

ANTECEDENTS OF CONSUMER'S ATTITUDE  
TOWARDS SOCIAL MEDIA INFLUENCER & ITS IMPACT  
ON PURCHASE INTENTION

DESMOND TEO DE WEN

MASTER OF BUSINESS ADMINISTRATION

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANGEMENT

AUGUST 2019

Antecedents of consumer's attitude towards social media  
influencer & its impact on purchase intention

Desmond Teo De Wen

A research project submitted in partial fulfilment of the  
requirement for the degree of

Master of Business Administration

Universiti Tunku Abdul Rahman

Faculty of Accountancy and Management

August 2019

Antecedents of consumer's attitude towards social media  
influencer & its impact on purchase intention

By

Desmond Teo De Wen

This research project is supervised by:

Alexander Tay Guan Meng

Lecturer

Department of International Business

Faculty of Accountancy and Management

Copyright @ 2019

ALL RIGHTS RESERVED. No part of this paper may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, graphic, electronic, mechanical, photocopying, recording, scanning, or otherwise, without the prior consent of the authors.

## DECLARATION

I hereby declare that:

- (1) This Research Project is the end result of my own work and that due acknowledgement has been given in the references to all sources of information be they printed, electronic, or personal.
- (2) No portion of this research project 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) The word count of this research report is 21,653 words.

Name of Student: Desmond Teo De Wen

Student ID: 18UKM00484

Signature: *Desmond Teo De Wen*

Date: 28/9/2019

## **ACKNOWLEDGEMENT**

I would like to thank the Faculty of Accountancy and Management, Universiti Tunku Abdul Rahman (UTAR) on the inclusion of final year project as part of the course in Master of Business Administration. It has provided me the opportunity to gain and learn additional knowledge and skills on my daily lives.

I would like to express my appreciation to my supervisor, Mr Alexander Tay Guan Meng on providing me the needed guidance and to be under the care throughout the project. Without his patience and guidance, this research paper may not be completed.

Besides, I would like to formally express my appreciation to all the respondents that had took their time in answering the survey. Also, I give my thanks to my fellow classmates and course comrades who have given me their support and encouragement throughout this journey. Finally, I give thanks to my family in giving me the mental support and love for the journey of this project.

## **DEDICATION**

Firstly, I would like to thank Universiti Tunku Abdul Rahman for this Master Thesis in this Master of Business Administration course and dedicate this research project to my family, for their continuous support physically and mentally, pushing me forward when I hit a wall in conducting this research.

Also, I would personally like to express my deepest appreciation and dedicate this research study towards my project supervisors, Mr Alexander Tay Guan Meng in providing me the chance and guiding me throughout this research project under their supervision. Without both of their patience and guidance, I would not have been able to complete this paper.

Also, I would like to dedicate this research paper to the people that had given me the mental and physical support throughout the course of this research, especially my MBA comrades in pursuing our Master Degrees. Furthermore, the respondents that has spent their precious time on filling and answering the questionnaires for this research.

# TABLE OF CONTENTS

	<b>Page</b>
Supervisor Page.....	ii
Copyright Page .....	iii
Declaration .....	iv
Acknowledgement .....	v
Dedication .....	vi
Table of Contents.....	vii
List of Tables.....	xii
List of Figures.....	xiii
List of Appendices.....	xiv
List of Abbreviations.....	xv
Preface.....	xvi
Abstract.....	xvii
CHAPTER 1 INTRODUCTION.....	1
1.1 Research Background.....	1
1.2 Problem Statement.....	7
1.3 Research objectives.....	7
1.4 Research questions.....	8
1.5 Significance of study.....	8
CHAPTER 2 LITERATURE REVIEW.....	11
2.1 Social Media Platform.....	11
2.1.1 Social Media Marketing.....	12

2.2	Social Media Influencers.....	13
2.2.1	Informativeness.....	15
2.2.2	Entertainment.....	16
2.2.3	Source Credibility.....	16
2.2.4	Source Attractiveness.....	17
2.2.5	Product Match Up.....	17
2.3	Consumers’ attitude influencing Purchase Intention.....	18
2.4	Theory of Reasoned Action (TRA) .....	18
2.5	Review of relevant theoretical framework.....	20
2.6	Proposed Theoretical Framework.....	24
2.7	Hypothesis Development.....	25
2.7.1	The relationship of Informativeness and Consumer Attitude on the Social Media Influencer.....	25
2.7.2	The relationship of Entertainment and Consumer Attitude on the Social Media Influencer.....	25
2.7.3	The relationship of Source Credibility and Consumer Attitude on the Social Media Influencer.....	26
2.7.4	The relationship of Source Attractiveness and Consumer Attitude on the Social Media Influencer.....	27
2.7.5	The relationship of Product Match Up and Consumer Attitude on the Social Media Influencer.....	28
2.7.6	The relationship of Consumer Attitude towards Social Media Influencer influencing Consumer Purchase Intention.....	29
2.8	Conclusion.....	29
CHAPTER 3 METHODOLOGY.....		30
3.1	Research Design.....	30

3.1.1	Quantitative research.....	31
3.1.2	Descriptive research.....	31
3.1.3	Exploratory research.....	31
3.2	Data Collection Method.....	32
3.2.1	Primary Data.....	32
3.2.2	Secondary Data.....	32
3.3	Sampling Design.....	33
3.3.1	Target Population.....	33
3.3.2	Sampling Frame and Sampling Location.....	33
3.3.3	Sampling Elements.....	34
3.3.4	Sampling Technique.....	34
3.3.4	Sampling size.....	35
3.3.5	Limitation of Method.....	35
3.4	Research Instrument.....	35
3.4.1	Questionnaire.....	36
3.4.2	Questionnaire Design.....	36
3.5	Construct Measurement.....	37
3.5.1	Origin of Construct.....	38
3.6	Pilot Test.....	40
3.7	Data Processing.....	41
3.7.1	Questionnaire Checking.....	42
3.7.2	Data Editing.....	42
3.7.3	Data Coding.....	42
3.7.4	Data Transcribing.....	42

3.8 Data Analysis.....	43
3.8.1 Descriptive Analysis.....	43
3.8.2 Reliability Analysis.....	43
3.8.3 Inferential Analysis.....	44
3.9 Conclusion.....	46
CHAPTER 4 DATA ANALYSIS.....	47
4.1 Descriptive Analysis.....	47
4.1.1 Demographic Profile.....	48
4.1.2 General Information.....	53
4.2 Descriptive Statistics.....	56
4.2.1 Reliability Test.....	56
4.2.2 Central Tendencies Measurement of Construct.....	57
4.3 Inferential Analysis.....	63
4.3.1 Pearson Correlation Analysis.....	64
4.3.2 Multiple Linear Regression.....	65
4.4 Hypothesis Testing.....	70
4.5 Conclusion.....	71
CHAPTER 5 DISCUSSION, IMPLICATION AND CONCLUSION.....	72
5.1 Summary of Statistical Analyses.....	72
5.2 Discussions of Major Findings.....	74
5.2.1 The relationship between informativeness and consumer attitude towards social media influencer.....	74
5.2.2 The relationship between entertainment and consumer attitude towards social media influencer.....	75

5.2.3 The relationship between source credibility and consumer attitude towards social media influencer.....	76
5.2.4 The relationship between source attractiveness and consumer attitude towards social media influencer.....	77
5.2.5 The relationship between product matchup and consumer attitude towards social media influencer.....	77
5.2.6 The relationship between consumer attitude towards social media influencer and consumer purchase intention.....	78
5.3 Implications of the Study.....	79
5.4 Limitation of the Study.....	81
5.5 Recommendation for Future Research.....	82
5.6 Conclusion.....	83
REFERENCES.....	85
APPENDICES.....	99

## LIST OF TABLES

	<b>Page</b>
Table 3.1: Summary of Origin of Construct	38
Table 3.2: Cronbach's Alpha Reliability Analysis (Pilot Study)	41
Table 3.3: Cronbach's Alpha Strength of Association	44
Table 3.4: Rule of Thumb for Interpreting the Size of a Correlation Coefficient	45
Table 4.1: Gender	48
Table 4.2: Age	49
Table 4.3: Race	50
Table 4.4: Marital Status	51
Table 4.5: Education Level	52
Table 4.6: Occupation	53
Table 4.7: Most Used Electronic Devices to access Social Media Platforms	54
Table 4.8: Most accessed Social Media Platforms.	55
Table 4.9: Average time spent per day on watching Social Media Influencer's posting	56
Table 4.10: Reliability Test	57
Table 4.11: Informativeness	57
Table 4.12: Entertainment	58
Table 4.13: Source Credibility	59
Table 4.14: Source Attractiveness	60
Table 4.15: Product Match Up	61
Table 4.16: Consumer Attitude towards Social media Influencer	64
Table 4.17: Consumer's purchase intention	63
Table 4.18: Correlation Matrix of Construct	64
Table 4.19: Multiple Linear Regression Analysis (Model Summary)	65
Table 4.20: Multiple Linear Regression Analysis (ANOVA)	66
Table 4.21: Multiple Linear Regression Analysis (Coefficient)	67
Table 4.22: Simple Linear Regression Analysis (Model Summary)	68
Table 4.23: Simple Linear Regression Analysis (ANOVA)	68
Table 4.24: Simple Linear Regression Analysis (Coefficient)	69
Table 4.25: Test of Significant	70

## LIST OF FIGURES

	<b>Page</b>
Figure 1.1: Number of Social Media users worldwide from 2010 to 2017(in billions)	1
Figure 1.2: Social network sites worldwide as of April 2018, ranked by the number of active users (in millions)	3
Figure 2.1: Ducoffe’s 1995 Model (Informativeness & Entertainment).	20
Figure 2.2: Ducoffe’s Extended Model (Informativeness and Entertainment towards attitude)	20
Figure 2.3: The effect on informativeness and entertainment towards attitude and intention	21
Figure 2.4: Celebrity Endorsement and its effect against customer attitude and purchase intention.	22
Figure 2.5: Source Attractiveness on consumer attitude and purchase intention	22
Figure 2.6: Impact of Social Media Influencers on Purchase Intention and the mediation effect of Consumer attitude	23
Figure 2.7: Conceptual Framework for the Impact of Social Media Influencer on Consumers’ Purchase Intention	24
Figure 4.1: Gender	48
Figure 4.2: Age	49
Figure 4.3: Race	50
Figure 4.4: Marital Status	51
Figure 4.5: Education Level	52
Figure 4.6: Occupation	53
Figure 4.7: Most Used Electronic Devices to access Social Media Platforms.	54
Figure 4.8: Most accessed Social Media Platforms.	55
Figure 4.9 Average time spent per day on watching Social Media Influencer’s posting.	56

## **LIST OF APPENDICES**

	<b>Page</b>
1. Questionnaire	98
2. Approval for Ethical Clearance to Involve Human Subject in Research	106

## **LIST OF ABBREVIATIONS**

ANOVA	Analysis of Variance
ROI	Return of Investment
SEO	Search Engine Optimisation
SPSS	Statistical Package for Social Science
TRA	Theory of Reasoned Action
U.K	United Kingdom
U.S	United States
UTAR	Universiti Tunku Abdul Rahman

## **PREFACE**

This thesis is a requirement as a partial fulfilment on the completion of Masters of Business Administration, under the subject of MKMA 25106 Research Project. The research project has been titled as “Antecedents of consumer’s attitude towards social media influencer & its impact on purchase intention”.

The main purpose of this study is to determine the characteristics of the social media influencers that would affect the consumer attitude and its impact on the consumer purchase intention. Throughout the study, the researcher has identified five characteristics or factor that would influence the attitude of consumers which are informativeness, entertainment, source credibility, source attractiveness and product match up.

The research has been carried out due to the shortage in the past marketing research in part of the influencer marketing. Previous researches focused more on the social media part rather than the endorser which is the person, the influencer.

On the other hand, it is also important to understand and identify the characteristics of the social media influencer that would affect the consumer attitude which in turn affect on the purchase intention. Hence, this study aims to benefit different parties in developing a better understanding on the characteristics of social media influencers and on the consumer attitude.

## **ABSTRACT**

Social media influencers has become a popular form of marketing tool and are able to create a buzz to increase exposure for businesses and attract the public eyes. This study is designed to explore on the effectiveness of social media influencer, which are focused on the characteristics that are informativeness, entertainment, source credibility, source attractiveness and product matchup. The previous mentioned variables are directed upon consumer attitude towards the social media influencer, which would in the end affect on the consumer purchase intention. Quantitative sampling method with a data set of 300 respondents was analyzed to attain the result. The findings has shown that informativeness, entertainment provided, source credibility, source attractiveness and product matchup of the social media influencer possesses a significant relationship towards consumers' attitude which in the end affects their purchase intention positively.

# **CHAPTER ONE**

## **INTRODUCTION**

This chapter presents the business research study the understanding of the consumers' attitude towards social media influencer and its influence on consumers' purchase intention. The purpose of this research paper is to identify the significant factor of the characteristics of the social media influencers that affects on the attitudes of consumers towards social media influencer and also how it influences the consumers' purchase intention. This chapter includes the research background, problem statement, purpose statement, research objectives, research questions, significance of study, chapter layout and lastly conclusion of the chapter.

### **1.1 Research Background**

The wave of new trends come and goes, this is especially true on the internet, but one of the current trends that are going strong is the social media websites that has a large number of users and visitors. The current yet ever growing marketing strategy, the marketing of social media has gained a certain importance for corporate companies big and small alike to connect with customers efficiently. The social media platform are often used by marketers as their main arsenal in advertising their products (Yang, Kim & Dhalwani 2007). According to Evans (2010), marketers that utilizes social media platform to advertise its product and connect with its customers has a better advantage on its business. Organisation big or small, has been using social media as their means to secure a positive connection between consumers and promoting a positive "word of mouth", Barreda, Biligihan, Nusair and Okumus (2015) study states that

brand that uses social media platform for the purpose of shaping brand awareness has shown that there is a surge in the “word of mouth” traffic.

Hence, the growth in usage of the instrument known as the World Wide Web and its resident, the social media, marketers have been actively manoeuvring their marketing techniques via social media platforms in advertising their product and gain profit from it (Michaelidou, Siamagka & Christodoulides, 2011). Currently, there exist a variety of social media sites where some of the popular ones being Facebook, Instagram, Twitter, Snapchat, online blogs and many more in existence, marketer spares no effort in marketing their product in these social media platform.

Figure 1.1 below displays the social media user around the globe from the year 2010 to 2017 (Statista, 2018). In 2010, there are around 970 million social media users, whereby it hit 1.22 billion users worldwide in 2011. From the graph, the social media users have been growing substantially with an average yearly increase of 200 million users, it does not show a sign of slowing down, and this represents the popularity and widespread use worldwide.

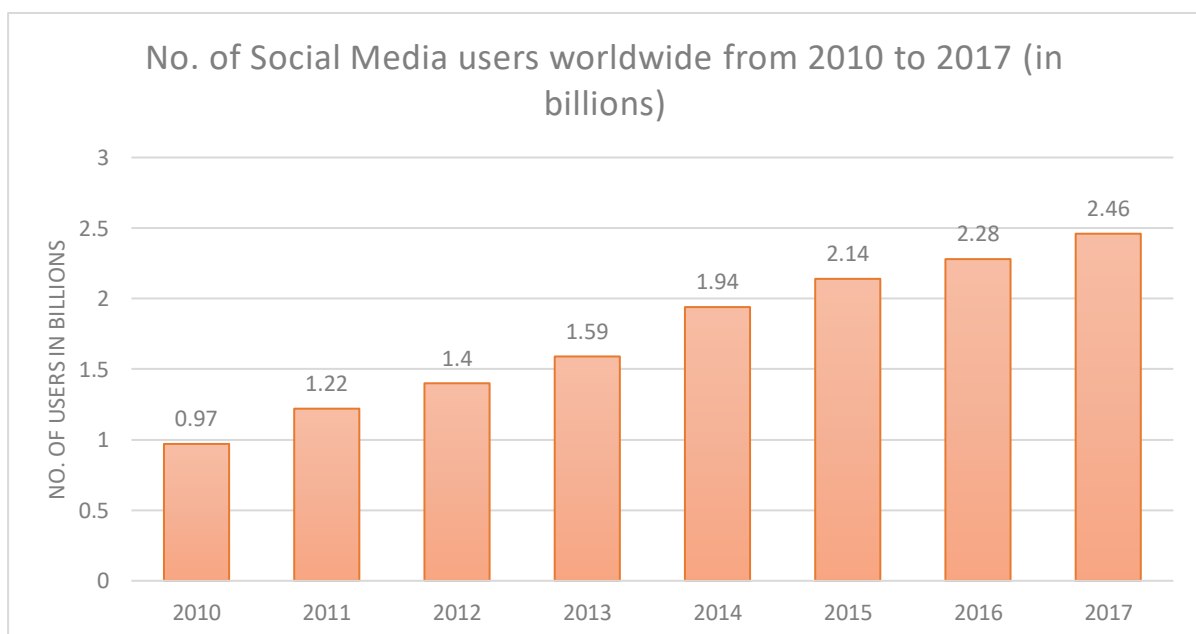


Figure 1.1: Number of Social Media users worldwide from 2010 to 2017(in billions) Source: Statista (2018). *Number of Social Media users worldwide from 2010 to 2021(in billions).* Retrieved from <https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/>

From the data received from Statista, Figure 1.2 below depicts the sum of the present social media users around the globe as of April 2018. Facebook currently stands on top of the ranking with an amount of 2.234 billion users. Next in ranking is YouTube with an amount of one and a half billion users, and the users of WhatsApp with the same amount. There are 1.3 billion consumers using Facebook Messenger, 980 million on WeChat, 813 million on the Instagram application, with Tumblr 794 million and 300 million on Twitter respectively. WhatsApp and Facebook Messenger are communication apps that are rarely used as a tool for social media marketing. WeChat, YouTube, Instagram and Facebook are the top most used platform by companies to perform marketing promotion.

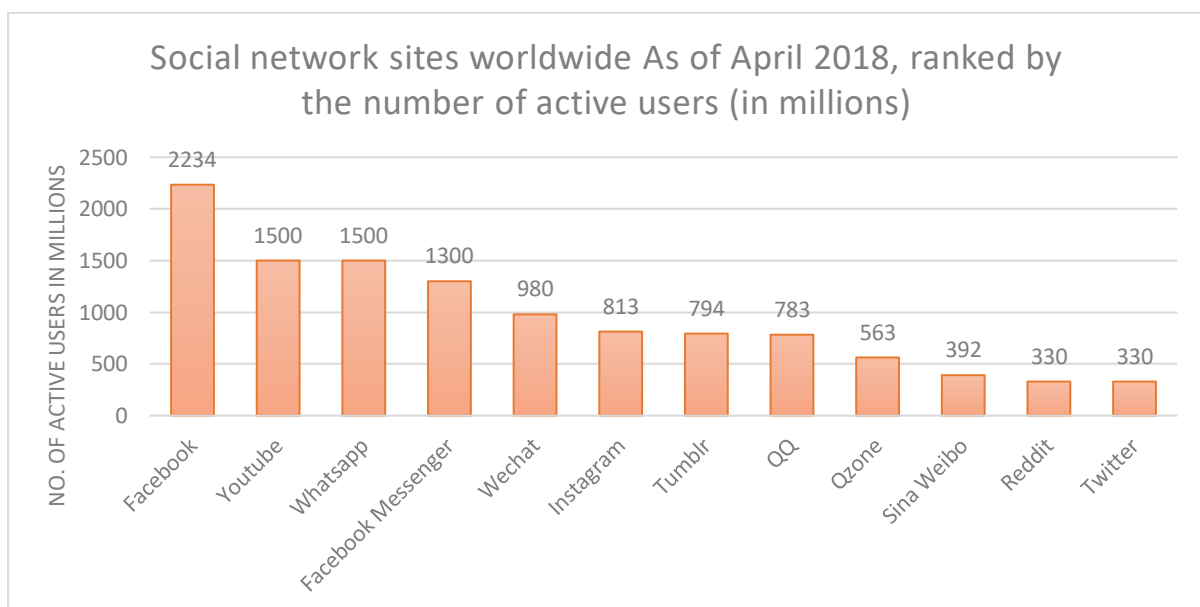


Figure 1.2: Social Network sites worldwide As of April 2018 ; Source: Statista (2018). *Most famous social network sites worldwide as of April 2018, ranked by number of active users (in millions)* Retrieved from <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>

With the advancement of technology, people could now easily access to the World Wide Web, and it has been on the rising since, At the end of 2018, the number of Malaysian internet user has experienced a surge in number with its number being 28.7 million people which was 87.4% of the population (a majority nearing 90%) from the previous 76.9% in 2016. The most common mode of accessing the internet is through smartphone where it stands at 93.1%, this also meant that people often access internet on-the-go. Whereas there is a whopping 85.6% of people who access the internet just to visit social networking site, which shows the popularity of social networking site on the people. There are about 24.6 million estimated social media

users, 97.3% of them who owns a Facebook account and subsequently Instagram users stand at 57.0%, YouTube (48.3%), Google+ at 31.3% but has ceased function for consumers since April 2, 2019 (Google, 2019), Twitter (23.8%) and LinkedIn at 13.3% (Malaysian communication and Multimedia commission, 2019). Furthermore, the same source also indicates that the majority of the younger users share contents that are educational or informative and contents that are entertaining to their peers, this coincidentally matches the variable chosen by the researcher for this study on social media influencer. Overall, this signifies the ease of access in internet access and the increased popularity in usage on social media sites. Hence, with people having more accessibility towards the internet, companies and marketers spare no effort in investing their promotion strategy in e-marketing.

With the momentum garnered across the world on social media with its ever-surging popularity, a new and modern form of advertising called “Influencer Marketing” has been born and this strategy has been used profoundly by companies big and small alike (Meltzer, 2018). Furthermore, Meltzer also mentioned that this particular marketing technique employs individuals that are regarded as social media influencer. These individuals are not people that are famous like those “big time” celebrity but could be a gaming addict, fitness guru, dance instructor, beauty blogger, foodie, fashionista, travel expert and et cetera that has followers of at least 10,000 users which could go even higher from hundred thousand to even millions.

The difference between these influencers and a typical celebrity endorsement is that influencers offer an authentic presence on social media that connect with the audience on a personal level (Glucksman, 2017). These influencers plunge into certain industry that aligns with the value and interest of the influencer, these people would then try to create their ‘brand’ in a specific industry and promote themselves with the contents they produced. Companies hire influencers who are famous in its specific field and endorse products or services that these influencer shows in their content, whether it is photos, short/long videos, it essentially acts as a word of mouth opinion. Whereas the celebrity endorsement uses the fame of the celebrity that possesses “attention-getting, interest-riveting and has a value on generating profit that comes from interest and public attention that are usually high level” (Gupta, 2009). These celebrity has product “attached” to them and people who idolize them would associate the product with them

and buy the said product. The typical difference between these two is that one is a self-made micro-celebrity that has a small to big amount of followers in their niche and the other has a large amount of “fans” that idolizes them. There was a study that had shown that 92% of consumer trusts an influencer compared to the traditional advertisement or celebrity endorsement (Weinswig, 2016).

This influencer marketing has become a mainstream method in marketing, social media influencer builds direct relationships with their followers and help build brand loyalty, and effectively target audiences at its niche. The influencer’s voice and the consumer trust that they had towards them are drilled into the brand over a two way communication that was created for the product (Booth & Matic, 2011). According to the Canadian State of the Creator Economy 2018 study, influencer marketing achieved a top effectiveness rating with continued gains of forty five points and above by the measure of Message Effectiveness Momentum (BusinessWire, 2018). Also, NBC News reports that the usage of influencers to promote brands has been popular and has been believed to contribute to companies sales (NBC News, 2018). Furthermore, a research done by Linqia states that 92% of the marketers found influencer marketing to be effective, and 44% of them plans to use influencer content to maximize exposure (Linqia, 2017).

Influencers utilize different social media platforms to maximize exposure. For instance, social media influencers like Josephine Yap<sup>1</sup> has a Facebook page, Instagram and YouTube account to share her status or update her post. Josephine Yap (jyjosephine) had 287,000+ Instagram followers & 19,000+ likes (Facebook, Instagram, 2018) as of 4<sup>th</sup> of July 2018. These social media influencers have companies endorsing them for their exposure reach. For example, Josephine Yap did a video for Samsung Malaysia’s new vacuum cleaner on the 17<sup>th</sup> June 2018 that has garnered more than 100 thousand views in less than a month. But, it is still unclear whether these Influencers has any impact on sales or create any quantitative value for a brand,

---

<sup>1</sup> A 1995 Malaysian born social media influencer who has a following of 298,000+ on Instagram, 21,000+ followings on Facebook (as of 4<sup>th</sup> September 2018). A featured member of JinnyboyTV (one of the most popular Malaysian Youtube Channel).

hence the need for company to understand how consumers perceive these influencers and the willingness to purchase may or may not increase (Waldt, Loggerenberg & Wehmeyer, 2009).

People from different ages perceive differently on “what” an influencer is, baby boomers did not identify with any definition as they were presumably reduced in the interaction with the social media usage and with influencers. With millennials identifying them as someone that possesses ten thousand above “followers” on their channels. The key point on how influencers distinguish themselves against the normal consumer is that they have a large followings, provide much more information in their posts and is of a “higher quality”, and also one that has a paid relationship with a company or brand. (Connolly, 2017). However, there was survey done by Prizeology in the United Kingdom which found that a quarter of the consumer thought that these influencers are “damaging” the brands that were endorsed upon them, yet two-thirds were in agreement that they felt better when the product placement was transparent enough for them to identify (Griggs, 2018).

Hence, there are characteristics that are paramount for these influencers to be trusted by the general public. The main characteristics that would make these influencers “work” are their “authenticity” (Econsultancy, 2019), their unique personality that differs from the many other individuals online, with the female wanting to see the result of the used product shown to them and the “expertise” factor for the male (Connolly, 2017). With this flourishing marketing method, the most important factor that the companies and marketers see is that whether it will lead them to a revenue. There were a positive result derived from a survey done with social media users from the United States, United Kingdom, France and Germany. Whereby a third of the consumer purchased the product shown by the influencers and a half of the respondents from the U.K. and U.S. to possess positive attitude towards the product or service shown by these influencer where they considered on whether to purchase said item (Connolly, 2017), with the millennials aged 18-24 in Ireland has a positive intention to buy when they perceived the influencers to be “authentic”. Yet these reports and survey are mostly done in the west where it possess a much positive result whereby a study done by InfluencerDB reports that the Malaysian influencers are “weaker” or not as influential compared to their South East Asian counterparts (Oon, 2019). With so many positive result that shows that influencers are working

well with marketers and influencing the consumer buying intention, this research aims to point out the effectiveness of these influencers or even solidify the less than optimum result produced by the Malaysian influencers to sway consumer intention and the consumer attitude towards these influencer.

## **1.2 Problem Statement**

Recent years, there is a noticeable increase in people who sells or brand themselves as an influencer rookie that tries to get brand endorsement as a living or side income, and brands endorsing popular social media influencers to increase brand exposure. The majority of the researches done focuses on social media platforms and its effectiveness on swaying consumers attitude and their purchase intention but not the influencers. Hence, the need to close the gap in the matter of social media influencer influencing the consumers attitude and their intention to purchase.

Furthermore, precedent research has either done researches solely on mobile advertising or celebrity endorsement which has been widely researched. This research merge both of the previously mentioned researches as the outcome from the nature of these influencers. These individuals that creates visual, verbal, online contents that are uploaded on the internet platforms. Hence, the need to fill in the gap on the antecedents on this social media marketing research and the value of endorsing these influencer to be a part of a business marketing plan, plus whether it works positively for the company.

## **1.3 Research objectives**

The objective of this study aims to determine that the effectiveness of these social media influencers on swaying the attitudes of the consumer and their intention to purchase, allowing the findings of the research to close the gap of the meagre amount of research in the field of social media influencer and in Malaysia. Particularly, the informativeness, entertainment

provided, source credibility, source attractiveness, product match up towards the attitude of the consumers on these influencers. Additionally, the role of these influencer on the inclination to purchase in marketing strategy on the consumers' inclination to purchase. Furthermore, the research findings aims to identify the measurements (the characteristics of the social media influencers) that reflects on the attitude of the consumer that in the end sway the consumers' intention to purchase on the items promoted by the influencers.

## **1.4 Research questions**

- 1) What is the relationship between informativeness shown from the content created by the Influencer and consumers' attitude towards Social Media Influencer?
- 2) What is the relationship between the entertainment garnered from the content created by the Influencer and consumer's attitude towards Social Media Influencer?
- 3) What is the relationship between the credibility of the Social Media Influencer and consumer's attitude towards them?
- 4) What is the relationship between the attractiveness of the Social Media Influencer and consumer's attitude towards them?
- 5) What is the relationship between the product match up with the Social Media Influencer and consumer's attitude towards them?
- 6) What is the relationship between consumers' attitude on Social Media Influencer towards purchase intention?

## **1.5 Significance of study**

This study accounts on the characteristics of the social media influencers that are usually focused on mobile advertising and celebrity endorsement research. This research aims to highlight and contribute to the knowledge of the scholars in the marketing field in regards of the characteristics of the social media influencer. With the characteristics being the informativeness that are depicted by the influencer towards the consumer. Next, the entertainment provided by the influencer that the consumer received. Following by the source

credibility and the source attractiveness of the influencer that makes up how the consumer perceives upon these influencers. Lastly, the product match up where the products “fits” the endorsed influencer which would then influence the attitude of the consumer. The research findings would then inform the marketing scholars and the marketers that employs these influencer that the five mentioned characteristics are a good form of measurements to judge upon and to further widen the study of marketing in regards of social media influencers.

Furthermore, the significance of this research is to investigate the attitude of the consumers towards social media influencer. Additionally, to identify that these social media influencers are able to sway the intentions to purchase of the consumers or not. As many kids and the younger generations aspire to be either YouTubers or vloggers, social media influencer in general, rather than doctors or nurses. As it was reported that one in five children would like to start their own channel at the YouTube platform (Daily Mail, 2017). By doing this research, it helps the consumer increase their knowledge in regards of influencers in general, how these influencers work and the prospect of such career. If the public has a negative opinion or misconception in regards of the career (social media influencer), this research hopes to notify, inform and right the misconception and provide an accurate depiction of said subject.

Also, the research findings of this study wishes to redound to the benefit of society considering that people who are in the business that requires marketing or advertising to promote their product or services and marketers that has yet to recruit influencer rookies into their firm to refer to this research and evaluate whether endorsing or employing “cyber famous” influencers for their marketing strategy is worthwhile to invest into, rather than the aged-old conventional marketing strategy. Thus, it provides insight to businesses and marketers alike to stay on top of their competitors by evaluating the need and efficiency of using these influencer in their marketing strategy on their respective industry.

Furthermore, the public or the youngsters that are mentioned previously who aspire and wants to join the ranks of being a so called influencer as a lifelong career, who possesses a talent in certain niche could evaluate whether they want to venture into this field and groom themselves into a self-made influencer in their own specialized field. Therefore, by doing such a research,

the public or aspiring social media influencer to take note on certain key points on being a successful in making it as their career.

Overall, this research intends to provide researchers of the related topic as a reference and a filling on the gap in regards to this field of research. This paper also informs scholar about the uniqueness and effectiveness of these influencers on existing populace, the current trend of populace's attitude towards such marketing method and their purchasing intention after exposing to such marketing method. Furthermore, it helps academicians to instil knowledge regarding these influencers of social media towards the students and assist future academicians on developing an improved understanding towards consumer attitude towards the social media influencer and the effect of said subject on consumers' purchase intention. Researchers of related field in the future that intend to conduct studies that surrounds on such study could refer to this study to support and improve the data reliability.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

Chapter one gives a brief introduction onto the research background, the illustration of the research problem statement, the research objectives, the research questions, the six hypotheses of study, and the significance of this study. In order to further analyse and obtain the result according to the research objectives and research questions, journals, and articles are reviewed to compensate and solidify this research.

#### **2.1 Social Media Platform**

According to the Cambridge Business English Dictionary (2018), social media is defined as an media entity that permits people to communicate and sharing of information through internet. The emergence of this technology are due to the need for people to interact more easily and share opinions, as well as interact with others in real time. The earliest form of real time communication in long distance goes back to the year 1792 when telegraphic usage has been introduced (Edosomwan, Prakasan, Kouame, Watson & Seymour, 2011). According to Boyd and Ellison (2007), social media platform is a service from the World Wide Web that allows the user to generate their own profile within the bounded system, connect with other users and converse with people within the list of connections of themselves and others within the system. Also, Mangold and Faulds (2009) states that social media encompasses a massive variety of word-of-mouth forums that are online which includes discussion board, blog, chat room, websites that collect consumer ratings on product or services and et cetera. In short, social media could be generally described as a form of website that gives the consumers the right to let out their opinions, views, search for reviews, discussion. Hence, with the progression of social media platforms, various marketing techniques and strategies has been implemented in these platforms. Figure 1.1 and 1.2 in chapter one above show the popularity and the increasing

use of social media by the consumers. Which, studies has been done by several researchers has stated that social media is considered to be an effective marketing tool (Bickart & Schindler, 2001; Kumar & Benbasat, 2006; Lamminen, 2018; Zhang, Farris, Irvin, Kushwaha, Steenburgh & Weitz, 2010). Hence, through the rise of social media, many businesses and marketers have been using social media as an instrument to build relationships, connect and to create conversation with its consumers. As this research will focus on a branch of marketing in the realm of social media platform, which will be further described in the later part of the chapter.

### **2.1.1 Social Media Marketing**

The utilisation of technology has allowed the creation, communication, delivery and exchange of offers between corporation and consumers that has brought forth value to the organisation's stakeholders (Tuten & Solomon, 2017). It is a marketing technique that focuses on the people, rather than the products (Diamond, 2008) and a marketing method via social media that aims to create high quality content to connect with the consumer and be relevant (Drury, 2008).

Companies have not been missing out on the gateway provided by social media platform and has been actively using it as a tool for them to market its product, connect its customers and reaching out to potential customers through these platforms. An example of a company shift in marketing strategy is Nike who has decreased in its traditional marketing strategy and almost doubled the budget on social media marketing (Fortune, 2012). A method on social media marketing is that companies create "brand fan page" in these social media platform to foster connection with the consumers. Companies would product brand posts that contains attractive messages, eye catching GIFs, local star featured videos, fun quizzes and et cetera. Consumers become fans to these fan pages that indicates its connection to the brand by either following, giving a like or commenting on the said posts (Vries, Gensler & Leeflang, 2012). But, the companies could not control the comments that are written by the consumers/people. The consumers could either make or break a company by either giving a positive or negative "word-of-mouth", and it can spread worldwide within minutes. The consumer's comments and likes on a certain post (i.e. Facebook, Instagram) indicates engagement between them and the companies. Several research has stated that social media marketing with the correct method (emotional message, moderate advertising message, brings positive result, having positive

impact on engagement, positive return on investment (ROI) (Bilgin, 2018; Kumar, Bhaskara, Mirchandani & Shah, 2013; Goh, Heng, & Lin, 2013; Rishika, Kumar, Janakiraman & Bezawada, 2013; Li & Wu, 2014; Miller & Tucker, 2013). But, this form of marketing has no perfect evidence stating that this marketing technique bring positive ROI to the company when the method used by the company has been wrong (e.g. blatant advertising message, excessive emotional message, messages that makes people uncomfortable) (Lee, Hosanagar & Nair, 2014). There are also companies that do not see any ROI in its social media marketing (DeMers, 2018). Hence, it could be said there are industry that are more suited for social media marketing and the method that are used differs in result, some industry would be more suited for emotional message post, some requires explicit messages in advertising and et cetera.

However, a study conducted by ARCA (2012) states the benefit businesses get are different on volume and value, mainly with increased brand exposure and reputation. The increase flow of traffic and the optimization of search engine, giving lead generation and word-of-mouth. In turn providing market insights (target audience and competition), public relations facilities and recruitment. The cost effectiveness depends on the social media channel used (blogs, microblogs, wikis, social bookmarking sties and forums), and fans number does not equate to social media return on investment but rather experience and insight. There are multitude of marketing methods that could be used on the social media platform, and one of the branches of such marketing methods are called influencer marketing which is the main focus of this research.

## **2.2 Social Media Influencers**

With the World Wide Web and the many creations that comes along with it, social media platforms and influencers marketing caused a change in the marketing trend. Traditional marketing has started to swing towards a much modern approach of marketing from the traditional celebrity endorsement by prioritizing social media platforms and endorsing influencers as a substitution method (Boyd & Marwick 2011). The customers are becoming acclimated to viewing info from influencers with a high visualization rate (Liu, Chen & Zhou, 2010). According to Freberg, Graham, McGaughey and Freberg (2011), these influencers represent an independent third party endorser with the capability to mould the consumers'

attitude via internet channels like Facebook/Instagram posting, tweets, blog post and other social media channels. In this current age, it is feasible for someone to be “famous” or to become an influencer, so long as they have a pool of people following them in their social media account. The first requirement or trait needed in becoming an social media influencer is the ability to grab the attention of the users (Cultureshop, 2015), these individuals would then slowly build up the persona/brand image they have set in the beginning through social media platforms (Kozinets & Cerone, 2014), these individual would do small events like giveaways or create entertaining content to increase traffic or “fame” and tries to land a contract with companies to market products through their channel.

These influencers exist in several multitude of fields, fashion men/women, food enthusiast, pro gamer, cooking master, craft artist and et cetera (Jargalsaikhan & Korotina, 2016), they uses strategical sharing of information for the aim to building specific relationship with its followers, often in a “self-conscious and carefully constructed personas”. The relationship is a para-social that gives off the impression of having a real-time face to face relationship between the follower and the influencer (Marwick, 2016). According to Szczurski (2017) influencers work as a form of brand advocates that create content and promotes certain brands, and Szczurski suggest that these influencers has the loudest voice on the social media platform. A study conducted by indaHash that has 2285 global influencers who took part, more than half (64%) treat their work as a profession that collaborates with brands to shape consumer behaviour and earn money for it (indaHash, 2017).

In the recent years, with the increasing popularity of usage in Adblock software among Millennials where 615million devices has been reported on using this software by early 2017 (PageFair & Adobe, 2017), these influencers serves as a bridge to avoid Adblock that was installed by the consumer and connect to them via influencer. Hence, companies utilizes influencers for several reasons, to increase brand awareness, to build trust between brands and the consumers, to create a “buzz”, secure links to contribute on SEO values, avoiding software like Ad Blockers, and ensuring long term success due to the influencer collaboration that remains live for an extended period (National Position, 2018). Also, Szczurski’s (2017) study mentioned that there is nearly seven dollars in the return on investment on each one dollar spent on using influencers. An interesting result shown by Bakshy, Mason, Hofman and Watts (2011) study states that “ordinary influencers” are more cost effective in disseminating information

compared to “big-time famous influencers”. So, it comes to identifying whether social media influencers in general gives an effective ROI for businesses, it may have been the approach and method used when it comes to utilizing this marketing tool.

According to Fishbein (1967), the definition for attitude was termed as the “learned predisposition of human beings”. Then, Kotler (2000) has a further elaboration on attitude that it is an individualistic evaluation of a person that has attached emotional feeling and would result in having an action tendency towards an object or idea. In relations toward social media influencers, there are several factors that could influence the consumers’ attitude towards social media influencers. According to Gorry and Westbrook (2009) states that these influencers represent a 3<sup>rd</sup> party endorser that forms the consumers’ attitudes through postings, tweets, story post and other social media platforms and a study done by Jargalsaikhan and Korotina (2016) has shown that the amount of followers, education level, genuinity, positive content, good self-branding are factors that could produce positive attitude on the consumes’ mentality. But obvious product placement, non-matching between personality and content will leads to negative consumer attitude towards the social media influences, but these product placement also leads to customer stimulation to purchase more. Whereas a study done in Malaysia on public university students has shown that consumer attitude has a mediating effect for influencer attractiveness, meaning transfer and product match-up that results in purchase intention positively (Lim, Radzol, Cheah & Wong, 2017). From studies that was done in the past as a foundation, the author has chosen several independent variable to be tested upon customers’ attitude.

The below sub section discuss the variety of social media influencer characteristics:

### **2.2.1 Informativeness**

According to Ducoffe (1996), informativeness in advertisement is defined as the ability to transfer a good quantity of helpful and useful information that are given by the said advertising medium to ensure consumer knows about the other product alternatives allowing them to enjoy the greatest possible satisfaction on the purchase. Further defined by Gao and Koufaris (2006) that informativeness as the satisfaction of consumers that can be maximized for the marketers,

during the distribution of information in the medium of advertising. Both definition emphasizes on the capability on notifying the consumers of a product's qualities. Also, when it comes to advertising and influencing consumer, creation of awareness and the illustration of the distinctiveness of product and services are one of the main key objective (Soberman, 2004).

### **2.2.2 Entertainment**

According to Ducoffe (1996), entertainment is defined as the satisfaction of an individual's desire for distraction, virtual and affective pleasure. Hence, for a marketing or advertising medium to be effective and the respondent to have favourable attention, the message or content should be amusing and brief (Kalakota & Robinson, 2002). Also, entertainment enables extra added value to the consumer and increases customer loyalty, by bringing a sense of enjoyment to the consumer that grabs their attention and getting them involved (Haghirian & Madlberger, 2005). From the perspective of social media, social media stands as a way for companies to connect with the consumer with the entertainment factor, it serves as a medium to connect and retain them, as a form of medium (Apuke, 2016), rather than a blatant straight forward advertisement that people instinctively ignores.

### **2.2.3 Source Credibility**

Credibility or the theory of source credibility stated that individuals are prone to be influenced when the source presented was credible (Hovland, Janis & Kelley, 1953). Also, Anderson (1971) defined that source credibility is a vital aspect that would enhance the value of an information. Which, information that are presented by credible sources (i.e. social media influencers) are capable of swaying the opinions, attitude and behaviour of the consumers (Wang, Kao, & Ngamsiriudom, 2017). Past studies has stated that trustworthiness and expertise as one of the major factors for credibility (Kelman & Hovland, 1953; Hovland, *et al*, 1953; Hovland & Weiss, 1951). Trustworthiness is the degree of validity made from the assertions of the communicator (influencer) that is perceived by the audience (consumer) (Hovland, *et al*, 1953). Furthermore, trustworthiness was also detailed to represent an endorser's believability,

honesty and dignity (Erdogan, 1999). Hence, the perceived trustworthiness of an influencer is defined as “the believability, dignity and honesty the endorser possesses” (Waldt, *et al*, 2009). Whereas, expertise is stated to be the extent of a communicator to be able to deliver correct assertions that are perceived to be capable by the audience (Hovland, *et al*, 1953). Hence, the perceived expertise of an influencer is defined as “the qualification, intelligence, authoritativeness and competence the endorser possesses” (McCroskey & Teven, 1999), which means that expertise offers an affirmative effect on the consumers’ attitude and purchase intention (Till & Busler, 2000).

#### **2.2.4 Source Attractiveness**

Source attractiveness is linked to “similarity (the resemblance between the source and audience), familiarity (knowledge of source through exposure) and likeability (affections of physical appearance/behaviour of source)” of an endorser on gauging the effectiveness of the endorser (McGuire, 1985). The perception of attractiveness starts when a person considers the other party to be “attractive”, “hot”, “handsome”, “gorgeous”, et cetera, in this case the influencer (Ohanian, 1991). Human is bound by attractive stuff, homo-sapiens are drawn towards “beautiful” and “attractive” phenomenon. As Erdogan (1999) states that consumer has a tendency to have positive stereotypes about physically attractive people. Cohen and Golden (1972) has acknowledged a procedure which was “identification”, meaning that a consumer accepts the information given out by an attractive endorser simply due to the consumer wants to identify with him or her.

#### **2.2.5 Product Match Up**

Product match-up is the similarity of a product and the endorser (influencer), a ‘fit’ between the merchandise and endorser (influencer) and this itself has an influence on consumers’ purchase intention (Kamins, 1990; Ohanian, 1991; Tripp, Jensen & Carlson, 1994; Wansink & Ray, 2000). A study has determined that the need for product/brand to endorser congruency is to enhance the communication of the advertising medium (Peterson & Kerin, 1977). The ‘fit’

between a merchandise or brand with an endorser (influencer) are needed to guarantee a successful marketing strategy (Kirmani & Shiv, 1998; Till & Busler, 1998). The match is the perceived 'fit'-ness of a brand or product and the endorser (influencer) image (Misra & Beatty, 1990), meaning that an influencer who has established an image of a beauty expert are not "fit" to a gaming product without prior "image-building". To endorse an influencer who does not fit with the product or brand would result in disbelief among the consumer, having a higher degree of congruence, would give a higher level of believability for the endorser (influencer) (Kamins & Gupta, 1994; Kim & Na, 2007).

### **2.3 Consumers' attitude influencing Purchase Intention**

The "attitude" of a person is defined as 'the feeling or opinion about something or someone' (Cambridge English Dictionary, 2018). Whereas purchase intention, the term "purchase" is the act to buy something and "intention" is something that a person wants or plans to do (Cambridge English Dictionary, 2018), it could be interpreted as one who plans to buy something. According to Ajzen (1985) intention is the indicator for the degree of willingness of people to approach certain behaviour and the efforts they put in to perform a certain behaviour. Intention is judged to be a persuasive predictors of future outcome (Vineyard, 2014). Vineyard further explains that the process of purchasing begins with the browsing of products that leads to a purchase, the intention to purchase is the prospect of the user to procure a merchandise.

### **2.4 Theory of Reasoned Action (TRA)**

The Theory of Reasoned Action (TRA) is one of the most influential theories of human behaviour, developed by Ajzen and Fishbein (1975). TRA is developed to explore the association between the behavioural intention, attitude towards a behaviour and subjective norms. Also, it pinpoints the influence on consumers' intention to react on certain way towards consumption to explain human behaviour (Ajzen & Fishbein, 1975). The attitude is there to

satisfy a human's personal motive and it impacts the end goal of the consumer purchase intention creation (Murphy, 2014). Whereas the intention is a prime determinant on a human's actual behaviour (Meskaran, Ismail & Shanmugam, 2013). A consumer who has a favourable attitude towards a certain behaviour will produce an outcome in a rise in the likelihood of performing behaviour (Albarracin, Johnson, Fishbein, & Muellerleile, 2001).

In TRA, there are two major predictor on the intention to purchase of the consumers, attitude towards a behaviour and subjective norms regarding the behaviour. The attitude towards a behaviour depends on the human's positive or negative universal appraisal of the performance of a certain behaviour (Elena, Heera, Geuens, & Vermeirc, 2013). Whereas the subjective norms are the social influences of an individual's behaviour and perceptions that would or would not execute the behaviour (Isaid & Faisal, 2015). According to a study done by Shih and Fang (2004), attitude has great influence on consumer's intention and subjective norm has lesser. Also stressing that behavioural intention significantly affect on the actual use (Shih & Fang, 2004).

In marketing field, TRA has been used to understand and explain the consumer's purchase behaviour based on the intention (Tsai, Chin & Chen, 2010). Aligned with previous studies assertion, TRA is proposed as a contextual groundwork in understanding the so called influencers (third-party endorser – similar to celebrity endorsement) that shapes the attitude of consumer through the usage of social media. The exploratory study states about the beliefs on behaviour that is defined on the attributes of the object. There are seven categories in behavioural beliefs found, that is the perceived informativeness, perceived entertainment, the perceived credibility, the perceived attractiveness and the product matchup of the influencer of the audience.

## 2.5 Review of relevant theoretical framework

Figure 2.1: Ducoffe's 1995 Model (Informativeness & Entertainment).

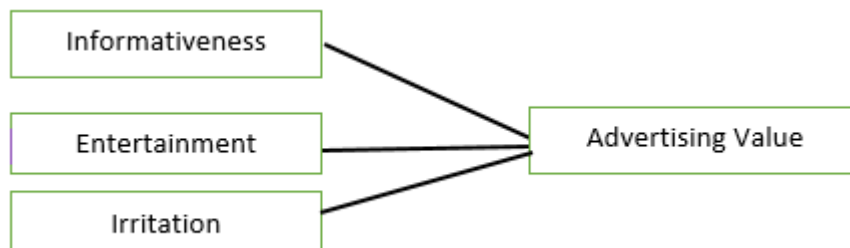


Figure 2.1; Source: Ducoffe, R. (1995). How consumers assess the value of advertising. *Journal of Current Issues and Research in Advertising*, 17(1), 1-18

Figure 2.1 is Ducoffe's model that was developed to study the relationship of advertising value with informativeness, entertainment and irritation. Advertising value is the user's perceived value of the advertising. The model aim was to study advertising as a tool of communication towards the consumers, and results has stated that informativeness, entertainment and irritation are determinants on understanding how consumers evaluate the said advertising value.

Figure 2.2: Ducoffe's Extended Model (Informativeness and Entertainment towards attitude)

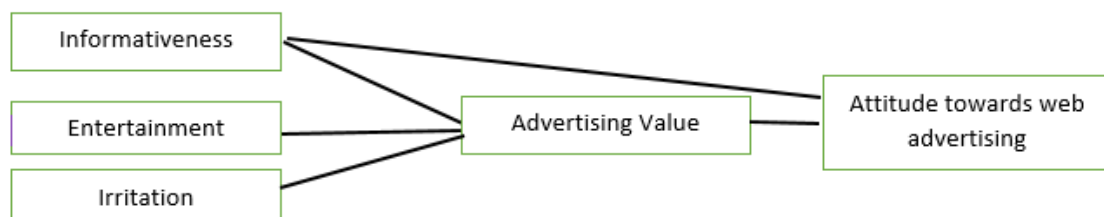


Figure 2.2; Source: Ducoffe, R. (1996). Advertising value and advertising on the web. *Journal of Advertising Research*, 36(5), 21– 35.

Figure 2.2 is Ducoffe extended model on how advertising value influence the consumer attitude towards web advertising. The model was developed to study understand how consumer attitude

is affected by advertising value evaluation. The result shown that high perceived web advertising value leads toward a positive attitude towards web advertising.

Figure 2.3: The effect on informativeness and entertainment towards attitude and intention

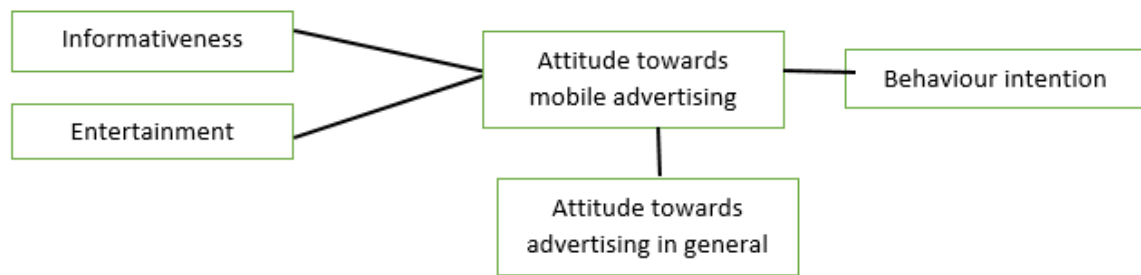


Figure 2.3; Source: Blanco C., Blasco, M. & Azorin I. (2010). Entertainment and informativeness as precursory factors of successful mobile advertising messages. *Communications of the IBIMA*. 2010(2010)

Figure 2.3 is Blanco, Blasco and Azorin's (2010) model that are derived from Ducoffe's (1996) 1996 model that investigates the informativeness and entertainment aspects of mobile marketing towards consumer's attitude, and also the general opinion towards advertising, which then also study the correlation between attitude and behavioural intention on the mobile advertising sector. The result of Blanco, Blasco and Azorin study has shown that informativeness and entertainment influences the consumer attitude positively. That leads to consumers' attitude on behavioural intention positively.

The current research focus on the impact of influencer include entertainment and informativeness as independent variable as influencers create contents that has endorsed products that will be marketed to the audience/consumers, and according to previous data in chapter one that most access points towards the worldwide web for consumers are made from smartphone or via wireless devices.

Figure 2.4: Celebrity Endorsement and its effect against customer attitude and purchase intention

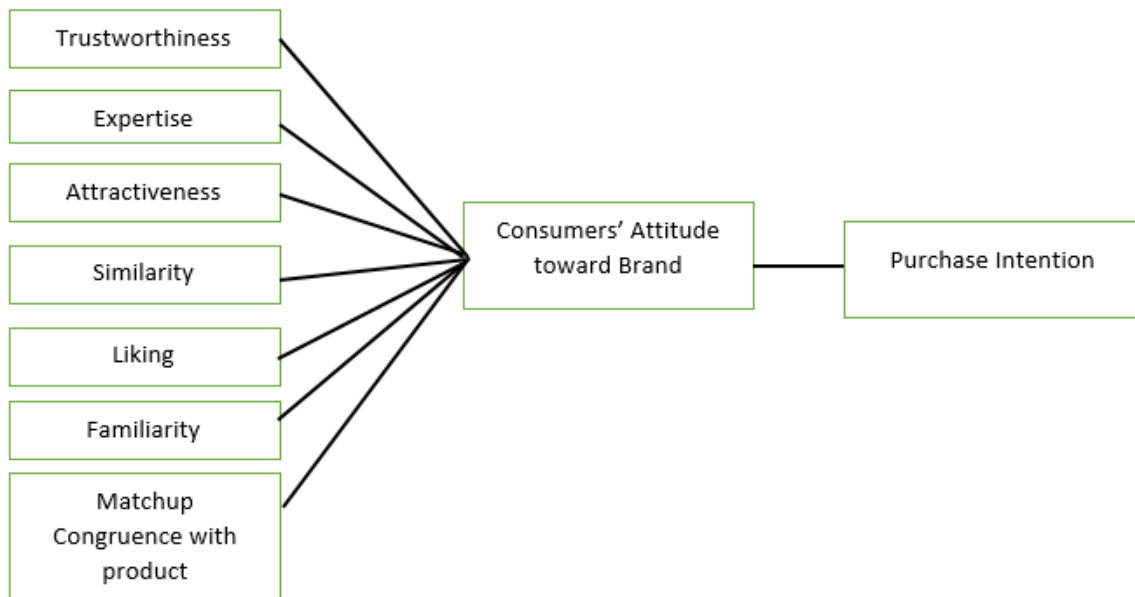


Figure 2.4; Source: Ha, N. & Lam, N. (2017) The Effect of Celebrity Endorsement on Customer's attitude towards brand and purchase intention. *International Journal of Economics and Finance*, 9(1), 64-77

Figure 2.4 is a study done by Ha and Lam (2017) on celebrity endorsement and its effect against customer's attitude towards the brand and purchase intention in Vietnam. This study is similar to the current research on influencer as they are a 3<sup>rd</sup> party endorser. The result of Ha and Lam's study has shown that variables like trustworthiness and expertise which falls under source credibility is statistically significant against consumer attitude. The source attractiveness is not statistically significantly against consumer attitude, but study from Seiler and Kucza (2017) has shown otherwise. Whereas for variables like similarity, familiarity and matchup congruence with the product are all statistically insignificant against consumer attitude.

Figure 2.5: Source Attractiveness on consumer attitude and purchase intention

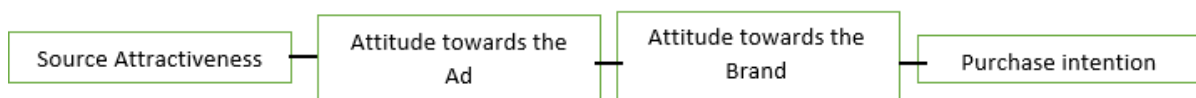


Figure 2.5; Source: Seiler, R. & Kucza, G. (2017) Source Credibility model, source attractiveness model and matchup-hypothesis-an integrated model. *Journal of International Scientific Publications. Vol 11*

Figure 2.5 is taken from Seiler and Kucza (2017) model on source attractiveness and results shown that attractiveness positively influences attitude towards the brand which in turn affect purchase intention that are in line with other researches (Baker & Churchill, 1977; Kahle & Homer, 1985).

Figure 2.6: Impact of Social Media Influencers on Purchase Intention and the mediation effect of Consumer attitude

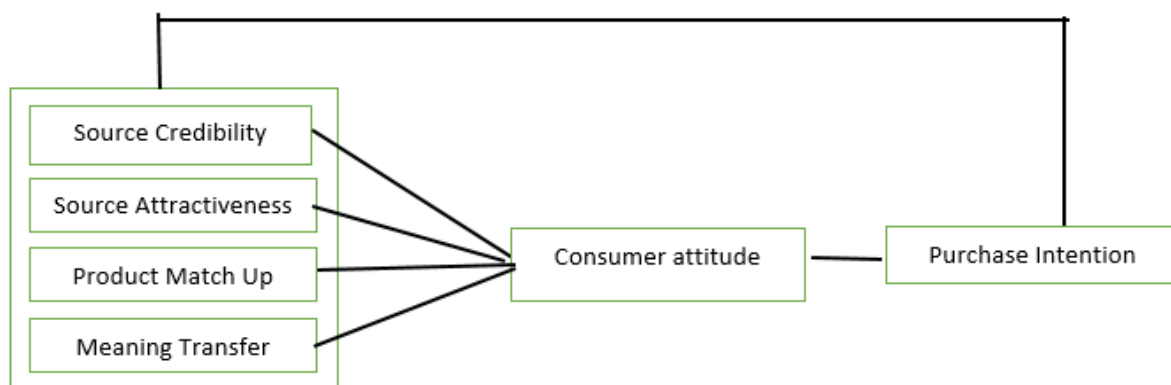


Figure 2.6; Source: Lim X., *et al* (2017) The impact of Social Media Influencers on Purchase Intention and the Mediation effect of Customer Attitude. *Asian Journal of Business Research*, 7(2)

Figure 2.6 is a study done from Malaysia by Lim, *et al* (2017) was to investigate the impact of source credibility, source attractiveness, product match up and meaning transfer of social media influencers towards the mediation effect of consumer attitude and purchase intention. The result of the study shows that source credibility is statistically insignificant towards consumer attitude and purchase intention. For source attractiveness, it has an insignificant result against purchase intention but significant against attitude as it provides positive attitude towards the influencer. Next, both product matchup and meaning transfer is statistically significant towards consumer attitude towards influencer and purchase intention.

## 2.6 Proposed Theoretical Framework

Figure 2.7: Conceptual Framework for the Impact of Social Media Influencer on Consumers'

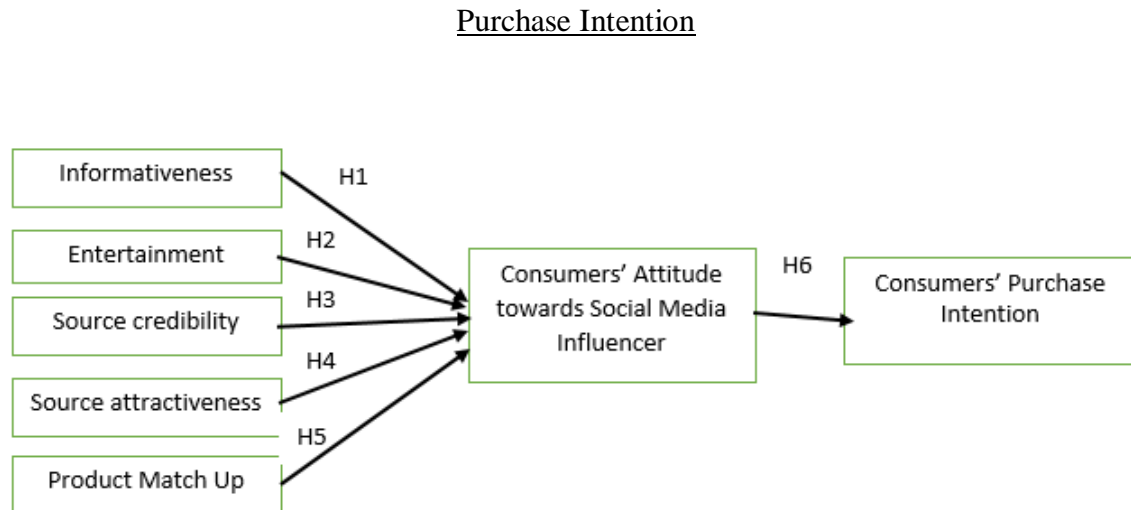


Figure 2.7: Source: Developed for research. Proposed Conceptual Framework for the Impact of Social Media Influencer on Consumers' Purchase Intention

Figure 2.7 shows the proposed conceptual framework that is adapted from the previous relevant frameworks which serves as the groundwork for this research. This conceptual framework helps in identifying the relationships among the independent and dependent variables. There are 5 independent variables. Namely, informativeness and entertainment whereby the endorsed influencers create contents (videos, live feeds, pictures) to market the product that the companies has required, irritation is not included because consumers are required to “follow” or “like” the influencers before they are able to constantly see these influencers contents.

Whereas, source credibility, source attractiveness and product match up that are variables that are often attached towards celebrity endorsement study which will be adapted to this study on the social media influencers. These 5 independent variable will be tested on consumers' attitude towards social media influencers. The dependent variable is the consumers' attitude towards social media influencers and the consumers' purchase intention. Henceforth, the association of these variables could be determined.

## **2.7 Hypothesis Development**

### **2.7.1 The relationship of Informativeness and Consumer Attitude on the Social Media Influencer**

The information given by the influencer in their post, videos, social media contents are relevant and complete. Many studies has used and shown that information perceived or high informational value has an effect on the user attitudes positively (Blanco, Blasco & Azorin, 2010; Lo, Lee, Loo, Sellvam & Sandran, 2014; Tsang Ho, & Liang, 2004) which promotes purchase intention. Blanco *et al* (2010) research examined the informational aspect on the attitude of the consumers towards mobile advertising in Spain that proved that it has a positive relationship, that has the same results with a 2018 study (Hashim, Normalini & Sajali, 2018). However, another research done in Melaka, Malaysia has a different result, whereby the result shown no significant relationship between informativeness towards consumers' purchase intention, but still emphasize on the importance of this for the marketers (Goh, Tan, Yeo & Lim, 2018), the differing result may have stem from the demographic and cultural exclusiveness.

However, in regards of social media influencers perceived informativeness are lacking in research, hence the need to identify whether this applies on these social media influencers. Hence the following hypotheses is as proposed:

*H1: There is a significant relationship between informativeness and consumers' attitude towards Social Media Influencer.*

### **2.7.2 The relationship of Entertainment and Consumer Attitude on the Social Media Influencer**

A past study done by Mitchell & Olson (1981) states by having producing entertaining advertisement, it would bring forth a positive mood for the audience, and in the end result in

positively impacting on the consumer attitudes towards advertisement or promoted brands. Also, Bauer, Barnes, Reichardt, and Neumann, (2005) study further confirms on hedonic joy (excitement) positively affects attitude towards advertising. Furthermore, studies done by several researchers has provided result that entertainment significantly affects attitude of the consumers (Bauer, *et al*, 2005; Blanco, *et al*, 2010; Haider 2012; Hashim, *et al*, 2018; Kwek, Tan, & Lau, 2010; Keshtgary & Khajehpour, 2011; Punyatoy & Durgesh, 2011; Tsang, *et al*, 2004) that leads to having a positive relationship towards purchase intention. Yet, there are also researches that has rebuked these results that entertainment does not possess a significant relationship on the consumers' purchase intention (Goh, *et al*, 2018). But yet it remains an important factor for the marketers to look into.

In this case, the entertainment provided by the influencers in their posting, videos or "live videos" are to be valued, the witty wording in their post, videos that brings forth hedonic joy of the consumer, or the live videos that interacts with consumer that makes them want more. From the past research, social media influencer's content entertainment has been omitted as this medium of marketing is emerging, hence the need to study on whether consumers' attitude has a significant relationship in regards of social media influencer creative and entertaining content that influences the consumers' attitude. Henceforth, the following hypotheses is as proposed:

*H2: There is a significant relationship between entertainment and consumers' attitude towards Social Media Influencer.*

### **2.7.3 The relationship of Source Credibility and Consumer Attitude on the Social Media Influencer**

Endorsers (influencers) tends to be persuasive when they are viewed as an expert (Aaker & Myers, 1987), an credible person possesses an ability to sway the people's attitudes, beliefs and behaviours (Erdoğan, 1999), whereas experts who excels in their field are capable of inducing on the consumers' purchase intention (Ohanian, 1991). Several studies has also shown that users' perceived credibility on influencers has a significant relationship towards the

attitude onto the advertising channel which in the end affects the purchase intention, having greater credibility leads to higher level of purchase intention (Tsang, *et al*, 2004.: Rebelo, 2017). Also, a study done by Evans (2010) reported that endorsers who are beyond its expertise field impairs consumers' perceived images that causes negative purchase intention, which are deemed non credible. Furthermore, in Hassan and Jamil (2014) study that Pakistani people does not rely on the credibility of an endorser, mainly because the endorsed person has too many brands, this could be applied on influencers, too many brands would lower the effectiveness on purchasing intention. This could be explained on the influencers that does not "stick to its field of expertise", a gaming influencer that promotes beauty products without prior knowledge. However, a credible endorser are still deemed to have positive relationship towards purchase intention (Rajasekar, 2018), and a credible influencer will give a result of higher purchase intention on the targeted groups (Silvera & Austad, 2004). Hence, the credibility of the endorser or the influencer are to be examined on the consumers' attitude, and the hypotheses is as proposed:

*H3: There is a significant relationship between the credibility of the Social Media Influencer and consumers' attitude towards them.*

#### **2.7.4 The relationship of Source Attractiveness and Consumer Attitude on the Social Media Influencer**

Kahle and Homer (1985) study has shown that physical attractiveness has an effect on increased buying intention on consumer more than unattractive endorsers. Although, there are certain research that proved otherwise, a research done in Pakistan has a result that there is a negative relation between the source attractiveness towards the effect on purchase intention, whereby the consumers look for quality of product and are unfazed by the influencer's physical appearance, attractive influencer is there to attract attention but not to influence purchase intention (Hassan & Jamil, 2014). But there are past studies that provided results in regards of celebrity attractiveness that are endorsed which are positive, this is akin to social media influencer with brand endorsement, results found that outlook or the source attractiveness of the celebrity or in this case the influencer has positive relationship in regards to the attitude of the consumers and their intention to purchase (Rajasekar, 2018).

Gashi (2017) study has mentioned that the attractiveness of these individuals known as influencers in the advertised content enables consumer to think that they could achieve their looks by having the same products. That would enable the endorsed brand to get a higher sales and increase the purchase intention of the consumers. Burke (2017) states that attractiveness could provide more detailed information to organisations in utilizing social media influencers and understand what draws consumers towards them. Hence, the attractiveness of these influencers are deemed as a factor to analyse as part of the research that whether it would affect consumers' attitude. Henceforth the hypotheses are as proposed:

*H4: There is a significant relationship between the attractiveness of the Social Media Influencer and consumer's attitude towards them.*

#### **2.7.5 The relationship of Product Match Up and Consumer Attitude on the Social Media Influencer**

A study has stated that match-up hypothesis has an affirmative connection with consumers' attitude that leads to a significant relationship with the consumers' purchase intention. (Pradhan, Duraipandian & Sethi, 2016). As most previous studies are aimed at traditional celebrities as the endorser, these influencer serves as a innovative form of endorser for the brands to employ. Therefore, the need to examine the product match up with the endorser (influencer) to the consumers' attitude, assuming a match between an influencer with a product enhances marketing result. Henceforth, the hypotheses are as proposed:

*H5: There is a significant relationship between the product match-up of the Social Media Influencer and the consumer's attitude towards them.*

### **2.7.6 The relationship of Consumer Attitude towards Social Media Influencer influencing Consumer Purchase Intention**

Past studies on the consumers has revealed that there exist a parallel relationship on attitude and purchase intention (Tarkiainen & Sundqvist, 2005; Ting & de Run, 2015; Yang, Al-Shaabani & Nguyen, 2014). Prior studies has also shown that influencers has a positive degree of influence on intention to purchase (Lim, *et al*, 2017; Lisichkova & Othman, 2017) and depending on the attribute of promotion (Jargalsaikhan & Korotina, 2016). Results from several studies also shown that there is a positive influence of attitudes on intention to purchase (Blanco *et al*, 2010; López-Mosquera., Garcaí, & Barrena, 2014; Lim, *et al*, 2017). Hence, a need to examine on positive attitude towards these endorsed influencers of social media that will effect on the purchase intention. Henceforth, the following hypotheses is generated:

*H6: There is a significant relationship between consumers' attitude towards Social Media Influencer and purchase intention.*

## **2.8 Conclusion**

In this chapter, different topic in regards to the research were presented. Firstly, the definition of social media platform and the corporate company usage on this to communicate with users. Secondly, the uprising and formation of the current micro-celebrities the social media influencers were presented. Next is the factors' affecting consumers' attitude towards social media influencer, which are the independent variable that is the informativeness, entertainment, credibility, attractiveness and product matchup with the dependent variable of the consumers' attitude towards social media influencers. Then lastly the effect of the consumers' attitude towards the intention to purchase of the consumers. The following chapter will discuss the research techniques and method used for this study.

## **CHAPTER 3**

### **METHODOLOGY**

This chapter discusses the methodology that will be used in this study. By referring to Chapter two, literature review, and came out seven independent variables that will be used for the analysis in the study. Chapter three basically discusses the detailed methodology used on the collected data in regards on the hypotheses mentioned on the previous chapter. The research design, data collection method, sampling design, research instruments, measurement and data analysis methods will be discussed.

#### **3.1 Research Design**

Research design is defined as the “blueprint for conducting a study with maximum control over factors that may interfere with the validity of the findings” (Burns & Groove, 2009) and is one of the important component in marketing research (Kotler, Armstrong & Parment, 2012). According to Kotler, *et al*, (2012), there exist three different research design on marketing that are commonly used by marketers. The first one, descriptive research is used to define market potential of a product, demographics, consumers’ behaviour and attitude. Second, the causal research aims to find the essence of the cause and effect relationship. Lastly, exploratory research is when there is limited knowledge and the lack of statistics to back it up in regards of the research problem. It is also an outline for the analysis of data that are collected and measured, that are based on the research question (Sekaran & Bougie, 2013). In this study, quantitative, descriptive research and exploratory research will be used.

Through exploratory research (the impact of social media influencers on purchase intention has yet to be studied in-depth), descriptive research approach is to analyse the purchase intention dimension.

### **3.1.1 Quantitative research**

The definition of quantitative research explained as the approach to gather numerical data via questionnaires distribution to the targeted respondent with the intent to test the hypothesis of the study (Sekaran & Bougie, 2013) and generalizing it across groups of people or with the purpose to explain a particular phenomenon (Babbie, 2010). Hence, quantitative research comprises of the collection of numerical data that can be computed and be subjected to statistical treatment for the purpose of supporting or rebutting “alternate knowledge claims” (Creswell, 2003). With the research aiming to identify whether the antecedents mentioned affect the attitude of the consumers towards the social media influencers that in the end affects their purchase intention. Hence, the quantitative research for numerical data collection to identify those different factors.

### **3.1.2 Descriptive research**

Descriptive research is designed to describe market potential of a product, demographics, attitude and behaviour of consumers (Kotler, *et al*, 2012). It is a necessity for the researchers to have a clear outline on the phenomenon before the actual collection of data (Saunders, Lewis, & Thornhill, 2012). This allows the author to identify the current status of the research.

### **3.1.3 Exploratory research**

Exploratory research is designed when a particular phenomenon is not known, existing results are unclear, too complex or insufficient theory available to guide the development of a theoretical framework (Sekaran & Bougie, 2013). Exploratory research is compatible on contesting new problems with little or none prior research made (Brown, 2006).

## **3.2 Data Collection Method**

### **3.2.1 Primary Data**

Primary data by definition is the data collected or observed directly from the author first-hand for a specific research purpose or project (Salkind, 2010), the data itself is collected to specifically address a problem and could be either quantitative, qualitative or mix method (Curtis, 2008). Salkind (2010) mentioned that there are several ways of collection, the most used technique being the self-administered surveys, personal interviews, experiments and field observations. The process may involve longer time and more fund compared to secondary data collection. But, some types of research requires only primary data. In this study, the primary data are obtained through person-administered questionnaires, this is to ensure greater range of respondent with the most responsive manner. All collected statistical data is to be analysed and manipulated by using SPSS for the purpose of the findings in Chapter four.

### **3.2.2 Secondary Data**

Secondary data by definition is similar to primary data but the data is collected by someone else or some other purpose, normally unrelated to the original research team (Salkind, 2010). It could be obtained through data archives, secondary data collection sources usually are from government publications, websites, journal articles, books, internal, et cetera. Secondary data maybe easier to acquire compared to primary data, but it has a risk of being outmoded and inaccurate for the current researchers on their present investigation (Zikmund, 2003), and the secondary data are especially vital when there the data are unable to be collected through the means of primary data collection.

In this study, secondary data sources are obtained through google scholar, online and published journals, online and published articles and et cetera for the purpose of obtaining relevant data

and information for the research. Furthermore, UTAR Library Services has also been utilized to access to different databases and online journals.

### **3.3 Sampling Design**

This section presents the target population, sampling frame, sampling location, sampling elements, sampling technique and sample size. The details of the sampling design are as followed:

#### **3.3.1 Target Population**

Burns and Groove (2010) defined target population as the entire accumulation of respondents that has met the criteria set by the researcher. The author of this research focuses on social media influencers and the impact on purchase intentions. Hence, the targeted population would be individuals aged 18 and above who has followed, “liked”, or watched any influencers on any social media platforms like Youtube, Facebook, Instagram, Twitter, Snapchat, Wechat, and et cetera. There are no limitation in regards of race, religion, age, occupations, education level, and et cetera..

#### **3.3.2 Sampling Frame and Sampling Location**

Sampling frame by definition is a list used to define a researcher’s population of interest. It is a set of elements from which the researcher picks from the targeted population to be used as its sample (Curri van, 2004). In this study, no predetermined sampling frame has been set since non-probability sampling was to be implemented. Furthermore, the sampling locations are within the vicinity of Malaysia. The questionnaire are focused on anyone who has internet access and has followed any social media influencers, this also serves as an attempt to increase the variation and broadness in respondents.

### **3.3.3 Sampling Elements**

This research targeted respondents participating in the survey are among individuals that are actively participating on the social media platforms (Facebook, Instagram, YouTube, Twitter, et cetera) and also followed or liked any social media influencers, this would include people ranging from students to professionals and towards retirees. With the survey aimed towards various individuals in different age groups, public participation is greatly required. There are no restrictions to any demographic group, with the condition of having a following on a particular influencer on any social media platform.

### **3.3.4 Sampling Technique**

Sampling technique are mainly categorized into two, probability sampling and non-probability sampling (Zikmund, 2003). Non-probability sampling is defined as a technique that does not select a random sample from the targeted population but are chosen on the researcher's judgement (Lavrakas, 2008; Sekaran & Bougie, 2013). Non-probability sampling has been used for this research. In non-probability sampling there is convenience sampling that are also called haphazard or availability sampling that the researchers select subject on the basis of availability (Garson, 2012).

In this research, convenience sampling is chosen by the author to be used for the data collection due to its nature of cost and time saving, however selection bias is a common issue in convenience sampling. This allows the ease of collection on the data and information for the author due to the broad respondents that resides in Malaysia.

### **3.3.4 Sampling size**

The definition of sample size are the number of sampling unit of the subjects that are going to be involved in the study (Salkind, 2010). With the limited time and resource at hand, a number of 300 respondents has been determined as the sample size for this study and 30 pilot test are

prepared for this research. All 300 questionnaires will be distributed and the 30 pilot pre-test was issued before the formal questionnaire, it is to ensure that the questionnaires are of acceptable quality and the questions could be understood by the respondents.

### **3.3.5 Limitation of Method**

There is one limitation for the method whereby the convenience sampling method would have a risk of getting under/over-representation of a certain group within a sample, hence weakens the capability to generalize across the chosen sample (Saunders, *et al*, 2012), this means that it has a highly vulnerable chance to be struck with selection bias and high level of sampling error.

## **3.4 Research Instrument**

The research instrument as mentioned earlier in this study are questionnaires or self-administered questionnaires. The questionnaire was developed based on past studies and literature reviewed. The objective of the questionnaire is to identify and examine the perceived informativeness, perceived entertainment, the source credibility, source attractiveness and product matchup of the social media influencer towards the consumers' attitude on social media influencer. Also, the meaning transfer towards and consumer attitude towards social media influencer that affects on the consumers' purchase intention.

### **3.4.1 Questionnaire**

The term "questionnaire" is defined as a document that contains questions to importune information appropriate to an analysis (Babbie, 1990). The questionnaires are distributed with clear instructions and explanation stated to allow participants to complete it with ease. This method allows the completion of the research with relative ease, wider reach and with affordable cost.

Respondents with prior followings and knowledge about social media influencers on any social media platforms are qualified on answering the questions. The first section of the questionnaire constitutes the demographic profile; gender, age, race and occupation. The second section of the questionnaire are the proposed abstract variables in the study. It contains the variable of informativeness, entertainment, reputation that affects the attitude towards the social media influencer. Also, variables of source attractiveness and source credibility that is adopted from Ohanian's (1991) study that affects the attitude towards the social media influencer. As for the purchase intention measurements, it is adopted from Kumar's (2011) study. The method of five-point Likert scale questions (1 represent "strongly disagree" to 5 that represents "strongly agree") are mainly used to allow the author to understand the level of importance of the aspects discussed for the respondents, the scale requires the respondents to show the degree of agreement and disagreement of each statement (Malhotra, 2006).

### **3.4.2 Questionnaire Design**

The questionnaire is designed in English for the Malaysian populace as they are well-versed in it as they use it in their everyday lives. Before the questionnaire starts, there would be an introduction of the research and the objective of the research on the cover of the questionnaire. Overall, the questionnaire is divided into three sections, which is Section A (Respondent's demographic), Section B (General Questions) and Section C (The consumers' attitude towards social media influencers and their purchase intention).

Section A requires the basic information of the respondents that consist of demographic profile such as gender, age, marital status, race, highest qualification of education and their occupation. The questions are chosen from a set of multiple choice questions. Whereas, Section B refers to the respondent's general information in terms of the research context which is the Social Media Influencer. The questions includes what are the devices that are used to connect to the social media platforms, the most used social media platforms and the duration spent on average watching/following the Social Media Influencer's content.

Lastly, Section C were designed to contain list of measurement items regarding factors affecting the consumers' attitude towards Social Media Influencers, which are informativeness, entertainment, source credibility, source attractiveness and product match up. Additionally, meaning transfer towards consumers' purchase intention. The five-point Likert scale is utilized in the questionnaire ranging from (1) strongly disagree to (5) strongly agree, the purpose being to understand the level of importance for the respondents towards the aspect discussed. The Likert scale are a form of non-comparative scaling technique that allows the respondent's to rank and express the level of agreement in a given statement.

### **3.5 Construct Measurement**

Sekaran and Bougie (2013) states that measurement is a group of data in the form of numbers and scale is the distinctions between items of the variables. There are three different types of scale in this research, nominal, ordinal, Likert scale. The first section of the questionnaire comprises of nominal scale that allows the author to measure the demographic profile of the respondents. Nominal scale categorises different group of people to different subjects (Sekaran & Bougie, 2013). Example of questions are gender "male or female", race "Malay, Chinese, Indian, others, martial status "Single, Married, Divorced". Ordinal scale is the ranking scale that does not indicate the interval's value between ranking (Sekaran & Bougie, 2013). Example of questions would be "In average, how frequent would you see/look at contents made by social media influencer on any social media platform?" (Saunders, *et al*, 2012). Likert scale is classified as an interval scale. It is used in the second section to evaluate the degree of agreement/disagreement of a statement on a symmetrical scale. It is applied on the questions that are in the origin of construct below.

### 3.5.1 Origin of Construct

Table 3.1: Summary of Origin of Construct

Concept	Source	Item
Informativeness	Tsang, <i>et al.</i> (2004) Blanco, <i>et al.</i> (2010).	<ul style="list-style-type: none"> <li>• I feel that content made by social media influencer offers timely information.</li> <li>• I feel that content made by social media influencer is more informative than other advertising source.</li> <li>• I feel that the content made by social media influencer is helpful.</li> <li>• I feel that the content made by social media influencer is a good source of product/service information</li> <li>• I feel that content made by social media influencer does not offer me irrelevant information.</li> <li>• Social media influencer's content offers me data that I need to make my purchase decision.</li> </ul>
Entertainment	Tsang, <i>et al.</i> (2004) Blanco, <i>et al.</i> (2010).	<ul style="list-style-type: none"> <li>• I feel that the content made by the social media influencer are enjoyable and entertaining.</li> <li>• I feel that the content made by the social media influencer pleasant.</li> <li>• I feel that social media influencer's content is more entertaining than other advertising source.</li> <li>• I think that influencer advertisement is not boring.</li> <li>• Social media influencer content marketing is usually attractive and fun.</li> </ul>
Source Credibility	Ohanian (1991)	<ul style="list-style-type: none"> <li>• I think that social media influencers are trustworthy.</li> </ul>

	Ha and Lam (2017)	<ul style="list-style-type: none"> <li>• I believe in the social media influencer's brand/product choice.</li> <li>• I think that social media influencers provides reliable source of information.</li> <li>• I think that social media influencers are experts in the field he/she represents.</li> <li>• I think that social media influencers has experience in using products/brands that were endorsed upon them.</li> <li>• I think that social media influencers has a lot of knowledge about the products/brands that were endorsed upon them.</li> </ul>
Source Attractiveness	Ohanian (1991) Ha and Lam (2017)	<ul style="list-style-type: none"> <li>• I think that social media influencers has a very attractive appearance.</li> <li>• I think that social media influencers has a very persuasive voice.</li> <li>• I think that social media influencers are very classy.</li> <li>• I think that social media influencer has a very professional manner.</li> <li>• I would like to look like the social media influencers.</li> </ul>
Product Match Up	Ha and Lam (2017)	<ul style="list-style-type: none"> <li>• I think that the social media influencer image suits the product/brand they are endorsed.</li> <li>• I think that the product/brand that are endorsed is totally suitable for the social media influencer to represent.</li> <li>• I think that the social media influencer that represents the product/brand is trustworthy.</li> <li>• I believe that the social media influencer is using the endorsed product/brand.</li> </ul>

Consumers' Attitude towards Social media influencer	Schaefer, Parker and Kent (2010)	<ul style="list-style-type: none"> <li>• I like the idea of using social media influencer marketing.</li> <li>• Social media influencer marketing is a good idea.</li> <li>• In general, I like social media influencer as a form of marketing channel.</li> <li>• I believe that product endorsed on social media influencer content persuade me to try the product.</li> <li>• Concerning consumer needs, social media influencer is more interesting than other media.</li> </ul>
Purchase intention	Ha and Lam (2017) Rebelo (2017)	<ul style="list-style-type: none"> <li>• I pretend to buy the products/services promoted by the social media influencers.</li> <li>• It is likely that I will buy the products/services promoted by the social media influencers.</li> <li>• I am willing to buy the products/brands promoted by the social media influencers.</li> <li>• The social media influencer has motivated to purchase a product/services.</li> <li>• I will try the products/brands promoted by the social media influencer when I see it.</li> </ul>

### 3.6 Pilot Test

Pilot test is defined as a lesser trial of the techniques and systems that would be utilised in a bigger scale (Porta, 2008). The pilot test was carried out on a convenience sample by the researcher before the actual survey. The end goal of the pilot test was to enhance the quality of the questionnaire before the actual survey was conducted. For this research pilot study, 30 sets of questionnaire was distributed among the populace. Hence, the questionnaire had be able to go through a “real-world environment” and with the feedback received was to enable the

researcher to minimize errors and the questionnaire quality improvement. This ultimately improved the accuracy and reliability of the actual questionnaire's result.

For the quality of the questionnaire to be ensured, Cronbach's Alpha Reliability Analysis was conducted by using SPSS version 22.0. The result of the Cronbach's Alpha Reliability Analysis are as followed:

Table 3.2: Cronbach's Alpha Reliability Analysis (Pilot Study)

<b>Construct</b>	<b>Alpha Coefficient</b>	<b>Number of Items</b>
Informativeness	0.760	6
Entertainment	0.873	4
Source Credibility	0.918	5
Source Attractiveness	0.848	5
Product Matchup	0.899	4
Consumer's attitude towards Social Media Influencer	0.825	5
Purchase Intention	0.875	3

Source: Developed for the research

### **3.7 Data Processing**

Data processing is defined as the process of data gathering and transforming into useful information before further data analysis (Zikmund, Babin, Carr, and Griffin, 2013). There exist no sets of rules in data processing on physical activity, yet there are a popular framework that provided a series of steps that could be done. The first step is to check the acceptability of the questionnaire, then data editing, data coding, and lastly data transcribing. The data would then be cleaned and treatment for missing responses are prescribed.

### **3.7.1 Questionnaire Checking**

The questionnaires are checked before prior distribution on both pilot test and the actual survey, it is to ensure the intended information are accurately captured. Problems that met the sampling requirement would be identified and solution would be implemented before the data are edited (Malhotra & Peterson, 2006). The responses from the 30 pilot test had undergone necessary data checking to ensure no errors or missing value are present. This is necessary to ensure required amendments are made before the actual survey distribution which are larger in scale.

### **3.7.2 Data Editing**

Data editing is defined as the actions took to check and data adjustment done to enhance the readability and the wholesomeness (Zikmund, *et al*, 2013). The process of data editing includes the removal of redundant and unnecessary questions, the sequence of the questions are modified and restructured (if the questions happened to be unsmooth).

### **3.7.3 Data Coding**

Data coding is defined as the process of numerical scores assignment or the grouping of adjusted data by using a representation (Zikmund, *et al*, 2013). Hence, it serves as a process to help the researcher to transform verbal data like Race (Chinese, Malay, Indian) or average time taken to surf the net to look for influencer content into numbers like 1 for Malay or 1 or less than 30 minutes for surfing. Also, the Likert Scale mentioned previously is also of a form of coding.

### **3.7.4 Data Transcribing**

Data transcribing is defined as the data transformation towards an understandable form by the use of computer software, the classification of information is a crucial part for the computer

software to process. The data are entered into a database and will be further analysed by researcher by the use computer software like SPSS Statistics to produce result.

### **3.8 Data Analysis**

The computer software used for the data analysis in this study is the SPSS Version 22.0 due to its efficiency and user-friendliness. It allowed the ease on producing output of descriptive statistics, normality tests and inferential statistics.

#### **3.8.1 Descriptive Analysis**

The definition of descriptive analysis is the basic transformation of data that depicts the elementary characteristics that is the central tendency, variability and distribution (Zikmund, *et al*, 2013). Descriptive analysis method is used to show the details and comparisons of demographic information, for example pie charts. Pie charts are used to show the information such as gender, age, race and occupation.

Frequency distribution is the tabular depiction of a survey data used to summarize and organize data (Lavrakas, 2008). It is essentially an arrangement of values that one or more variables take in a sample. The frequency distribution are normally used on demographic information in a research that are presented in a chart or graph. It is a summarized grouping of data that are divided into number of occurrences and mutually exclusive classes. The graph that could be used are histograms, pie charts, bar charts, and line graphs. It is used in both quantitative and qualitative data.

### 3.8.2 Reliability Analysis

Reliability analysis focuses on the instruments ability to measure consistently, and Cronbach's alpha is universally utilized as the unprejudiced measure of reliability. However, Cronbach's alpha has to thoroughly understand concepts of internal consistency, homogeneity to ensure reliable result. Cronbach's alpha is affected by the test length and dimensionality, with the assumptions of tau-equivalent approach (each test measures the same latent trait of the same scale). Hence, to achieve higher reliability a longer test is essential to ensure a good reliability figure for the test (Tavakol & Dennick, 2011). The table below indicates the strength of association for the Cronbach's Alpha.

Table 3.3: Cronbach's Alpha Strength of Association

Alpha Coefficient Range	Strength of Association
$> 0.6$	Poor
$0.6 \leq \alpha < 0.7$	Moderate
$0.7 \leq \alpha < 0.8$	Good
$0.8 \leq \alpha < 0.9$	Very Good
$\geq 0.9$	Excellent

Source: Hair, J. F., Babin, B., Money, A., & Samouel, P. (2003). *Essentials of Business Research Methods*.

### 3.8.3 Inferential Analysis

Inferential statistics are used to make inferences of the compiled data. The main inferential analysis that are used in this study are Pearson's correlation coefficient analysis and logistic regression analysis.

### 3.8.3.1 Pearson's Correlation Coefficient Analysis

Pearson's Correlation Coefficient is defined as a statistical measure that are used to measure the strength of association and direction between two continuous variables (Malhotra, 2010). The coefficient ( $r$ ) denoted by  $r$ -value that ranges from -1 to +1, indicates the strength of the relationship between two continuous variables. In other words, the higher the correlation value, the stronger or perfect the correlation is between two variables, the lower the correlation value, the weaker to no correlation is between two variables. Whereas, the value (0) is explained that there no correlation or no relationship exist in those variable. The coefficient is in both positive and negative integer. The researcher have used Pearson's Correlation Coefficient to determine the relationship between the dependent variable and independent variables. The table 3.4 below indicates the rule of thumb in interpreting the size of a correlation coefficient.

Table 3.4: Rule of Thumb for Interpreting the Size of a Correlation Coefficient

Correlation Coefficient	Strength of Correlation
$1.00 =  r $	Perfect Correlation
$0.60 \leq  r  < 1.00$	Strong Correlation
$0.40 \leq  r  < 0.60$	Moderate Correlation
$0.00 <  r  < 0.40$	Weak Correlation
$0.00 = r$	No Correlation

Source: McSevery, A., Conway, R., Wilkes, S., & Smith, M. (2009). *International Mathematics For the Middle Year 5*.

### 3.8.3.2 Multiple Linear Regression Analysis.

Multiple Linear Regression Analysis is a technique that investigates the effect of two or more independent variables on a single dependent variable simultaneously (Zikmund *et al*, 2013). The purpose of this analysis is to examine whether there is a significant relationship between informativeness, entertainment, source credibility, source attractiveness and product matchup, in relation to consumers' attitude towards Social Media Influencers. Additionally, the

consumers' attitude towards social media influencers to consumers' purchase intention. The example of the equation that are to be used are shown below:

$$Y = \alpha + \beta_1 x_1 + \beta_2 x_2 + \dots + \beta_4 x_4 + \varepsilon$$

Whereby,

Y= Dependent Variable

x = Independent Variable

$\alpha$  = Constant Value / Y-intercept

$\beta$  = Regression Coefficients

$\varepsilon$  = Error

Through the analysis, R square will signify the percentage of the variation in the dependent variable is explained by the independent variables. In the ANOVA test, the F ratio represents the statistical significance on the regression equation (F ratio is significant if significance level is lower than alpha level 0.01 or 0.05). The t-ratio then will show whether there is a linear relationship between independent and dependent variable (t-ratio is significant if significance level is lower than alpha level 0.01 or 0.05). Multiple Regression equation will be formed after this analysis is conducted.

### 3.9 Conclusion

In this chapter, the data collection method and the type of statistical test or model to analyse the data has been introduced. The data collection method used in the research is through an open-ended self-administrative survey. There are 30 pilot test respondents and 300 respondents that had participated in this study and has provided important data for this research. The collected data has been analysed by using the statistical test that has been introduced in Chapter 3, and the result of the analysis are shown in Chapter 4.

## **CHAPTER 4**

### **DATA ANALYSIS**

Chapter four discusses the outcome that was collected from the respondent via questionnaire of the attitude towards Social Media Influencers and its impact towards purchase intention in Malaysia. The frequency analysis, descriptive analysis, and inferential analysis are among the topics that are going to be depicted to show the results of the analysis that are core of the research and hypotheses. The SPSS Statistics version 22.0 software is used to analyse the data.

#### **4.1 Descriptive Analysis**

A total of 300 demographic profile has been collected on the Section A part of the questionnaire. The questions were the gender of the respondents, their age group, racial identity, their marital status, education background and lastly occupation. Whereas the B part consist of general information that asked about their most used electronic device on accessing social media platforms, most accessed social media platforms and the average time used per day on watching social media influencer's created contents, Frequency analysis on the demographic information are described as followed.

## 4.1.1 Demographic Profile

### 4.1.1.1 Gender

The result generated from the gender of the demographic profile are shown in the Table 4.1 and Figure 4.1. The distribution of percentage in female and male are 162 and 138 respectively with the percentage distribution being 46.0% and 54.0%. The total number of people involved in the questionnaires are 300 that are collected from the Malaysian populace.

Table 4.1: Gender

	Frequency	Percentage (%)	Valid Percentage (%)	Cumulative Percentage (%)
Male	138	46.0	46.0	35.5
Female	162	54.0	54.0	100.0
Total	300	100.0	100.0	

Source: Developed for research

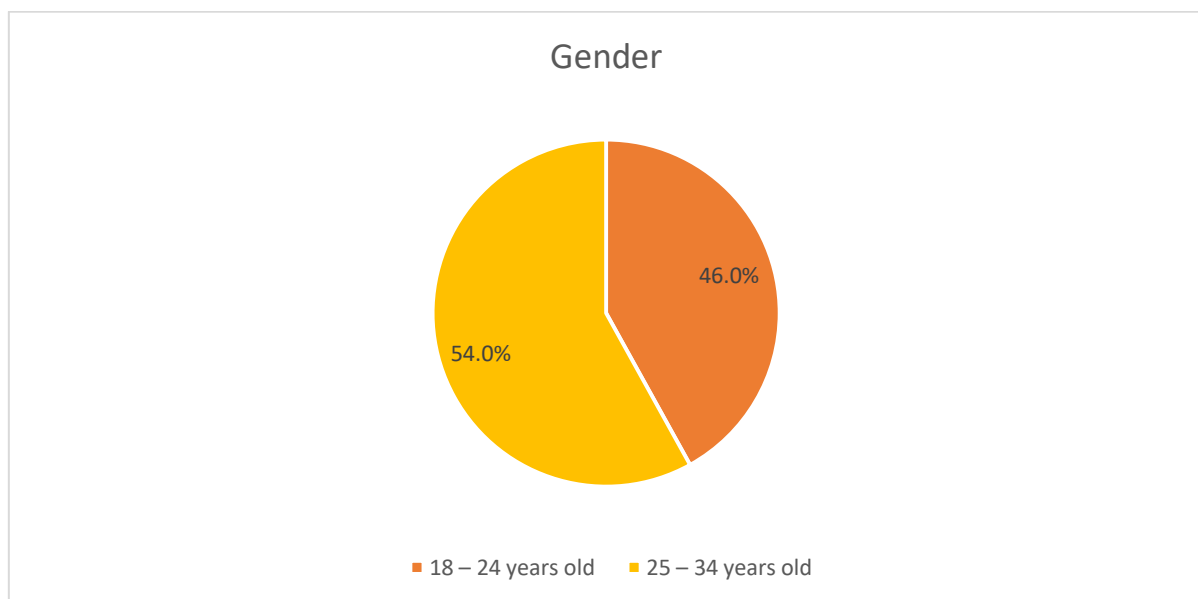


Figure 4.1: Gender; Source: Developed for research

### 4.1.1.2 Age Group

Next, the data exhibited below on Table 4.2 and Figure 4.2 are the age group of the respondents. The statistics shows are quite balanced across the demographics. The people that are aged 45

years old and above has the biggest proportion whereby it covers the majority of 36.3%, which is followed by the people aged between 25 – 34 years old that are the second largest percentage 27.7%, whereas people that are 18 – 24 years old are 20.0% and the people that are aged between 35 – 44 years old covers 16.0%.

Table 4.2: Age

	Frequency	Percentage (%)	Valid Percentage (%)	Cumulative Percentage (%)
18 – 24 years old	60	20.0	20.0	20.0
25 – 34 years old	83	27.7	27.7	47.7
35 – 44 years old	48	16.0	16.0	63.7
45 years old & above	109	36.3	36.3	100.0
Total	300	100.0	100.0	

Source: Developed for research

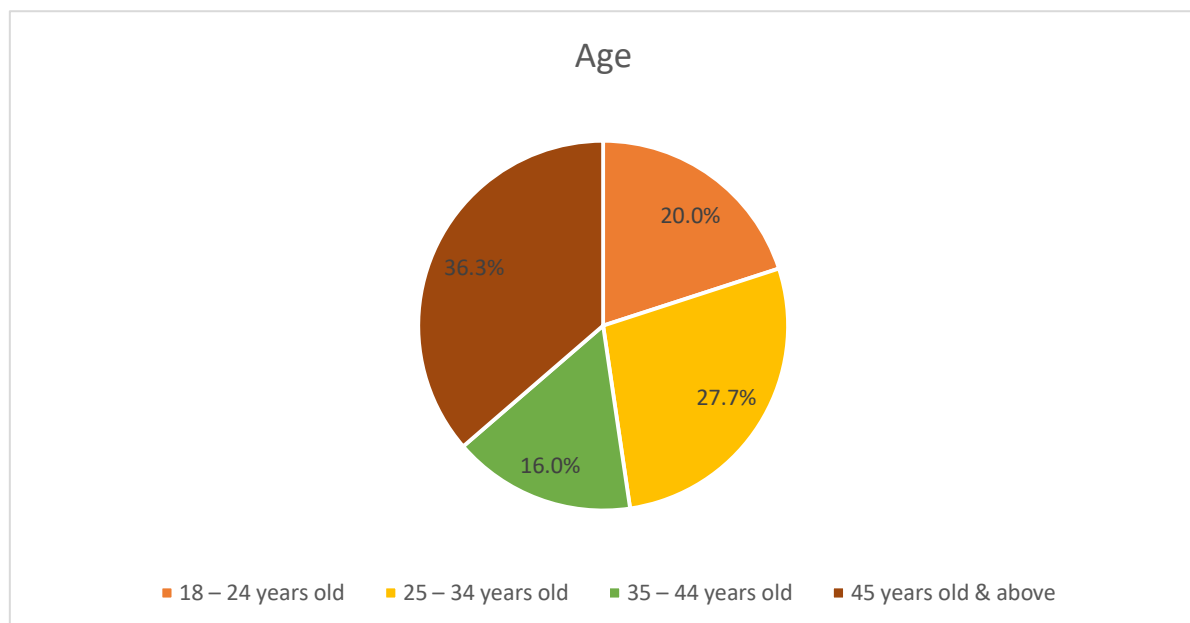


Figure 4.2: Age; Source: Developed for research

#### 4.1.1.3 Race

The racial identity of the respondents are as followed, the majority of the respondents are Chinese with 252 respondents and the percentage being 84.0%, followed by Malay for 35 respondents with the percentage being 11.7%, and Indian for 7 with the percentage being 2.3%

and lastly other races like the Sikh, Kadazan and Punjabi for 6 respondents for 2.0%. The Table 4.3 and Figure 4.3 below are the data gathered.

**Table 4.3: Race**

	<b>Frequency</b>	<b>Percentage (%)</b>	<b>Valid Percentage (%)</b>	<b>Cumulative Percentage (%)</b>
Malay	35	11.7	11.7	11.7
Chinese	252	84.0	84.0	95.7
Indian	7	2.3	2.3	98.0
Others (Sikh, Kadazan, Punjabi)	6	2.0	2.0	100.0
Total	300	100.0	100.0	

Source: Developed for research

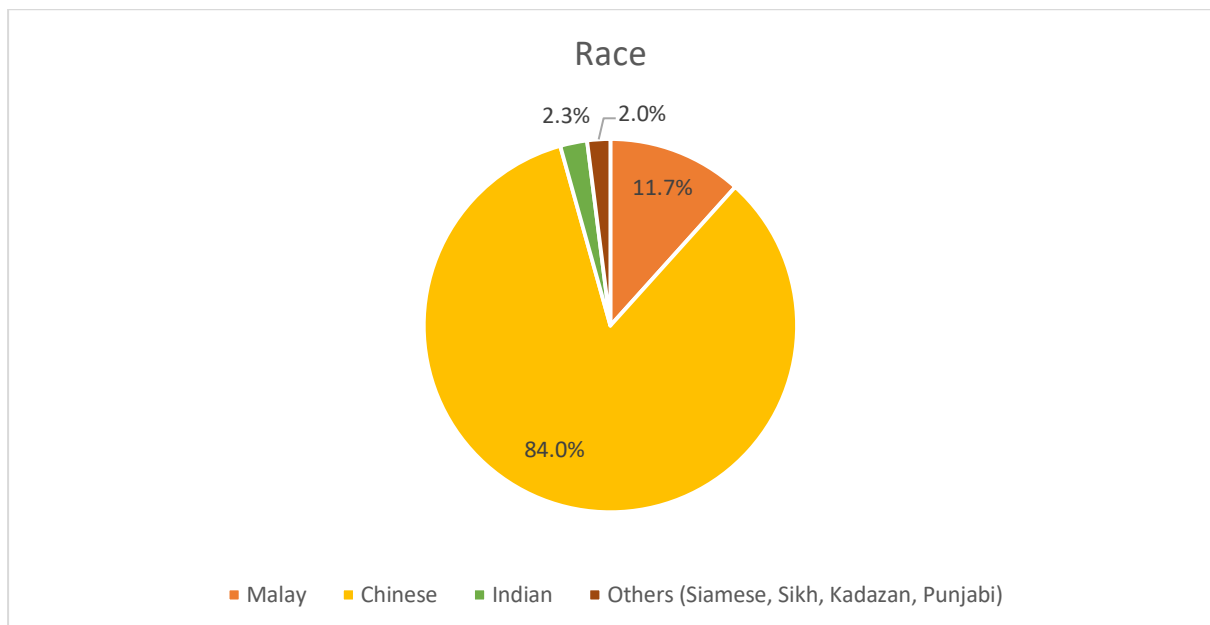


Figure 4.3: Race; Source: Developed for research

#### **4.1.1.4 Marital Status**

The marital status of the respondents are as followed, the majority of the respondents are married with the percentage being 49.0%, followed by people that are single with the percentage being 46.3%, following people that are divorced for 3.0% and lastly people that are widowed covering 1.7%. The Table 4.4 and Figure 4.4 below are the data gathered.

**Table 4.4: Marital Status**

	<b>Frequency</b>	<b>Percentage (%)</b>	<b>Valid Percentage (%)</b>	<b>Cumulative Percentage (%)</b>
Single	139	46.3	46.3	46.3
Married	147	49.0	49.0	95.3
Divorced	9	3.0	3.0	98.3
Widowed	5	1.7	1.7	100.0
Total	300	100.0	100.0	

Source: Developed for research

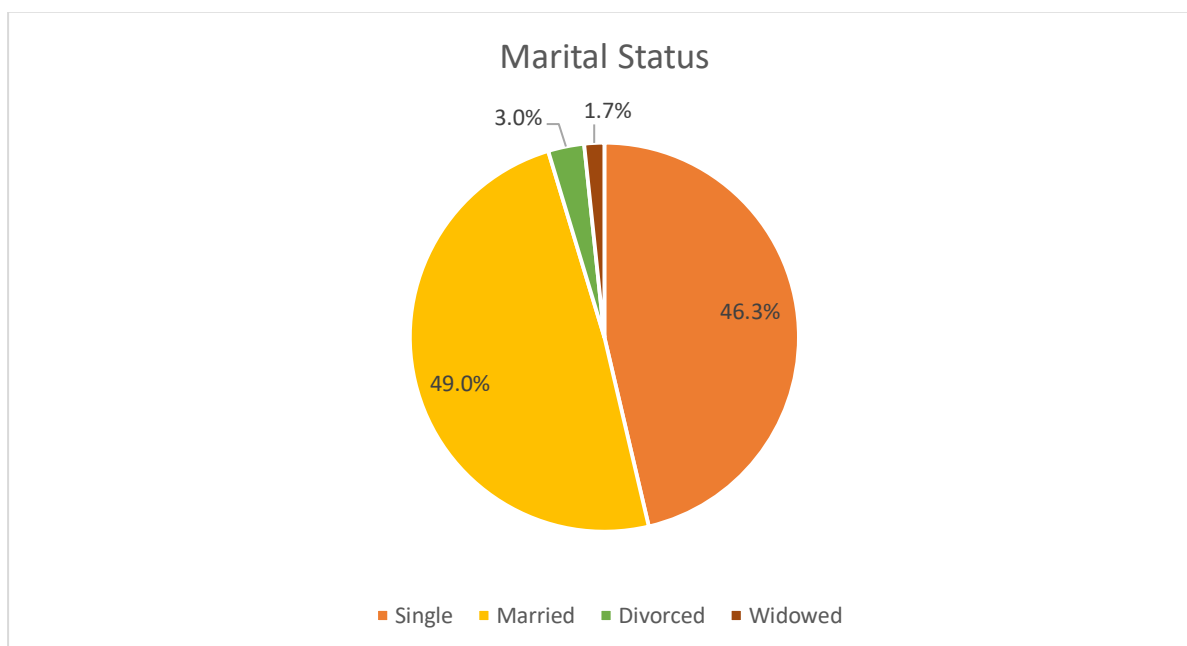


Figure 4.4: Marital Status Source: Developed for research

#### **4.1.1.5 Education Level**

The Table 4.5 and Figure 4.5 below exhibits the respondent's education level. People that are bachelor degree holder holds the highest percentage with 47.3% and is followed by master degree holder with 42.0%. Next is the people that had studied up till secondary school that are 9.0% of the total respondents. Lastly, people that have studied till primary level are 0.7% and those that have attained PhD qualification are both 1.0% respectively.

**Table 4.5: Education Level**

	<b>Frequency</b>	<b>Percentage (%)</b>	<b>Valid Percentage (%)</b>	<b>Cumulative Percentage (%)</b>
Primary School	2	0.7	0.7	0.7
Secondary School	27	9.0	9.0	9.7
Undergraduate	142	47.3	47.3	57.0
Master/Postgraduate	126	42.0	42.0	99.0
PhD/Doctorate	3	1.0	1.0	100.0
Total	300	100.0	100.0	

Source: Developed for research

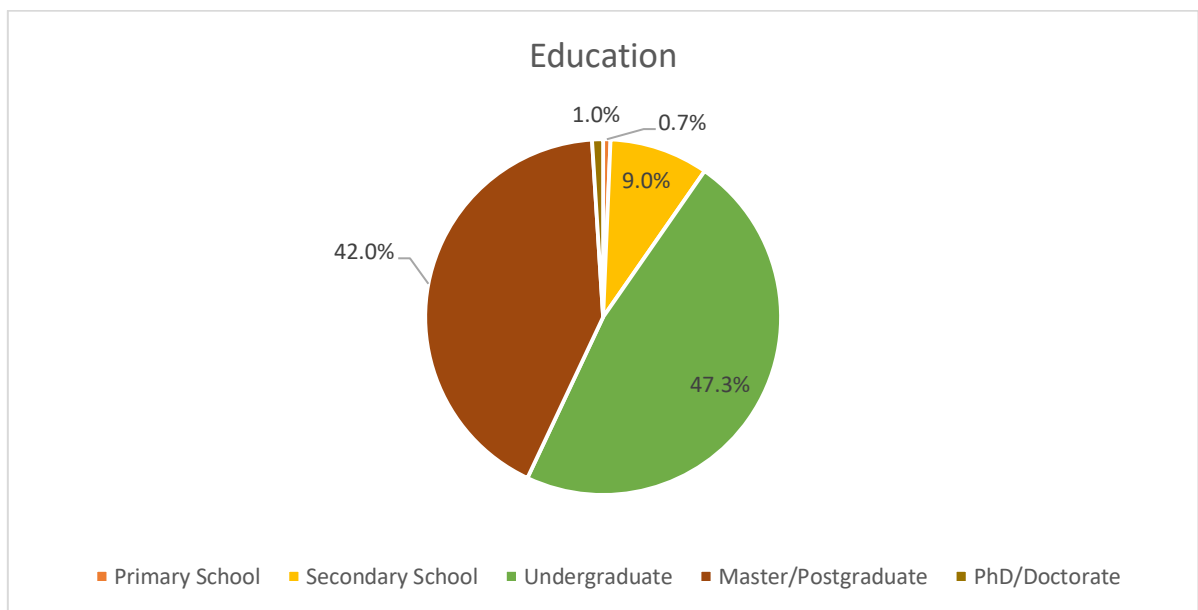


Figure 4.5: Education Level; Source: Developed for research

#### **4.1.1.6 Occupation**

The occupation of the respondents varied widely. The Table 4.6 and Figure 4.6 below depicts the data gathered from the survey. The majority of the respondents are people from the public sector with 33.7% followed by the private sector 32.7%. Whereas the students covers 13.7% of the respondents. People that are self-employed covers 8.3% of the respondents. Lastly, the people that are housewife/husband and retired covers 2.3% and 9.3% respectively.

**Table 4.6: Occupation**

	<b>Frequency</b>	<b>Percentage (%)</b>	<b>Valid Percentage (%)</b>	<b>Cumulative Percentage (%)</b>
Student	41	13.7	13.7	13.7
Private Sector	98	32.7	32.7	46.4
Public Sector	101	33.7	33.7	80.1
Self-Employed	25	8.3	8.3	88.4
Housewife/husband	7	2.3	2.3	90.7
Retired	28	9.3	9.3	100.0
Total	300	100.0	100.0	

Source: Developed for research

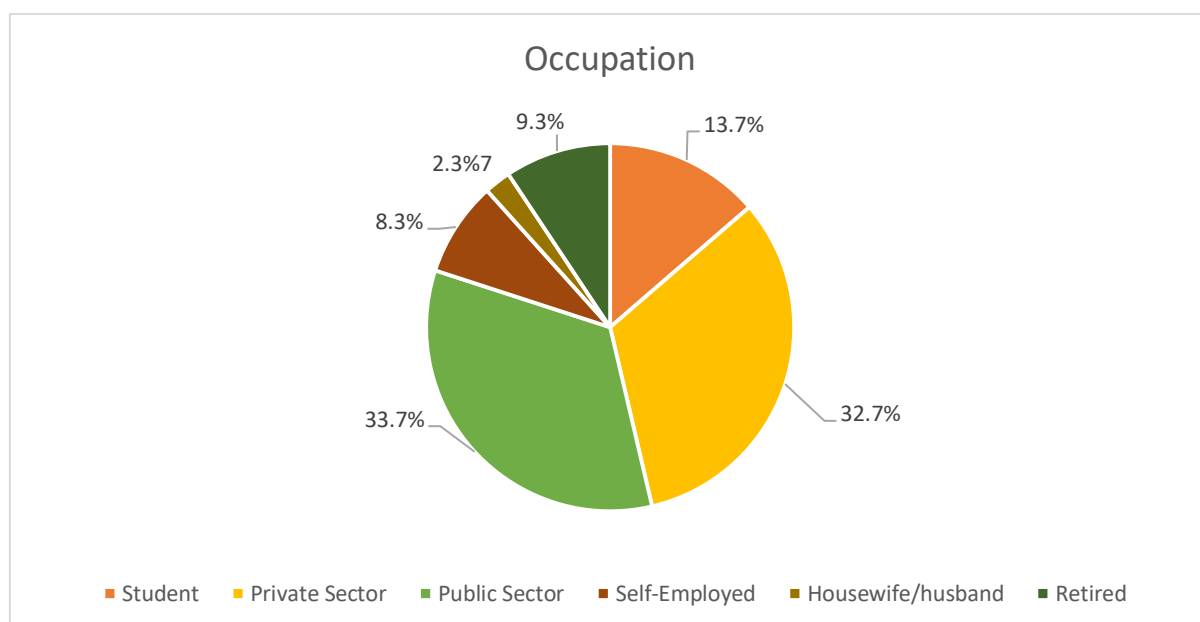


Figure 4.6: Occupation; Source: Developed for research

## 4.1.2 General Information

### 4.1.2.1 Respondents' most used electronic device to connect to Social Media Platform.

The Table 4.7 and Figure 4.7 shows the three most used electronic device which are the smart phone, tablet and computer (Desktop or Laptop). The respondents are allowed to choose more than one device that they frequently use to connect to social media platforms. According to the data, most of the respondents uses their smartphones to access the social media platforms with

298 respondents that has a majority of 99.3%. The next most used electronic device is the computer with 187 respondents and 62.3%. The least used electronic device is the tablet with 52 respondents and 17.3%.

**Table 4.7: Most Used Electronic Devices to access Social Media Platforms.**

	<b>Frequency</b>	<b>Percentage (%)</b>
Smart Phone	298	99.3
Tablet	52	17.3
Computer (Desktop or Laptop)	187	62.3

Source: Developed for research

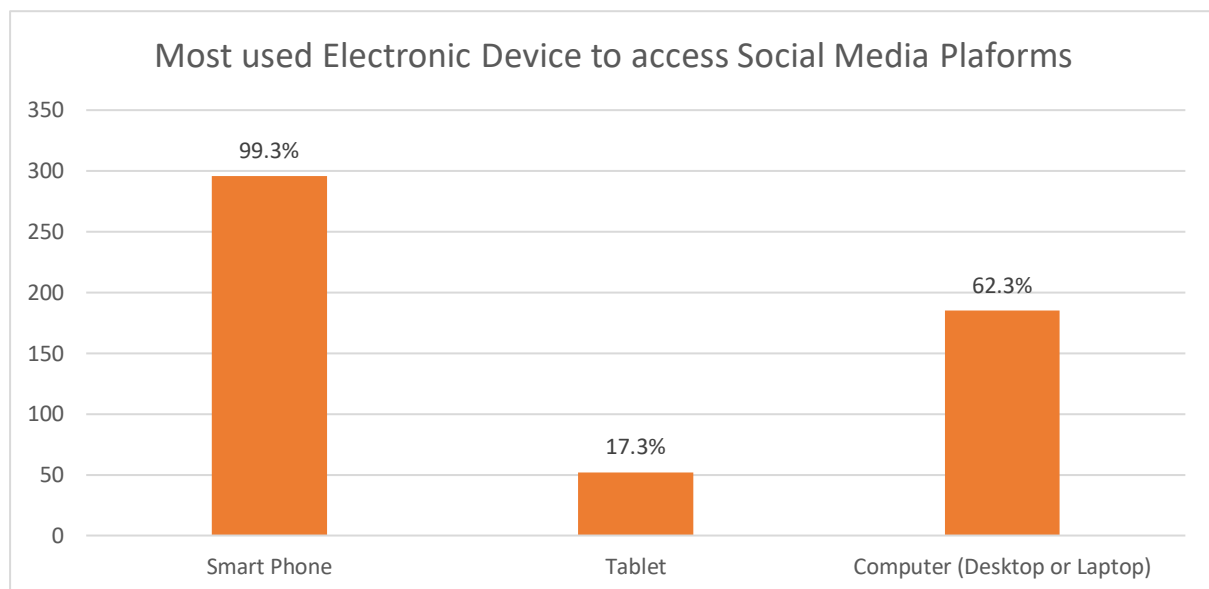


Figure 4.7: Most Used Electronic Devices to access Social Media Platforms. Source: Developed for research

#### **4.1.2.2 Respondents' most used Social Media Platforms.**

The Table 4.8 and Figure 4.8 below depicts the most used social media platforms that are used by the respondents. The most used social media platform is WhatsApp with 282 respondents with a majority of 94.0%. The second most used platform is Facebook with 254 respondents with 84.7%. Whereas YouTube has 216 respondents with 72.0% and Instagram with 141 respondents amounting to 47.0%. With WeChat amounting to 35.0% with 105 respondents. While LINE and Twitter has 26 respondents with 8.7% respectively. Other social media platforms like Snapchats, LinkedIn and Hangouts has 1 respondents with 0.3%.

**Table 4.8: Most accessed Social Media Platforms.**

	<b>Frequency</b>	<b>Percentage (%)</b>
WhatsApp	282	94.0
Facebook	254	84.7
YouTube	216	72.0
Instagram	141	47.0
WeChat	105	35.0
Twitter	26	8.7
LINE	26	8.7
Others (Snapchat, LinkedIn, Hangouts)	1	0.3

Source: Developed for research

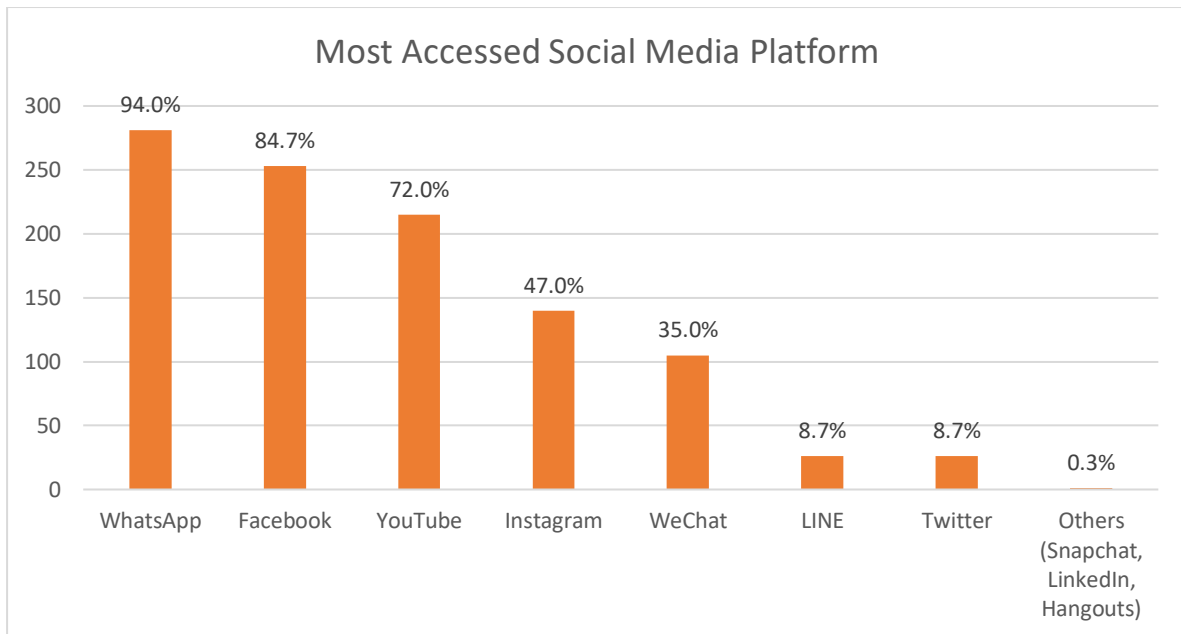


Figure 4.8: Most accessed Social Media Platforms. Source: Developed for research

#### **4.1.2.3 Respondents' time spent on average watching Social Media Influencer's post**

The Table 4.9 and Figure 4.9 below depicts the respondents' average time used on watching social media influencer's posting. The majority of the respondents spend more than 2 hours per day on average watching Social Media Influencer's video or post, with 123 people and 40.1% of the total respondents. Next, it is followed by 73 respondents with 23.8% watching 1 to 2 hours on average. There are 20.5% of the respondents that watch around 30 minutes to 1 hour on average, whereas there is only 15.6% of respondents that watch less than 30 minutes of the post and contents made by social media influencers.

Table 4.9: Average time spent per day on watching Social Media Influencer’s posting.

	Frequency	Percentage (%)	Valid Percentage (%)	Cumulative Percentage (%)
Less than 30 minutes.	49	16.3	16.3	16.3
30 minutes to 1 Hour.	64	21.3	21.3	37.6
1 Hour to 2 hours.	73	24.3	24.3	61.9
More than 2 hours.	114	38.0	38.0	100.0
Total	300	100.0	100.0	

Source: Developed for research

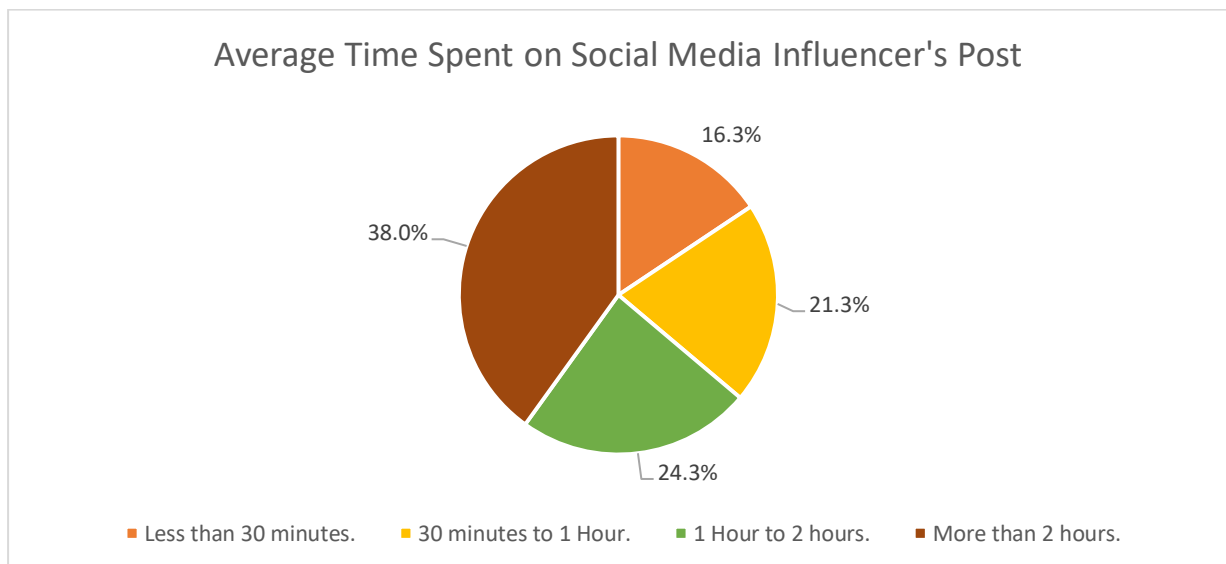


Figure 4.9: Average time spent per day on watching Social Media Influencer’s posting; Source: Developed for research

## 4.2 Descriptive Statistics

### 4.2.1 Reliability Test

The Table 4.10 below shows the reliability test result that was performed based on the 300 respondents. The reliability test was run to ensure consistency, with the application of Cronbach’s Alpha to illuminate the strength or reliability of each variable. According to the Table 4.10 below, the variable of informativeness was found to be 0.771 and entertainment was found to be 0.861, which are considered to be very good. Whereas the source credibility

variable was 0.873 and the source attractiveness variable was 0.868, the variable for product matchup possessed a very good strength with the figure 0.923. In the meantime, the alpha coefficient for consumer's attitude towards social media influencers are 0.923 and the consumer's purchase intention was 0.876. All the figures gathered on the reliability test are within the limits of 0.75 to 0.95 and are above 0.7 which are deemed higher than 'moderate', possessing both very good and excellent strength. Therefore, the variables used are deemed to possess a very good reliability strength and are highly accepted.

**Table 4.10: Reliability Test**

<b>Construct</b>	<b>Alpha Coefficient</b>	<b>Number of Items</b>
Informativeness	0.771	6
Entertainment	0.861	4
Source Credibility	0.873	5
Source Attractiveness	0.868	5
Product Matchup	0.923	4
Consumer's attitude towards Social Media Influencer	0.876	5
Purchase Intention	0.875	3

Source: Developed for the research.

#### **4.2.2 Central Tendencies Measurement of Construct**

**Table 4.11: Informativeness**

I think that the contents made by social media influencers...	N	Mean	Std. Deviation	Variance
Q1) Contains timely information.	300	3.75	0.826	0.681
Q2) Contains more information than other advertising source.	300	3.65	0.947	0.897
Q3) Contains helpful info in assisting decision.	300	3.54	0.882	0.778

Q4) Are a good source of product/service information.	300	3.72	0.889	0.789
Q5) Does not offer me irrelevant information.	300	2.78	1.022	1.044
Q6) Provide timely guidance on my everyday decision.	300	2.97	1.018	1.036

Source: Developed for the research.

Table 4.11 depicts the descriptive statistics of informativeness which are comprised of mean, standard deviation and variance. The question “Contains timely information.” has the highest rank with the mean of 3.75. Followed by the question “Are a good source of product/service information.” with the mean of 3.72. The third ranked question is “Contains more information than other advertising source.” with the mean of 3.65. Which is followed by the question “Contains helpful info in assisting decision.” with the mean of 3.54. The question “Provide timely guidance on my everyday decision.” has a mean of 2.97 and the lowest mean question with 2.79 is “Does not offer me irrelevant information.”. Based on the statistics, question number five possesses the highest standard deviation and variance with 1.022 and 1.044 respectively. Followed by the question six with the standard deviation and variation with 1.1018 and 1.036. The question 2, 4 and 3 are ranked from third to fifth with the standard deviation being 0.947, 0.889 and 0.882 and the variance being 0.897, 0.789 and 0.778 with the question 1 having the lowest standard deviation and variance with 0.826 and 0.681.

Table 4.12: Entertainment

I feel that the content made by social media influencers...	N	Mean	Std. Deviation	Variance
Q1) Provides me with an enjoyable and entertaining time.	300	3.89	0.899	0.807
Q2) Provides me with a pleasant experience.	300	3.69	0.785	0.616
Q3) More entertaining than other advertising sources.	300	3.71	0.892	0.795
Q4) Are exciting to watch.	300	3.62	0.919	0.845

Source: Developed for the research.

Table 4.12 depicts the descriptive statistics of entertainment which are comprised of mean, standard deviation and variance. The question “Provides me with an enjoyable and entertaining time.” has the highest rank with the mean of 3.89. Followed by the question “More entertaining than other advertising sources.” with the mean of 3.71. The third ranked question is “Provides me with a pleasant experience.” with the mean of 3.69. The lowest mean question with 3.62 is “Are exciting to watch..”. Based on the statistics, question number 4 possesses the highest standard deviation and variance with 0.919 and 0.845 respectively. The question 1 and 3 are ranked from second to third with the standard deviation being 0.899 and 0.892 the variance being 0.807 and 0.795 with the question 2 having the lowest standard deviation and variance with 0.785 and 0.616.

Table 4.13: Source Credibility

I believe that social media influencer...	N	Mean	Std. Deviation	Variance
Q1) Are trustworthy individuals.	300	2.87	0.789	0.622
Q2) Provides reliable source of information.	300	3.06	0.873	0.762
Q3) Are experts in the field that he/she represents.	300	2.97	0.934	0.872
Q4) Has experience in using products/brands that were endorsed upon them.	300	3.15	0.932	0.868
Q5) Is knowledgeable about the products/brands that were endorsed upon them.	300	3.17	0.921	0.848

Source: Developed for the research.

Table 4.13 depicts the descriptive statistics of source credibility which are comprised of mean, standard deviation and variance. The question “Is knowledgeable about the products/brands that were endorsed upon them.” has the highest rank with the mean of 3.17. Followed by the

question “Has experience in using products/brands that were endorsed upon them.” with the mean of 3.15. The third ranked question is “Provides reliable source of information.” with the mean of 3.06. Which is followed by the question “Are experts in the field that he/she represents.” with the mean of 2.97. The lowest mean question with 2.87 is “Are trustworthy individuals.”. Based on the statistics, question number three possesses the highest standard deviation and variance with 0.934 and 0.872 respectively. Followed by the question 4 with the standard deviation and variation with 0.932 and 0.868. The question 5 and 2 are ranked from third and fourth with the standard deviation being 0.921 and 0.873 with the variance being 0.848 and 0.762 with the question 1 having the lowest standard deviation and variance with 0.789 and 0.622.

Table 4.14: Source Attractiveness

I feel that social media influencer...	N	Mean	Std. Deviation	Variance
Q1) Has a very attractive appearance.	300	3.78	0.745	0.555
Q2) Has a very persuasive voice.	300	3.56	0.801	0.642
Q3) Are stylish.	300	3.73	0.794	0.631
Q4) Has a very professional manner.	300	3.41	0.835	0.697
Q5) Has a unique style of presentation.	300	3.74	0.759	0.576

Source: Developed for the research.

Table 4.14 depicts the descriptive statistics of source attractiveness which are comprised of mean, standard deviation and variance. The question “Has a very attractive appearance.” has the highest rank with the mean of 3.78. Followed by the question “Has a unique style of presentation.” with the mean of 3.74. The third ranked question is “Are stylish.” with the mean of 3.73. Which is followed by the question “Has a very persuasive voice.” with the mean of 3.56. The lowest mean question with 3.41 is “Has a very professional manner.”. Based on the statistics, question number four possesses the highest standard deviation and variance with 0.835 and 0.697 respectively. Followed by the question 2 with the standard deviation and variation with 0.801 and 0.642. The question 3 and 5 are ranked from third and fourth with the

standard deviation being 0.794 and 0.759 with the variance being 0.631 and 0.576 with the question 1 having the lowest standard deviation and variance with 0.745 and 0.555.

Table 4.15: Product Match Up

I think that the persona of the social media influencer...	N	Mean	Std. Deviation	Variance
Q1) Is suitable for the product/brand that they are endorsed.	300	3.44	0.850	0.723
Q2) Has the characteristic to represent the product endorsed upon them.	300	3.48	0.799	0.638
Q3) Has the appropriate personality needed to endorse the product.	300	3.44	0.838	0.702
Q4) Allowed the product/brand to be accepted.	300	3.54	0.815	0.664

Source: Developed for the research.

Table 4.15 depicts the descriptive statistics of product match up which are comprised of mean, standard deviation and variance. The question “Allowed the product/brand to be accepted.” has the highest rank with the mean of 3.54. Followed by the question “Has the characteristic to represent the product endorsed upon them.” with the mean of 3.48. The third ranked question is “Is suitable for the product/brand that they are endorsed.” with the mean of 3.44. The lowest mean question with 3.44 is “Has the appropriate personality needed to endorse the product.”. Based on the statistics, question number one possesses the highest standard deviation and variance with 0.850 and 0.723 respectively. Followed by the question 3 with the standard deviation and variation with 0.838 and 0.702. The question 4 is ranked third with the standard deviation being 0.815 with the variance being 0.664 with the question 2 having the lowest standard deviation and variance with 0.799 and 0.638.

Table 4.16: Consumer attitude towards Social Media Influencer

	N	Mean	Std. Deviation	Variance
Q1) I am willing to accept the use of social media influencers in marketing the company offerings.	300	3.59	0.886	0.785
Q2) I prefer the marketing idea on using social media influencers.	300	3.54	0.839	0.704
Q3) I believe that product endorsed on social media influencer content persuade me to try the product.	300	3.36	0.917	0.841
Q4) Concerning consumer needs, the content made by social media influencer is more interesting than other media.	300	3.58	0.879	0.773
Q5) Overall, I think the social media influencer is a new trend in our current internet-driven lifestyle.	300	4.00	0.830	0.689

Source: Developed for the research.

Table 4.16 depicts the descriptive statistics of consumer attitude towards social media influencer which are comprised of mean, standard deviation and variance. The question “Overall, I think the social media influencer is a new trend in our current internet-driven lifestyle.” has the highest rank with the mean of 4.00. Followed by the question “I am willing to accept the use of social media influencers in marketing the company offerings.” with the mean of 3.59. The third ranked question is “Concerning consumer needs, the content made by social media influencer is more interesting than other media.” with the mean of 3.58. Which is followed by the question “I prefer the marketing idea on using social media influencers.” with the mean of 3.54. The lowest mean question with 3.36 is “I believe that product endorsed on social media influencer content persuade me to try the product.”. Based on the statistics, question number three possesses the highest standard deviation and variance with 0.917 and 0.841 respectively. Followed by the question 1 with the standard deviation and variation with

0.886 and 0.785. The question 4 and 2 are ranked from third and fourth with the standard deviation being 0.879 and 0.839 with the variance being 0.773 and 0.704 with the question 5 having the lowest standard deviation and variance with 0.830 and 0.689.

Table 4.17: Consumers' purchase intention

	N	Mean	Std. Deviation	Variance
Q1) I am willing to buy the products/brands promoted by social media influencers.	300	3.22	0.895	0.801
Q2) The social media influencer has motivated me to purchase a product/services.	300	3.19	0.967	0.935
Q3) I will try the products/brands promoted by the social media influencer when I see it.	300	3.12	0.965	0.931

Source: Developed for the research.

Table 4.17 depicts the descriptive statistics of consumers' purchase intention which are comprised of mean, standard deviation and variance. The question "I am willing to buy the products/brands promoted by social media influencers." has the highest rank with the mean of 3.22. Followed by the question "The social media influencer has motivated me to purchase a product/services." with the mean of 3.19. The lowest mean question with 3.12 is "I will try the products/brands promoted by the social media influencer when I see it.". Based on the statistics, question number two possesses the highest standard deviation and variance with 0.967 and 0.935 respectively. Followed by the question 3 with the standard deviation and variation with 0.965 and 0.931. The question 1 having the lowest standard deviation and variance with 0.895 and 0.801.

### **4.3 Inferential Analysis**

The inferential analysis includes two analyses, which are the Pearson correlation analysis and the multiple linear regression analysis.

### 4.3.1 Pearson Correlation Analysis

The Table 4.18 below shows correlation matrix of construct. From the result below, there is a positive correlation between the independent variables and the dependent variables. The strongest correlation between consumer attitude towards social media influencers is the product match up and followed by the entertainment which are ( $r=0.645$ ) and ( $r=0.604$ ) respectively. Followed by the third strongest significant correlation is the source credibility with ( $r=0.550$ ). The fourth positively strong correlated variable is the informativeness with ( $r=0.538$ ). Whereas the source attractiveness is fifth with ( $r=0.536$ ). Whereas the consumer's attitude towards social media influencer has a significantly strong correlation with the dependent variable, consumer's purchase intention with ( $r=0.621$ ). Hence, all the independent variable has a strong correlation with consumer attitude towards social media influencer with the entertainment variable being moderately strong.

Table 4.18: Correlation Matrix of Construct

N = 300	Informativeness	Entertainment	Source Credibility	Source Attractiveness	Product Matchup	Consumer's Attitude towards social media influencer	Purchase Intention
Informativeness	1.000						
Entertainment	0.551**	1.000					
Source Credibility	0.570**	0.451**	1.000				
Source Attractiveness	0.471**	0.528**	0.420**	1.000			
Product Matchup	0.432**	0.471**	0.618**	0.571**	1.000		
Consumer's Attitude towards social media influencer	0.538**	0.604**	0.550**	0.536**	0.645**	1.000	
Purchase Intention	0.460**	0.445**	0.577**	0.370**	0.522**	0.621**	1.000

Source: Developed for the research.

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

Pearson Correlation Coefficient= $r$

### 4.3.2 Multiple Linear Regression

The equations shown below are the consumer attitude towards social media influencer with the independent variables that includes, informativeness (IS), entertainment (E), source credibility (SC), source attractiveness (SA) and product matchup (PM). The result of the multiple linear regression analysis are shown below at Table 4.19, Table 4.20 and Table 4.21. As depicted on Table 4.19, the R Square is valued at 0.564, which meant that there is a percentage of 56.4 of the consumer attitude towards social media influencer (dependent variable) could be described by the independent variables.

Table 4.19: Multiple Linear Regression Analysis (Model Summary)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.751 <sup>a</sup>	0.564	0.557	2.3711

Source: Developed for the research.

a. Predictor: (Constant). Informativeness, Entertainment, Source Credibility, Source Attractiveness, Product Matchup

b. Dependent Variable: Consumer Attitude towards Social Media Influencer.

$H_0: \mu_1 = \mu_2 = \mu_3 = \mu_4 = \mu_5$

$H_A$ : Not all the population means are the same.

Based on the Table 4.20, the p-value (Sig. 0.000) is less than the  $\alpha$ -value=0.05. The F-ratio is significant. Hence, the theoretical model on this study is a good descriptor between the relationship of the dependent and independent variables. The informativeness, entertainment, source credibility, source attractiveness and the product matchup are able to significantly explain the variance on the consumer attitude towards social media influencer.

Table 4.20: Multiple Linear Regression Analysis (ANOVA)

ANOVA <sup>b</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig
1	Regression	2141.435	5	428.287	76.177	0.000 <sup>b</sup>
	Residual	1652.951	294	5.622		
	Total	3794.387	299			

Source: Developed for the research.

a. Predictor: (Constant). Informativeness, Entertainment, Source Credibility, Source Attractiveness, Product Matchup

Dependent Variable: Consumer Attitude towards Social Media Influencer

Based on the Table 4.21, the entertainment and product matchup depicts a positively significant relationship with the consumer attitude towards social media influencer with its P-value being 0.000 each respectively, with informativeness being 0.006 that is also significant against consumer attitude towards social media influencer, that are below alpha value of 0.05. Whereas source credibility and source attractiveness has a significant relationship against consumer attitude towards social media influencer with the P-value being 0.080 and 0.092, that is below the alpha value of 0.10.

However, product match up is considered to be the most important variable on the consumer attitude towards social media influencer with its figure of standardized coefficient  $\beta_1=0.346$  being the highest among the other variables. Followed by the entertainment variable on the consumer attitude towards social media influencer with the figure of standardized coefficient  $\beta_1=0.274$ , which is then followed by the variable informativeness, source credibility and lastly source attractiveness being the weakest with the  $\beta_1=0.143$ ,  $\beta_1=0.095$ , and  $\beta_1=0.086$  respectively.

Next, the unstandardized beta coefficient of informativeness, entertainment, source credibility, source attractiveness and product matchup are 0.133, 0.332, 0.093, 0.097 and 0.414 respectively. The figure could be interpreted as an increase of each unit of informativeness, there would be an increase 0.133 of positive consumer attitude towards social media influencer, an increase of one unit for entertainment, source credibility, source attractiveness and product matchup would be 0.332, 0.093, 0.097 and 0.414 increase in consumer attitude towards social media influencer.

**Table 4.21: Multiple Linear Regression Analysis (Coefficient)**

<b>Coefficients<sup>b</sup></b>						
Model		Unstandardized Coefficients (Prediction)		Standardized Coefficients (Contribution)	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.472	0.921		1.598	0.111**
	Informativeness	0.133	0.048	0.143	2.745	0.006**
	Entertainment	0.332	0.061	0.274	5.436	0.000**
	Source Credibility	0.093	0.053	0.095	1.756	0.080*
	Source Attractiveness	0.097	0.057	0.086	1.693	0.092*
	Product Matchup	0.414	0.066	0.346	6.316	0.000**

A: Dependent Variable: Consumer Attitude towards Social Media Influencer

Source: Developed for the research.

\*\* . Significant at the 0.05 level.

\*. Significant at the 0.10 level

**Equation (1):**  $CA = 1.472 + 0.133 (I) + 0.332 (E) + 0.093 (SC) + 0.097 (SA) + 0.414 (PM) + e$

Where

CA = Consumer Attitude towards social media influencer

I = Informativeness

E = Entertainment

SC = Source Credibility

SA = Source Attractiveness

PM = Product Matchup

The next equation shown below are the consumer attitude towards social media influencer with the dependent variable consumer purchase intention was analysed using simple linear regression analysis. The result is shown on the Table 4.22, Table 4.23 and Table 4.24 respectively.

From the Table 4.22, the  $R^2$  value is 0.385, which meant that there is a percentage of 38.50 of the purchase intention (dependent variable) could be described by the consumer attitude towards social media influencer (independent variable).

Table 4.22: Simple Linear Regression Analysis (Model Summary)

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.621 <sup>a</sup>	0.385	0.383	1.98719

Source: Developed for the research.

- a. Predictor: (Constant). Consumer attitude towards media influencer.
- b. Dependent Variable: Purchase Intention

Based on the Table 4.23, the p-value (Sig. 0.000) is less than the  $\alpha$ -value=0.05. The F-ratio is significant. Hence, the theoretical model on this study is a good descriptor between the relationship of the dependent and independent variable. The consumer attitude towards social media influencer is able to significantly explain the variance on the purchase intention. Therefore, reject  $H_0$ .

**Table 4.23: Simple Linear Regression Analysis (ANOVA)**

ANOVA <sup>b</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig
1	Regression	737.950	1	737.950	186.873	0.000 <sup>b</sup>
	Residual	1176.780	298	3.949		
	Total	1914.730	299			

Source: Developed for the research.

a. Predictor: (Constant). Consumer attitude towards media influencer.

b. Dependent Variable: Purchase Intention

Based on the Table 4.23, the consumer attitude towards social media influencer depicts a significant relationship with the purchase intention with its P-value being 0.000, that is below alpha value of 0.05. Next, the unstandardized beta coefficient of consumer attitude towards social media influencer is 0.621. The figure could be interpreted as an increase of each unit of consumer attitude towards social media influencer would result in an increase of 0.621 unit of purchase intention.

**Table 4.24: Simple Linear Regression Analysis (Coefficient)**

Coefficients <sup>b</sup>						
Model		Unstandardized Coefficients (Prediction)		Standardized Coefficients (Contribution)	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.560	0.594		2.625	0.009
	Consumer Attitude towards social media influencer	0.441	0.032	0.621	13.670	0.000**

A: Dependent Variable: Purchase Intention

Source: Developed for the research.

\*\*. Significant at the 0.05 level.

**Equation (1):**  $PI = 0.206 + 0.850 (CA)$

PI = Purchase Intention

CA = Consumer Attitude towards social media influencer

#### 4.4 Hypothesis Testing

Table 4.25: Test of Significant

<b>Hypothesis</b>	<b>Supported/Rejected</b>
H1 <sub>A</sub> : There is a significant relationship between informativeness and consumers' attitude towards Social Media Influencer.	Supported
H2 <sub>A</sub> : There is a significant relationship between entertainment and consumers' attitude towards Social Media Influencer.	Supported
H3 <sub>A</sub> : There is a significant relationship between the credibility of the Social Media Influencer and consumers' attitude towards them.	Supported
H4 <sub>A</sub> : There is a significant relationship between the attractiveness of the Social Media Influencer and consumer's attitude towards them.	Supported
H5 <sub>A</sub> : There is a significant relationship between the product match-up of the Social Media Influencer and the consumer's attitude towards them.	Supported
H6 <sub>A</sub> : There is a significant relationship between consumers' attitude towards Social Media Influencer and purchase intention.	Supported

Source: Developed for the research.

According to the Table 4.25, the significant value of informativeness is 0.006, which is below p-value of 0.05. Therefore, H1<sub>A</sub> is accepted. This confirms that there is a significant relationship between informativeness and consumer attitude towards social media influencer.

Next, the significant value of entertainment is 0.000, which is below p-value of 0.05. Therefore, H2<sub>A</sub> is accepted. This confirms that there is a significant relationship between entertainment and consumer attitude towards social media influencer.

Next, the significant value of source credibility is 0.080, which is below p-value of 0.10. Therefore, H3<sub>A</sub> is accepted. This confirms that there is a significant relationship between source credibility and consumer attitude towards social media influencer.

Next, the significant value of source attractiveness is 0.092, which is below p-value of 0.10. Therefore, H4<sub>A</sub> is accepted. This confirms that there is a significant relationship between source credibility and consumer attitude towards social media influencer.

Next, the significant value of product matchup is 0.000, which is below p-value of 0.05. Therefore, H5<sub>A</sub> is accepted. This confirms that there is a significant relationship between product matchup and consumer attitude towards social media influencer.

Lastly, the significant value of consumer attitude towards social media influencer is 0.000, which is below p-value of 0.05. Therefore, H6<sub>A</sub> is accepted. This confirms that there is a significant relationship between consumer attitude towards social media influencer and consumers' purchase intention.

## **4.5 Conclusion**

In this chapter, the pie charts and histogram were used to depict the results of the descriptive analyses. The descriptive statistics such as the reliability test was run to depict the reliability of the construct. The inferential analysis such as Pearson correlation analysis, multiple linear regression and simple linear regression were used to determine the relationship between the

independent variables and dependent variables. The next chapter would state the discussion of this study, the implication, limitation, recommendation and conclusion of the study.

## **CHAPTER 5**

### **DISCUSSION, IMPLICATION AND CONCLUSION**

Chapter five discusses the outcome of this study which are the summary of the statistical analyses based on the result gathered from chapter four. Furthermore, the chapter also discusses the major finding of this study, the managerial implication gathered for this study, the limitation of the research and also recommendation for future research and study.

#### **5.1 Summary of Statistical Analyses**

Based on the result gathered from chapter four, the majority of the respondents comprises of married Chinese female aged 45 and above. Whereby most of the respondents possesses high education level with almost half of the respondents possessing a bachelor degree qualification and a quarter possessing master degree qualification. One third of the respondents are working in each public and private sector respectively. The majority of the people access the social media platforms via mobile phone which are the most easiest to carry around, which is also in line with the figure shown on the chapter one where 96 percent of the people access the internet via wireless device. The majority of the respondents usually access WhatsApp and Facebook, whereby Facebook being the most user in the world is in line with the chapter one figure. Also, nearly a quarter of the respondents access the internet and watch contents made by social media influencers on social media platforms like Facebook and YouTube for more than two hours per day. Consequently, this would increase the integrity of the result with these frequent internet users as the study's respondents as they 'follow' these social media influencers.

Also, according to the reliability test result that has been gathered from chapter four. The result has shown a strong reliability in all of the variables for the questionnaire, which the figures of the Cronbach Alpha are all higher than 0.75.

Based on the result from chapter four, the independent variables of informativeness, entertainment, source credibility, source attractiveness and product matchup possess a significant relationship against the consumer attitude towards social media influencer. Following by the consumer attitude towards social media influencer being significantly correlated with the purchase intention of the consumer.

Based on the equation and result gathered from chapter four, 56.4 percent of the dependent variable (consumer attitude towards social media influencer) could be explained by the independent variables (informativeness, entertainment, source credibility, source attractiveness and product matchup). The p-value of those independent variables (informativeness, entertainment, and product matchup) being lower than 0.05 indicated that they possess significant relationship on the consumer attitude towards social media influencer in the alpha level of 0.05. Whereas the independent variable (source credibility and source attractiveness) has a p-value below 0.10 that also indicate that it possess a significant relationship with consumer attitude towards social media influencer in the alpha level of 0.10. With the source credibility being the strongest influence on the consumer attitude towards social media influencer.

On the simple linear regression equation, the relationship between consumer attitude towards social media influencer with consumer purchase intention. The result indicated that there is a 38.5 percent of the consumer purchase intention being able to be explained by the consumer attitude towards social media influencer. Whereas the p-value was found to be 0.000 that is below alpha level 0.05, exhibiting a significant impact against consumer purchase intention with the consumer attitude towards social media influencer.

## 5.2 Discussions of Major Findings

The results gathered had shown that all the six hypotheses are accepted. The findings and details of each of the hypotheses would be explained below.

Table 5.1: Result findings

Hypotheses	r & P-value	Decision
H1 <sub>A</sub> : There is a significant relationship between informativeness and consumers' attitude towards Social Media Influencer.	0.006; P<0.05	Supported
H2 <sub>A</sub> : There is a significant relationship between entertainment and consumers' attitude towards Social Media Influencer.	0.000; P<0.05	Supported
H3 <sub>A</sub> : There is a significant relationship between the credibility of the Social Media Influencer and consumers' attitude towards them.	0.080; P<0.10	Supported
H4 <sub>A</sub> : There is a significant relationship between the attractiveness of the Social Media Influencer and consumer's attitude towards them.	0.092; P<0.10	Supported
H5 <sub>A</sub> : There is a significant relationship between the product match-up of the Social Media Influencer and the consumer's attitude towards them.	0.000; P<0.05	Supported
H6 <sub>A</sub> : There is a significant relationship between consumers' attitude towards Social Media Influencer and purchase intention.	0.000; P<0.05	Supported

Source: Developed for the research.

### 5.2.1 The relationship between informativeness and consumer attitude towards social media influencer.

H1<sub>A</sub>: There is a significant relationship between informativeness and consumers' attitude towards Social Media Influencer.

Based on the research and Table 5.1, the variable (informativeness) possesses a significant value of 0.006 under p-value below 0.05. Hence, the result implies that there is a significant relationship between informativeness and consumer attitude towards social media influencer. The consumer would have a positive feeling towards the social media influencer when the content (video, picture posting, GIF or status update) they produce is informative, whereby it has all the necessary information that they post, not leaving the viewer or consumer guessing on what the influencer want to convey (unless the purpose of the content is to have the viewer guessing and have their imagination run wild). In overall, the findings on H1 was accepted that informativeness affects the consumer attitude towards social media influencer (Blanco *et al.*, 2010, Padival., Michael & Hebbar, 2019, Tan, Jonid, Lim, Goh. & Ong, 2018).

Consumers tends to favour social media content or advertisement that were produced by social media influencers that are informative (Wang, & Lan, 2018), a social media content produced by these influencers that are informative are those that were equipped with necessary information that covers all the necessary information for the consumer to follow up on. Like the location to get that certain product or the taste of the product or even the effect of the product, whereby the consumers does not need to spend additional time or energy to search for clearer or much elaborative information that is on the internet or from other sources. The consumers or the public in general would respond positively to social media marketing posting done by these social media influencers that has proper information that the consumers deemed necessary, which corresponds with the findings of the research (Lee & Hong, 2016).

### **5.2.2 The relationship between entertainment and consumer attitude towards social media influencer.**

H2A: There is a significant relationship between entertainment and consumers' attitude towards Social Media Influencer.

Based on the result and Table 5.1, the variable (entertainment) possesses a significant value of 0.000 under p-value below 0.05. Hence, the result would imply that there is a significant relationship between entertainment and consumer attitude towards social media influencer. The value of entertainment produced by the influencer which is perceived by the consumers, followers or viewers are essential to keep them entertained and glued to the content (video or

posting) that is provided, by watching or glued into the content for a longer period of time would have the consumer have a stronger impression on the content of the video or product produced by the influencer. In overall, the findings on H2 was accepted that entertainment affects the consumer attitude towards social media influencer (Blanco *et al.*, 2010, Tan, *et al.*, 2018, Wang & Lan, 2018)

The entertainment factor contributes a positive view on the consumer attitude towards social media influencer's content (Arli, 2017), an entertaining content would have the viewer or consumer be happy or delighted to stay on the social media content and not divert their attention to other channel or other form of entertaining content produced on the internet or offline things. If the media content produced are entertaining to watch or stay onto it, people would follow through it to the end of the video or posting, which would allow the exposure of the product, advertisement or video would stick to the mind of the consumer or viewer to a much longer time to sway their perspective on a certain product to make them be interested in that that would in the end have an effect on the consumer purchase intention positively.

### **5.2.3 The relationship between source credibility and consumer attitude towards social media influencer.**

H3<sub>A</sub>: There is a significant relationship between the credibility of the Social Media Influencer and consumers' attitude towards them.

Based on the result and Table 5.1, the variable (source credibility) possesses a significant value of 0.080 under p-value below 0.10. Hence, the result would imply that there is a significant relationship between source credibility and the consumer attitude towards social media influencer. The source credibility of the endorser or in this case, the social media influencer has to be credible, whereby the consumer, follower or viewer deem whether the social media influencer is trustworthy or credible enough by the consumer, that they are not just creating something out of a thin air, without cheating, bluffing or deviating the truth from the public. In overall, the findings on H3 was accepted that source credibility affects the with consumer attitude towards social media influencer (Ismagilova, Slade, Rana, & Dwivedi, 2019, Jespersen, 2017, Wang. & Lan, 2018). The perceived credibility of the influencer heavily

affects on how the consumer view on these influencer that would in the end affect on the consumer purchase intention.

#### **5.2.4 The relationship between source attractiveness and consumer attitude towards social media influencer.**

H4<sub>A</sub>: There is a significant relationship between the attractiveness of the Social Media Influencer and consumer's attitude towards them.

Based on the result and Table 5.1, the variable (source attractiveness) possesses a significant value of 0.095 under p-value below 0.10. Hence, the result would imply that there is a significant relationship between source attractiveness and consumer attitude towards social media influencer. With the endorser or the influencer being much more attractive, the followers or viewers would willingly watch or enjoy the content of the influencer till the end, as human tends to enjoy attractive things rather than the opposite. In overall, the findings on H4 is accepted, that source attractiveness affects the consumer attitude towards social media influencer (Priyankara, Weerasiri, Dissanayaka & Jinadasa, 2017, Said, Napi, 2015, Seiler & Kueza, 2017). With the point being, that the human species favour people or object that they deem attractive, an influencer that has an attractive outlook would cause the consumer or viewers to 'like', 'follow' or watch the contents that are created by these attractive influencers that would in the end affect on the purchasing intention of the consumer via social media influencer.

#### **5.2.5 The relationship between product matchup and consumer attitude towards social media influencer.**

H5<sub>A</sub>: There is a significant relationship between the product match-up of the Social Media Influencer and the consumer's attitude towards them.

Based on the result and Table 5.1, the variable (product matchup) possesses a significant value of 0.000 under p-value below 0.05. Hence, the result would imply that there is a significant relationship between product matchup and consumer attitude towards social media influencer. The product sponsored or the product advertised on the social media influencer content whether

it is in the form of video, written posting or even ‘story’ sharing on the Instagram platform has to be a ‘fit’ with the influencer’s internet persona, a gaming product accompanied with a fitness influencer persona does fit together, it needs a congruence between the influencer and the product. Hence, in overall, the findings on H5 was accepted that product matchup affects the consumer attitude towards social media influencer (Gaied & Rached, 2017, Lim, *et al*, 2017, Seiler & Kueza, 2017), a sponsored beauty product would be ‘fit’ to pair with the influencers that are actively promoting or reviewing beauty products and give out tutorials that causes the consumer or viewer to seek and watch their contents, which a good ‘fit’ would result in a positive consume attitude.

### **5.2.6 The relationship between consumer attitude towards social media influencer and consumer purchase intention.**

H6A: There is a significant relationship between consumers’ attitude towards Social Media Influencer and purchase intention.

Based on the result and Table 5.1, the variable (consumer attitude towards social media influencer) possesses a relationship value of 0.000 under p-value below 0.05. Hence, the result would imply that there is a significant relationship between consumer attitude towards social media influencer and consumer purchase intention. A positive attitude of a consumer or public per say towards social media influencer would result in purchase intention positively, is definitely not a surprise as it is in line with the Theory of Reasoned Action. Hence, in overall, the findings on H6 was accepted that consumer attitude towards social media influencer affects the consumer purchase intention (Blanco *et al.*, 2010, Ler, 2014, Seiler & Kueza, 2017, Wang, *et al.* 2017). The consumer having a good or positive view or attitude towards social media influencers would result in them watching or following their produced content that includes posts that were sponsored by companies to increase their exposure for marketing purposes and in the end increasing the purchasing intention of the consumer on those product.

### **5.3 Implications of the Study**

The findings of the current study suggest numerous implications for corporate companies and marketers alike that are interested in hiring social media influencers as a marketing tool and public that aspires to take this path as a career. Based on the findings, several factors are suggested below for interested parties to consider when they employ social media influencers to promote their products and as a career path.

Firstly, the overall perception or view from the public towards social media influencer are positive from the findings, people that aspire to become an influencer as a career path could go for it. Both the public and marketers could refer the following points on employing a good social media influencer and how to be successful in this career path. A social media influencer that possess a positive image and was deemed credible by his/her followers is a optimum choice for marketers to employ. Additionally, with the influencer being active for a longer period of time ensures that he/she has developed a credible long standing persona, also a big following means a bigger reach for marketers to promote their product on. Being active for a longer period of time does not equate to having good skills on producing content but it does help build up the experience overtime on the creation of good, informative and entertaining contents to their followers. However, it is not hard for the marketers or interested parties to judge whether he/she is suitable or not, by looking at their past contents, the number of views, positive reactions and positive comments that shows genuine favouritism towards the influencer from the followers or consumers, which is supported by other research in regards of employing social media influencers (Jargalsaikhan & Korotina, 2016). As Malaysia's influencers and the influencers overseas works differently, for example American influencers needs to state that their post is sponsored clearly in their post whether it is in Instagram or YouTube. In Malaysia there is no law stating that they need to clearly state that their posing is sponsored by a company, hence, its audience may not notice it's a sponsored post and be less irritated by the post that was aimed to advertised to the influencer's viewers. Managers could find influencers that are clever in slipping in sponsored product without the viewers being unhappy about it.

Furthermore, an attractive influencer is a criteria that adds a lot of points in catching the attention of the consumer. Yet, it is advisable that the influencer's persona fits the company's product or the product matches their online personality where they actively promotes or use it for a certain period of time online for it to be credible. People that has a personality or character that strays too much from their online influencer persona is not advisable for companies to hire, related parties have to weigh the risk on whether to stake the company's image on them, as information travels fast in this current age, if there is a occasion that these influencers slip up and does some inappropriate things in public, they will take massive backlash from the public and consumers may abandon and look for others, which is not beneficial for the company (Lim, *et al*, 2017). Also, companies has to take note on the location of the influencer is based on, a good famous influencer from another geographical area wouldn't allow the consumer to relate to, unless they have been actively promoting themselves on that particular region (Jargalsaikhan & Korotina, 2016). For aspiring influencers, they have to build up their followers, online persona, beautify their outlook and create contents that are informative and are entertaining to watch.

On the academic side, this study further fills the gap in regards of social media marketing, specifically the usage of social media influencers upon the consumer attitude and their purchase intention. The majority of research in regards on social media influencers mostly covers on the 'endorser' side of the marketing and the effect on the consumer attitude and in the end their purchase intention, the 'package' in advertising for social media influencer does not just include the person or endorser itself, it also includes the contents, videos, pictures or GIF they produce which has the entertainment, informativeness factor in them. Hence, filling the gap in this research on this field of study.

## **5.4 Limitation of the Study**

This study possesses few limitation that are acknowledged and taken into consideration. Nonetheless, it shall serve as a platform to contribute on future studies.

The convenience sampling as stated before at chapter three poses a limitation which it creates an over-representation of a certain group that causes a selection bias.

Furthermore, the questionnaire was distributed by hand with just his own body. The groups of people that the researcher are able to reach, covers mostly old Chinese that are aged 45, which represents only one race and people that are usually out of the marketers scope on influencer marketing. Yet these are the respondents that were gathered by the researcher which in turn limited the response on few certain group that leads to the responses that are skewed towards a certain trend or view of that group and region, which does not guarantee a good representation of the whole Malaysian population.

There are certainly much more and diverse social media followers and those that has purchase items that has been sponsored are out of the researcher's reach, causing the survey's accuracy to suffer from those that were out of reach. Also, the lack of relevant or suitable scale measurement on the variable in this particular topic on social media influencer to measure the attitude of the social media influencer's perception is lacking in this field causing the reference to be lacking and in terms reducing the accuracy on the current study.

## **5.5 Recommendation for Future Research**

In response to improving the quality of this type of study in the near future, several recommendation are suggested by the researcher on overcoming the limitations that were stated previously.

With the selection bias and over-representation of sample group, a mixed sampling method would overcome such bias and limitation, which also enhance and increase the accuracy of the findings gathered from the study.

Another suggestion on future research would be to reduce the scope, rather than just a general “social media influencer” for the respondent to react on, by administering an imaginary brand or social media influencer with specific traits latched upon these subject, it would allow the respondents to focus on and without prior bias towards a certain individual that they have in mind.

Furthermore, a comparative study between countries would also be interesting, people from the Asian continent may act differently from the people on the Western countries with the addition of different culture and law regarding social media influencers on promoting sponsored posting.

Lastly, the factor of involvement of the followers or consumer on the social media influencer could be include for further study, the “intensity” of the follower to follow or like the social media influencer could be used for further study.

Hence, these are recommendations that the researcher came up with that could further improve or utilize to ensure future researches in this field would be much more accurate.

## **5.6 Conclusion**

As a conclusion, this study that focuses on social media influencer has proven itself to be an effective marketing channel for business and marketers alike. The research has also successfully proven that informativeness, entertainment, source credibility, source attractiveness and product matchup possesses a significant role on affecting the consumer’s attitude towards these social media influencers. The consumer attitude towards social media influencer that in the end impacts on their purchase intention being proven was also proven. This research has contributed to the development on the knowledge on the scope of social media marketing and social media influencers. The summarized statistical analyses,

discussions of the study's major findings, the managerial implications, limitations of research and recommendations for future studies has been stated in this chapter.

## REFERENCES

- Aaker, D. & Myers, J., (1987). *Advertising Management Advertising management*. 3rd ed. Englewood Cliffs (N.J.): Prentice-Hall.
- Ajzen, I. (1985). From intentions to actions: A theory of planned behavior. In *Action control* (pp. 11-39). Springer, Berlin, Heidelberg.
- Ajzen, I & Fishbein, M. (1975). *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*. Reading, MA: Addison-Wesley.
- Albarracin, D., Johnson, B., Fishbein, M. & Muellerleile, A. (2001). Theories of Reasoned Action and Planned Behavior as Models of Condom Use. *A Meta-Analysis*, 127(1), 142-61.
- Anderson, N. (1971). Integration theory and attitude change. *Psychological Review*, 78, 171-206.
- Apuke, O. (2016). Social and Traditional Mainstream Media of Communication: Synergy and Variance Perspective. *New Media and Mass Communication*, 53, 83-86
- ARCA, C. (2012). Social Media Marketing benefits for businesses. *Why and how should every business create and develop its Social Media Sites*. (Master's Thesis, Aalborg University).
- Arli, D. (2017). Does Social Media Matter? Investigating the Effect of Social Media Features on Consumer Attitudes. *Journal of Promotion Management*. 23(4), 521-539.
- Babbie, E. (1990). *Survey research methods*. 2nd ed. Belmont, Calif: Wadsworth Pub. Co.
- Babbie, E. (2010). *The Practice of Social Research*. 12<sup>th</sup> ed. Belmont, Calif: Wadsworth Pub. Co.
- Baker, M. & Churchill, G. (1977). The Impact of Physically Attractive Models on Advertising Evaluations. *Journal of Marketing Research*, 14(4), 538–555.
- Bakshy, E., Mason, W., Hofman, J. & Watts D. (2011). Everyone's an influencer: Quantifying influence on Twitter. *WSDM'11, ACM*.

- Barreda, A., Bilgihan, A., Nusair, K. & Okumus, F. (2015). Generating brand awareness in online social networks. *Computers in human behavior*, 50, 600-609.
- Bauer, H., Barnes, S., Reichardt, T., & Neumann, M. (2005). Driving consumer acceptance of mobile marketing: A theoretical framework and empirical study. *Journal of Electronic Commerce Research*, 6(3), 181-192.
- Bickart, B. & Schindler, R. (2001). Internet forums as influential sources of consumer information. *Journal of Interactive Marketing*, 15(3), 31-40.
- Bilgin Y. (2018). The effect of social media marketing activities on brand awareness, brand image and brand loyalty. *Business & Management Studies: An International Journal* 6(1) 128-148
- Blanco, C., Blasco, M. & Azorin, I. (2010). Entertainment and informativeness as precursory factors of successful mobile advertising messages. *Communications of the IBIMA*, 2010(2010), 1-11.
- Booth, N., & Matic, J. (2011). Mapping and leveraging influencers in social media to shape corporate brand perceptions. *Corporate Communications: An International Journal*, 16(3), 184-191.
- Boyd, D. & Ellison, N. (2007). Social network sites: Definition, history, and scholarship, *Journal of Computer-Mediated Communication*, 13(1), 210-230
- Boyd, D. & Marwick, A. (2011). I tweet honestly, I tweet passionately: Twitter users, context collapse, and the imagined audience. *New Media and Society*, 13(1), 114-133
- Brown, R. (2006). Doing Your Dissertation in Business and Management: *The Reality of Research and Writing*. Sage Publications.
- Burke, K. (2017). Social Butterflies-How Social Media Influencers are the New Celebrity Endorsement (Master's thesis, Virginia Polytechnic Institute and State University).
- Burns, N., & Grove, S. K. (2009). *The practice of nursing research: Appraisal, synthesis, and generation of evidence*. Elsevier Health Sciences.
- BusinessWire. (2018). Canadian Marketers: Influencer and Content Marketing Demonstrate Major Year-on-Year Effectiveness Momentum Gains, 2018 Canadian “State of the Creator Economy” Study provides deep examination of Creators, Marketers, and

- Consumers. Retrieved 22 November, 2018, from <https://www.businesswire.com/news/home/20181108005095/en/>
- Cambridge Business English Dictionary (2018). *Cambridge University Press*, Retrieved 3 August, 2018 from <https://dictionary.cambridge.org/dictionary/english/social-media>
- Cambridge English Dictionary (2018). *Cambridge University Press*. Retrieved 11 December, 2018 from <https://dictionary.cambridge.org/>
- Cohen, J. B. & Golden, E. (1972). Informational social influence and product evaluation. *Journal of applied Psychology*, 56(1), 54.
- Connolly, B. (2017). Why consumers follow, listen to, and trust influencers. *Olapic*. Retrieved 1 August 2019 from [http://www.olapic.com/resources/consumers-follow-listen-trust-influencers\\_article/](http://www.olapic.com/resources/consumers-follow-listen-trust-influencers_article/)
- Creswell, J. (2003). *Research design: qualitative, quantitative, and mixed methods approaches*. 2nd ed. Thousand Oaks, California: SAGE Publications
- Cultureshop (2015). The rise of the micro-celebrity: Why brands should tap into this cultural phenomenon. Retrieved on 5 August, 2018, from <https://medium.com/@QuantumSingapore/the-rise-of-the-micro-celebrity-why-brands-should-tap-into-this-cultural-phenomenon-886961d37639#.rg17v8yd5>
- Curri van, D. (2004). Sampling Frame, *The SAGE Encyclopedia of social science research methods*, SAGE Publications.
- Curtis, K. R. (2008). Conducting Market Research Using Primary Data. *Western Center for Risk Management Education*, 1-10.
- Daily Mail, (2017). Forget being a nurse or doctor, three quarters of today's children would rather be YouTubers and vloggers. *DailyMail*. Retrieved 25 May, 2019 from <https://www.dailymail.co.uk/news/article-4532266/75-cent-children-want-YouTubers-vloggers.html>
- DeMers, J. (2018). 7 Hard Truths about Social Media Marketing *Forbes*. Retrieved 5 August, 2018, from <https://www.forbes.com/sites/jaysondemers/2018/05/04/7-hard-truths-about-social-media-marketing/#10036d664587>

- Diamond, S. (2008). *Web marketing for small businesses: 7 steps to explosive business growth*. Sourcebooks, Inc.
- Drury, G. (2008). Social Media: Should marketers engage and how can it be done effectively”. *Journal of Direct, Data and Digital Marketing Practice*, 9(3), 274-277.
- Ducoffe, R. (1995). How consumers assess the value of advertising. *Journal of Current Issues and Research in Advertising*, 17(1), 1-18.
- Ducoffe, R. (1996). Advertising value and advertising on the web. *Journal of Advertising Research*, 36(5), 21– 35.
- Econsultancy. (2019). What Consumers Think About Influencer Marketing. *Market Insight*. Retrieved 1 August 2019, from <https://econsultancy.com/reports/what-consumers-think-about-influencer-marketing/>
- Edosomwan, S., Prakasan, S., Kouame, D., Watson, J., & Seymour, T. (2011). The history of social media and its impact on business. *Journal of Applied Management and entrepreneurship*, 16(3), 79-91.
- Elena, M., Heera, E., Geuens, & Vermeirc, (2013). The influence of mood on attitude–behavior consistency. *Journal of Business Research*, 66(7), 917-923.
- Erdogan, B. (1999). Celebrity Endorsement: A Literature Review. *Journal of Marketing Management*, 15(4), 291-314.
- Evans, D. (2010). *Social media marketing: the next generation of business engagement*. John Wiley & Sons.
- Fishbein, M. (1967). *Readings in attitude theory and measurement*. New York: Wiley.
- Fortune (2012). Nike's new marketing mojo. Retrieved 3 August, 2018, from <http://fortune.com/2012/02/13/nikes-new-marketing-mojo/>
- Freberg, K., Graham, K., McGaughey, K. & Freberg, L. (2011). Who are the social media influencers? A study of public perceptions of personality. *Public Relations Review*, 37 (2011), 90–92
- Gaied, A. & Rached, K., (2017). The Congruence Effect between Celebrity and the Endorsed Product in Advertising. *Journal of Marketing Management*, 5(1), 27-44

- Gao, Y., & Koufaris, M. (2006). Perceptual antecedents of user attitude in electronic commerce. *Acm Sigmis Database*, 37(2-3), 42-50.
- Garson, G. (2012). *Statistical Associate*. Retrieved 8 January, 2019, from <http://www.statisticalassociates.com/sampling.pdf>
- Gashi, L. (2017). Social media influencers – why we cannot ignore them an exploratory study about how consumers perceive the influence of social media influencers during the different stages of the purchase decision process. (Unpublished thesis). *Kristianstad University*.
- Glucksman, M. (2017). The Rise of Social Media Influencer Marketing on Lifestyle Branding: A Case Study of Lucie Fink. *Undergraduate Research in Communication* 8(2), 77-87
- Goh, K., Heng, C., & Lin, Z. (2013). Social media brand community and consumer behavior: Quantifying the relative impact of user-and marketer-generated content. *Information Systems Research* 24(1), 88–107.
- Goh, M., Tan, S., Yeo, S. & Lim, K. (2018). Purchase Intention of Consumers from Melaka towards Mobile Marketing. *International Journal of Supply Chain Management*, Vol 7(2), 146-149
- Gorry, G., & Westbrook, R. (2009). Winning the internet confidence game. *Corporate Reputation Review*, 12(3), 195–203.
- Griggs, I. (2018). Influencer marketing damaging public's perception of brands, survey finds. *PR Week*. Retrieved 1 August, 2019 from <https://www.prweek.com/article/1457215/influencer-marketing-damages-publics-perception-brands-survey-finds>
- Gupta, S., (2009). 'How do consumers judge celebrities' irresponsible behavior? An attribution theory perspective', *Journal of Applied Business and Economics*, 10(3), 1-14.
- Ha, N. & Lam, N. (2017) The Effect of Celebrity Endorsement on Customer's attitude towards brand and purchase intention. *International Journal of Economics and Finance*, 9(1), 64-77

- Haghirian, P. & Madlberger, M. (2005). Consumer Attitude toward Advertising via Mobile Devices - An Empirical Investigation among Austrian Users. *ECIS 2005 Proceedings*, 44.
- Haider, I. (2012). Prioritization of Factors Affecting Consumer attitude towards Mobile Advertisement: A Study of Pakistani Youth. *International Journal of Science and Research*, 3 (5), 751-758.
- Hair, J. F., Babin, B., Money, A., & Samouel, P. (2003). *Essentials of Business Research Methods*.
- Hashim, N., Normalini, Sajali, N. (2018). The Influence Factor Towards Mobile Advertising Message Content on Consumer Purchase Intention. *Global Business Review*, 19(5), 1187-1206
- Hassan, S. & Jamil, R. (2014). Influence of Celebrity Endorsement on Consumer Purchase Intention for Existing Products: A comparative Study. *Journal of Management Info*, 4(1), 1-23
- Hovland, C., & Weiss, W. (1951). The influence of source credibility on communication effectiveness. *Public Opinion Quarterly*, 15, 633–650.
- Hovland, C., Janis, I. & Kelley, H. (1953). *Communications and persuasion: Psychological studies in opinion change*. New Haven, CT: Yale University Press.
- IndaHash. (2017). *IndaHash*, Retrieved 11 August 2018 from <https://indahash.com/>
- Isaid, E. & Faisal, M. (2015). Consumers' Repurchase Intention Towards a Mobile Phone Brand in Qatar: An Exploratory Study Utilizing Theory of Reasoned Action Framework. *Global Business Review*, 16(4), 594-608.
- Ismagilova, E., Slade, E., Rana, N., & Dwivedi, Y. (2019). The effect of characteristics of source credibility on consumer behaviour: A meta-analysis. *Journal of Retailing and Consumer Services*.
- Jargalsaikhan, T. & Korotina, A. (2016). Attitude towards Instagram micro-celebrities and their influence on consumers' purchasing decisions. (Master's Thesis, University of Jönköping).

- Jesperperson, C., (2017). Celebrity endorser's credibility: effect on consumers' attitude toward advertisement. *Factors influencing vloggers credibility among viewers and their relation with attitude toward advertisement*. (Master's Thesis, Lulea University of Technology)
- Kahle, L. & Homer, P. (1985). Physical attractiveness of celebrity endorser: A social adaptation perspective. *Journal of Consumer Research*, 11, pp.954-961
- Kalakota, R. & Robinson, M., (2002). *M-business: The race to mobility* (pp. 3-4). New York, NY: McGraw-Hill.
- Kamins, M. & Gupta, K. (1994). Congruence between spokesperson and product type: A match hypothesis perspective. *Psychology & Marketing*, 11(6), 569-586
- Kamins, M. (1990). An investigation into the "match-up" hypothesis in celebrity advertising: When beauty may be only skin deep. *Journal of Advertising*, Vol. 19(1), 4-13.
- Kelman, H. & Hovland, C. (1953). Reinstatement of the communication in delayed measurement of attitude change. *Journal of Abnormal Social Psychology*, 48, 327-35.
- Keshtgary, M., & Khajepour, S. (2011). Exploring and analysis of factors affecting mobile advertising adoption: An empirical investigation among Iranian users. *Canadian Journal on Computing in Mathematics, Natural Sciences, Engineering and Medicine*, 2(6), 144-151.
- Kim, Y. & Na, J. (2007). Effects of celebrity athlete endorsement on attitude towards the product: the role of credibility, attractiveness and the concept of 38 congruence. *International Journal of Sports Marketing and Sponsorship*, 8(4), 23- 33.
- Kirmani, A. & Shiv, B. (1998). Effects of Source Congruity on Brand Attitudes and Beliefs: The Moderating Role of Issue-Relevant Elaboration. *Journal of Consumer Psychology*, 7(1), 25-47.
- Kotler, P. (2000). *Marketing Management*. Englewood Cliffs, NJ: Prentice-Hall, Inc.
- Kotler, P., Armstrong, G. & Parment, A. (2012). *Principles of marketing: Scandinavian edition*. London: Pearson.
- Kozinets, R. V., & Cerone, S. (2014). Between the Suit and the Selfie: Executives' Lessons on the Social" Micro-Celebrity". *GfK Marketing Intelligence Review*, 6(2), 21.

- Kumar, A., (2011). Celebrity endorsements and its impact on consumer buying behavior, *Social Science Research Network*, 1–122.
- Kumar, N., & Benbasat, I. (2006). Research note: the influence of recommendations and consumer reviews on evaluations of websites. *Information Systems Research*, 17(4), 425-439.
- Kumar, R., Novak, J., Prabhakar, R., Andrew, T., (2004). Structure and evolution of blogspace. *Communication of the ACM* ,47(12), 35-39.
- Kumar, V., Bhaskara V., Mirchandani R.,& Shah M. (2013). Creating a Measurable Social Media Marketing Strategy: Increasing the Value and ROI of Intangibles and Tangibles for Hokey Pokey. *Marketing Science* 32(2), 194–212.
- Kwek, C., Tan, H., & Lau, T. (2010). The determinants of consumers' attitude towards advertising. *Canadian Social Science*, 6(4), 114-126.
- Lamminen, V. (2018). Social media marketing and its' impact on product promotion on small enterprises. *The case of Blendtec*. (Bachelor Thesis, Turku University of Applied Sciences, 2018)
- Lavrakas, P. (2008). *Encyclopedia of survey research methods*. Sage Publications.
- Lee, D., Hosanagar, K., & Nair, H. (2014). *The effect of social media marketing content on consumer engagement: Evidence from Facebook* (pp. 1-51). Stanford, CA: Stanford Graduate School of Business.
- Lee, J. & Hong, I. (2016). Predicting positive user responses to social media advertising: The roles of emotional appeal, informativeness, and creativity. *International Journal of Information Management* 36(3):360-373
- Ler, S., (2014). The Attitudes of Consumers towards Viral Marketing in Malaysia. (Bachelor's Thesis, University Tunku Abdul Rahman).
- Li, X. & Wu, L. (2014). Measuring Effects of Observational Learning and Social-Network Word-of-Mouth (WOM) on the Sales of Daily-Deal Vouchers. *SSRN Working Paper*.
- Lim X., Radzol A., Cheah J. & Wong M. (2017). The impact of Social Media Influencers on Purchase Intention and the Mediation effect of Customer Attitude. *Asian Journal of Business Research*, 7(2)

- Linqia. (2017). The state of Influencer Marketing 2018. *A look into how brands and agencies view the future of influencer marketing*. Retrieved 12 November, 2018 from <http://www.linqia.com/wp-content/uploads/2017/12/Linqia-The-State-of-Influencer-Marketing-2018.pdf>
- Lisichkova, N. & Othman, Z. (2017). The impact of influencers on online purchase intent. (Master's Thesis, Mälardalen University).
- Liu, Y., Chen, Y., Zhou, C. (2010). Determinants of Customer Purchase Intention in Electronic Service. *Institute of Electrical and Electronics Engineers*.
- Lo, J., Lee, S., Loo, P., Sellvam, S. & Sandran, T., (2014) Consumer attitude towards mobile advertising in Malaysia. (Bachelor's Thesis, University Tunku Abdul Rahman)
- López-Mosquera, N., Garcaí, T., & Barrena, R., (2014). An extension of the Theory of Planned Behavior to predict willingness to pay for the conservation of an urban park, *Journal of Environmental Management*, 135, 91-99.
- Malaysian communication and Multimedia commission (2019). Internet Users Survey 2018: Statistical Brief Number Twenty-Three, *Malaysian Communications and Multimedia Commission*
- Malhotra, N. (2006). *Pesquisa de Marketing-: Uma Orientação Aplicada*. Bookman Editora.
- Malhotra, N. (2010). Introduction: Analyzing Accumulated Knowledge and Influencing future Research. *Review of Marketing Research*, xiii-xxviii. Emerald Group Publishing Limited.
- Malhotra, N. & Peterson, M. (2006). *Basic marketing research: A decision-making approach*. Prentice hall.
- Mangold, W. & Faulds, D. (2009). Social Media: The new hybrid element of promotion mix *Business Horizons*, 52, 357-365
- Marwick, A. (2016). You may know me from YouTube: (Micro-) Celebrity in social media. *A Companion to Celebrity* (pp. 333-350). John Wiley & Sons, Inc.
- McCroskey, J. & Teven, J. (1999). Goodwill: A re-examination of the construct and its measurement. *Communication Monographs*, 66, 90-103.

- McGuire, W. J. (1985). Attitudes and Attitude Change., *Handbook of Social Psychology*, 2, 233-346.
- Meltzer, L. (2018). Social media "influencers" add a new twist to advertising, *CBS News, MoneyWatch*. Retrieved 12 November, 2018 from <https://www.cbsnews.com/news/social-media-influencers-brand-advertising/>
- Meskaran, F., Ismail, Z. & Shanmugam, B. (2013). Online Purchase Intention: Effects of Trust and Security Perception. *Australian Journal of Basic and Applied Sciences*, 7(6), 307-315.
- Michaelidou, N., Siamagka, N. & Christodoulides, G. (2011). Usage, barriers and measurement of social media marketing: An exploratory investigation of small and medium B2B brands. *Industrial Marketing Management*, 40(7), 1153-59
- Miller, A. & Tucker, C. (2013). 'Active social media management: the case of health care'. *Information Systems Research* 24(1), 52–70.
- Misra, S., Beatty, S. (1990). Celebrity Spokesperson and Brand Congruence. *Journal of Business Research*, 21, 159–73.
- Mitchell, A. & Olson, J. (1981). "Are Product a Beliefs the Only Mediator of Advertising Effects on Brand Attitude." *Journal of Marketing Research*, 18 (August), 318-332.
- Murphy, K. (2014). The Influence of Content Generation on Brand Attitude and Purchase Intention Within Visual Social Media. Retrieved on 22 December, 2018 from [http://esource.dbs.ie/bitstream/handle/10788/2162/mba\\_murphy\\_k\\_2014.pdf?sequence=1](http://esource.dbs.ie/bitstream/handle/10788/2162/mba_murphy_k_2014.pdf?sequence=1)
- National Positions, (2018). 8 Reasons to use Micro-Influencers in Marketing. Retrieved 11 November, 2018, from <https://nationalpositions.com/8-reasons-influencer-marketing-micro-influencers/>
- NBC News (2018). MVMT is using social media to sell watches directly to consumers. Retrieved 12 July, 2018, from <https://www.nbcnews.com/nightly-news/video/social-influencers-can-help-sales-skyrocket-1214843459914>
- Oon, A., (2019). Study Finds Malaysian Influencers Are Not As Influential Opposed To Indonesia and Thailand. *SAYS*. Retrieved 1 August 2019, from

<https://says.com/my/news/influencerdb-study-finds-malaysian-influencers-among-lowest-quality-in-southeast-asia>

- Ohanian, R., (1991). "The impact of celebrity spokespersons' perceived image on consumers' intention to purchase". *Journal of Advertising Research*. vol. 31, no. 1, pp. 46-54
- Padival, A., Michael, L. K., & Hebbar, S. (2019). Consumer perception towards social media advertisements: A study done in a Semi-Urban City of South India. *Indian Journal of Marketing*, 49(2), 38-51.
- PageFair & Adobe. (2017). PageFair Study Finds 69% Increase in Number of Adblock Users in the Last 12 Months. Retrieved 22 November, 2018, from <https://pagefair.com/press-releases/pagefair-study-finds-69-increase-in-number-of-adblock-users-in-the-last-12-months/>
- Peterson, R., & Kerin, R. (1977). The female role in advertisements: Some experimental evidence. *Journal of Marketing*, 41, 59-63.
- Porta, M. (2008). *A dictionary of epidemiology*. Oxford: Oxford University Press.
- Pradhan, D., Duraipandian, I. & Sethi, D. (2016). Celebrity endorsement: How celebrity-brand-user personality congruence affects brand attitude and purchase intention. *Journal of Marketing Communication*, 22(5), 456-473.
- Priyankara, R., Weerasiri, S., Dissanayaka R. & Jinadasa, M., (2017). Celebrity Endorsement and Consumer Buying Intention With Relation to the Television Advertisement for Perfumes. *Management Studies*, 5(2), 128-148.
- Punyatoy, P. & Durgesh, P. (2011). Attitude towards mobile advertising: A study of Indian consumers. *International Conference on Management, Economics and Social Sciences*, 2011, 614-617.
- Rajasekar, D. (2018). A Study on Purchase Intention of Celebrity Endorsement on Advertising Campaign in Influencing Consumer: Impact Analysis. *International Journal of Supply Chain Management*. Vol. 7(1), 230-235
- Rebelo, M. (2017). How Influencers' Credibility on Instagram is perceived by consumers and its impact on purchase intention (Master Thesis., Catolica Lisbon Business & Economics, 2017)

- Rishika, R., Kumar, A., Janakiraman, R., & Bezawada, R. (2013). The effect of customers' social media participation on customer visit frequency and profitability: an empirical investigation. *Information systems research*, 24(1), 108-127.
- Said, N., Napi, W. (2015), Celebrity and non-celebrity endorsement effectiveness on consumers' attitude towards advertisement. *International Academic Research Journal of Business and Technology* 1(2), 51-57.
- Salkind N. (2010) Primary Data Source. *Encyclopedia of Research Design*, Sage,
- Saunders, M., Lewis, P. and Thornhill, A. (2012). Research Methods for Business Students. *Pearson Education*, 6<sup>th</sup> ed.
- Schaefer, A., Parker, R. & Kent, J. (2010). A comparison of American and Chinese consumers' attitudes toward athlete celebrity endorsers. *Journal of Sport Administration & Supervision*, 2(1), 31-40.
- Seiler, R. & Kucza, G. (2017). Source Credibility model, source attractiveness model and matchup-hypothesis-an integrated model. *Journal of International Scientific Publications*. Vol 11
- Sekaran, U. & Bougie, R. (2013). *Research methods for business: A skill building approach*. John Wiley & Sons.
- Shih , Y. & Fang, K. (2004). The use of a decomposed theory of planned behavior to study Internet banking in Taiwan. *Internet research*, 14(3), 213-23.
- Silvera, D. & Austad, B. (2004). Factors predicting the effectiveness of celebrity endorsement advertisements. *European Journal of marketing*, 38(11/12), 1509-1526.
- Soberman, D. (2004). Research Note: Additional Learning and Implications on the Role of Informative Advertising, *Management Science*. 50(12), 1744-50.
- Statista (2018). Number of Social Media users worldwide from 2010 to 2021(in billions). Retrieved 11 August 2018 from <https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/>
- Statista (2018). Most famous social network sites worldwide as of April 2018, ranked by number of active users (in millions). Retrieved 11 August 2018 from

<https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>

- Szczurski, M. (2017). Social media influencer- A Lifestyle or a profession of the XXIst century? *Kozminski University*. Retrieved 11 August 2018 from <https://depot.ceon.pl/bitstream/handle/123456789/15166/Social%20media%20influencer.pdf?sequence=1&isAllowed=y>
- Tan, K., Jonid, N., Lim, K., Goh, C. & Ong, C., (2018). Youngsters Perception Toward Social Networking Advertising: Does Social Media Advertising Factors Still Matter? *International Journal of Human Resource Studies*, 8(2), 178-186
- Tarkiainen, A., & Sundqvist, S., (2005). Subjective norms, attitude and intentions of Finnish consumers in buying organic food. *British Food Journal*, 107(11), 808-822
- Tavakol, M. & Dennick, R. (2011). Making sense of Cronbach's alpha. *International Journal of Medical Education*. 2, 53-55
- Till, B. & Busler, M. (1998). Matching products with endorsers: attractiveness versus expertise. *Journal of Consumer Marketing*, 15(6), 576-586
- Till, B. & Busler, M. (2000). The matchup hypothesis: Physical attractiveness, expertise and the role of fit on brand attitude, purchase intent and brand beliefs. *Journal of Advertising*, 29(3), 1-13
- Ting, H. & de Run, E. (2015). Attitude towards advertising: A young generation cohort's perspective. *Asian Journal of Business Research*, 5(1), 83-96
- Tripp, C., Jensen, T., & Carlson, L. (1994). The effects of multiple product endorsements by celebrities on consumers' attitudes and intentions. *Journal of Consumer Research*, 20, 535-547.
- Tsai, M., Chin, C., & Chen, C. (2010). The effect of trust belief and salesperson's expertise on consumer's intention to purchase nutraceuticals: Applying the theory of reasoned action. *Social Behavior and Personality: An international journal*, 38, 273-288.
- Tsang, M., Ho, S. & Liang, T. (2004). Consumer Attitude toward Mobile Advertising: An Empirical study, *International Journal of Electronic commerce*, 8(3), 65-78.
- Tuten, T. & Solomon, M. (2017). *Social media marketing*. Sage.

- Vineyard, C. (2014). The Relationship between Fashion Blogs and Intention to Purchase and Word of Mouth Behavior. (Master's Thesis, University of Nebraska).
- Vries L., Gensler S. & Leeflang P. (2012). Popularity of Brand Posts on Brand Fan Pages: An Investigation of the Effects of Social Media Marketing, *Journal of Interactive Marketing*, 26 (2012) 83-91
- Waldt, V., Loggerenberg, M. & Wehmeyer, L. (2009). Celebrity Endorsements versus Created Spokespersons in Advertising: A Survey among Students. *SAJEMS*, 12(1), 110-114.
- Wang, S. & Lan, N., (2018). A Study on the Attitude of Customer towards Viral Video Advertising on Social Media: A Case Study in Viet Nam. *The International Journal of Engineering and Science*, 7(6), 54-60
- Wang, S., Kao, G. & Ngamsiriudom, W., (2017). "Consumers' attitude of endorser credibility, brand and intention with respect to celebrity endorsement of the airline sector", *Journal of Air Transport Management*, vol. 60, pp. 10-17.
- Wansink, B., & Ray, M. (2000). Estimating an advertisement's impact on one's consumption of a brand. *Journal of Advertising Research*, 40(6), 106-113.
- Weinswig, D. (2016). Influencers are the New Brands, *Forbes. Retail*. Retrieved 12 July, 2018, from <https://www.forbes.com/sites/deborahweinswig/2016/10/05/influencers-are-the-new-brands/#6fc93e2a7919>
- Yang, M., Al-Shaabani, S. & Nguyen, T. (2014). Consumer Attitude and Purchase Intention towards Organic Food. *A quantitative study of China*. (Master's Thesis, Linnæus University).
- Yang, T., Kim, D. & Dhalwani, V. (2007). Social Networking as a New Trend in E-Marketing *IFIP. University of Houston*
- Zhang, J., Farris, P., Irvin, J., Kushwaha, T., Steenburgh, T., & Weitz, B. (2010). Crafting integrated multichannel retailing strategies. *Journal of Interactive Marketing*, 24(2), 168-180
- Zikmund, W. (2003) *Business Research Methods*. 7th Edition, Thomson/ South-Western.
- Zikmund, W., Babin, B., Carr, J. & Griffin, M. (2013). *Business Research Methods*, 9th International Edition. South-Western Cengage Learning, Canada

# APPENDICES

## 1. Questionnaire

My name is Desmond Teo De Wen and I am a post-graduate student at UTAR. I am examining the consumer's attitude towards social media influencers and its impact on purchase intention. I would be grateful if you could spend 10 minutes to fill the questionnaire. Your answers are extremely valuable and certainly make an important contribution to this study. Your responses will remain confidential and anonymous.

### (Section A)

- 1) Gender
  - ☐ Male
  - ☐ Female
- 2) Age
  - ☐ 18-24
  - ☐ 25-34
  - ☐ 35-44
  - ☐ 45 and above
- 3) Race
  - ☐ Malay
  - ☐ Chinese
  - ☐ Indian
  - ☐ Others: \_\_\_\_\_
- 4) Marital Status
  - ☐ Single
  - ☐ Married
  - ☐ Divorced
  - ☐ Widowed
- 5) Education Background
  - ☐ Primary School
  - ☐ Secondary School
  - ☐ Undergraduate
  - ☐ Master/Postgraduate
  - ☐ PHD/Doctorate
- 6) Occupation
  - ☐ Private Sector
  - ☐ Public Sector
  - ☐ Self Employed
  - ☐ Unemployed
  - ☐ Student
  - ☐ Househusband/Housewife

- Retired

(Section B)

- 1) Which of the following devices you use to access social media? (You may choose more than one answers)
  - Smartphone
  - Tablet
  - Computer (e.g. Desktop or Laptop)
  - Other:
- 2) Which of the following social media you commonly used? (You may choose more than one answers)
  - Facebook
  - Instagram
  - Twitter
  - Youtube
  - Whatsapp
  - Line
  - WeChat
  - Other:
- 3) How long do you spend on average per day on watching/following Social Media Influencer's content?
  - Less than 30 minutes
  - 30 minutes to 1 hour
  - 1 hour to 2 hours
  - More than 2 hours

(Section C)

Please select ONE (1) answer for each following statement that represents your opinion the most.

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

<u>Informativeness</u>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I think that the contents made by social media influencers...					
1. Contains timely information.	1	2	3	4	5
2. Contains more information than other advertising source.	1	2	3	4	5
3. Contains helpful info in assisting decision.	1	2	3	4	5
4. Are a good source of product/service information.	1	2	3	4	5

5. Does not offer me irrelevant information.	1	2	3	4	5
6. Provide timely guidance on my everyday decision.	1	2	3	4	5

---

<u>Entertainment</u>	Strongly	Disagree	Neutral	Agree	Strongly
I feel that the content made by social media influencers...	Disagree				Agree
1. Provides me with an enjoyable and entertaining time.	1	2	3	4	5
2. Provides me with a pleasant experience.	1	2	3	4	5
3. More entertaining than other advertising sources.	1	2	3	4	5
4. Are exciting to watch.	1	2	3	4	5

---

<u>Source Credibility</u>	Strongly	Disagree	Neutral	Agree	Strongly
I believe that social media influencer...	Disagree				Agree
1. Are trustworthy individuals.	1	2	3	4	5
2. Provides reliable source of information.	1	2	3	4	5
3. Are experts in the field that he/she represents.	1	2	3	4	5
4. Has experience in using products/brands that were endorsed upon them.	1	2	3	4	5
5. Is knowledgeable about the products/brands that were endorsed upon them.	1	2	3	4	5

---

<u>Source Attractiveness</u>	Strongly	Disagree	Neutral	Agree	Strongly
I feel that social media influencer...	Disagree				Agree
1. Has a very attractive appearance.	1	2	3	4	5
2. Has a very persuasive voice.	1	2	3	4	5

3. Are stylish.	1	2	3	4	5
4. Has a very professional manner.	1	2	3	4	5
5. Has a unique style of presentation.	1	2	3	4	5

<u>Product Matchup</u>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I think that the persona of the social media influencer...	Disagree				Agree
1. Is suitable for the product/brand that they are endorsed.	1	2	3	4	5
2. Has the characteristic to represent the product endorsed upon them.	1	2	3	4	5
3. Has the appropriate personality needed to endorse the product.					
4. Allowed the product/brand to be accepted.	1	2	3	4	5

<u>Consumers' Attitude towards Social media influencer</u>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. I am willing to accept the use of social media influencers in marketing the company offerings.	1	2	3	4	5
2. I prefer the marketing idea on using social media influencers.	1	2	3	4	5
3. I believe that product endorsed on social media influencer content persuade me to try the product.	1	2	3	4	5
4. Concerning consumer needs, the content made by social media influencer is more interesting than other media.	1	2	3	4	5
5. Overall, I think the social media influencer is a new trend in our current internet-driven lifestyle.	1	2	3	4	5

<u>Purchase intention</u>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. I am willing to buy the products/brands promoted by social media influencers.	1	2	3	4	5
2. The social media influencer has motivated me to purchase a product/services.	1	2	3	4	5
3. I will try the products/brands promoted by the social media influencer when I see it.	1	2	3	4	5

Thank You.

## 2. Approval for Ethical Clearance to Involve Human Subjects in Research



**UNIVERSITI TUNKU ABDUL RAHMAN**

Wholly Owned by UTAR Education Foundation (Company No. 578227-M)

Re: U/SERC/118/2019

22 July 2019

Mr Alexander Tay Guan Meng  
Department of International Business  
Faculty of Accountancy and Management  
Universiti Tunku Abdul Rahman  
Jalan Sungai Long  
Bandar Sungai Long  
43000 Kajang, Selangor

Dear Mr Alexander,

### Ethical Approval For Research Project/Protocol

We refer to your application for ethical approval for your research project (Master student's project) and are pleased to inform you that your application has been approved under expedited review.

The details of your research project are as follows:

Research Title	Antecedents of Consumer Attitude Towards Social Media Influencer and Its Impact on Purchase Intention
Investigator(s)	Mr Alexander Tay Guan Meng Desmond Teo De Wen (UTAR Postgraduate Student)
Research Area	Social Sciences
Research Location	Malaysia
No of Participants	300 participants (Age: 18 - 60)
Research Costs	Self-funded
Approval Validity	22 July 2019 - 21 July 2020

The conduct of this research is subject to the following:

- (1) The participants' informed consent be obtained prior to the commencement of the research;
- (2) Confidentiality of participants' personal data must be maintained; and
- (3) Compliance with procedures set out in related policies of UTAR such as the UTAR Research Ethics and Code of Conduct, Code of Practice for Research Involving Humans and other related policies/guidelines.

Kampar Campus : Jalan Universiti, Bandar Baru, 31900 Kampar, Perak Darul Ridzuan, Malaysia  
Tel: (605) 468 8888 Fax: (605) 466 1313  
Sungai Long Campus : Jalan Sungai Long, Bandar Sungai Long, Cheras, 43000 Kajang, Selangor Darul Ehsan, Malaysia  
Tel: (603) 9086 0288 Fax: (603) 9019 8868  
Website: [www.utar.edu.my](http://www.utar.edu.my)

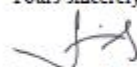


Should you collect personal data of participants in your study, please have the participants sign the attached Personal Data Protection Statement for your records.

The University wishes you all the best in your research.

Thank you.

Yours sincerely,



**Professor Ts Dr Faiz bin Abd Rahman**  
Chairman  
UTAR Scientific and Ethical Review Committee

c.c    Dean, Faculty of Accountancy and Management  
Director, Institute of Postgraduate Studies and Research

