.08	148.75
Teoh Ju Wei	juweiteoh	376.17	375.34	375.96	375.64	374.78	374.56

Source: Instagram

Tables 1.1 showed the number of fashion brands collaborated with the five selected SMIs from September 2017 to February 2018. It is obvious that the number of brands collaborated with the SMIs fluctuated. Table 1.2 showed the number of followers the SMIs had from September 2017 to February 2018. The number of followers for SMIs like Jane Chuck, Daphne Charice and Venice Min increased steadily. However, the followers of Ashley Lau and Teoh Ju Wei showed a decrease throughout the months.

Looking at the statistics presented above, influencer marketing seems to be a trend nowadays but consumers are not receptive towards it, they tend to unfollow the influencers' Instagram accounts. Past studies by Sprout Social found that annoying

actions on social media make people to unfollow a brand or influencer (Hutchinson, 2016). Academic research related to influencer marketing on Instagram is limited (Braatz, 2017). Therefore, this study aims to find out what makes Instagram users influenced by Instagram influencers in terms of purchase intention of fashion items.

1.3 Research Objective

This research is to fill the gap of the research problem mentioned. General and specific objectives will be discussed.

1.3.1 General Objective

The general objective of this research is to determine the personal factors of SMIs that contribute in influencing purchase intention of Instagram users towards fashion apparel. It involved five factors which are expertise, trustworthiness, likability, familiarity and similarity.

1.3.2 Specific Objectives

The specific objectives of the research are as below:

1. To investigate the relationship between the SMI's trustworthiness and Instagram users' purchase intention towards fashion apparel.

2. To investigate the relationship between the SMI's expertise and Instagram users' purchase intention towards fashion apparel.
3. To investigate the relationship between the SMI's similarity and Instagram users' purchase intention towards fashion apparel.
4. To investigate the relationship between the SMI's familiarity and Instagram users' purchase intention towards fashion apparel.
5. To investigate the relationship between the SMI's likability and Instagram users' purchase intention towards fashion apparel.

1.4 Significance of the Study

This research study proposed five factors which are expertise, trustworthiness, likability, similarity and familiarity in which might influence purchase intention among Instagram users towards fashion industry in Malaysia. These factors might help fashion marketers in Malaysia to better understand and obtain more relevant knowledge on choosing the relevant SMI to promote their brands to Instagram users in the same time they might use this factor to evaluate the level of credibility a SMI have. These information and knowledge are important to the marketers as they can choose the right SMI to promote their brands and deliver the message to the target audience they desire. Not all SMI are suitable to represent a particular brand and this must depend on the factors that mentioned above an SMI has. Choosing a wrong SMI might damage the brand image or message cannot deliver to the target audience. This is crucial for business to best know their marketing strategy hence increase sales. As today world, people are using social media to stay connected. Hence, the social media

platform become more and more marketers advertise in because can reach through more audience. This study can help marketers and researchers to have a close insight on areas they could possibly have missed.

1.5 Chapter Layout

This study contains 5 chapters:

Chapter 1	<ul style="list-style-type: none"> • Research Background • Identification of research problem • Research objectives and significant of study
Chapter 2	<ul style="list-style-type: none"> • Review of literature • Proposed conceptual framework • Hypotheses development
Chapter 3	<ul style="list-style-type: none"> • Discussion in Research design, Sampling design, Data collection methods • Discussion in Research instrument and Data analysis
Chapter 4	<ul style="list-style-type: none"> • Result through Statistical Package for the Social Science 20 (SPSS) and SmartPLS 3
Chapter 5	<ul style="list-style-type: none"> • Summary and discussion on major findings • Implications, limitations and recommendations

1.6 Conclusion

SMI, fashion industry, research target respondents and their purchase intention have been discussed in this chapter. This research purpose is to study the SMI's expertise, trustworthiness, likability, similarity and familiarity that influence Instagram users purchase intention in Malaysia. The review of related literatures and conceptual models in this research will be further discussed.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

In this chapter will show the theoretical ground of research. First, the concept of source credibility model and source attractiveness model are presented and relationship between SMI's personal factors based on this two models affect Instagram users purchase intention towards fashion apparel is discussed. Thereafter, we introduce the variables depending on both models and purchase intention. The presentations of the formed variables closed with five hypotheses. This chapter ends with the research model by summarizing with the hypothesis.

2.1 Review of the Literature

Source credibility model and source attractiveness model have been used to determine theoretical background in clarifying the effectiveness of SMI in changing the consumer intention in purchase a fashion item. These source effect models can be used to emphasize on the SMI's personal factor and message delivered to consumers whether he or she is credible or attractive. By associating with SMI which then transferred to consumers purchase intention.

2.1.1 Source Credibility Model

An endorser's effectiveness can be discovered by using the source credibility model (Hovland & Weiss, 1951; Taghipoorreynah & de Run, 2016). The two components under source credibility are source expertise and trustworthiness (Ratneshwar & Chaiken, 1991). An endorser with positive communication traits able to influence his or her receivers to accept the message they delivered. The source delivered can be further extent receiver's experience and knowledge of understand a product (Jin & Phua, 2014; Djafarova & Rushworth, 2017). The degree of endorser source trustworthiness and source expertise is usefulness for receivers to observe the message sent by endorser which had explained in this model (Hovland & Kelley, 1953; Hovland & Weiss, 1951; Dholakia & Stemthai, 1977; Ohanian R. , 1991). Receiver's personal attitude commence with a source that stimulate through a process known as internalization, the information from a credible source can affect a person's attitude and belief (Erdogan, 1999). In the past five decades, Pornpitakan (2004) discovered source credibility is the models which has certain extent of impact to bring effectiveness in communication. However, such credibility is frequently a need and associate with an endorser in advertising studies to enhance effectiveness (Ohanian R. , 1990; Ohanian R. , 1991)

2.1.2 Source Attractiveness Model

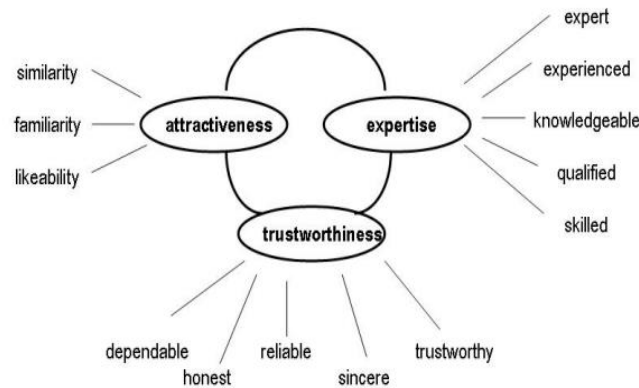
Source Attractiveness Model was developed from the original Source Valence Model (McGuire, 1985). Source attractiveness denotes to the endorser's physical traits for instance his or her similarity, familiarity, and likability to

the receiver of sources (McGuire, 1985; Ohanian R. , 1990) Similarity, familiarity and likability of the source bring an effect on the context of message effectiveness and communication (McGuire, 1985). Attractiveness does not just based on the physical attraction, it also require to look into other aspects such as creativity skills, personal traits, lifestyle, and skills of endorser (Erdogan, 1999).

2.1.3 Application of Source Credibility and Source Attractiveness Models

This section provides an overview some studies that have looked at SMI endorsement. Source credibility model (Evans & Clark, 2012) and the source attractiveness model are the most cited models to determine an endorser's persuasiveness (McGuire, 1985). Expertise is defined as “the element of valid assertions that attested by an endorser. However, trustworthiness as “the assertions deliver by endorser considers can be most effective and valid to the receiver” (Hovland & Kelley, 1953). It is fairly two crucial elements for receivers' to accept the message of endorser as truthful or valid. Enhancing self-image of an endorser is an necessity to develop consumer's attitudes and increase acceptance of message delivered which argued by McGuire (1985). McGuire identified the most important basic in source-attractiveness model for an endorser attractiveness includes similarity, familiarity, and likability as the to convince a receiver (Pornpitakpan C. , 2003; Mishra, 2015; Ofori-Okyere & Asamoah, 2015; Ohanian R. , 1990).

Figure 2.1 The Ohanian Model of Source Credibility



Source: Louise E Canning, celebrity endorsement in *Business Markets*, 2005

The other few studies related to application of both theory and SMI have come to different conclusions on the consumers mind when SMIs connect with a brand. Research by Brison et al. (2016) and Fred's (2015) also studied on the SMIs' parasocial relationship with their loyal followers. The influence on the followers' reactions to the SMIs' endorsement may differ by the pre-existing feelings on the SMIs. This study analyses the SMIs' endorsements impact on their followers' intention to purchase the fashion item by referring on their relationship.

2.1.3.1 Trustworthiness

Receiver's level of confidence in accepting the message express by SMI is the trust paradigm in communication (Abdulmajid & Wahid, 2012; Nejad, Sherrell, & Babakus, 2014; Ohanian R. , 1990). Consumers are more likely to accept the product which recommended by SMI they feel reliable (Liu, Jiang, Lin, Ding, Duan, & Xu, 2015).

For fashion industry that's always been elitist, fashion SMIs have forced brands to think dissimilarity and concentrate on engagement with consumers who prefer "authentic, sincere opinions, over and above the brand itself" (Influencers, 2017). According to latest biennial Global Survey of Trust in Advertising, involving 30,000 individuals in 60 countries, more than 81% of them vote "personal recommendation" as the most sincerity form of advertising, followed by 58% "consumer reviews online". Moreover, according to McLuckie (2016), the South African fashion retailer named Mr Price which having the most followers on Instagram has collaborated with top fashion SMIs and bloggers. This enable to determine the power of SMIs by holding the followers figures among social network (McLuckie, 2016). SMI-brand relationship which collaborate with the SMI has them given opportunity as a reliable source for consumer to use on its on social media platform such as Instagram to affect consumers' belief of the brand sponsored post (Kapitan & Silvera, 2016; Kietzmann, Hermkens, McCarthy, & Silvestre, 2011).

2.1.3.2 Expertise

An endorser's expertise refers to the perceived level of skills, practice or knowledge (Lis & Bettina., 2013; Hovland & Kelley, 1953; Teng, Khong, Goh, & Chong, 2014). In this matter, SMI's ability to create precise and believable information from the beginning of interaction with the consumer to the improve bond relationship with them is often referred as expertise (Nejad, Sherrell, & Babakus, 2014). All indicate factors of expertise competence on particular brands, insider connections to the fashion industry and an established tactic for

sharing online fashion opinion is in relation to SMI (McQuarrie, Miller, & Phillips, 2013; Sedeke & Arora, 2013; Uzunoğlu & Kip, 2014). Therefore, fashion SMI need to communicate effortless taste in fashion and in turn for maintaining consumer's interest however this achievement is related to their competency (McQuarrie, Miller, & Phillips, 2013). SMI engage with their followers through a social media platform with professional experience, knowledge, and personal observations enable SMI display expertise, makes the followers feel more reliable to them (Uzunoğlu & Kip, 2014; Kapitan & Silvera, 2015).

2.1.3.3 Similarity

Similarity is when the source sender and the source receiver of the idea show resemblance (McGuire, 1985; Muda, Musa, Mohamed, & Borhan, 2014). Similarity is the level of individuals having the same demographic background, interests, attitudes, social status and lifestyle; the “like me” principle has been noticed when people interact more frequently with people who are alike (De Bruyn & Lilien, 2008; Fanoberova & Kuczkowska, 2016). According to Li et al. (2014) & Forbes (2016), content creation allows SMIs to be more creative and personalized by adding more personal color and value in it, therefore this allows their audiences to understand more about their personal lives and daily lifestyle. The SMI's customized content is hence working as a persuader for the consumers who rely on information or posted by a SMI which shares similar interests, opinions and attitude (Kapitan & Silvera, 2015). In addition, Nejad, Sherrell, & Babakus (2014) indicated that consumers pay attention and interprets the information depend on their current motivations, attitude and interests.

Therefore it is important for social media influencers to personalized their content rather than just follow the information given by the companies, so that consumers can relate themselves towards the content (Park, Lee, & Han, 2007; Uzunoğlu & Kip, 2014).

2.1.3.4 Familiarity

McGuire (1985) defined familiarity as the knowledge of the endorser. The comfort degree between the source information and source recipient refers to familiarity (Kiecker & Cowles, 2001). Familiarity is known as the presumed resemblance as knowledge that an endorser possesses and it can be gained through exposure (Carvalho, 2012). According to Lee & Yurchisin (2011), consumers are expected to believe in the source they familiar and have a bond with, due to there are less perceived risk in making the decision. The same concept also goes to the context of online buying, familiarity positively influence on online trust, therefore it increases the likelihood of purchasing online from the familiar retailer (Zhang & Ghorbani, 2004; Fanoberova & Kuczkowska, 2016).

2.1.3.5 Likability

Likability refers to the information receiver's affection towards the information source's physical appearance, personal traits and personality (McGuire, 1985; Kiecker & Cowles, 2001; Teng, Khong, Goh, & Chong, 2014). The affection towards a SMI leads people to

follow his or her, just like how one follows his or her fashionable friend; with any new interest on any new brands will also influence one's level of affection to the brand (Colliander & Dahlén, 2011). Thus, the higher the likability towards a source, the more effective the message will be as likability tends to create greater attention and message recall (Jain & Posavac, 2001; Fanoberova & Kuczkowska, 2016).

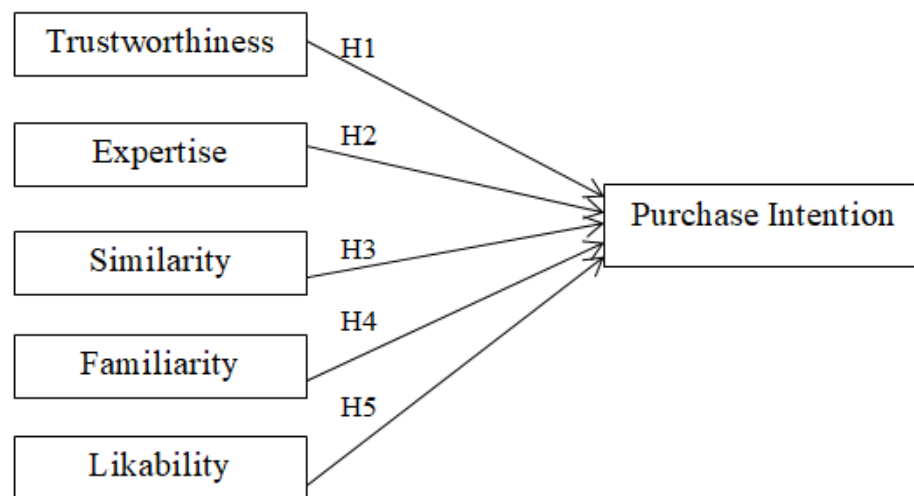
2.1.3.6 Purchase Intention

As said by Vineyard (2014), purchase intention is the chances of one buying the products or services. Purchase intention is also the idea of purchasing in the future (Goyal, 2014). Purchase intention is one of the consumer cognitive behavior when one is intended to purchase a product or brand (Hosein, 2012). Consumers will go through information first by gathering their previous practice, preference and suggestions from others; then go through the alternatives evaluation process and lastly making the purchase decisions (Chi, Yeh, & Tsai, 2011). Retail and brand have been using blogs to promote their brands (Jacob, 2013). In 2013, H&M apparel merchant collaborated with the SMIs and fashion bloggers in creating an outlet brand featuring the influencers (Rickey, 2013).

2.2 Proposed Conceptual Framework

This research model targets to picture a clear overview of the formulated hypotheses. The hypotheses that relate to the proposed model are developed in this section. The five hypotheses regard the likely credibility and attractiveness of the SMI could affect the Instagram's user intention to purchase fashion items is trustworthiness, expertise, similarity, likeability or familiarity (H1, H2, H3, H4, H5).

Figure 2.2: Conceptual/Theoretical Framework of Factors Affecting Consumer Purchase Intention.



2.3 Hypotheses Development

2.3.1 Trustworthiness and purchase intention

Li et al. (2010) explained that trust of endorser has act as an important element for consumer to search for product information through online. According to Forbes (2016), contradistinguish to companies or brands, SMIs are considered as more credible, and become a vital source to consumer for product information. Kim and Johnson (2015) mentioned that consumers purchase decisions are usually effected by the member who have close relationship with them such as family and friends. Similarly, past studies have empirically verified that trustworthiness of SMI positively influenced attitude of consumers (Suh, Bomil, & Han., 2002; Wu, Ing-Long, & Chen., 2005). Moreover, two researcher Lim et al. (2006) and Hsiao et al. (2010) also stated that trust has significantly impact on consumers' purchase intentions. Uzunonglu and Kip (2014) mentioned that the credible source of brand information are regard to SMI's trustworthiness by large audiences.

H1: There is a positive relationship between SMI's trustworthiness and Instagram users' purchase intention towards fashion apparel.

2.3.2 Expertise and purchase intention

Li et al. (2011) claims that SMI who receives more attention by engaging with their followers owns the influential power. Valck (2013) imply that it is the degree of expertise owned by SMI is fundamental to affect the consumer's purchase intention. SMI is also a person who has knowledge in different product classifications (Kapitan & Silvera, 2015), which further determines SMI influential ability towards consumers (Burgess, 2017). Purchase intention is related to the consumers' perceptions on endorser expertise (Ohanian R. , 1991). The findings were supported by Magnini (2008) which empirically

definite that SMI's effectiveness to influencer consumer purchase intention can be leaded by their own expertise. Therefore the greater the SMI's expertise, the more likely the SMI perceived their review as reliable and affect purchase intention (Lis & Bettina., 2013).

H2: There is a positive relationship between SMI's expertise and Instagram users' purchase intention towards fashion apparel.

2.3.3 Similarity and purchase intention

The content written and posted by the SMIs about their daily lives is bringing an essential impact on the followers and consumers; it also brings impacts on the social status of the SMIs (Kaplan & Haenlein, 2010). When one interact with someone that is having the similar interest and thought, the purchase decision will be more likely to be influenced compared to someone with a totally different opinion and mindset (Li, Lee, & Lien, 2014). Besides, when most of the consumers feel like they have the same image and would want to become more similar to their inspired SMIs; they will tend to purchase the similar product that the SMIs are using (Nejad, Sherrell, & Babakus, 2014; Kapitan & Silvera, 2015).

H3: There is a positive relationship between SMI's similarity and Instagram users' purchase intention towards fashion apparel.

2.3.4 Familiarity and purchase intention

People tend to accept and believe on familiar information or sources faster than unfamiliar sources; they also tend to evaluate familiar information in a more positive manner and mindset (Žvinytė, 2017). When consumers are trying to make purchase decision and considering about their decisions, familiarity will always plays an important role in affecting their final decision (Doyle, Pentecost, & Funk, 2014). In addition, Bianchi & Andrews (2012) stated that third party assurance is one of the reasons consumers read online review from familiar sources before purchase a product or service.

H4: There is a positive relationship between SMI's familiarity and Instagram users' purchase intention towards fashion apparel.

2.3.5 Likability and purchase intention

SMIs with appealing appearance and features positively affect the consumers' attitude which subsequently also affect the purchase intention (Till & Busler, 2000; Lim, Cheah, & Wong, 2017). Consumer will not accept and purchase any information and products endorsed by the SMIs that not in their favour; on the other hand they will go for those products and information endorsed and recommended by their favourite SMIs (Li, Lee, & Lien, 2014; Kapitan & Silvera, 2015). Looking into the aspect of gender, females have the higher chance to get influenced; they like to imitate their favourite individual on social media by purchasing the products used by the SMIs (Khan & Dhar, 2006; Wilcox, Kramer, & Sen, 2011; Wilcox, K.; Stephen, A., 2013; Djafarova & Rushworth, 2017).

H5: There is a positive relationship between SMI's likability and Instagram users' purchase intention towards fashion apparel.

2.4 Conclusion

This chapter is about the review of past literatures and studies to justify the relationship between Source Credibility, Source Attractiveness, and purchase intention. This research's conceptual framework is designed base on the research objectives in Chapter 1. Each relationship between variables is developed and hypothesized accordingly. Research methodology will be discussed further in the next chapter.

CHAPTER 3: METHODOLOGY

3.0 Introduction

This chapter presents the ways to obtain the data. Methodology is applied to analyze hypotheses. Meanwhile, the pre-test is carried out before the actual questionnaires distribution.

3.1 Research Design

Research design is the overall strategy used to ensure the data collected in the research enables to address the research problem in an effective manner (De Vaus, 2001). The main research method is implemented by adopting quantitative research. According to Creswell (2014), attitudes, trends and viewpoint of a population can provides quantitative description by applying quantitative research. It gives insight through neutrality uncovered in the collected data. Descriptive research design is applied to discover the personal factors of SMIs that contribute in influencing purchase intention of Instagram users towards fashion apparel. It is generally the method that provides information related to the characteristics of population being studied (Burns & Bush, 2014). Descriptive research identifies and explores the correlation of the phenomena in an observational basis (Leedy & Ormrod, 2001). This design is using survey research, observational studies and developmental design.

3.2 Sampling Design

3.2.1 Target population

The target population in this study is aged between 15 and above. These samples then further narrowed down to audiences who have an Instagram account and they follow fashion SMIs on Instagram. The respondents of this study may come from various states and cities in Malaysia. Sampling frame will not be adapted in this study because it is difficult to gather the data and information of the huge numbers of age 15 and above in Malaysia.

3.2.2 Sampling Technique

Snowball sampling means the researchers will choose a person from the population and then is asked to introduce the researchers to another person from the population (Alvi, 2016). In this research, respondents are requested to introduce one of their friends who have an Instagram account and follow fashion SMIs. Purpose of this study was to define the parasocial relationship between SMI's personal factor and Instagram users' purchase intention based on a huge sampling frame of target audience, which required an immediate gathering of a relatively huge amount of responses to the survey. Furthermore, the snowball-sampling help the researcher save time as this method provide quick distribution of the survey due to the reason that the multipliers become a role as reference for the researcher's reliability (Denscombe, 2010).

3.2.3 Sampling Size

According to Roscoe (1975), sampling size of 30 to 500 consider as most suitable for majority studies. According to GreatBrook (n.d), 200 responses will give fairly good survey accuracy in a survey project. In this study, 200 copies of questionnaire are to be distributed to the respondents. The questionnaires distributed will be collected back once respondents have completed in answering.

3.3 Data Collection Methods

Data collection gathers and measures information on wide range of interest from a variety of sources (Rouse, 2018). Primary data is collected in this study using administered survey form. 200 copies of questionnaire are assigned to the respondents to gain relevant information. The research data is collected from respondents who have a social media account in the age of 15 and above.

3.4 Research Instrument

3.4.1 Questionnaire Design

All sets of questionnaires were designed based on the objective of the study. Each section of questionnaire was designed by keeping the question simple and easy understand for respondents. All variables questions that involved were measured by using Five-point Likert Scales which are range from 1 to 5 (strongly disagree to strong agree) by regarding the most SMI's influential characteristics respective to their source credibility and attractiveness (Spry, Pappu, & Cornwell., 2009). Primarily, the pre-questions firstly aim to detect the match between the respondent and the study purpose, and also further introducing the topic for discussion. All these questions are used to gather data for define the sample and inspect relationships between subsets of the sample (Collis & Hussey, 2014).

3.4.1.1 Constructs Measurement (Scale and Operational Definitions)

3.4.1.1.1 Personal Data

The first part of this section will be acquiring personal data of respondents. Filter questions are included to ask whether they owned an Instagram account and whether they followed a fashion influencer on Instagram to confirm that the respondent matches for this research purpose. In addition, there are some other questions with involving respondent's demographic info in this part.

3.4.1.1.2 Research Variables

3.4.1.1.2.1 Source credibility

As designated by Ohanian (1990), two important elements of that involve in source credibility are trustworthiness and expertise. According to La Ferle and Choi (2005) and Ohanian (1990) stated that the two dimensions of the variables stated above can be measured by following scales: The SMI's credibility was planned to measure by using 5-items scale from past researches by sorting out the most applicable items to measure. By assigning the perception of respondents into three different situations, it can be used to measures credibility on the dimension of trustworthiness (5 questions) and expertise (5 questions), all the question of this two dimensions were adapted from past research done by Goldsmith, (2000). To assess source credibility, we used five items to evaluate perceived trustworthiness, "Honest", "Reliable", "Dependable" "Trustworthy" and "Believable" and five items to measure perceived expertise, 'Expert', 'Knowledgeable', 'Experience', 'Ability' and 'Quality'.

3.4.1.1.2.2 Source attractiveness

The scale items intend to measure people's likeability towards SMIs contain "warm", "likeable", "sincere", "friendly" and "pleasant". In this study, five scale items include "overall lifestyle", "cultural background", "appearance", "basic value" and "interest" are originally used to measure people's perceived homogeneity with an influencer on Instagram where visual similarity is just part of the comparison. Moreover, there is 5 items that consisted of "familiar", "knowledge", "follow", "recognize" and "know well" were modified and used for measuring people's familiarity with the character SMI. The results of this analysis supported the use of likeability, similarity and familiarity items as separate scales as suggested by the scale authors (Forehand & Deshpande., 2001; Whittler, E, & Dimeo., 1991; Kent & Allen, 1994).

3.4.1.1.2.3 Purchase Intention

Multiple measure was designed using previous research measurement of purchase intention (Liu & L.Brocj., 2011; Wachiraya & Wiwutwanichkul, 2007). However, Siti Nor & Nurita Juhdi (2008) with 5-item to measure this variable includes "Willing", "Intend", "Likely", "Will Buy" and "Interested" which adapted from previous research.

3.4.1.2 Pre-test

To avoid any problematic questions in the questionnaire, pre-test has to be conducted. Zikmund (2013) stated that a good survey results solely depends on the design of questionnaire. A good questionnaire should be clear, not offensive, and not bias to any respondent. Duane (2005) stated that a pre-test is essential as it helps to detect wording and format problems. Thus, few copies of questionnaire are distributed to UTAR lecturers who expert in this field study to examine the quality of questionnaire.

3.5 Data Analysis

Data analysis is conducted after all usable data is collected. The process of evaluating, recoding, decoding data will be applied statistical or logical technique. This process is to test the difference lies between reality and expectation of data. It then analyzes whether the data characteristics and quality met each other. In this research, Statistical Package for the Social Sciences 20 (SPSS) and SmartPLS 3 statistical software are utilized to carry out the data analysis. The output generated will be presented in statistical diagrams and tables. Researchers will be doing Descriptive Analysis, Convergent Validity Test, Discriminant Validity and Inferential Analysis in this research.

3.5.1 Data Processing

Data processing transforms data into information. Before analyzing the collected data, the data are needed to organize and generate into a useful way. Data processing consists the steps of data checking, editing, coding, transcribing and cleaning. Data checking allows identifying problems and errors in the questionnaires such as grammar mistakes and content. Pre-test is being executed to ensure the precision and completeness of the survey questionnaires. Data editing refers to the revise and remove of unsuitable answers. This will increase the precision of data and results.

Numbers and characters are used to categorize the data in data coding. In the questionnaire, respondents' responses are coded accordingly. For instance, 1 = strongly disagree; 2 = disagree; 3 = neutral; 4 = agree and 5 = strongly agree. Data transcribing is the procedure that putting the coded data into the computer SmartPLS 3 and Statistical Package for the Social Sciences 20 (SPSS) to analyze the obtained data. Next, data cleaning also called data scrubbing, deals with detecting and eliminating errors and contradictions to enhance the data quality.

3.5.2 Descriptive Analysis

Descriptive analysis is to analysis ethnics, age, gender and monthly income situation. It summarizes the given data which can present demographic profile of respondents and describe the measures of central tendency (Burns & Bush, 2003). This research is using cross tabulation analysis to examine the data. The data would be tabulated in the form of table.

3.5.3 Scale Measurement

3.5.3.1 Convergent Validity Test

Convergent validity test is a subset of construct validity and it refers to the level to the relativity of two measures of constructs (Trochim & Donnelly, 2006). Convergent validity test consists of three measuring scale such as Composite Reliability (CR), loading value (Outer Loading) and Average Variance Extracted (AVE).

Outer loading is functioned as to evaluate and assess the collected data's consistency of variables and indicator reliability (Memon & Abdul Rahman, 2014; Kwong & Wong, 2013). According to Hair, Ringle, & Sarstedt (2011), any outer loading values higher than 0.708 should be kept; values between 0.40 and 0.70 should be removed. Composite Reliability (CR) is to measure the proposed construct's overall internal consistency reliability (Kwong & Wong, 2013). Memon & Abdul Rahman (2014), suggested that 0.7 and higher value for CR is good enough. Average Variance Extracted (AVE) is used to define the amount of variance captured by latent variable from its relative manifest variables due to measurement errors; the AVE value should be at 0.5 and above (Memon & Abdul Rahman, 2014).

3.5.3.2 Discriminant Validity

Discriminant validity is the degree of different measures for different constructs (Afthanorhan, 2014). It calculates and investigates the combinations among the measures of overlapping variables possibility (Ramayah, Lee, & In, 2011). According to Fornell & Larcker (1981), the correlation values have to archive a higher value than the square roots of AVE with the purpose of achieve the validity of measurement model.

3.5.4 Inferential Analysis

SmartPLS established by Ringle, Wende & Will (2005), is one of the projecting software applications for Partial Least Squares Structural. SmartPLS is used and accepted by many articles and journals (Ringle & Sinkovics, 2009; Shackman, 2013).

The R^2 value shows the amount of variance in the DV that is described by the IVs. The higher the R^2 values, the higher predictive ability of the structural model, the better is the result (Chin, 2010). According to Hair et al (2011), an R^2 value 0.75 is considered as substantial however 0.25 is weak. Besides, the T-statistics and relationship strength of DV and IVs are examined by bootstrapping. According to Wong (2013), value of T-statistics need to be at least 1.96 to indicate as significant. Hair et al. (2011) suggested that 1.65 (significance level = 10 percent), 1.96 (significance level = 5 percent), and 2.58 (significance level = 1 percent) are the acceptable values for a two-tailed test. According to Hair et al. (2011), the path coefficient values need to be at least 0.1. In addition Hair et al. (2011) also stated that Variance Inflation

Factor (VIF) checks the multicollinearity and each indicator's VIF should be less than 5.

3.6 Conclusion

This chapter discusses the research methodology includes questionnaire creating, data gaining method, data processing, analyzing and others. Information provided in Chapter 3 will give some guidance in Chapter 4.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

This chapter presents the research findings from the questionnaires collection. This chapter provides, cross-tabulation of respondents' personal data using SPSS. Data collection of respondents' analysis, statistical analysis was analyzed by using SmartPLS 3 statistical software and will be addressed into several segments. The chapter concludes with a review to form an inclusive understanding of the analysis.

4.1 Respondents' Analysis

The relationship between respondents' personal data and purchase intention is tested with cross-tabulation analysis. The Phi values and significant values in the symmetric measures were adopted to determine the strength and significant difference of the relationships respectively. Significant value < 0.05 signifies a significantly different relationship whereas significant value > 0.05 signifies insignificantly different relationship.

Based on this five respondents' personal data, gender, age and ethnic do not have significant relationship with purchase intention. Furthermore, connection to Instagram per day (significant value = 0.042) and buy fashion product recommended by Instagram influencer (significant value = 0.000) will significantly affect Instagram users' purchase intention.

Only variables with statistical significant relationship will be discussed in this sub-topic.

Table 4.1: Cross-tabulation Results

Description (Percentage %)	Phi Value	Significant Value	Result
<u>Gender</u> Female (65.0%) Male (35.0%)	0.37	0.874	Weak and Insignificant Difference
<u>Age</u> 15 to 22 years old (38.0%) 23 to 30 years old (56.0%) 31 to 38 years old (5.5%) 39 to 46 years old (0.5%) 42 years old and above (0.0%)	0.121	0.816	Weak and Insignificant Difference
<u>Ethnic</u> Malay (5.5%) Chinese (88.5%) Indian (6.0%) Others (0.0%)	0.134	0.468	Weak and Insignificant Difference
<u>Connection to Instagram Per Day</u> 0 to 2 times (6.5%) 3 to 5 times (29.0%) 6 to 8 times (16.5%) More than 8 times (48.0%)	0.256	0.042	Weak and Significant Difference
<u>Past Experience of Buying Fashion Product Recommended by Instagram Influencer</u> Yes (44.0%) No (56.0%)	0.405	0.000	Moderate and Significant Difference

4.1.1 The Relationship between Connection to Instagram per Day and Purchase Intention

Table 4.2 shows respondents' connection to Instagram per day has difference in regards to purchase intention of fashion item. It shows that the more times a respondent connect to Instagram per day, the higher chance of having purchase intention towards fashion item advertised on Instagram. The 0.256 Phi value indicates a weak relationship while the 0.042 significant value, lower than 0.05 signifies that there is a significant difference.

Table 4.2: Cross-tabulation Analysis of Connection to Instagram per Day * Purchase Intention

Connect * DummyDV Crosstabulation						
			DummyDV			Total
			1.00	2.00	3.00	
Connect	1.00	Count	6	7	0	13
		% of Total	3.0%	3.5%	0.0%	6.5%
	2.00	Count	19	23	16	58
		% of Total	9.5%	11.5%	8.0%	29.0%
	3.00	Count	5	13	15	33
		% of Total	2.5%	6.5%	7.5%	16.5%
	4.00	Count	20	40	36	96
		% of Total	10.0%	20.0%	18.0%	48.0%
	Total	Count	50	83	67	200
		% of Total	25.0%	41.5%	33.5%	100.0%

Symmetric Measures		
	Value	Approx. Sig.
Nominal by Nominal	Phi	.256
	Cramer's V	.181
	Contingency Coefficient	.248
N of Valid Cases		200

4.1.2 The Relationship between Ever Buy Fashion Product Recommended by Instagram Influencer and Purchase Intention

Table 4.3 shows the relationship between respondents ever buy fashion product recommended by Instagram fashion influencer and their purchase intention of fashion item. The results indicate respondents who previously bought fashion items recommended by SMI on Instagram will have higher purchase intention compared to those who did not purchase any fashion items recommended by SMI before. The Phi value of 0.405 indicates a moderate relationship while the 0.000 significant value (lower than 0.05) signifies the two variables has a significant difference.

Table 4.3: Cross-tabulation Analysis of Ever Buy Fashion Product Recommended by Instagram Influencer * Purchase Intention

Buy * DummyDV Crosstabulation					
		DummyDV			Total
		1.00	2.00	3.00	
Buy	1.00	Count	7	36	45
		% of Total	3.5%	18.0%	22.5%
	2.00	Count	43	47	22
		% of Total	21.5%	23.5%	11.0%
Total		Count	50	83	67
					200

% of Total	25.0%	41.5%	33.5%	100.0%
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Symmetric Measures

	Value	Approx. Sig.
Phi	.405	.000
Nominal by Nominal Cramer's V	.405	.000
Contingency Coefficient	.376	.000
N of Valid Cases	200	

4.2 Measurement Model

The measurement model was verified according to convergence and discriminant validity.

4.2.1 Convergent Validity

Table 4.4: Convergent Validity Result

Variables	Items	Outer Loading	CR	AVE
Trustworthiness	T1	0.832	0.923	0.705
	T2	0.884		
	T3	0.835		
	T4	0.756		
	T5	0.886		
Expertise	E1	0.822	0.903	0.651
	E2	0.799		
	E3	0.722		
	E4	0.852		
	E5	0.833		

Likability	L1	0.810	0.911	0.673
	L2	0.823		
	L3	0.832		
	L4	0.780		
	L5	0.853		
Similarity	S1	0.889	0.930	0.727
	S2	0.843		
	S3	0.910		
	S4	0.810		
	S5	0.806		
Familiarity	F1	0.871	0.930	0.727
	F2	0.847		
	F3	0.828		
	F4	0.821		
	F5	0.894		
Purchase Intention	PI1	0.858	0.952	0.800
	PI2	0.878		
	PI3	0.923		
	PI4	0.898		
	PI5	0.915		

All the loading indicators should be higher than 0.708 stated by Hair et al. (2013). However, for those indicators with outer loading values should be considered for exclusion from the study if that range between 0.40 and 0.70. In this study, all the indicators are higher than 0.708 were being accepted which ranged from 0.722 to 0.923 thus there is no item to be removed. As for CR, the desirable value is 0.70 and above (Alarcón & Sánchez, 2015). The CR values of each variables are more than 0.70 in which the highest 0.952 for purchase intention, the lowest 0.903 is for expertise, 0.911 for likability, 0.923 for trustworthiness and 0.930 for similarity and familiarity. Average variance extracted (AVE) had better be exceeded 0.50 for this result. In fact, the AVE values from the research ranged from 0.651 to 0.800. This indicated that, these constructs explained all of the variance of their indicators thus there is a good fit between the constructs and their underlying indicators.

4.2.2 Discriminant Validity

Using the Fornell-Larcker criterion, dependent variable is tested based on cross loading on each pair of correlations was compared using the square root AVE of each construct and the correlations between the constructs. As illustrated Table 4.5, the square root of the AVE of each construct should be higher than its highest correlation with any other constructs. Boldface numbers on the diagonal are higher than their respective construct's correlations with other constructs, thus discriminant validity can be established.

Table 4.5: Factor Matrix

Variables	E	F	L	PI	S	T
Expertise	*0.807					
Familiarity	0.494	*0.853				
Likability	0.331	0.335	*0.82			
Purchase Intention	0.47	0.529	0.309	*0.895		
Similarity	0.412	0.575	0.423	0.538	*0.853	
Trustworthiness	0.584	0.572	0.471	0.525	0.59	*0.84

Notes: *Square Root AVE

Moreover, every indicator's outer loadings on the constructs must be greater than all its cross-loadings with other constructs. For discriminant validity, the cross-loadings confirmed other constructs are loaded higher than each item loaded higher on the construct shown in Table 4.6 (Chin W. , 1998).

Table 4.6: Cross Loadings

		Expertise	Familiarity	Likability	Purchase Intention	Similarity	Trustworthiness
E	E1	0.822	0.350	0.256	0.438	0.403	0.476
	E2	0.799	0.362	0.260	0.337	0.320	0.500
	E3	0.722	0.433	0.223	0.314	0.212	0.360
	E4	0.852	0.452	0.271	0.397	0.337	0.491
	E5	0.833	0.408	0.323	0.391	0.362	0.518
F	F1	0.391	0.871	0.305	0.521	0.580	0.498
	F2	0.446	0.847	0.261	0.475	0.517	0.411
	F3	0.475	0.828	0.292	0.438	0.418	0.529
	F4	0.354	0.821	0.282	0.327	0.378	0.436
	F5	0.431	0.894	0.290	0.452	0.516	0.560
L	L1	0.219	0.203	0.810	0.236	0.295	0.266
	L2	0.271	0.246	0.823	0.233	0.335	0.298
	L3	0.350	0.310	0.832	0.317	0.421	0.516
	L4	0.145	0.251	0.780	0.164	0.236	0.331
	L5	0.309	0.341	0.853	0.273	0.390	0.456
PI	PI1	0.340	0.436	0.297	0.858	0.400	0.403
	PI2	0.396	0.498	0.283	0.878	0.521	0.489
	PI3	0.440	0.483	0.257	0.923	0.484	0.458
	PI4	0.455	0.470	0.251	0.898	0.499	0.488
	PI5	0.461	0.474	0.300	0.915	0.490	0.502
S	S1	0.334	0.485	0.361	0.476	0.889	0.491
	S2	0.370	0.474	0.368	0.389	0.843	0.459
	S3	0.380	0.530	0.334	0.520	0.910	0.538
	S4	0.292	0.417	0.425	0.398	0.810	0.512
	S5	0.373	0.531	0.333	0.485	0.806	0.511
T	T1	0.451	0.481	0.330	0.374	0.434	0.832
	T2	0.512	0.511	0.389	0.458	0.517	0.884
	T3	0.485	0.451	0.390	0.468	0.538	0.835
	T4	0.411	0.447	0.410	0.375	0.474	0.756
	T5	0.573	0.511	0.450	0.506	0.508	0.886

4.3 Structural Model

Bootstrap procedure is used to examine the significance of all paths. The model is showing the test of each linkage. The result of path coefficient is shown in the model along with their t-statistic. The estimated path coefficient along with their t-statistic is shown in the model. Variance Inflation Factor (VIF) has been used to check the condition of multi collinearity it showed that multi collinearity is under tolerance level or no multi collinearity has been observed.

Figure 4.1 SmartPLS Diagram

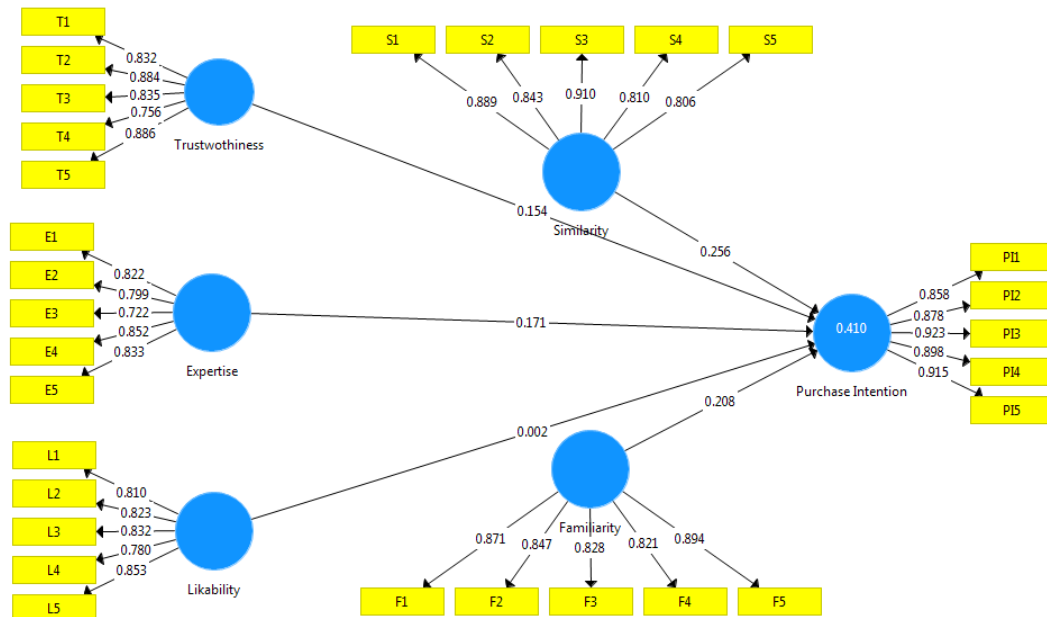


Table 4.7: Path Analysis

R² = 0.410				
Path	VIF	Path Coefficient	T Statistics	Result
(H1) Trustworthiness -> Purchase Intention	2.191	0.154	1.648	Not Support
(H2) Expertise -> Purchase Intention	1.616	0.171	2.064	Support
(H3) Similarity -> Purchase Intention	1.823	0.256	3.200	Support

(H4) Familiarity -> Purchase Intention	1.792	0.208	2.483	Support
(H5) Likability -> Purchase Intention	1.345	0.002	0.030	Not Support

Hair et al. (2011) stated low VIF values is to make sure a low degree of multicollinearity among variables of the study. Table 4.7 shows all VIF values are less than 5 (Sekaran & Bougie, 2011) which are the VIF values for expertise, familiarity, likability, similarity and trustworthiness are within the range of 1.345 to 2.191, thus it representing that multicollinearity does not exist in the influential measured items. As for the R-squared variation of purchase intention with expertise, familiarity, likability, similarity and trustworthiness is 41% whereby it considered moderate predictive accuracy level (Hair, Ringle, & Sarstedt, 2011; Henseler, Ringle, & Sinkovics, 2009). Hence the purchase intention is affected to an extent by likability, trustworthiness, expertise, familiarity and similarity with a path coefficient of 0.002, 0.154, 0.171, 0.208 and 0.256 and t-statistics of 0.0030, 1.648, 2.064, 2.483 and 3.200. However, t-statistics for variable which exceeds 1.96 is still considered void (Rousseuw & Hubert, 2011). Since the t-statistics of purchase intention with expertise, familiarity and similarity are greater than 1.96, it is evident that expertise, similarity and familiarity have significantly effect the purchase intention and three hypothesis (H2, H3, H4) is supported. However, the t-statistics of purchase intention with trustworthiness, likability is less than 1.96, and it is evident that trustworthiness and likability has an insignificant affected on purchase intention and the two hypothesis (H1 and H5) is not supported.

4.4 Conclusion

In summary, all items in the measurement scale are retained, no items are deleted before the data analysis was conducted. It can be concluded that expertise, familiarity and similarity are the three independent variables that have significant relationship with intention to purchase. R^2 value of 0.410 indicates overall 41% of the purchase intention towards fashion items is accounted by the five variables of this study. All the data is proven to be reliable in this chapter.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction

Chapter 5 draws the end of this research. In this chapter, the summary and discussion on major findings are included. Implications of the study are presented and recommendations based on limitations of the study are advised to assist future researchers.

5.1 Summary and Discussion on Major Findings

As from the findings, significant value from the cross-tabulation analysis shows gender, 0.874. This value of more than 0.05 which shows that there is no significant relationship with purchase intention. This signified that gender will not influence the purchase intention of Instagram user towards fashion items advertised by the SMI on Instagram. This result is supported by Petty, Cacioppo and Schumann (1983) and Ohanian (1991) that shows there is no statistically significant result of variances between genders toward purchase intention.

5.1.1 Determinants of Purchase Intention

The findings show expertise of SMI is able to significantly influence the purchase intention of Instagram users. The path coefficient and T-statistics values of expertise towards purchase intention are more than 0.1 and 1.96 respectively. The result proved that it is the weakest variable among all, but it still considered to have significant impact towards purchase intention of Instagram users, this result is aligned with past studies from (Adnan, Jan, & Alam, 2017). This indicates that, a SMI's experience, knowledge, ability and qualification in using the fashion item have chance to create purchase intention. According to Filieri et al. (2018), one's purchase intention is more likely to be influenced by an expert.

The familiarity of SMI on Instagram is found to be significant towards purchase intention of Instagram user. From the path coefficient result 0.208 and T-statistics 2.483, the relationship is proven as positive. This finding is consistent with past researches that recorded relationship between familiarity and consumer purchase intention is positive (Adnan, Jan, & Alam, 2017). Past studies from Dursun et al (2011) said that purchase intention was said to be significantly affected by familiarity. This shows that an easily recognized SMI on Instagram can have impact on Instagram users' purchase intention towards fashion items they advertised.

Next, we also noticed that the similarity of a SMI on Instagram can be a driver to have an impact on purchase intention of Instagram users towards fashion apparels. The path coefficient of 0.256 and T-statistics value of 3.200 expressed that similarity is the strongest variable compared to the others. This result is aligned with past research from Khan et al (2015) stated that similarity was strong contribution and significantly explaining purchase intention. Li et al. (2014) said interacting with people sharing similar interest can influence one's purchase intention.

Through our findings, we realized that the trustworthiness of the social media influencer does not influence the consumer purchase intention. This can be supported by Raintung, Kimdangen, & Rumokoy (2016), trustworthiness and purchase intention have no relationship in between. According to Wu & Lee (2012), the research results showed that purchase intention does not affected by any level of trustworthiness. Wu & Lee (2012) stated that consumers will still take expertise as an important factor while browsing the reviews, although they are browsing their trustable blogs; the lacking in professional characteristics to the products might make the entire purchase intention not promoted.

The friendliness in a SMIs personality which affects consumers' perception to their image could be also related to likability (Forbes, 2016). However, as through finding we realized that likability of SMI won't significantly influence the consumer to purchase the product they advertised. This can be explained though most of the consumers felt product features are more important as compared to the SMI endorsing it (Kaur, 2014).

5.2 Implications of Study

Key Findings	Managerial Implication	Academic Implication
Instagram users' past experience in buying fashion items advertised by Instagram influencer	Target first time buyers.	Focus on users' past experience in future researches.
Expertise of the Instagram influencer	Ensure their niche is relevant to the brand.	To further research on expertise in consumer

	Emphasize on ability to reach a relevant audience for the brand.	purchase intention.
Familiarity of the Instagram influencer	Consider SMIs with high exposure and interaction with the followers.	Research more on familiarity and fashion industry.
Similarity between Instagram influencer and users/consumers	Consider SMIs match the target market geographic location.	Contribute more concrete guidelines for similarity.

5.2.1 Managerial Implication

There is significant relationship between the past experience in buying the fashion item recommended by SMI and purchase intention in this research. In other words, majority of consumer would buy the fashion items that are recommended by the SMI compared to those who did not try it before. Through these findings, it shows the importance of past experience to buy. Marketers of the fashion brand should design a promotion incorporate with the SMIs that particularly target the first time buyer. Moreover, SMI should also provide assurance to the buyers in order to let them feel a sense of security in trying the fashion brand or items.

This study gives marketers several practical thoughts in selecting their SMI to be competitive in the market. Marketers have the authority to choose a SMI that able to perform well in attracting audiences. Marketers should choose SMI based on their niche is relevant to the brand. An influencer's large number of followers may lead to higher likability; however the SMI is not automatically considered an opinion leader. Choosing popular food blogger may not be the best choice if marketer specializes in fashion industry. Right

SMI with relevant followers will help marketer access to the right audience they need to promote the brand.

In order to choose the SMIs, marketers should take consideration on the individuals' activities on their social media platform. High exposure and interaction between SMIs and the followers may enhance the sense of familiarity in the followers. Utilizing the features on Instagram such as posting "story" about their lifestyles consistently, "live" when they are attending some brand events, or react and reply to their followers comment will help to create a feeling of community with their followers yet increase the bond together.

On the other hand, our suggestion for marketers is to take note on the similarity aspect when choosing their preferable SMI. Marketer should take geographic location into consideration, it is important to identify region specific SMIs. These can be said as local information, for example people will follow their friends' choices.

5.2.2 Academic Implication

The result of this research shows the past experience in buying fashion product can influence the consumer purchase intention in fashion industry. Researchers can focus on this aspect in the future research. Further study to examining the strength of relationship between past experiences of purchasing fashion items recommended by SMIs is viable in order to understand how this aspect will influence the purchase intention beside the independent variables.

Although some research have concerned with perceived credibility of endorsers such as (Hovland & Kelley, 1953; Hovland & Weiss, 1951; Ohanian R. , 1990) and few studies related to purchase intention (Kim, Choi, Qualls, & Han, 2008; Lee & Koo, 2015) and consequently, some research that consider this relationship between perceived credibility and purchase intention, (Guido, 2011; Lee & Koo, 2015), however there was no other researches were conducted specifically to the social media platform such as Instagram that only concentrate on the fashion industry, in the end exploring Instagram users perceived credibility and attractiveness on SMIs and the impact towards SMIs have on the Instagram users purchase intentions.

Much of the results of this study indicates that the expertise of SMIs can actually be perceived as an opinion leader as previous research has suggested and in this study. Moreover, future study have to pay attention when analysing the SMIs from one type of informant, as it has come to light which characteristics make them more persuasive to affect consumer purchase intention.

As through our findings on past researchers report, we were acknowledge that there are quite a number of information about the attractiveness of the SMIs on their external looks and style. However there are not much of researches that emphasize and focus on the components in source attractiveness and the fashion industry, such as familiarity in the fashion industry. Future researchers can look into more in-depth about the relationship between familiarity and SMIs as through our findings, familiarity of SMIs is significant with purchase intention. We will need more of the research for future reference and benefits.

Furthermore, the study on Instagram SMIs based on source attractiveness to determine which SMI lifestyle or cultural background is more similar to consumers. Therefore, a more detailed guideline on similarity will be needed for future collaboration.

5.3 Limitations and Recommendations for Future Research

This study was conducted successfully. Though, we found out some limitations as we gone through the study. The first limitation in this study is lack of existing academic research in terms of SMI on the Instagram platform. Influencer marketing is a new trend within the industry nowadays due to rapid growing of the worldwide Instagram users from 90 million in 2013 grows to 1,000 million users in 2018 (Statista, 2018). Most of the past researchers focus mainly on celebrity endorsement instead of influencer marketing. Therefore we recommend future researchers to conduct more research which in particular focus on the SMIs.

Another limitation we encountered during this study is the generalizability of the findings is limited in terms of social media platforms observed. This study only covers the Instagram platform. This had limited us that, we cannot conclude that the customer purchase intention is the same in other social media platform. Future researchers can expand the study to different social media platforms such as Blogs, Snapchat, Twitter and Facebook would be the useful contribution to the marketers. Different social media platforms operate differently and it could generate different purchase intention among the users. Some users might only active in particular social media platforms. If the marketing campaign only focuses on Instagram users, this might cause marketers fail to target or reach customer who are not actively using Instagram because the campaign actions cannot reach through those segments. It is

crucial for future researchers to extend the research to other social media platforms to have a better insight on this new advertising option.

On the other hand, we also take note on some other recommendations. This study only carried out in Malaysia and sampled Malaysian respondents. It signifies that the results may only applicable in the Malaysian market. As cultures are different across countries, carrying out this study in other countries may generate different results. SMIs' impact may be stronger and vice versa in other countries. Instagram users in other countries may also have different perception towards the SMIs. Therefore, this study should be expanded to different countries and include measurement across different cultures. Moreover, future researchers can consider including foreign SMIs in their study on influencer marketing. If the study is going to carry out in Malaysia, researchers can also include SMIs from different countries or religions for example the United States of America (USA), China, Taiwan, Thailand and more. As local consumers will also look out for global fashion brands and these brands might use foreign SMIs in their marketing campaigns. Foreign SMIs could also influence the purchase intention of local consumers. Therefore, their impact might be stronger compared to local SMIs. This could ultimately lead to different results.

5.4 Conclusion

The key findings were discussed in detail in this chapter. In conclusion, this research specifies three independent variables in particularly expertise, familiarity and similarity having significant impact towards Instagram users' purchase intention towards fashion items. However, the other two independent variables, trustworthiness and likability have no positive significance. Eventually, this study could be helpful to several parties, especially the marketers and future researchers.

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APPENDICES

Appendix 3.0: Questionnaire



Questionnaire Survey

UNIVERSITY TUNKU ABDUL RAHMAN

FACULTY OF BUSINESS AND FINANCE (FBF)

BACHELOR OF MARKETING (HONS)

Impact of Social Media Influencer on Instagram User Purchase Intention: The Fashion Industry

Dear respondents,

We are final year undergraduate students from Universiti Tunku Abdul Rahman (UTAR) pursuing Bachelor of Marketing (Hons). We are currently conducting our final year project research to study the impact of social media influencer on Instagram user purchase intention in the fashion industry. Social media influencers are known as third parties which through their recommendations, images and other content on social media, can shape opinions, attitudes and actions of consumers and thereby influence consumers purchase decisions (Uzunoğlu & Kip, 2014; Szmigin & Piacentini, 2015). Examples of social media influencers in fashion industry: Jane Chuck, Daphne Charice.

The response will be solely used for academic purpose and respondent identity will be kept confidential. There are two (2) parts in this questionnaire. You are required to answer all the questions to the best of your knowledge and experience. The completion of this survey will take you approximately 5 to 10 minutes.

Thank you for your cooperation and precious time in completing this survey.

Yours faithfully,

Chun Cui Shan, Lim Wai Meng, Tan Ree Wen & Teh Ee Wen

PART 1: Personal Data

Please circle the answer where appropriate to your response.

1.1 Gender

- a. Female
- b. Male

1.2 Age

- a. 15 to 22 years old
- b. 23 to 30 years old
- c. 31 to 38 years old
- d. 39 to 46 years old
- e. 47 years old and above

1.3 Ethnic

- a. Malay
- b. Chinese
- c. Indian
- d. Others

1.4 How often do you connect to Instagram per day?

- a. 0 to 2 times
- b. 3 to 5 times
- c. 6 to 8 times
- d. More than 8 times

1.5 Have you ever buy a fashion product presented / recommended by a social media influencer on Instagram?

- a. Yes
- b. No

Please indicate the degree to which you agree or disagree with the statements in the following. Please mark “√” in the following scale on the right hand side:

1=strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree.

PART 2: Research Variables

Items	Strongly disagree → Strongly agree				
Trustworthiness	1	2	3	4	5
1. The social media influencer on Instagram is trustworthy.					
2. The social media influencer on Instagram is reliable.					
3. The social media influencer on Instagram is honest.					
4. The social media influencer on Instagram is dependable.					
5. The social media influencer on Instagram is believable.					
Expertise	1	2	3	4	5
1. The social media influencer on Instagram has experience in using the fashion item which is advertised.					
2. The social media influencer on Instagram has knowledge about the fashion item which is advertised.					
3. The social media influencer on Instagram has ability to demonstrate the fashion item which is advertised.					
4. The social media influencer on Instagram is expert in the field of using fashion item which is advertised.					
5. The social media influencer on Instagram is qualified to advertise the fashion item.					
Likeability	1	2	3	4	5
1. The social media influencer on Instagram is warm person.					
2. The social media influencer on Instagram is likeable person.					
3. The social media influencer on Instagram is sincere person.					
4. The social media influencer on Instagram is friendly person.					
5. The social media influencer on Instagram is pleasant person.					

Similarity	1	2	3	4	5
1. I am similar to the influential Instagrammer on overall lifestyle.					
2. I am similar to the influential Instagrammer on cultural background.					
3. I am similar to the influential Instagrammer on appearance.					
4. I am similar to the influential Instagrammer on basic value.					
5. I am similar to the influential Instagrammer on interest.					
Familiarity	1	2	3	4	5
1. I am familiar with the social media influencers on Instagram.					
2. I have knowledge about the social media influencers on Instagram.					
3. I always follow the social media influencers on Instagram.					
4. I easily recognize the social media influencers on Instagram.					
5. I know well about the social media influencers on Instagram.					
Purchase Intention	1	2	3	4	5
1. I am willing to buy the fashion item advertised on Instagram.					
2. I intend to recommend the fashion item advertised by social media influencer on Instagram to other people.					
3. I am likely to purchase the fashion item advertised by social media influencer on Instagram.					
4. I will buy the fashion item advertised by social media influencer on Instagram in the future.					
5. I am interested in making a purchase fashion item advertised by social media influencer on Instagram.					

Thank you!

Appendix 4.0: Tables of Result

Appendix 4.1: Raw Data

Gender	Age	Ethnic	O1	O2	T1	T2	T3	T4	T5	F1	F2	F3	F4	F5	P1	P2	P3	P4	P5
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Appendix 4.2: Cross-Tabulation Results

Appendix 4.2.1: Relationship between Gender and Purchase Intention

Gender * DummyDV Crosstabulation						
			DummyDV			Total
			1.00	2.00	3.00	
Gender	1.00	Count	31	55	44	130
		% of Total	15.5%	27.5%	22.0%	65.0%
	2.00	Count	19	28	23	70
		% of Total	9.5%	14.0%	11.5%	35.0%
Total		Count	50	83	67	200
		% of Total	25.0%	41.5%	33.5%	100.0%

Symmetric Measures			Value	Approx. Sig.
Nominal by Nominal	Phi		.037	.874
	Cramer's V		.037	.874
	Contingency Coefficient		.037	.874
N of Valid Cases			200	

Appendix 4.2.2: Relationship between Age and Purchase Intention

Age * DummyDV Crosstabulation						
		DummyDV			Total	
		1.00	2.00	3.00		
Age	1.00	Count	21	32	23	76
		% of Total	10.5%	16.0%	11.5%	38.0%
	2.00	Count	26	46	40	112
		% of Total	13.0%	23.0%	20.0%	56.0%
	3.00	Count	3	5	3	11
		% of Total	1.5%	2.5%	1.5%	5.5%
	4.00	Count	0	0	1	1
		% of Total	0.0%	0.0%	0.5%	0.5%
Total		Count	50	83	67	200
		% of Total	25.0%	41.5%	33.5%	100.0%

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.121	.816
	Cramer's V	.086	.816
	Contingency Coefficient	.120	.816
N of Valid Cases		200	

Appendix 4.2.3 Relationship between Ethnic and Purchase Intention

Ethnic * DummyDV Crosstabulation

			DummyDV			Total
			1.00	2.00	3.00	
Ethnic	1.00	Count	1	4	6	11
		% of Total	0.5%	2.0%	3.0%	5.5%
	2.00	Count	47	74	56	177
		% of Total	23.5%	37.0%	28.0%	88.5%
	3.00	Count	2	5	5	12
		% of Total	1.0%	2.5%	2.5%	6.0%
Total	Count		50	83	67	200
	% of Total		25.0%	41.5%	33.5%	100.0%

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.134	.468
	Cramer's V	.094	.468
	Contingency Coefficient	.132	.468
N of Valid Cases		200	

Appendix 4.2.4: Relationship between Connection to Instagram per Day and Purchase Intention

Connect * DummyDV Crosstabulation

		DummyDV			Total	
		1.00	2.00	3.00		
Connect	1.00	Count	6	7	0	13
		% of Total	3.0%	3.5%	0.0%	6.5%
	2.00	Count	19	23	16	58
		% of Total	9.5%	11.5%	8.0%	29.0%
	3.00	Count	5	13	15	33
		% of Total	2.5%	6.5%	7.5%	16.5%
	4.00	Count	20	40	36	96
		% of Total	10.0%	20.0%	18.0%	48.0%
Total		Count	50	83	67	200
		% of Total	25.0%	41.5%	33.5%	100.0%

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.256	.042
	Cramer's V	.181	.042
	Contingency Coefficient	.248	.042
N of Valid Cases		200	

Appendix 4.2.5: Relationship between Ever Buy Fashion Product Recommended by Instagram Influencer and Purchase Intention

Buy * DummyDV Crosstabulation

		DummyDV			Total	
		1.00	2.00	3.00		
Buy	1.00	Count	7	36	45	88
		% of Total	3.5%	18.0%	22.5%	44.0%
	2.00	Count	43	47	22	112
		% of Total	21.5%	23.5%	11.0%	56.0%
Total		Count	50	83	67	200
		% of Total	25.0%	41.5%	33.5%	100.0%

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.405	.000
	Cramer's V	.405	.000
	Contingency Coefficient	.376	.000
N of Valid Cases		200	