



THE IMPACT OF GENDER DIFFERENTIATION IN THE SOCIAL MEDIA  
INFLUENCER TOWARD SKIN CARE ADVERTISEMENT

BY

CHUAH JING MUN  
WANG WEI GI

A RESEARCH PROJECT  
SUBMITTED IN  
PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR  
THE BACHELOR OF COMMUNICATION (HONS) ADVERTISING  
FACULTY OF ARTS & SOCIAL SCIENCE  
UNIVERSITI TUNKU ABDUL RAHMAN

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CHUAH JING MUN  
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## DECLARATION

I declare that the material contained in this paper is the end result of my own work and that due acknowledgement has been given in the bibliography and references to ALL sources be they printed, electronic or personal.

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This research paper attached hereto, entitled “The impact of gender differentiation in the social media influencer toward skin care advertisement” prepared and submitted by Chuah Jing Mun and Wang Wei Gi in partial fulfillment of the requirements for the Bachelor of Communication (Hons) Advertising is hereby accepted.

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Supervisor

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## ABSTRACT

In this modern era, advertisement has been considered as an essential tool for the marketers to identify themselves in the concentrated marketplace as well as to influence the potential consumers especially through the platform of social media. Nowadays, the social media have penetrated into our daily life to influence us with various ideas, thoughts, attitudes or more specifically to state that it could influence our purchase intention too. Therefore, the social media influencers act as an important role to spread some ideas and bring a significant impact to their followers. However, there might be some differences based on the gender differences of the social media influencers. This study examined the impact of gender differentiation in the social media influencers toward skin care advertisements. Quantitative research will be used in the study. There are 311 students of Faculty Arts and Social Science from Universiti Tunku Abdul Rahman (UTAR), Kampar campus will be selected in the quantitative section of this study. The online survey will be chosen and distributed to the eligible participants through online class and email. Quantitative data will be analyzed by using the Pearson Correlation Coefficient to determine the relationship between the gender differentiation of social media influencers' trustworthiness, expertise, and attractiveness on skin care advertisement. Moreover, the independent samples t-Test will be used to identify whether male or female social media influencers have more effect toward skin care advertisements.

**Keywords:** gender differentiation, social media influencers, skin care, advertisement, social media advertisement

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# CHAPTER ONE

## INTRODUCTION

### 1.0 Introduction

This study aims to study the gender differentiation of social media influencers whether they have some impacts on skin care advertisements. By investigating this topic, this study hopes to find out that there are some significant differences among the gender differentiation of social media influencers toward skin care advertisements. This chapter outlines the important section which includes background of our study, problem statement, research objective, research question, definition of terms, limitation of study, significance of study and framework of this study.

### 1.1 Background of the study

In the age of advanced technology, whether it is a small company, or a large company will ship to promote the company's products through the media or background. According to Tajvidi and Karami (2017), the researchers stated the use of social media has become one of the most prevalent marketing and networking methods for companies. They also stated that social media also let the performance of the small and medium enterprise become better. According to Sajid (2015), the main role for social media in marketing is to inform or introduce the products or services of the business. Besides, social media used to build relationships between companies and users as well.

Social media influencer becomes a marketing tool to help the firm in promoting the product to the public. Social media influencer brings advantages to the firm and user. According

to John and Shyamala (2019), social media influencers are used to build or develop a good relationship with users. Besides, the social media influencer can spread the information to the targeted audience in a short time. According to Wagner (2019), social media also can build brand awareness and increase brand credibility. Therefore, the power of social media influencers can benefit the business and users.

Different genders have different ways of using social media. According to Lin and Wang (2020), gender can affect the sharing of information in social media. According to Ammari (2019), male users are more likely to comment on the news post by using emoji, language and colors. Females were more likely to write comments on comedy posts by using emoji, language and colour. Other than that, female users who used social media more than once a day have perceived more integrity compared to the male users (Warner-Søderholm et al., 2018).

To know whether there is a significant effect of gender differentiation of social media influencers toward skin care advertisements. The research of the effect of gender of social media influencer toward skin care advertisements among the user should be explored and taken seriously as it could identify the issue, while at the same time increasing the effectiveness of skin care advertisements.

## **1.2 Problem Statement**

Social media influencer is one of the marketing tools for a firm. According to Khalid et al. (2018), social media influencers have the power to influence others who are familiar with social networking sites (SNS). According to Seraph Studios (n.d.), Youtube, Facebook and Instagram are the social media that most people use in Malaysia. According to Lena and Luning (2018), the

researchers stated the social media platforms most frequently used by the user for beauty information are Instagram and Youtube.

According to Lokithasan et al. (2019), males and females have different attitudes and interests toward social media. They believe that the product or services promoted by social media influencers. However, there are some products that might not be as good as how the influencer depicted it. According to Brell et al. (2016), females tend to act and rely more on interpersonal relations and social relations throughout social media compared with males. According to Ahmad et al. (2018), the researchers stated both genders do not have differences on respect to attitudes toward the advertisement. However, there are differences on functional value and confidence of social media in males and females. The researchers stated the people who use social media frequently will more trust the online information and they are also more likely to see the others well being in the social media such as Instagram and LinkedIn (Warner-Soderholm et al., 2018).

Influencer marketing has become the trend in promoting product and service for the users. According to Jade (n.d.), the number of followers is used to determine whether a social media influencer is able to influence the user. The more followers that social media influencer have, the more power that the social media influencer can influence the user in the social media. Therefore the study tends to find out whether there is a significant effect of gender differentiation of social media influencers toward skin care advertisements.

### **1.3 Research Objectives**

Overall, this research aims to fulfill the following objectives:

RO1: To investigate the effect of gender differentiation of social media influencers toward skin care advertisements.

RO2: To investigate the relationship between the gender differentiation of social media influencers' trustworthiness on skin care advertisements.

RO3: To investigate the relationship between the gender differentiation of social media influencers' expertise on skin care advertisements.

RO4: To investigate the relationship between the gender differentiation of social media influencers' attractiveness on skin care advertisements.

### **1.4 Research Questions**

This research aims to justify the following questions:

RQ1: Is there a significant effect of the gender differentiation of social media influencers toward skin care advertisements?

RQ2: Is there a significant relationship between the gender differentiation of social media influencers' trustworthiness on skin care advertisements?

RQ3: Is there a significant relationship between the gender differentiation of social media influencers' expertise on skin care advertisements?

RQ4: Is there a significant relationship between the gender differentiation of social media influencers' attractiveness on skin care advertisements?

## **1.5 Definition of Terms**

### ***1.5.1 Gender differentiation***

Gender differences are the differences between men and women, and this difference comes from the same biological adaptability of both sexes. Gender differences can be affected by society and culture which included several differences attributed (Alleydog.com, n.d.). In this research, the term gender differentiation means male and female social media influencer who can affect the user's view toward skin care advertisements.

### ***1.5.2 Social media influencer***

According to John and Shyamala (2019), the social media influencer is a person who makes an impactful message on the public through social media. Besides, Influencer Marketing Hub (2020) also stated that social media influencers are individuals who have built up a reputation for their knowledge and expertise on a particular subject. They make regular posts on their favorite social media channels about that subject, and generate large follow-ups from enthusiastic, interested people who pay close attention to their views. According to Thatcher (2020), social media influencers are the people who have an account to promote or sell the product or service that they like to. The relationship between the social media influencer and follower is a sense of authority for the social media influencer in the market. In this research, social media influencer means the person who has many followers and is able to give impact to the user toward skin care advertisements on social media.

### ***1.5.3 Skin Care***

According to Cosmetics Info organization (n.d.), there are a variety of skin care products for users such as moisturizers, sprays, face cream and cleansers. Different types of skin care products have different functions for the users. According to Surber and Kottner (2016), skincare is a term that includes clean, protect and change the outlook of the face and body. Skin care makes the user's skin become healthy and good in protection. In the research, the term skin care is to use some product to make the people's skin become good.

### ***1.5.4 Advertisement***

Advertisement is playing a vital role in marketing. Advertisement known as paid announcements for the identified marketer to create a public attention about a brand, product or an idea (Pahwa, 2019). However, advertising is a subject that many people hold strong opinions about. Besides, advertising included all sorts of messages about products and services from various sources and distributed across all media ("What Does Advertising Do for the Consumer?", 1973). In this research, the term advertisement is a part of the marketing that is paid by those intending to affect people through various media.

## **1.6 Limitation of Study**

This study is conducted to accomplish the goals, however there are some limitations on this study. This study will be conducted within Universiti Tunku Abdul Rahman (UTAR), Kampar, Perak. The target respondents that will be selected are the students and staff which are

aged from 18 years old and above. Also, an equal amount of male and female respondents will be selected in order to come up with an equitable result. However, the data collected and contributed to the result might be inaccurate to the field as the respondents are solely studies on the students and staff of Universiti Tunku Abdul Rahman (UTAR).

Besides, this study will be collecting data from the respondents from all skin types. This will help the study to be conducted in an easy way as the researcher does not need to filter out and look for a respondent with specific skin type, as this study solely want to find out that whether there are some differences among the respondents' perception toward male and female social media influencers on skin care advertisements.

Other than that, we want to study skin care products. The function of the skin care product will focus on moisturizing, brightening, anti-acne and pore. It is because the age of the respondents needs the skincare product that can make their skin become healthy and do not dry.

Lastly, the respondents of this study will be limited to Instagram users who own an account or more than that. We limited our study by focusing on Instagram as this platform is mainly for the user to upload their photos and videos which is different from Facebook which the user can share any other content beside photos and videos.

### **1.7 Significance of the study**

Nowadays, the media and technology have become more advanced, and the social media have created a new channel for the brands to connect with their potential customers in a more direct and easy way. Thus, the social media influencers are representing the companies or brands with some content on their personal social media accounts. Our study will help to justify whether

the gender differentiation of the social media influencers' will have some impact on the effectiveness of skin care advertisements.

As we know that, women are always being associated when we think of skin care or cosmetic advertisements. Actually, the men are also associated with some skin care advertisements with the new trend nowadays whereby the men will be depicted with beauty and showing a clean face. However, sometimes the skin care advertisements associated with men might not that effective to the women audience as they might think that the men are sharing the different skin type with them, and started to query about the trustworthiness of the brand or even the male social influencers' themselves. Our study will help the marketer to choose the right social media influencers in terms of the gender whether a male or female social media influencer is more suitable in representing the brand.

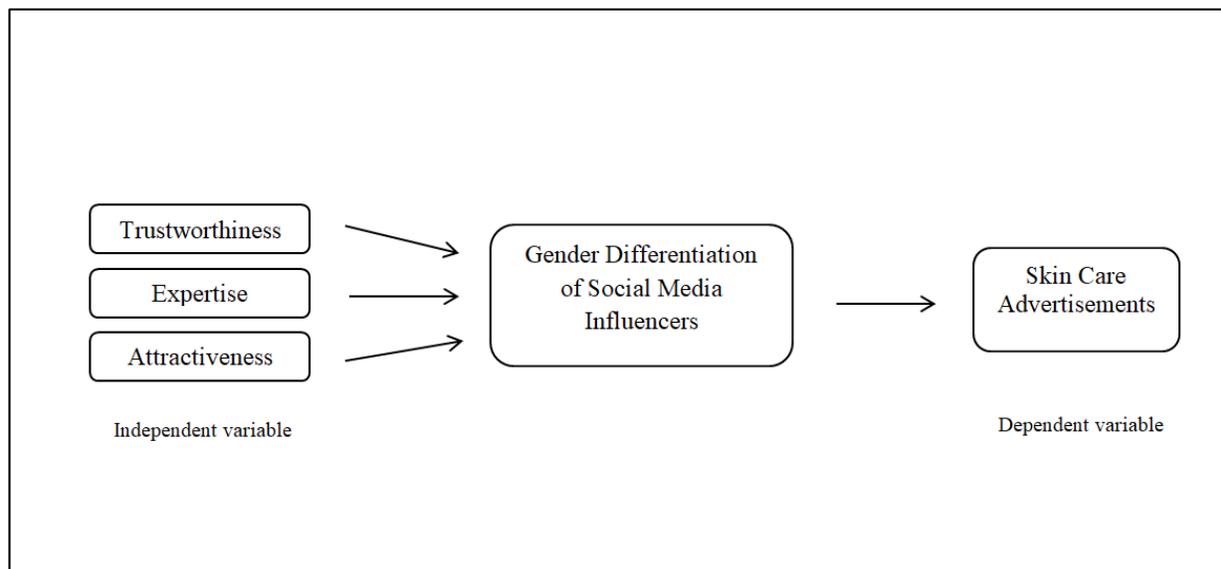
We have proposed the three factors of the social media influencers' which are trustworthiness, expertise and attractiveness which might have some impact on the skin care advertisements. These factors will help the skin care marketer to have a better understanding of the consumers' view and choosing the most relevant social media influencer to represent their brand. All the information collected are important for marketers to choose the right social media influencers to spread the desired information regarding the brands. This is due to not all the social media influencers are suitable to represent particular brands and this has to depend on the factors we mentioned above. If a wrong social media influencer is being chosen, it might bring a bad reputation to the brand and the desired information could not be delivered effectively.

Our study will help the social media influencers to be aware of the importance of the source credibility which includes trustworthiness, expertise and attractiveness. Some social media influencers might just focus on their attractive physical features as well as fashion, and

think that these are the important elements to influence their followers. However, these elements would not let the followers recognize the social media influencers in a long term situation. A good social media influencer should consist of trustworthiness, expertise, and attractiveness. It will be both beneficial to the social media influencers themselves as it will increase their personal image and to the marketers as their brand will be accepted and recognized by the followers in an effective way when promoted by a good social media influencer.

Our study would also benefit the user of skin care products. As mentioned above, the media and technology nowadays are becoming more advanced and the social media influencers are starting to represent some brand on their personal account to spread the information to their followers. However, there are some important elements for an individual to become a good social media influencer such as trustworthiness, expertise and attractiveness, not everyone can become a social media influencer randomly and easily. Some users might simply choose to recognize the brand promoted by a social media influencer just because of their beautiful and handsome appearance. It might cause the user to choose the wrong brands or products that are not suitable to them. This study will remind the users to understand the source credibility of a social media influencer before they choose to purchase a particular brand or product that is promoted by a social media influencer to avoid any unsatisfying purchase experience.

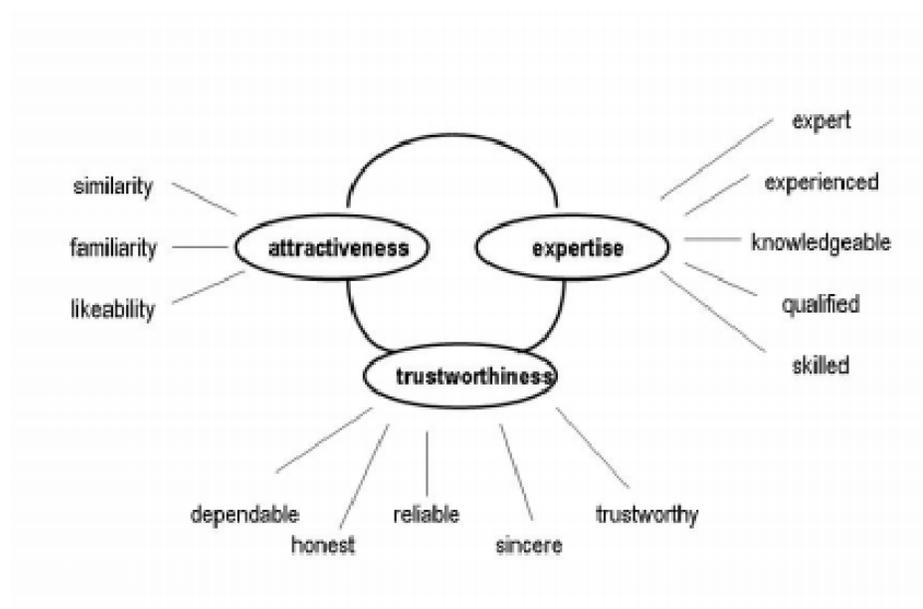
## 1.8 Framework



*Figure 1.0: The conceptual framework of this study*

The figure above has shown the conceptual framework throughout this study. The source credibility model (Hovland and Weiss, 1951) had stated that source credibility has positive impacts on the effectiveness of the message delivered. The source credibility model consists of three elements which include trustworthiness, expertise and attractiveness. Trustworthiness refers to the likelihood that a social media influencer or an endorser will not spread the incorrect information or message regarding the brand (Madsen, 2016). According to Lowry et al. (2013), it had mentioned that the perceived decency of the sources is indicated by trustworthiness in the dimension of credibility. Expertise refers to a source perceived as an experienced, trained as well as an authoritative information (Lowry and Wilson, 2014). It also represents that receivers perceived the information from the sources as having knowledge and skills in that particular field. An opposite example is that Michael Jordan being a spokesperson for soccer would be a poor match as his expertise is at the basketball field. Attractiveness was defined in terms of physical and facial attractiveness (Baker and Churchill, 1977). According to Seiler and Kucza (2017),

physical attractiveness is essential and it seldom gets ignored. This is because extraordinary physical features are able to catch people's attention at a glance.



*Figure 1.1: The Ohanian Model of Source Credibility*

(Louise E Canning, *celebrity endorsement in Business Markets* , 2005)

The source credibility model is chosen in this study as according to Pornpitakan (2004), it had stated that the source credibility has brought some degree of influence on the communication effectiveness. It is usually used to imply the communicators which are social media influencers' positive characteristics. Also, the endorsers, advertisers and advertisements are often being associated when it comes to source credibility (Bhatt et al., 2013). These components could be important to the social media influencers as it can both benefit to their personal image and also toward the brand. Thus, it is undeniable that the source credibility model is highly applicable at the advertising field and related to the social media influencers as according to Ohanian (1990),

source credibility refers to the positive characteristics of an endorser which are able to increase the level of persuasion and acceptance in the process of advertising.

The social representation theory refers to a system of beliefs, opinions and knowledge in a particular culture, society or a group (Rateau & Moliner, 2012). According to Hoijer (2011), social representation is a process of collective meanings resulting in a common understanding and cognitions which are able to produce a social bond uniting societies, organizations and groups. There are some attitudes and behaviors that are recognized by the members within the society as a norm in their daily life. Thus, this study uses the social representation theory as it can be related to the social media influencers. Nowadays, people are more likely to accept and adopt the behaviors exhibited by the social media influencers. According to Sertoglu et al. (2014), social media influencers refer to individuals who enjoy public recognition and take this advantage of recognition by promoting consumer good in advertisements.

However, the different gender of social media influencers have different understanding toward the skin care products. The skin care products and cosmetic products have long been regarded as female products and mainly focus on women's market as well as emphasize how to beautify women (Feng, 2008). Women tend to have more knowledge toward skin care products as compared to men. Therefore, the message that the men endorsers read might affect the credibility of the skin care product.

Thus, the source credibility model which includes trustworthiness, expertise, and attractiveness of a different gender social media influencer tends to have some impacts toward skin care advertisements.

## **1.9 Summary**

This chapter has discussed about the social media influencers and gender differentiation with the references of other researchers. The target respondents have also been defined in this chapter. A complete framework of this study has been proposed. With the application of the source credibility model, the three components which include trustworthiness, expertise and attractiveness of social media influencers have been discussed. The review of related literature regarding this study will be discussed further in the next chapter.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

In this chapter, some literature regarding our research topic will be shown. We will review some literature related to our independent variable for this study which is the gender of social media influencer, and the literature related to our dependent variable which is skin care advertisement. Also, we will construct a theoretical framework that is related to our current study. Further reviews about this study will be discussed in this chapter.

#### **2.1 Gender Differentiation**

Throughout the centuries, individuals have been fascinated with the thoughts of gender differences, and they are believing that the gender differences are both constant and large (Hyde, 2014). It is not only about the differences in terms of physical and biological factors. The research by Costa et al. (2001) also provides an additional insight by stating that the explanation of gender differences can be classified into biological and social psychological factors. The biological factors are refer to the sex-related differences that are evolved with the natural selection. While the social psychological factors refer to a more immediate and direct cause of gender differentiation. For example, gender differentiation results from the acceptance of gender roles in which the expectation of men and women in terms of their attributes and social behaviors are defined.

However, the gender differentiation is defined more into the situational factors such as work places in the past century. According to Polachek (1981), the first explanation of gender

differentiations rely on the preference and ability of self-selection in the occupation. Another study by Black and Strahan (2001) also indicated that, the second explanation of gender differentiation rely on the discrimination within the workplaces, which was about the different treatment between men and women despite with the equal ability and preference. The gender differentiation is in a pervasive dimension in which individual experience differs (Liben & Bigler, 2002). It also indicated that the gender differentiation is not integral across the cultures despite its pervasiveness, there is still variation among the cultures at the degree which they happened. Costa et al. (2001) also provide an additional insight by indicating that there may show the variation in the range of differences seen even if all cultures are shown with the same pattern of gender differentiation.

The gender differentiation has also been disputed in the field of advertisement. According to Theodoridis et al. (2013), the researchers found that female in fact displayed more negative general attitudes towards sex role representation in advertisements such as the presentation of sexualized images, while at the same time they had more negative attitudes towards stereotypical advertisement than male. The results tend to indicate the presence of differences in general attitudes towards advertising stereotypes and attitudes towards particular stereotypical advertisement among respondents of the same sex, but of a different age category, for both countries. Older females who live in masculine society show more negative perception toward the stereotypical depictions compared to older male, while younger male and females have less negative perception toward the advertisement because their society is male and female have equal power. However, Vezich et al. (2017) had stated that women were more aware of domestic images as compared to power and sexualized images. This study shows that the females tend to find the female form of selling to be offensive, in terms of the way of physical appearance in the

advertisement. Thus, they tend to report less positive attitudes about sex as opposite to men throughout the social conditioning in order to maintain a basic respect toward females. This study also found out that women with a greater traditional value and mindset tend to present a positive evaluation toward the advertisements with the females domestic portrayal rather than those women who have an advanced attitude. This is because the cognition of female in domestic portrayal occurred decades ago when the feminist movement were prominent (Morrison & Shaffer, 2003). In addition, according to Lim and Furnham (2016), the researchers found that both nations which are Malaysia and British, females were found to be represented more often as sexual objects than males but only statistically significant variations were found in Malaysia. Females in Malaysia are more likely to advertise home living and body products, whereas male in Malaysia are more likely to promote food and health and beauty products to the consumers.

Besides, there was also some evidence that has proved that gender differentiation is also influencing the usage of social media. According to Lee and Kim (2017), the researcher had found out that there was a difference in the level of involvement between male and female. There have been few variations in the competence component of personality among female users based on the level of involvement, whereas male users were highly involved and ranked it higher than those with low involvement. This result may mean that the level of involvement does not affect the sense of competency of female users. Other than that, Karsahara et al. (2019) found the study showed females use the social media applications which are Instagram and Snapchat more often compared to males because males are more likely to spend their time with a gaming console. In addition, the research showed females were more focused on privacy, they likely to prevent other people from viewing their social media content than males.

## 2.2 Social Media Influencers

The social media influencers refer to an independent third party endorser who is using his or her personal image to represent a brand through the social media platform to form audiences (Phung & Luning, 2018). The social media influencers will share the photos or videos regarding the brands and the most commonly used platform were Instagram and YouTube. By this, the social media influencers are creating content to promote particular brands in order to widen the brand awareness and increase the brand recognition toward their followers (Glucksman, 2017). According to Hermanda et al. (2019), the study had provide an additional insight by stated that the social media influencers refer to the individuals who are actively using their personal social media accounts to involve themselves with some brands as well as provide with some information to the public. Besides, the social media influencers act as a third party who are able to recommend the brands and influence their followers in terms of the consumers' perception, attitudes, and behaviors in relation to the brands.

According to Lokithasan et al. (2019), the researchers found that the users of social media tend to believe and are willing to purchase the products and services that are promoted by the social media influencers. Besides, Chun et al. (2018) mentioned the expertise, familiarity and similarity of Instagram influencers in Malaysia have made an impact on the user's intention. According to Phung and Chin (2018), Instagram and Youtube are the most popular photo and video sharing platform to social media influencers. However, the blog portal was famous for introducing skincare and haircare products among the users aged 25 years old and above. In addition, Glucksman (2017) mentioned social media influencers on Instagram and Youtube have a strong impact on the users and company. The way that social media influencers promote the product or services is significant. The content of the photo or video created by the influencers

needs to be creative and impactful for the audiences. Similar to Khalid et al. (2018), the result of the study showed the visual, hashtag, geotags and caption are the important elements to attract the user's attention.

Besides, social media influencers play a vital role in sharing new information to the audiences through social media platforms such as Instagram. According to Schouten et al. (2020), the personality of the social media influencer is also important because the company may consider whether the personality of the influencer is suitable for the feature of the product. People are more likely to believe the products that are promoted by the social media influencers compared to celebrities as they tend to think that some of the social media influencers are similar to them in terms of their lifestyle or preference. This is because some of the social media influencers are just ordinary individuals in life. Thus, according to Lokithasan et al. (2019), it had stated that people in this century started to believe in what the social media influencers said, and adapt to what they recommended. However, study by Schouten et al. (2020) had mentioned that the social media influencers do not have the ability to directly influence their large followers to the purchase intention, but their followers still consider them as a reliable source of information.

On the other hand, Wen (2019) stated that the number of followers are able to represent the credibility of the social media influencer. Therefore, the social media influencer will be employed by the company because of the high amount of followers which means the information can reach many audiences. Hermanda et al. (2019) also mentioned that the self-concept of the user can be affected by social media influencers. The user tends to learn the behavior of the influencers as some of them wish to behave in the same way like how the social media influencers behave. Besides, study of Sertoglu et al. (2014) had indicated that choosing a right

social media influencer is a critical and risky decision to represent the brands. Therefore, one of the most commonly used models to enunciate the effectiveness of choosing the right social media influencers is the source credibility model by Ohanian's (1990) which the perceived attractiveness, trustworthiness and expertise has effects on the social media influencers. This study also provided an additional insight by stating that the right choice of social media influencer chosen is able to constitute a beneficial position for the newly launched product in the market effectively. Other than that, the successful social media influencers programs would change the perceptions on products or brands that have been advertised in a wrong way which constituted a negative perception in the consumers' mind.

In this modern era, social media has become one of the important communication channels for the business to conduct marketing communication effectively (Lokithasan et al., 2019). Thus, the social media influencers act as the important role in representing the brands as well as own the ability to influence their followers' intention in terms of purchase behaviors as a result of their information and relationship maintained with their followers. Besides, this study had strengthened this view by indicating that the huge amount of followers enable the social media influencers to promote and reach a large amount of consumers in a short period. The study of Phung and Luning (2018) had made an additional insight by stating that the social media influencers are providing a bridge as well as a deeper understanding for the marketers to target the consumers well based on their interactions with the social media influencers. This study had indicated that the consumers often look up reviews for a product and display a tendency that their purchase intentions were on account of the reviews and recommendations of others. Thus, this suggested that the consumers were having a habit which they tend to get the reviews from others

and especially being influenced by the social media influencers in terms of their trustworthiness or expertise.

### **2.3 Skin Care**

Skin care products can be classified as one of the most expensive products with 2 ounces of products selling approximately more than 200 dollars (Bafna, 2016). According to Feetham (2017), it had also mentioned that skin care products are classified as the largest product category within the cosmeceuticals field and expected to be a more than 100 billion dollar industry by the year of 2021. A proper skin care routine is known to potentially have a long term effect toward the overall quality of an individual's complexion which enables the redensification of skin, managing sensitivity of skin, maintaining blemish free skin, as well as maintaining an even skin tone (Rodan et al., 2016). According to Emerald and Kumar (2016), skin care products are considered as medicinal preparations which intended to be applied in the external part of the human body to reveal topical issues of skin and to maintain the well-being of the skin condition.

According to Kokoi (2011), the ingredient of skin care products is one of the factors that affect the intention of women. This study indicated that most of the women reveal trustworthiness toward skin care products that were made up of natural ingredients. However, the research showed the younger women focus more on the packaging of skin care products rather than the effectiveness of the skin care product, while the older women were more focused on the effectiveness of the skin care products (Kokoi, 2011). The study of Emerald and Kumar (2016) have provided an additional insight by stating that due to the individuals concern about the chemical substance and artificial ingredients contained in the skin care products, the application of natural ingredients have been used in the production of skin care products which are becoming

more popular in the contemporary age. The ingredients in the skin care products are able to deeply modulate the skin condition in which the targeted tissue in our skin is directly treated with the use of skin care products (Surber & Kottner, 2016). Besides, skin care products which contain natural ingredients are able to improve the skin texture, skin tone and skin appearance by providing necessary nutrients to maintain a healthy skin (Emerald & Kumar, 2016). This study also mentioned that the herbal extracts will be added to the skin care products which are beneficial for damping skin condition as well as prevent various skin problems.

Besides, Shrestha et al. (2019) mentioned most females apply the moisturizer which is one type of the skin care product. This study has shown that more than 90% of women were applying moisturizers as part of their skin care routine. Skin cleansing and moisturizing are the most common steps of skin care routine and important aspects of human hygiene (Draelos, 2018). Moisturizer can let human skin become healthy and smooth. The study of Draelos (2018) had made an additional insight by stating that the moisturizers provide functional skin benefits such as increased skin hydration and making the skin smoother. On the other hand, the moisturizer can also act as a vehicle to deliver the essential vitamin to the skin. The moisturizer acts as a role to restore the capacity of the intercellular lipid bilayers to absorb, reapportion and retain water (Giam, 2016). This study has also indicated that the moisturizers are able to provide hydration to the skin and repair the skin barrier functions. Besides, there are some benefits of applying moisturizer which includes wound healing, useful in skin inflammation, skin aging as well as skin cancer which are able to prevent dermatological diseases (Shrestha, 2019).

However, before moisturizing the skin, an appropriate action of cleansing face should be taken. According to Levin (2016), a proper cleansing in the morning removes the excreta of the skin such as oil after a long night and removes the residue of photoreactive products that used in

the past night. While cleansing in the night can remove cosmetic or sunblock products that have been applied throughout the day which may cause skin problems if it's not being cleaned appropriately. According to Rodan et al. (2016), there are various functions of cleansers such as the removal of makeup, excreta of our skin and excess sebum to provide appropriate moisture and hydration toward our skin. The exfoliating cleansers with small grains are able to slough off the unclog pore with the dead cell on our skin. Besides, an appropriate type of cleanser or moisturizer should be chosen based on the skin type which is normal, oily or dry (Rodan et al., 2016).

Other than that, Chen et al. (2017) stated that people's skin tone represents their social status. The result of the study showed that a white skin tone can increase self-esteem and intended to attract the male gaze. Besides, a white skin has become a social norm and considered as a market mythologies which drives the women to pursue it as this study had indicated that, some of the whitening skin care products had manifested their marketing slogan by highlighting that people with healthy white skin are relatively looks richer than those tan-skinned people. Gradually, the perception of skin care was changing by social and culture. Therefore, our skin is able to reflect our origin, age, lifestyle, status as well as state of health (Surber & Kottner, 2016).

## **2.4 Advertisement**

According to Tang and Chan (2017), advertisement is considered as a visual or an audio form of marketing communication which consists of non personal messages to promote a brand, product, service or idea to the public. The purpose of advertisement is to spread the desired information regarding the particular party with some level of intention. The advertisement acts as a public announcement in a form of one-sided communication in which the advertisers deliver

the information toward the receivers in a paid form of non personal message (Dhar, 2011). According to Frolova (2014), this study had provided an additional insight by stating that the advertisements are paid by identified sponsors in a non-personal communication channel which aim to enable the public to be familiar with their brand as well as to acquire a large amount of awareness.

The study of Climis and Anwar (2017) had mentioned that advertisement is a useful tool which is able to persuade, motivate and influence individuals in terms of their purchase intention with the application of promotional marketing strategy to create awareness throughout the market. The major role of advertisement in the marketplace is to foster the sales as well as increase the brand reputation of a particular party (Tang & Chan, 2017). According to Lin (2011), this study had also indicated that the companies are spending a large amount of budget to produce advertisements which are able to both communicate promotional information as well as a representation of a company's image.

There are various types of advertisements which include online advertisement, outdoor advertisement, broadcast advertisement, product placement advertisement and print advertisement, and the result of the study showed that online advertisement had the highest score compared to the other types of advertisement which is able to influence the consumer purchase intention when facing alternatives choices (Climis & Anwar, 2017). According to Dhar (2011), advertisement is a powerful tool which is able to communicate authentic information to the public which acts as an announcement of product launching or corporate related information and receives instant response in the market. Beside marketplace, advertisements have the social responsibility to spread unbiased information to the public and make aware of certain social issues among the community (Dhar, 2011).

According to Eze and Lee (2012), an effective advertisement is able to influence consumer purchase intention and it's beneficial to the profit of a particular party. However, some of the advertisements were made up of misleading information which led the consumer to the unnecessary and wasteful purchase. It's known as illegal to misrepresent information in advertisements regarding the products which in turn the consumers are unfairly convinced and affected their choices (Nuseir, 2018). This study of Nuseir (2018) has also indicated that consumers are more likely to abandon the brand when they find out that the advertisement of the brand are misleading and gradually stick back to the brand which they are loyal to. Therefore, the study of Ullah and Hussain (2015) had concluded that consumers who hold misleading information regarding the brand are considered as more noteworthy compared to those who are not exposed to the advertisement at all as it is worst to leave a negative impression in the mind of consumers.

There is a positive effect the product information has on the consumer attitudes toward the advertisement (Eze & Lee, 2012). Therefore, the advertisers have to depict some driving power such as emotional appeal or rational appeal to enable the consumer receive the desired information effectively (Lin, 2011). According to Grigaliunaite and Pileliene (2016), emotional appeals aim to elicit the psychological state of consumers and it is relevant to the competing brand which have little differences, while rational appeals aim to stress on product attributes of differentiated brand to depict the unique positioning which is different from other brands. Moreover, emotional and rational appeals are known to be complementary although they are depicted with different strategies as emotional appeal rely on interests and feelings of consumers, and rational appeals are concerned to reveal the logical and necessary information regarding the brand in the advertisements afterward (Panda & Mishra, 2013).

### ***2.4.1 Social Media Advertisement***

Social media advertisement is considered as the advent of new advertising strategy by which the advertisements are published through the social media and it's posed some level of challenges to the traditional medium of marketing communication such as newspaper, magazine, television and radio (Ogunyombo et al., 2017). According to Wu et al. (2017), the social media advertisements are taking the advantage of the internet by targeting and delivering the desired information to the right audiences. Besides, this study had stated that there are two types of online advertisement which are image type and video type advertisement. The study of Tang and Chan (2017) had stated that the content of social media advertisements can be varied from texts, images, videos, audios and multimedia which could bring a greater impact toward the target consumers.

According to Hanaysha (2016), social media advertisement can benefit a brand because the information can reach everyone through the Internet which can improve the brand awareness and brand reputation as well as maintaining the relationship between a company and customer in a short time. Similar to the research conducted by Dulek and Saydan (2019) which the research claimed that online advertisement can affect the brand awareness toward the audience. Moreover, the study of Dulek et al. (2019) had stated that the social media advertisements provide an opportunity for the company to create advertisements through social media with comparatively lower cost and exposure to a large amount of audience which is easier to increase brand awareness as well as maintain a good consumer interaction.

Besides, Ogunyombo et al. (2017) mentioned that most of the youth focus on the creativity context of social media advertisement. In fact, the social media advertisements

had provided a platform for the advertiser with more options and strategy to create an effective advertisement. Moreover, the study of Anusha (2016) had provided an additional insight by stating that most of the respondents represent more interest in social media advertisements rather than television advertisement, the video form of the online advertisement is easier to attract people's attention. According to the study of Wu et al., (2017), the audiences who get attracted and accessed to the video type of social media advertisement had risen to 28% from 11%. Thus, it's suggested that video type of social media advertisements have the potential to penetrate into the mass audience in five years.

Other than that, Nizam and Jaafar (2018) mentioned that the area of the advertisement occupied in the social media can affect the people's attention. It had indicated that the bigger the area occupied by the advertisement in particular social media, the easier it is to attract the audiences to click the advertisement. Another study conducted by Tang and Chan (2017) had stated that nearly half of the participants will click the advertisement to get more details of the product. Therefore, an effective advertisement should be created attractively as the audiences tend to click on the advertisement that arouse their interest rather than their actual need toward the particular product. Furthermore, Taghipoorreynh and Run (2016) stated the information or content of the social media advertisement is significant to spread the desired information among the consumers.

According to Taghipoorreynh et al., (2016), many of the marketers are still not aware of the new marketing strategy which can be implemented to maximize the effectiveness of the social media advertisements. The social media advertisements could play a significant role by helping the company to establish a perceived favourable image

which in turn could lead to perceived customer value as the consumers tend to have a positive perception toward the brands which are considerate to them by maintaining a positive customer relationship by using interactive marketing (Hanaysha, 2016). In addition, the study of Anusha (2016) had indicated that the social media advertisements enable the advertiser to modify their information to satisfy the needs of the current market from time to time. Therefore, it is essential for the businesses to be aware of the effectiveness of the social media advertisements as the amount of consumers which adapt to this platform is increasing (Nizam & Jaafar, 2018).

## **2.5 Theoretical Framework**

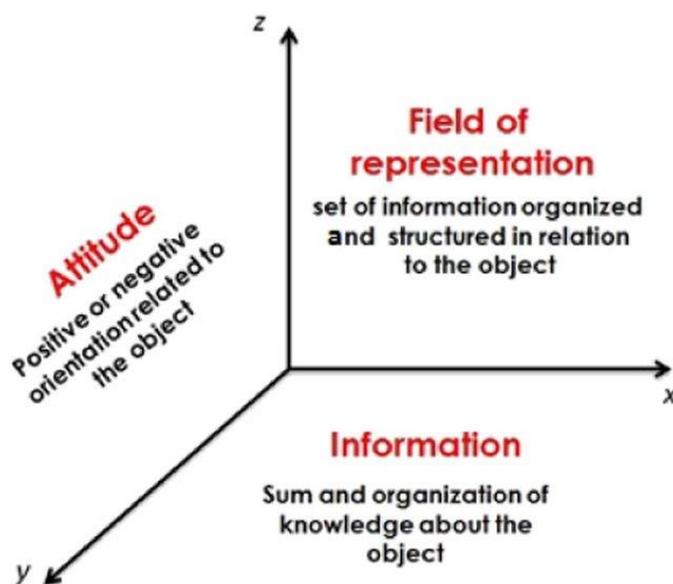
Social Representation theory consists of norms, collective cognitions and common senses throughout a group of people within a society (Hoijer, 2011). The Social Representation theory was formulated by Serge Moscovici in 1961. According to Bangerter (1995), Social Representation theory could be considered as opposite to those disparaging attitudes toward the common senses. This is because some individuals may find the so-called common sense within that particular society discomfort. According to Hoijer (2011), the Social Representation theory also focuses on how the collective cognitions are being produced and transferred via communication throughout the society. However, the study of Rateau and Moliner (2012) had indicated that, not all the societies sharing the same norms, values, standards, and concrete experiences. This is due to the social representation relying on the individuals who own the social membership, who adhere to the particular behavior and give it identity to be followed by the members. By this, it also allows the member to distinguish “others” from them, and those

who do not adapt the representation appear as different, or even as an enemy in a negative way of perception.

According to Rateau and Moliner (2012), the Social Representation theory also be classified as a set of cognitive elements toward the social object. The first element is organization, which the people coordinated together to establish relationships, and have a mutual acceptance of what is considered relevant to others, and what's not. Second element is that Social Representation theory is being shared by members of a particular society. The consensus observed from a representation depends on the sense of homogeneity of the members and their position toward the object, so the unity nature of representation is only partial, and still depends on the individuals themselves. Third, the construction of Social Representation theory. It is collectively produced through the process of communication, the exchange of information allows the members to share the elements which are able to constitute social representations. Lastly, this theory is socially useful as it is above all the system within a society to interpret and understand the behaviors.

According to Hoijer (2011), Social Representation functions as a communication theory and it links individuals and society as well as media and public. Thus, the social media influencers have the abilities to influence and lead the followers to behave in a certain way, most commonly the purchase intention of a particular product. Nowadays, there are people representing companies and brands through their personal social media account, for their followers are being informed with the purchase decision (Glucksman, 2017). According to Djafarova and Rushworth (2017), influencers not only have the ability to influence the large audience of purchase intention directly, but also are judged to be a reliable source of information for the followers. Besides, the social representation theory has suggested that the effective

behaviors within a society are able to occur when individuals are successfully engaged in the process of social representation (Cluley and Green, 2016). Thus, the marketer can take advantage of this which they can develop a social representation into the societies to help them perform their business, and this commonly refer to the brand ambassador of their products or we call it social media influencers which are more easier to penetrate into the target groups nowadays. As to such explanation, a theoretical foundation which is able to integrate the individualistic and the social perspectives had been provided by the social representation theory toward the social media with positive consequences.



*Figure 2.0: Three-dimensional representation of the knowledge emanated from the social representations theory (Moscovici, 1961)*

The figure above shows the three-dimension representation of the knowledge emanated from the social representation theory. According to Moscovici (1961), the social representation in the modern society can be considered as the myth of the traditional society and formed the values as well as beliefs to provide the individuals within a society to have a common code of communication. In addition, Jodelet (1989) also provides an additional insight into this theory by stating that social representation is a form of knowledge which is socially elaborated and shared

among individuals within a particular society, and they are having constructive as well as effective vision of common reality within the social group.

This form of knowledge stated by Jodelet (1989) includes three dimensions which are attitude, information, and field of representation. First, the attitude refers to the expression whether is in a positive or negative orientation related to the object of the representation. It usually falls on two opposite points such as favorable or unfavorable. Beside, it is a preconception opinion inrooted in group relationships and reshuffling the individuals' experience toward particular object (Marchiori et al., 2014). Second, the information refers to knowledge toward the object of the representation whether it is diversified, accurate, or stereotyped. It also can be considered as the quantity and quality of the knowledge that particular social groups have toward the object. Next, the field of representation refers to the sets of structured and organized information in relation to a particular object. According to Marchiori et al. (2014), it had also stated that the field of representation refers to a social model and a concrete proposition toward the particular object which being represented as well as some formulated judgements.

## **2.6 Summary**

In this chapter, some of the literature review related to our independent variable and dependent variable which are the gender differences of social media influencer and skin care advertisement. In addition, the theoretical framework had been shown to determine the relationship between the gender differences of social media influencer and skin care advertisement.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.0 Introduction**

The research method discussed in this chapter. The methodology is a significant process that makes use of data collection and analysis of the study information. According to McCombes (2019), research methodology is used to analyze “what” and “how” the researcher collects data or information in the study, letting the reader figure out the validity and reliability from the study. In this chapter, the procedure in the study will be displayed in detail.

#### **3.1 Research Design**

According to "Research Guides: Organizing Academic Research Papers: Types of Research Designs"(n.d.), the research design included the method that was chosen by the researcher to accommodate the different segments of the study in a systematic way. However, another meaning of the research design is it is defined as a framework that includes many elements such as data collection, data analysis, aim of the study and result which are used to conduct the research (Research Design: Introduction, Contents and Types, 2015). In short, research design is the process which consists of different procedures to let the researcher collect the data of the study. By using the research design can let the researchers formulate the research problem effectively and accurately from the evidence collected. Research design is able to identify what method should be applied in the study and how to collect the data for the study. The data collected from the respondents can identify how the gender of social media influencers affects the user toward skin care advertisement.

### **3.1.1 Quantitative Research Method**

In this study, the effect of gender differentiation of social media influencers toward skin care advertisements was investigated. Besides, a survey design was chosen in this study. According to Alfieri (2015), quantitative research method is used to measure the research problem by collecting numerical data and transform it to statistical form by using statistical techniques such as SPSS software. The quantitative research method for this study is the data collected from the respondents is easy to analyse and displays it in the numeric form. The number form of the data collected is used to identify the demographic and the preferences of the respondents (Madrigal & McClain, 2012). The researcher is able to know the number of the male and female respondents, the amount of particular ethnicity of the respondents and the user preferences in using social media. Besides, the number can be used in statistical tests to make statements about the data collected (Madrigal & McClain, 2012). The number form in the study is used to investigate the rate the respondents agree with the statement in the survey. The rate in the study represents how often the variables can affect the respondents in the study. Beside, quantitative research method can involve large amounts of the sample and generate the result. Other than that, quantitative research method also saves cost for conducting this study. Therefore, we will give the sets of the questionnaire to the eligible participants via online method through Google Form. By using the quantitative research method, the data collected will be more systematic and reliable. It is because the data collected, analyzed and displayed in numbers. The data collected can be evaluated and examined. The

data collected in the study are less vulnerable to dispute. The data can be collected from the respondent in a short time also one of the reasons the quantitative research method has been chosen in this study. The process in collecting the data happens in a real-time scenario and the data analysis can be done immediately (Garage, 2020).

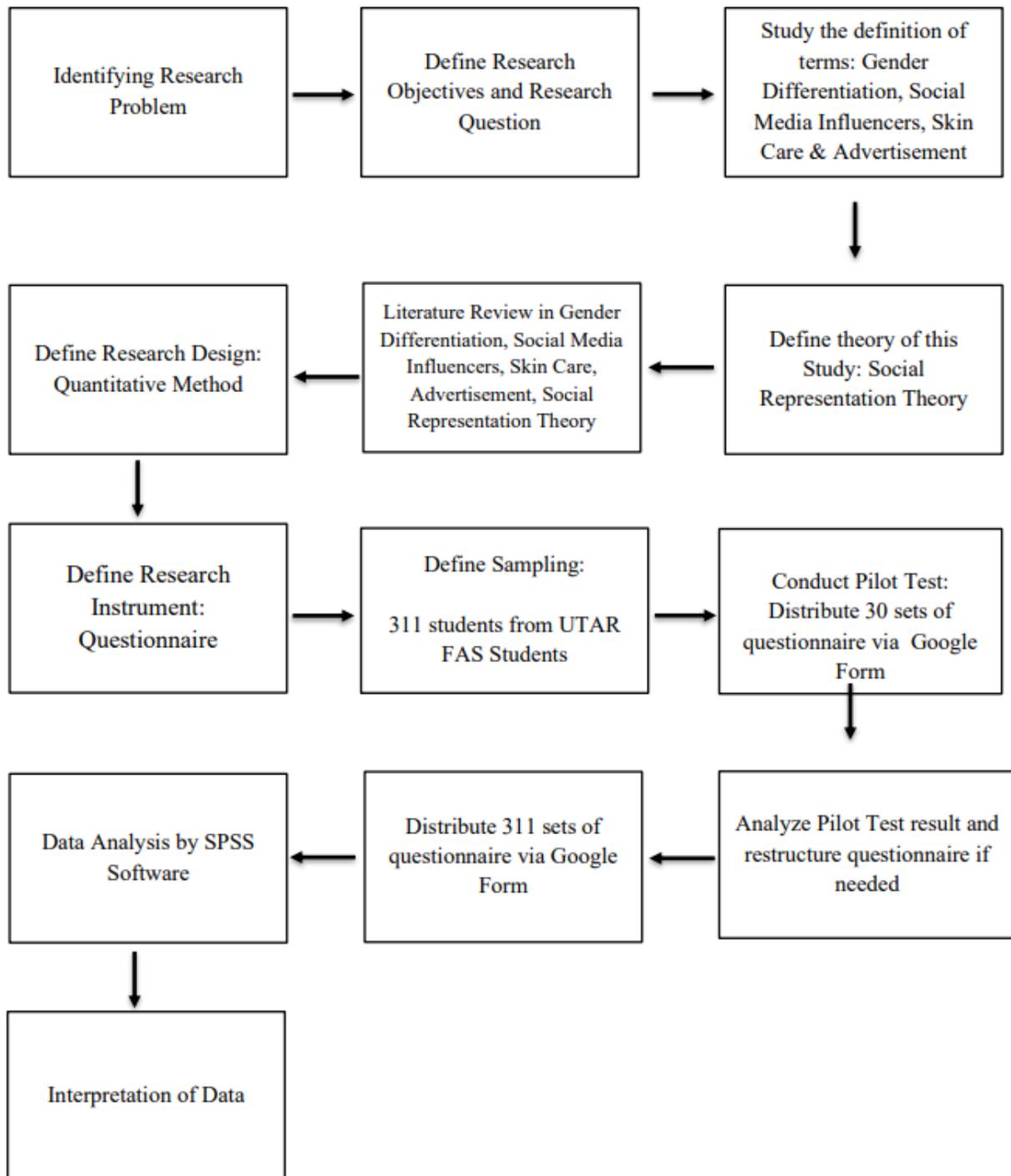
### **3.1.2 Online Survey**

As mentioned, the online survey research method was applied in this study. According to Ponto (2015), the researcher stated research design involves individuals or groups gathering information about behavior and preferences by asking a few questions in the survey. However, Roy (2016) stated that the survey research is a method that the researcher sends the surveys to the eligible respondents to collect the data of the research. Other than that, the term survey research is collecting the data about the view, feelings or belief from an individual or a group of people through questionnaires or interviews (Rouse, 2019). According to Sincero (2012), an online survey is the systematic way of gathering the data from the target audience characterized by inviting them to complete the survey through the use of the Internet. As online is considered as the dominant mode for the delivery of surveys, the surveys can be delivered online through specialist survey software such as Google Form (Toepoel, 2017). Besides, there are two common types of survey used in the quantitative study which is questionnaire and interviews (Trochim, 2020). In short, the survey research is targeted on individuals or a group who are eligible to answer the questions through questionnaire or interview. Therefore, in this research, the type of the

survey design will apply is questionnaire. According to Mcleod (2018), questionnaires is a tool to collect the data from the participants by setting a collection of questions. Similar to Debois (2019), the questionnaire is used to gather the information from the questions that are answered by an individual. Thus, the online survey that consists of closed-ended questions has been chosen in this study. An online survey to conduct this research is that it takes the advantage of the ability of the internet to provide access to a wide range of individuals and groups (Wright, 2017). Online survey can reach a large population with an easy way via the access of the Internet to measure their opinion or attitudes about the impact of gender on social media influencers toward the skin care advertisement. As compared with the paper-and-pencil method of survey, the kind of open-ended questions which allow for individualized answers are unable to be quantified and must be reviewed by a human (Debois, 2019) There, if there are too many open-ended questions can produce a flood of data, which can take much longer time to analyze. Besides, according to Sincero (2012), online survey can be considered as an ease of data gathering as the benefits of the Internet provides the researchers the convenience of conducting the survey in a faster way. In addition, online survey in this research are easy to analyze because the closed-ended question applied in the survey and the data can be analysed using SPSS software in an easy way. The respondents' answers will be stored automatically therefore we are able to get results at fingertips in no time. This turns analyzing our results into effortless and immediate action (Howard, 2019).

### **3.2 Research Procedure**

According to Muhammad and Kabir (2016), data collection is the method of collecting and evaluating information on relevant variables in a defined structured manner that allows one to answer the particular research questions, test hypotheses, and analyze findings. Two methods included in the data collection which is primary data collection method and secondary data collection method. Primary data selected to conduct this study. According to Stephanie (2018), primary data is data obtained from first hand sources by a researcher, using techniques such as surveys, interviews, or experiments. For this research, the descriptive survey design will be adopted to get the data.



*Figure 3.0: Research procedure*

Based on *Figure 3.0*, the research problems are first to be identified which are the social media influencers who have the power to influence their followers in terms of values, beliefs,

and especially purchase behaviour. Beside, the issue about whether the gender differentiation of the social media influencers affect the effectiveness of skin care advertisement is being concerned too. Thus, the impact of gender differences of social media influencers toward skin care advertisements are to be concerned in this study.

We had requested the data from the Head of Department from Faculty of Arts and Social Science UTAR regarding the amount of current active students of Faculty of Arts and Social Science students of UTAR. After we received the information, we processed the amount by calculating the sample size with the use of Raosoft Software. Eventually, we get the sample size of 311 students from the population of 1625 students. As mentioned above, we had conducted this survey via an online method through Google Form which includes the questions from previous researchers that have done the studies regarding the topic for the respondents. Thus, the questionnaire will be sent to the students via Microsoft Team by using UTAR email which are accessible to Google Form. The duration of conducting the survey will be from Week 1 until Week 2 of the academic calendar of Universiti Tunku Abdul Rahman (UTAR) which falls on 26th October 2020 until 8th November 2020.

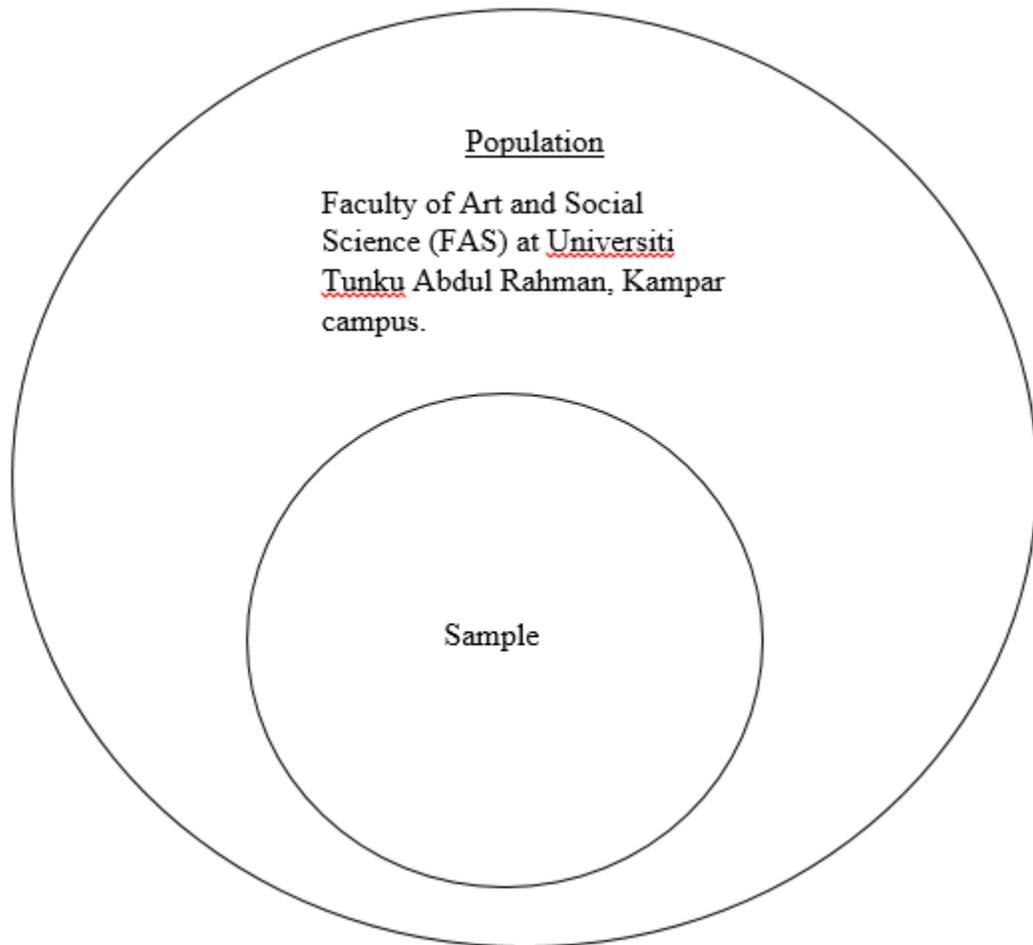
Before we send the questionnaire to the respondents, we will seek permission from them whether they are willing to participate in this research. After that, we will indicate the purposes of collecting data strictly for academic purposes only. The respondents will take approximately 10-15 minutes to answer the questions. After we collect all the responses, the data will be further processed and analyzed with the use of SPSS software.

### **3.3 Sampling Method**

According to Tuovila (2019), sampling is a method to select a group of people from a large population which is related to the study. According to McCombes (2019), there is probability sampling and non-probability sampling in the sampling method. The non-probability sampling is the samples gathered in a procedure which does not give equal chances to all people in the population to be chosen in the study, whereas the probability sampling is that every individual from the population has an equal chance to be chosen as sampling (McCombes, 2019). The non-probability sampling that is selected for this study is quota sampling.

#### **3.3.1 Quota Sampling**

The sample size is defined as the number of people from a population included in the market research (Omnicore, 2019). However, Zamboni (2018) mentioned that sample size refers to a count of individual samples or findings in any measurement context. The quota sampling had been used to select the sampling size in the study. According to Saunders, Lewis, and Thornhill (2012), the quota sampling method is a non-probability sampling, and it can be defined as a sampling method of gathering representative data from a specific group. The application of quota sampling ensures that the chosen sample group represents certain characteristics of the population chosen by the researcher. Besides, quota sampling divides the survey population into mutually exclusive subgroups which consist of certain characteristics, traits, or interests (Aprameya, 2016). We specify quotas for the desired number of respondents which is 311 students from the Faculty of Arts and Social Science (FAS) in this study. The way to choose the sample in this research is using a computer software which is Raosoft software to calculate samples from a population.



*Figure 3.1: Population and sample of FAS from UTAR, Kampar campus.*

Based on *Figure 3.1*, the population is defined as a group of people or objects with similar features (Kenton, 2019). The data about the total number of Faculty of Arts and Social Science students from the Head of Department of Faculty of Arts and Social Science has been received through email. There is a population of 1625 students who are active under the Faculty of Arts and Social Science (FAS) at Universiti Tunku Abdul Rahman at Kampar, Perak. The sample size is 311 students will be selected as eligible participants in this study. The FAS students are being chosen in this study because they tend to have a better exposure and better

knowledge toward social media because of the courses that they are studying. As FAS students will be exposed to the field of brand management, advertising client management, communication theories and so on which are related to a well communication between the certain brand and customers. Besides, the FAS students have a better knowledge of how an effective advertisement should be designed in order to maximize the effectiveness of advertisements.

**Sample size calculator**

What margin of error can you accept?  %  
5% is a common choice

What confidence level do you need?  %  
Typical choices are 90%, 95%, or 99%

What is the population size?   
If you don't know, use 20000

What is the response distribution?  %  
Leave this as 50%

Your recommended sample size is

The margin of error is the amount of error that you can tolerate. If 90% of respondents answer yes, while 10% answer no, you may be able to tolerate a larger amount of error than if the respondents are split 50-50 or 45-55. Lower margin of error requires a larger sample size.

The confidence level is the amount of uncertainty you can tolerate. Suppose that you have 20 yes-no questions in your survey. With a confidence level of 95%, you would expect that for one of the questions (1 in 20), the percentage of people who answer yes would be more than the margin of error away from the true answer. The true answer is the percentage you would get if you exhaustively interviewed everyone. Higher confidence level requires a larger sample size.

How many people are there to choose your random sample from? The sample size doesn't change much for populations larger than 20,000.

For each question, what do you expect the results will be? If the sample is skewed highly one way or the other the population probably is, too. If you don't know, use 50%, which gives the largest sample size. See below under **More information** if this is confusing.

This is the minimum recommended size of your survey. If you create a sample of this many people and get responses from everyone, you're more likely to get a correct answer than you would from a large sample where only a small percentage of the sample responds to your survey.

**Online surveys with Vovici have completion rates of 66%!**

**Alternate scenarios**

| With a sample size of         | <input type="text" value="100"/> | <input type="text" value="200"/> | <input type="text" value="300"/> | With a confidence level of        | <input type="text" value="90"/> | <input type="text" value="95"/> | <input type="text" value="99"/> |
|-------------------------------|----------------------------------|----------------------------------|----------------------------------|-----------------------------------|---------------------------------|---------------------------------|---------------------------------|
| Your margin of error would be | 9.50%                            | 6.49%                            | 5.11%                            | Your sample size would need to be | 233                             | 311                             | 472                             |

*Figure 3.2: Calculation of sample size by using Raosoft software*

Based on *Figure 3.2*, the sample size was calculated by using Raosoft software. The margin error refers to the total error that the researcher can accept, we select 5% for this study. The confidence level refers to the amount of uncertainty that researchers can accept, we select 95% for this study. The percentage of response distribution refers to the percentage of each question that the researcher can accept, we select 50% for this study. The sample size that we get is 311 students who are active under the Faculty of Arts and Social Science at Universiti Tunku Abdul Rahman at Kampar, Perak.

### **3.3.2 Research setting**

The research setting means the place where the researcher collects the data from the respondents. The platform for collecting the data is set up as online. The duration was set on Week 1 until Week 2 based on the academic calendar of October Trimester in Universiti Tunku Abdul Rahman (UTAR) which falls on 26th October 2020 until 8th November 2020. The respondents are free to take the survey in any of their free time during this period. The respondents can access the link by using either a desktop, laptop, tablet, or mobile. We will approach the respondents via Microsoft Team by using UTAR email which are accessible to Google Form. The venue for conducting this survey can be at anywhere and anytime as long as the respondents are accessible to the Internet. The survey Google Form link as below:

[https://docs.google.com/forms/d/e/1FAIpQLSfWqM8wHdn3XF6TRP5jxkBELRiCThecMIEE8guyrJVtL70axw/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSfWqM8wHdn3XF6TRP5jxkBELRiCThecMIEE8guyrJVtL70axw/viewform?usp=sf_link)

### **3.3.3 Research criteria**

The target respondent of this research is the student of Faculty Arts and Social Science from Universiti Tunku Abdul Rahman, Kampar campus. The respondents will be selected with the age from 18 years old or above and can come from Malaysian or non-Malaysian. The races such as Malay, Chinese and India will also be included in the study. Other than that, the respondent in this research will narrow down to people who have an Instagram account and follow the social media influencer. The reason we select students from the Faculty of Arts and Social Science is that their courses are closely related to technology and social media. Besides, they have the knowledge in social relation and culture. Therefore, we will approach the FAS

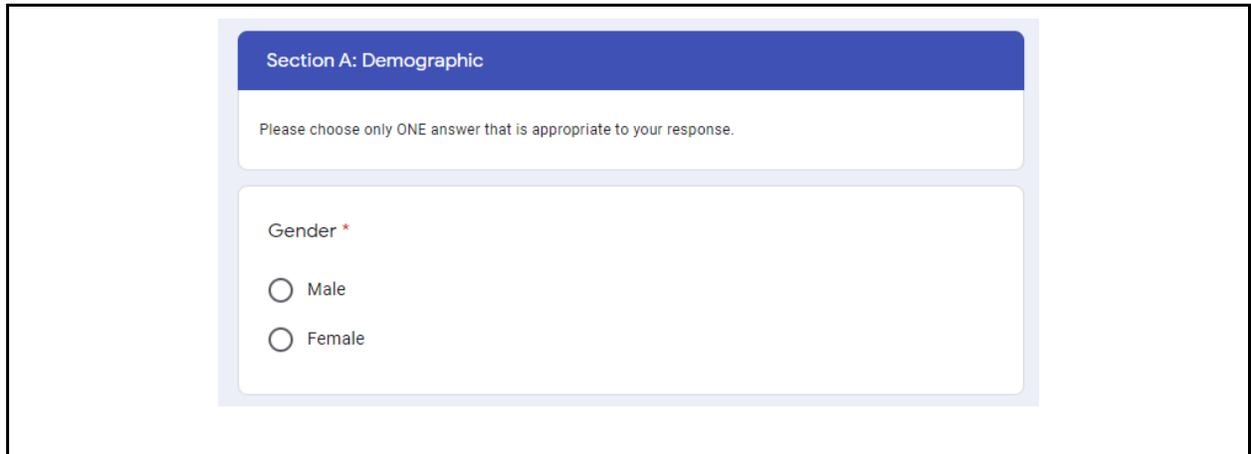
students during our lecture classes which are conducted at Microsoft Team by using UTAR email as most of our classmates in the same lecture class are from FAS.

### **3.4 Research Instrument**

Research Instrument is a tool that researchers use as a measurement device toward a research topic and ways of gathering data, without a tool data would be impossible to put in hand (Sobrepena, 2011). According to Yaya (2014), there are different types of research instruments that can be used by researchers for their studies which include a questionnaire, interview, focus group discussion, observation, and experiment. It is important to choose an appropriate research instrument as the result of the study is based on the data revealed. Thus, the method of the questionnaire will be chosen for this study. The questionnaire is a common type of research instrument which is conveniently used by researchers to obtain data from the respondents (Yaya, 2014). According to Aina (2004), a questionnaire usually seeks the opinion of individuals in a sample which is related to the objective of the study. This questionnaire will be designed in the form of closed-ended questions which consists of 43 questions. In addition, the questionnaire for this study is web-based questionnaires which means the data collected from the Internet. The questionnaire of this research will consist of four sections which included demographic, introduction, source credibility of social media influencer and gender differentiation of social media influencers. All the sections will be divided into four pages. Therefore, each page consists of one section. The respondents will scroll down to read and answer the questions for each section.

Section A is multiple choice questions for demographic. This section consists of three questions. In addition, this section will concern respondents' gender, age, ethnicity. This

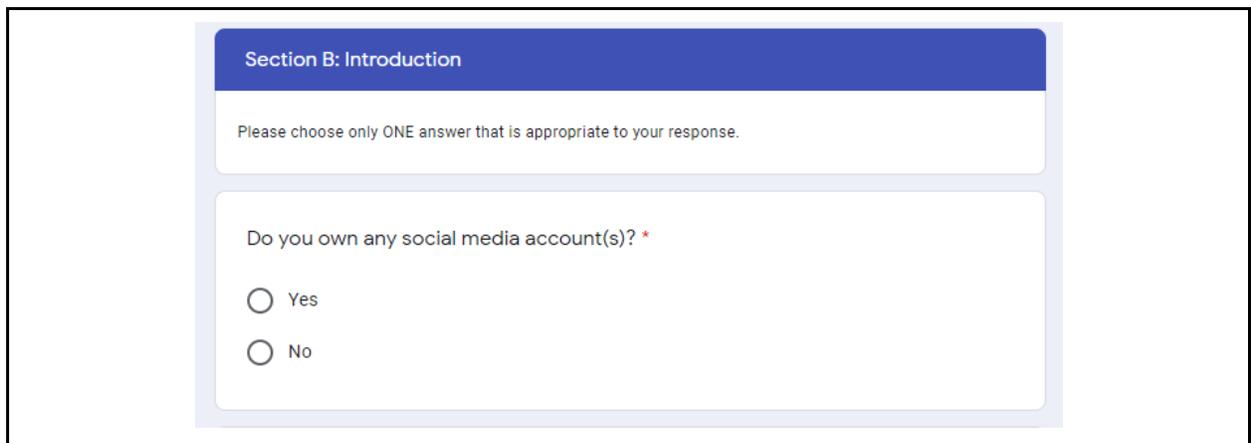
information is for the researcher of this study to understand the demographic of the respondents compared to the other respondents. *Figure 3.3* is about the questionnaire for demographic.



The image shows a screenshot of a questionnaire section titled "Section A: Demographic". The title is in a blue header bar. Below the header, there is a white box with the instruction "Please choose only ONE answer that is appropriate to your response." Below this, the question "Gender \*" is displayed. There are two radio button options: "Male" and "Female".

*Figure 3.3: Questionnaire scenario example for Section A*

The section B is multiple choice questions for Introduction. This section consists of five questions. In this section, the research can get the data from the respondents about respondent profiles such as social media accounts, social media influencer followed. *Figure 3.4* showed the question of Introduction.



The image shows a screenshot of a questionnaire section titled "Section B: Introduction". The title is in a blue header bar. Below the header, there is a white box with the instruction "Please choose only ONE answer that is appropriate to your response." Below this, the question "Do you own any social media account(s)? \*" is displayed. There are two radio button options: "Yes" and "No".

*Figure 3.4: Questionnaire scenario example for Section B*

The section C of the questionnaire is based on the source credibility model. This section is adopted from previous research which is Goldsmith (2000). There are three variables including trustworthiness, attractiveness and expertise shown in *Figure 3.5*. This is used to study the importance of the three variables of social media influencer toward skin care advertisement. There consists of seven questions for each variable. The Likert scale with a scale of five, from strongly disagree to strongly agree, was used in the questionnaire. The respondent required to choose one out of the five scales.

**Section C**

Source Credibility of Social Media Influencers

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

The social media influencers are trustworthy. \*

1      2      3      4      5

Strongly Disagree                  Strongly Agree

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

I am familiar with the content that is shared by the social media influencers. \*

1      2      3      4      5

Strongly Disagree                  Strongly Agree

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

The social media influencers are expert in the field of skin care products. \*

1      2      3      4      5

Strongly Disagree                  Strongly Agree

*Figure 3.5: Questionnaire scenario example for Section C*

The section D of the questionnaire is gender differences of social media influencer toward skin care advertisement. The questionnaire is adopted from Vaiciukynaite (2019) . Besides, this section was divided into male and female social media influencers toward the skin care advertisement shown in *Figure 3.6*. There are seven questions for each gender of social

media influencer. This section is to investigate whether respondents tend to believe male or female social media influencers based on caption or visual in the social media.

**Section D**

Gender Differentiation of Social Media Influencers

**Female Social Media Influencers**  
1=strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree.

I tend to pay more attention to female social media influencers. \*

1    2    3    4    5

Strongly Disagree                        Strongly Agree

**Male Social Media Influencers**  
1=strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree.

I tend to pay more attention to male social media influencers. \*

1    2    3    4    5

Strongly Disagree                        Strongly Agree

*Figure 3.6: Questionnaire scenario example for Section D*

### 3.5 Validity & Reliability

According to Middleton (2019), validity and reliability are principles which used to determine the result of the study. Besides, Mohajan (2017) stated the aim of maintaining reliability and validity in research is ultimately to ensure the quality and consistency of results. Therefore, validity and reliability is important to measure the quality of the study. Reliability is about a test being reliable and validity is about a measure being precise (Middleton, 2019).

According to Heale and Twycross (2015), validity refers to the level of accuracy of the variable in the quantitative research, whereas reliability is used to measure the consistency of the respondents in completing the survey. Since the questionnaire for this research was adapted from the previous research, so the research is valid.

On the other hand, Cronbach's alpha was used for this study because the questionnaire in this study is using multiple choice and likert-scales to get the data from respondents. According to Stephanie (2014), Cronbach's alpha is to test the consistency of the multiple choice and likert-scales questionnaire of the research. Besides, if the Cronbach's alpha is more than 0.7, the questionnaire will be considered as reliable or consistent (Stephanie, 2014). The *figure 3.7* showed the result of reliability for the questionnaire. The questionnaire for this study is reliable because the result of Cronbach's alpha is more than 0.7.

According to De Vera et al (2010), the research was a web-based questionnaire and the result of Cronbach's alpha of data collected was more than 0.7 which means the online survey is reliable. According to Lefever et al. (2007), the respondent rate can be fraudulent because the respondent may not answer the questions truly and they also may pretend to somebody to answer the questions. Since the online survey was adapted from the other research (De Vera et al., 2010), so the online survey is valid for the study.

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .861             | .868   | 21         |

*Figure 3.7: Cronbach's alpha result*

### 3.6 Pilot Test

A pilot test is a study which involves a small number of the respondents to help the researchers determine how good to undertake the actual study (Crossman, 2019). Pilot test is used to verify the effectiveness and efficacy of the approaches and strategies selected within the same region but with a smaller sample before the researcher conducts the main study (Menon, 2019). According to Connelly (2008), the number of respondents needed to conduct the pilot test is 10% from the sample size of the actual study. Therefore, the number of respondents for this study consist of 30 students from Faculty Art and Social Sciences at Universiti Tunku Abdul Rahman, Kampar campus.

Before distributing the questionnaire to the respondents, the supervisor reviewed and amended the questionnaire. The questionnaire which consisted of 43 closed-ended questions and 8 open-ended questions was distributed to the respondents through online. Most of the feedback from the respondents are positive. The respondents were able to understand the instruction given and the word used in the questionnaire. Besides, the respondents stated the choice given in the questionnaire is suitable. However, there are a few respondents stating the questionnaire should be improved without giving the suggestion.

### 3.7 Data Analysis

Data analysis is a process that analyse the data collected in logical and empirical ways (Perez, 2019). However, Bhatia (2019) argued data analysis is the way researchers interpret or analyze the data collected into significant evidence for the study. Besides, different types of study will adopt different methods for analyzing the data provided (Bhatia, 2019). Since this research is quantitative type of research, the methods used for analyzing the data collected are descriptive statistics and inferential statistics.

First, the descriptive analysis will be used to calculate the percentage in each demographic of participants in the research. According to Kenton (2019), descriptive analysis is used to explain and understand the characteristics of a particular data set in numerical form. Therefore, the descriptive analysis will be used to measure the information of demographics such as gender and ethnicity in the research.

On the other hand, the inferential statistic used to answer the research question in the research. Therefore, the Pearson Correlation Coefficient will be applied in the research to determine the strength of relationship between two variables. The Pearson Correlation Coefficient used to study the research question 2 until research question 4. The relationship between the gender differentiation of social media influencers' trustworthiness, expertise and attractiveness on skin care advertisements will be determined by using the Pearson Correlation Coefficient.

Other than that, the independent samples t-Test will be applied to find out that there are some significant differences among the gender differentiation of social media influencers toward skin care advertisements. According to Stephanie (2015), the independent samples t-Test, also named as unpaired samples t-Test, is to make a comparison of means between two samples.

Therefore, the independent samples t-Test is to measure whether male or female social media influencers have more effect toward skin care advertisements.

### **3.8 Summary**

This chapter decided a quantitative research method to conduct the study. Therefore, the survey research will be used to gather the data from the respondents. Besides, the research setting, research criteria and research instrument of this research are clearly stated in this chapter. The validity and reliability also discussed in this chapter as well as the pilot test of the study. Last but not least, the methods will be applied to analyze the data collected are the Pearson Correlation Coefficient and the Independent samples t-Test.

## **CHAPTER FOUR**

### **DATA ANALYSIS**

#### **4.0 Introduction**

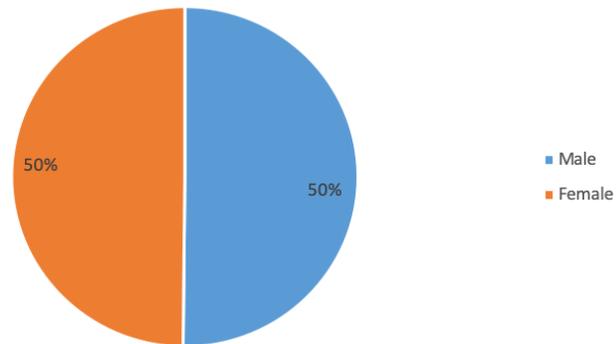
In this chapter, the data that had been collected from 311 sets of questionnaires were explained and analysed. Initially, there were a total number of 313 questionnaires collected in this research. However, 2 sets of questionnaires out of 313 sets of questionnaires were unqualified as they were not in our range of sample. These 311 sets of questionnaires are analysed and interpreted by using Statistical Package for the Social Science (SPSS) software to run regression analysis and Independent Sample Test. SPSS is used as an analysis tool in order to match with the topic of the study in this research. A summary of the analysis of data collected will be provided in this chapter.

#### **4.1 Descriptive Analysis**

Descriptive analysis refers to a brief description which summarizes a given data and it is usually applied into the representation of the chosen population, or a sample of it (Kenton, 2019). It can be composed of simple graphic analysis such as a bar chart and pie chart which enables the results to be shown in a concise way (Trochim, 2020). However according to Jim (2020), researchers are not supposed to make any inference on a larger population of the research. It indicated that the descriptive statistics is only to describe a sample by simply recording the data of the participants in the sample, and a summarized statistics or graph will be depicted to present the group properties. In addition to that, descriptive analysis enables the researcher to simplify a large amount of data in a sensible way which merely shows what the data is representing (Trochim, 2020).

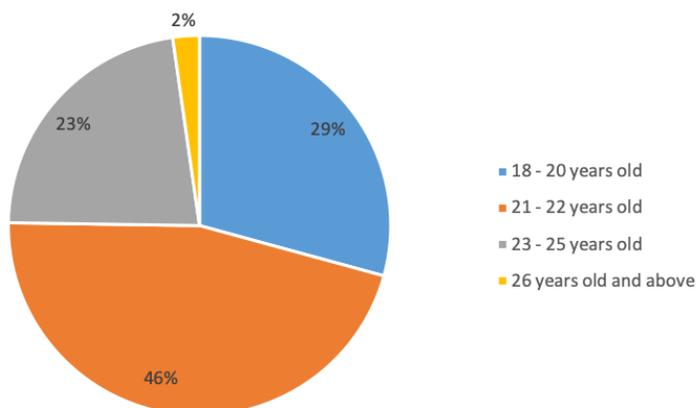
## 4.2 Demographic (Section A)

### a. Gender



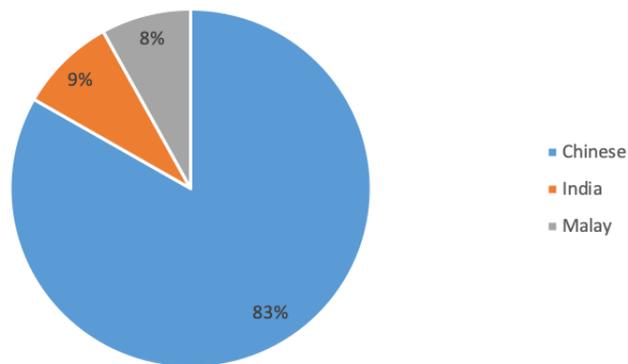
*Figure 4.0: Gender of Respondents*

Figure 4.0 shows the gender of respondents who took part in the survey. There were a total of 311 respondents which consisted of 155 females occupied with 50% and 156 males occupied with 50% too. The participation of male and female respondents is considered in an equal proportion.

**b. Age**

*Figure 4.1: Age*

Figure 4.1 shows the age of the respondents. There were four categories of age given in the survey questionnaire. First, there were 91 respondents who aged from 18-20 years old which were occupied with 29%. Next, there were 143 respondents who aged from 21-22 years old which were occupied with 46%, which was the highest score as compared with the other categories. Besides, there were 70 respondents who aged from 23-25 years old which were occupied with 23%. Lastly, there were 7 respondents who aged from 26 years old and above which were occupied with the lowest percentage which was 2%.

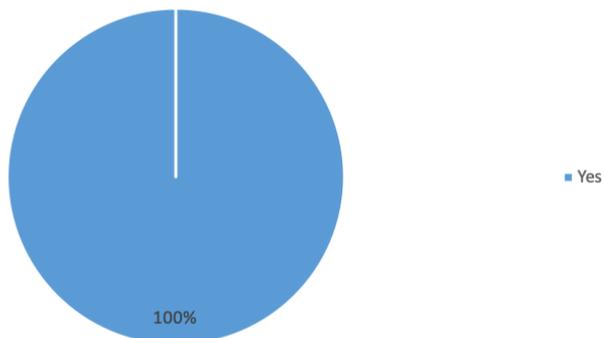
**c. Ethnicity**

*Figure 4.2: Ethnicity*

Figure 4.2 shows the ethnicity of the respondents in this study. There were three categories of ethnicity which included Malay, Chinese and India. There were 259 respondents from the categories of Chinese, which occupied the highest percentage which were 83%. Next, there were 27 respondents from the categories of India which occupied 9%. Lastly, there were 25 responders from the categories of Malay which was the lowest percentage of this survey and it refers to 8%.

### 4.3 Introduction (Section B)

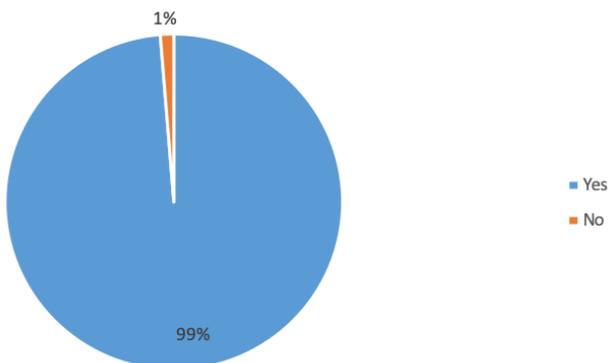
#### a. Percentage of the possession of social media account(s) of the respondents



*Figure 4.3: Possession of social media account(s)*

Figure 4.3 shows the percentage of respondents with social media account(s). There were 311 respondents who owned social media account(s) which refers to 100%. This indicated that all of the respondents in this study were own with social media account(s).

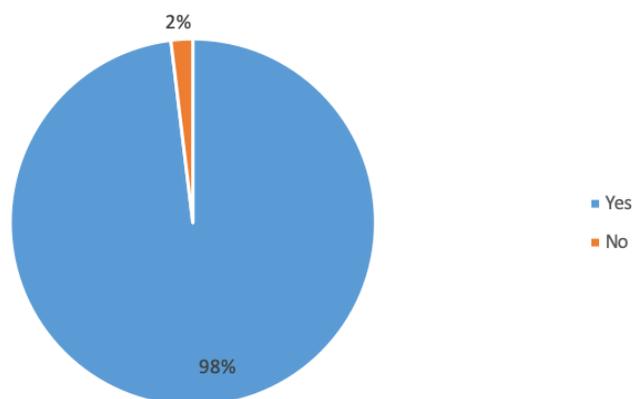
#### b. Percentage of action of following social media influencers on social media of the respondents



*Figure 4.4: Action of following social media influencers on social media*

Figure 4.4 shows the percentage of respondents who had followed any social media influencers on social media. It indicated that most of the respondents had followed social media influencers on social media which refer to 307 respondents, which occupied 99%. There were respectively lower percentages referring to 4 respondents who do not follow any social media influencers on social media, which was 1%.

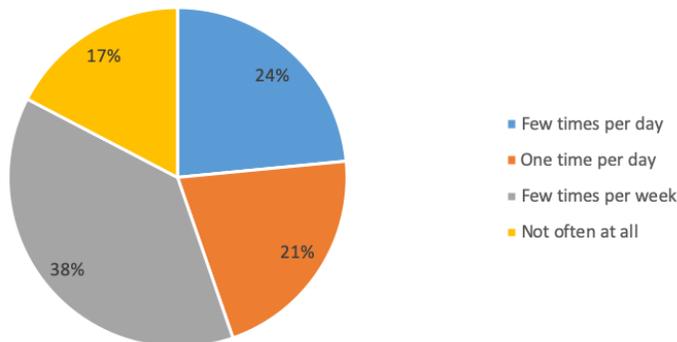
**c. Percentage of experience of any skin care advertisements from social media influencer(s) of the respondents**



*Figure 4.5: Experience of any skin care advertisements from social media influencer(s)*

Figure 4.5 indicated the percentage of respondents who were exposed to any skin care advertisements from social media influencers. There were 305 respondents who had seen any skin care advertisements from social media influencers which occupied 98%. Next, there were 6 respondents who had not seen any skin care advertisements from social media influencers which occupied 2%.

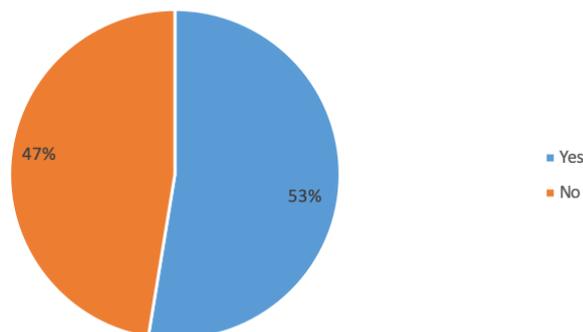
**d. Percentage of frequency of experience skin care advertisement from social media influencers of the respondents**



*Figure 4.6: Frequency of experience skin care advertisement from social media influencers*

Figure 4.6 indicated the frequency of the respondents from experiencing any skin care advertisement from social media influencers. There are four categories of frequency in this survey. First, 24% of respondents which refer to 73 respondents experienced skin care advertisements from social media influencers few times per day. Next, 21% of respondents which refer to 66 respondents experienced skin care advertisements from social media influencers one time per day. In addition to that, a total of 45% of respondents were experienced with skin care advertisement per day which is almost a half portion of the amount of total respondents. Beside, 38% of respondents which refer to 118 respondents experienced skin care advertisement from social media influencers few times per week. Last, 17% of respondents which refer to 54 respondents were not often at all from experiencing any skin care advertisement from social media influencers.

**e. Percentage of experience of skin care products that are recommended by social media influencers of the respondents**



*Figure 4.7: Experience of skin care products that are recommended by social media influencers.*

Figure 4.7 shows the experience of skin care products that are recommended by social media influencers. It indicated that 53% of respondents have the experience of using skin care products that are recommended by social media influencers, which refer to 163 respondents. Besides, 47% of respondents do not have the experience of using skin care products that are recommended by social media influencers, which refer to 148 respondents.

#### **4.4 Inferential statistic**

Inferential statistics refer to making an inference from a sample on a whole population as the aim is to generate a conclusion from a chosen sample and apply them to the larger population (Frost, 2020). By this, the researchers are required to have the confidence that the chosen sample is able to reflect the larger population accurately. In addition to this, Trochim (2020) had made an additional insight by stating that inferential statistics attempts to make inference from the chosen sample on what the larger population might think. It is also applicable on making judgements about the probability of an observed difference between samples is considered

dependable or it just happened by chance. According to Lee and Chin (2008), inferential statistics is useful in suggesting some explanations for a phenomenon in studies and it allows the researchers to make conclusions based on inferences. It also suggests that inferential statistics is different from descriptive statistics which merely summarize the data collected and does not make further discussion on that.

#### 4.4.1 Independent samples T-test (RQ1)

Independent samples T-test refer to a type of inferential statistics which applied to determine a difference between the mean of two groups such as male and female (Kenton, 2020). It's been applied as a hypothesis testing tool, which allows the researchers to test assumptions whether it is applicable to a population. According to the research of Bevans (2020), it had stated an additional insight by indicating that the T-test often been applied in hypothesis testing to determine whether a treatment brings an impact on the population of interest, or the chosen two groups are different from each other. In addition to that, the importance of the T-test enables the researchers to know the difference between two groups in terms of whether those differences could have happened by chance or followed by a sequence (Glen, 2020).

| Gender  |        | N   | Mean | Std. Deviation | Std. Error Mean |
|---|--------|-----|------|----------------|-----------------|
| I tend to pay more attention to female social media influencers | Male   | 156 | 3.65 | 1.033          | .083            |
|   | Female | 155 | 3.90 | .945           | .076            |
| I tend to pay more attention to male social media influencers   | Male   | 156 | 3.38 | 1.068          | .085            |
|   | Female | 155 | 3.59 | 1.024          | .082            |

*Table 4.0: Group Statistics*

|   |                             | Levene's Test for Equality of Variances |      | t-test for Equality of Means |         |                 |                 |                       |   |       |
|---|-----------------------------|---|------|------------------------------|---------|-----------------|-----------------|-----------------------|---|-------|
|   |                             | F                                       | Sig. | t                            | df      | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference |       |
|   |                             |   |      |                              |         |                 |                 |                       | Lower                                     | Upper |
| I tend to pay more attention to female social media influencers | Equal variances assumed     | 3.544                                   | .061 | 2.221                        | 309     | .027            | -.249           | .112                  | -.470                                     | -.028 |
|   | Equal variances not assumed |   |      | 2.222                        | 306.935 | .027            | -.249           | .112                  | -.470                                     | -.029 |
| I tend to pay more attention to male social media influencers   | Equal variances assumed     | .949                                    | .331 | 1.815                        | 309     | .070            | -.215           | .119                  | -.449                                     | .018  |
|   | Equal variances not assumed |   |      | 1.816                        | 308.610 | .070            | -.215           | .119                  | -.449                                     | .018  |

*Table 4.1: Independent Sample T-test*

Based on Table 4.1 above showed an independent sample t-Test was conducted to answer RQ1. It used to compare the gender differentiation of social media influencers towards skin care advertisements.

In the column of Levene's Test for Equality of Variances, the female social media influencers toward skincare advertisement's value in the Significant value (Sig.) is 0.061 which is more than 0.05. This shows that the variance in the genders of female social media influencers toward skincare advertisements has no significant difference. Therefore, the row of the "Equal Variances assumed" showed the t-test's result. The mean differences between male and female on female social media influencers toward skin care advertisements is -0.25. The mean differences are subtracting 3.65 (the mean of Male) with 3.9 (the mean of Female). The mean difference also corresponds to the t value. The t value for female social media influencers toward skin care advertisements is 3.544. The positive t value indicates that the mean of female is significantly greater than the mean of male. Thus, the assumption about female can get a higher

number of mean is because most of the respondents had answered 4 (Agree) or 5 (Strongly Agree) in the questionnaire with the question related to female social media influencers.

The Sig (2-tailed)'s value for female social media influencers is 0.027 ( $p < 0.027$ ), less than 0.05. The difference in female social media influencer is significant between male and female because the significance level in t-test is 0.05 ( $p=0.05$ ) while female social media influencer has lower than the significance level, which is 0.027.

In the column of Levene's Test for Equality of Variances, the male social media influencers toward skin care advertisement's value in the Significant value (Sig.) is 0.331 which is more than 0.05. This shows that the variance in the genders of male social media influencers toward skincare advertisements has no significant difference. Therefore, the row of the "Equal Variances assumed" showed the t-test's result. The mean differences between male and female on male social media influencers toward skincare advertisements is -0.21. The mean differences are subtracting 3.38 (the mean of male) with 3.59 (the mean of female). The mean difference also corresponds to the t value. The t value for male social media influencers toward skincare advertisements is 0.949. The positive t value indicates that the mean of female is significantly greater than the mean of male. Thus, the assumption about female can get a higher number of mean is because most of the respondents had answered 4 (Agree) or 5 (Strongly Agree) in the questionnaire with the question related to male social media influencers.

The Sig (2-tailed)'s value for male social media influencers is 0.07 ( $p > 0.07$ ), more than 0.05. The difference in male social media influencer is no significant between male and female because the significance level in t-test is 0.05 ( $p=0.05$ ) while male social media influencer has higher than the significance level, which is 0.07.

#### 4.4.2 Pearson Correlation Coefficient (RQ2-RQ4)

The Pearson Correlation Coefficient refers to a type of correlation coefficient which represents the relationship between two variables which are measured on the same ratio scale as well as to measure the association with each other (Kenton, 2020). It also measures the effect of change in one variable while there's a change on the other variable. For example, the height of a child (which label as "X") will be increased as when his or her age increases (which label as "Y") , but it would also depend on the other variables beside "X" and "Y". According to Magiya (2019), Pearson Correlation Coefficient is also considered as a bivariate analysis which determines the strength of the connection of two variables. It is helpful in testing for an assumption of hypothesis. In addition to that, (Frost, 2020) had mentioned that Pearson Correlation Coefficients indicate that as one of the variables changes, the other variables tend to change in a specific direction. It is to measure the direction of both of the variables are have the tendency to vary in a consistent way.

|   |                     | The social media influencers are trustworthy | The social media influencers are expert in the field of skincare | I am familiar with the content that is shared by the social media influencers |
|---|---------------------|--|--|---|
| The social media influencers are trustworthy                                  | Pearson Correlation | 1  | .549**   | .567**  |
|   | Sig. (2-tailed)     |  | .000   | .000  |
|   | N                   | 311  | 311  | 311   |
| The social media influencers are expert in the field of skincare              | Pearson Correlation | .549**                                       | 1  | .538**  |
|   | Sig. (2-tailed)     | .000   |  | .000  |
|   | N                   | 311  | 311  | 311   |
| I am familiar with the content that is shared by the social media influencers | Pearson Correlation | .567**                                       | .538**   | 1   |
|   | Sig. (2-tailed)     | .000   | .000   |   |
|   | N                   | 311  | 311  | 311   |

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

*Table 4.2: Result of Pearson Correlation Coefficient with Source of Credibility*

The Pearson Correlation Coefficient method was applied to answer RQ2 until RQ3. It determined the strength of relationship between two variables which are independent variables and dependent variables in a research. In this research, the researchers are studying the relationship between three variables which included trustworthiness, attractiveness and expertise from the Ohanian Model of source credibility. The significant level normally set at the standard of 0.01 level.

According to the result showed in Table 4.2, there is a positive relationship between trustworthiness, attractiveness and expertise of social media influencer toward skincare advertisements based on the positive coefficient value. The trustworthiness of social media influencers has a 0.549 correlation with the expertise of social media influencers toward skincare advertisements. In addition, the trustworthiness of social media influencers has a 0.567 correlation with the attractiveness of social media influencers toward skincare advertisements. Hence, this prove that the level of trustworthiness of social media influencers increase when the expertise and attractiveness of social media influencers increase toward skincare advertisements. Other than that, the expertise of social media influencers has a 0.538 correlation with the attractiveness of social media influencers toward skincare advertisements. Hence, this prove the level of expertise of social media influencers increase when the attractiveness of social media influencers increases toward skincare advertisements.

The correlation coefficient values, 0.549, 0.567 and 0.538 within the range of  $\pm 0.5$  to  $\pm 1.0$ . Thus, there is a significant relationship between these three variables. In this significant relationship between three variables, the highest correlation coefficient values in the research is 0.567 which are the relationship between trustworthiness and attractiveness of social media influencers toward skin care advertisement. Conversely, the lowest correlation coefficient values

in the research is 0.538 which is the relationship between expertise and attractiveness of social media influencers toward skin care advertisement.

There is a significant relationship between trustworthiness, expertise, and attractiveness of social media influencers toward skincare advertisements as the p-value (0.000) is less than the significant value of 0.01.

#### **4.5 Summary**

In this chapter, we had analyzed all the data collected by using the method of descriptive analysis, independent samples T-test and pearson correlation coefficient. The result of descriptive analysis had shown that most of our respondents are Chinese who aged from 21 to 22 years old. Meanwhile, the result of the independent sample T-test had shown that the female social media influencers toward skincare advertisement's value in the Significant value (Sig.) is 0.061, and it was lower than the male social media influencers which the Significant value (Sig.) is 0.331. It showed that the male social media influencers had a greater impact as compared with female social media influencers. Moreover, the result of the pearson correlation coefficient had indicated that there is a significant relationship between trustworthiness, expertise and attractiveness of social media influencers toward skincare advertisements as the p-value (0.000) is less than the significant value of 0.01.

## CHAPTER FIVE

### CONCLUSION

#### 5.0 Introduction

In this chapter, the researchers discussed and concluded that the whole research has been carried out. Beginning with the summary of statistical analysis which have been delivered in Chapter 4, consisting analysis of Independent t-Test and Pearson Correlation Coefficient. Following the discussion on major findings to verify the research objectives. The researchers aim to achieve the result which showed a significant effect between gender differentiation of social media influencers toward skin care advertisement, as well as the effect of the source credibility of social media influencers. By this, the researchers found out that the female social media influencers have the tendency of attracting more attention on social media in terms of their beauty appearance. However, it was controversial over the attractiveness and effect of male social media influencers. Besides, the source credibility of the social media influencers which included trustworthiness, expertise and attractiveness was shown with a different effect as compared with previous studies. A more detailed discussion was carried out in this chapter. Moreover, the researchers outlined the limitations of this research. Furthermore, the researchers had recommended based on the limitations of this research for the future study. Lastly, a conclusion is presented by the researcher to summarize up the whole research.

## **5.1 The Effect of Gender Differentiation of Social Media Influencers toward Skin Care Advertisement**

Based on the result of analysis on the previous chapter, it had indicated that the respondents tend to pay more attention to the female social media influencers. The female social media influencers tend to have a greater impact toward skin care advertisements. This statement can be emphasized from the previous study which stated that, female social media influencers had a huge followers based as they constantly sharing on the contents regarding beauty, cosmetics, skin care and fashion which been defined as a fashion blogger or a beauty master (Schouten, Janssen, & Verspaget, 2019). This previous study also indicated the users had suggested that the product reviews from the female social media influencers brought significant impact on the users' purchase intention as the female social media influencers perceived as more reliable and credible on the beauty products. This statement had been reflected in this research as the respondents reported that they tend to think that the female social media influencers have a better knowledge on skin care products and they tend to trust the female social media influencers when they advertise in skin care products. In addition to that, the respondents on the previous study had stated that the influencers marketing in terms of the beauty industry should be female (Phung & Luning, 2018).

However, based on the data analysis most of the respondents were Chinese which might experience some cultural diversity based on the community of the social media influencers. According to Zou & Peng (2019), the social media influencers are similar as a role of key opinion leader which can influence others in general and the of points of view as well as behaviours toward the cultural issues is considered as one of it. There is a difference between the perception of the endorsements among Malay, Chinese and Indian (Rashid et al., 2002). It had

indicated that the Malays perceived more recognition toward Siti Nurhaliza as associated with the brand Maybelline as compared with Chinese and Indian respondents. It shows that there was a different community of the social media influencers in different races. According to Rashid et al (2002), a higher number of the Malay respondents perceived that the celebrities were known to be competent and trustworthy in representing a brand as compared with Chinese and Malay respondents. Even so, most of the respondents in this research were Chinese hence it is suggested to focus on a certain race for the future research. In addition to that, the ethics status of a key opinion leader affects his or her trustworthiness toward those followers who tend to trust more and feel familiar with people in a similar background (Alekar, 2014).

Moreover, the age of the respondents most came from the range of 21 to 22 years old which are known as adolescents. According to Moreno & Uhls (2019), adolescents have been named as the digital natives as they were grown up with the use of the internet as well as computer and mobile technology in their early age. It had indicated that most of the adolescents nowadays claimed to own with mobile phones, and a large proportion of them reported to be online almost constantly. They are typically maintained with a social media portfolio where they present on different social media platforms such as Facebook, Instagram, YouTube and so on. Therefore, they tend to be in a high exposure rate to the social media advertisements which as reflected in the result of the research, more than half of the respondents are experienced with the skin care advertisements everyday.

According to this research, the respondents are found to be paying more attention to the photos or videos of the female social media influencers rather than their captions. There was a similar result from the previous study which indicated that attractive female figures arouse greater insight and positive behaviours as compared to male (Sertoglu et al., 2014). In addition to

that, there was another previous study had make an additional insight to this by stating that the female social media influencers are able to attract more positive behaviour as female claims to be more homophily which they have the characteristic of making people to associate and connect similarity well (Lokithasan et al., 2019). Meanwhile, female users tend to follow the female social influencers to catch up with the current trends of fashion and beauty.

By referring to the result in this research, the female social media influencers are perceived as having greater knowledge in skin care products which can be further proven by Lokithasan et al. (2019), the female users are tend to express a positive attitude to the skin care products which are promoted by the female social media influencers as they trust on the information given by these influencers, and increased in the purchase intention on that particular skin care products. According to Khan & Dhar (2006), females have a higher chance to get influenced as compared with males as they like to imitate their favorable influencers by purchasing on particular beauty products which are promoted and used by these influencers. They tend to think that they can look familiar as their favorable female influencers if they are using the same products.

However, the males users are being influenced only when the particular advertisements are focused on male's skin care products, probably which are being advertised by male social influencers too (Sanny et al., 2020). The result of that previous study had shown that the male users get desired to enhance their personal appearance and increased in their purchase intention only when they are able to link with the particular skin care products which are advertised by male social media influencers. The male users tend to have a mindset that there are differences between male and female skin care products due to the different characteristics of skin condition. Therefore, there is actually a difference between the effectiveness of skin care advertisements in

terms of male and female skin care products, as well as being advertised by male or female social media influencers.

## **5.2 The Source Credibility of Social Media Influencers**

In this study, there are three components of source credibility which included trustworthiness, attractiveness and expertise. Based on the analysis, there is a significant relationship between the components of source credibility with the social media influencers. It has shown that trustworthiness and attractiveness are the most important elements on social media influencers. By contrast, the expertise had shown a low correlation with trustworthiness and attractiveness which mean that it is not the most important element as compared with another two.

### **a. Social media influencers' trustworthiness on skin care advertisements**

According to Li & Yin (2018), trustworthiness refers to the level in the confidence of the communicators' intent to communicate the messages that the communicator considered as credible and strive to increase the level of acceptance of the messages and the communicators themselves. Based on the analysis, it has shown that the social media influencers are influential and have a great impact on their followers which they tend to trust on the messages which are delivered by the social media influencers.

This result is similar with the previous study of Sertoglu, Catli & Korkmaz (2014), the social media influencers are perceived as more trustworthy and entertaining which enables them to stand out in the social media and gain a number of attractive. In addition to that, the social media influencers are not only capable in bringing a trust toward the products that they represent,

but also able in bringing a sense of reliability and appeal to their followers (Bhatt & Patel, 2013). Therefore, marketers should put efforts in searching for trusted social media influencers when they are striving to alter the positive attitude from the social media influencers toward the brands and products as well. The positive brand attitude can be altered by selecting a social media influencer who is matched with the features of a particular brand and owns with similar attributes.

However, Sertoglu et al., (2014) had also indicated that the social media influencers are perceived to be more trustworthy and expert than others. It was inconsistent with the result of this research which shows a low correlation between the social media influencers' trustworthiness and expertise. Even though the result of previous study of Sertoglu et al., (2014) mentioned that the trustworthiness is not significantly associated with the purchase intention of the particular products, Bhatt & Patel (2013) had stated that when a social media influencer is perceived as more trustworthy, it could help the messages delivered to be more effective and integrated to the audience which would at least assist them in distinguish the truthfulness of the information received. Thus, it is essential to establish and maintain a relationship of trust with the target audience to maximize effectiveness of an advertisement.

#### **b. Social media influencers' expertise on skin care advertisements**

Expertise refers to the knowledge, skills, and experiences of a communicator is perceived as valid assertion to be spread throughout the community (Bhatt & Patel, 2013). According to the result of this research, a small number of respondents agreed that the social media influencers are expertise in the skin care products and advertisements. This has shown that the respondents do

not really feel that the social media influencer is an expert in the field of skin care which they can rely on.

The result of this research indicated that the respondents do not emphasize on the expertise of social media influencers. However, the source credibility model by Ohanian (1990) stated that the expertise of endorsers is perceived as important elements in contributing to purchase intention rather than trustworthiness and attractiveness. According to previous study Bhatt & Patel (2013), the target audiences tend to pay more attention to the particular brands if the social media influencers represented are own with expertise and specific skills in that particular field. This previous study also indicated that the sources by trusted and expertised influencers are essential in order to ensure the desired information are perceived well in the mind of the target audience, which is inconsistent with the result of this research which had shown a low correlation of expertise with trustworthiness and expertise. This is due to the fact that users nowadays tend to be easily attracted to social media influencers in terms of their physical appearances rather than their inherent.

According to Sertoglu et al., (2014), it had mentioned that there is a positive relationship between the expertise of the social media influencers with the consumers' purchase intention, which is inconsistent with the result of this research by which the positive relationship among trustworthiness and attractiveness of the social media influencers could not be proven. However, it had also mentioned that there might be some special circumstances where the audience will not emphasize on expertise unless they perceived it to be so. According to Li & Yin (2018), if one influencer is able to show his or her profession skills in a particular field, it will greatly influence the expertise perceived by the target audience which in turn show with positive behaviours.

### **c. Social media influencers' attractive on skin care advertisements**

According to Serban (2010), the attractiveness has the role of amplifying the information received by the features of beauty, elegance, or fashionable styles. It also included the variable of similarity and familiarity between the communicator and receiver. The result of this study also showed a positive attitude where almost half of the respondents stated that they are familiar with the content shared by the social media influencers as well as the content shared by the social media influencers is similar to their needs.

The social media influencers are frequently used in representing a particular brand to increase the brand awareness and recognition because of their visual attractiveness in the community (Sertoglu, 2014). The social media influencers are able to take advantage of their characteristics to help certain brands to attract attention and stand out in the marketplace. According to Li & Yin (2018), the attractiveness of the social media influencers have a strong impact on creating public opinion which in turn able to reflect on increasing the positive attitude of consumers as well as increasing their purchase intention. Attractiveness is even advantageous when the influencer represented is female which their image appealing for visual pleasure for both male and female gaze.

The result of this research had shown that, majority of the respondents claim that they like the content shared by the social media influencers in terms of their physical appearance. This is similar with the previous research of Li & Yin (2018) which stated that, the attractiveness of the social media influencers serves as a stimuli in arousing the consumers' curiosity to the message shared, which in turn leads to further comprehension and discussion. According to Bhatt & Patel (2013), it had concluded that an effective use of the features of attractiveness of the social media influencers could alter the positive attitude from the influencers themselves to

the presented brands. Thus, the social media influencers with a good physical appearance are able to attract the target audience which increase the effectiveness of brand recognition, brand attitude as well as purchase intention.

### **5.3 Limitation**

Since, this whole research was completed within 21 weeks. The research about this title from literature review, gather data from respondents, analyse the data collected and write discussion of the topic must complete within these 21 weeks. Therefore, this research done in this short period would not be as accurate and reliable compared to the other research with a longer period.

Other than that, the limitation of this research is the location and sample size had been limited. Due to the disease called Covid-19, Online Teaching and Learning (OTL) was applied in Universiti Tunku Abdul Rahman. Therefore, the questionnaires of the research only can be distributed through online classes or email to the students of Faculty of Arts and Social Science (FAS). The period to collect all the data from FAS students through online takes longer compared to face-to-face methods. It is because some of the respondents did not fulfil the requirements of respondents for this research. Therefore, the researchers need longer time to find and filter the respondents who fulfil the requirements.

In addition, the limitation of this research is the cultural characteristic of the respondents. Different respondents have different interests or liking toward social media influencers. Since most of the respondents in this research are Chinese, therefore, the result of the research is more on the interest of the Chinese respondents rather than Malay and India respondents.

#### **5.4 Recommendation**

Any recommendations could be useful for future studies in order to better research on the limitations. The recommendation divided into three parts for the future research, marketer in the skin care market and the user of skin care products.

For the recommendation for future study is that the period for the research can be longer than 21 weeks, let the researchers have time to expand the sample size to make the research more accurate and reliable. Besides, the sampling size for future research can be expanded to the other university students from private and learning institutions in Malaysia. By doing so, the researchers can have a view to further understanding and presenting comprehensive knowledge and evidence from various viewpoints.

Moreover, the researchers suggested that the demographic of the respondents can be narrowed down in terms of the race of the respondents. It can mainly focus on only one race such as Malay in order to get more accurate results. This is because there would be a cultural diversity among the race of the social media influencers, which would cause a different perception of the followers toward the social media influencers based on their own community.

In addition, the recommendation in the skin care market place is that marketers may invite female social media influencers to promote the skin care products. It is because the result showed that the source credibility of female social media influencers is more significant compared to male social media influencers.

Other than that, the user of skin care products may pay attention to the source of credibility of the social media influencers. The trustworthiness and the attractiveness of social media influencers are important based on the result of this research in promoting skin care

products because it can avoid the users choosing the wrong skin care product which is promoted by the social media influencers.

## **5.5 Summary**

This research is executed to evaluate the impact of gender differentiation in the social media influencers toward skin care advertisements. In this study, there are three variables which influence the level of credibility of the social media influencers which included trustworthiness, expertise and attractiveness. These three variables were studied to see whether there is a significant relationship between the source credibility and the social media influencers themselves.

The research used quantitative research method to study the effect of gender differentiation of social media influencers toward skin care advertisements as well as the source credibility of the social media influencers. In addition, the respondents from this research were 311 students of Universiti Tunku Abdul Rahman, Kampar campus who own a social media account. The questionnaires were distributed through online lecture and email. All the data collected was analysed by using SPSS software.

From the result of the independent sample t-test in this research, there are impacts between the effectiveness of the skin care advertisements in terms of the gender differentiation of social media influencers. The result showed that the respondents tend to pay more attention to the female social media influencers and agree that the female social influencers perceived as having more knowledge and reliability in the field of skin care products. Besides, the respondents tend to focus more on photos or videos rather than captions shared by female social media influencers. Thus, this result showed there is a significant difference between the gender differentiation of social media influencers toward skin care advertisements.

Based on the result of Pearson Correlation Coefficient in this research, the trustworthiness and attractiveness of the social media influencers had shown a high correlation which concluded that these two variables are perceived important from the respondents in this research. The respondents think that the social media influencers are believable, and the contents shared are similar to lifestyle and needs of the respondents. Meanwhile, the expertise perceived as least important to the social media influencers where the respondents presented a negative attitude on it. The respondents think that the social media influencers do not have much skill in demonstrating the skin care product. These three variables in this research can conclude that there is a significant relationship between the gender differentiation of social media influencers' trustworthiness and attractiveness on skin care advertisements, while there is no significant relationship between the gender differentiation of social media influencers' expertise on skin care advertisements.

To sum up, this research had reached the objective set by the researchers which was to investigate the effect of gender differentiation of social media influencers toward skin care advertisements. In addition, the source credibility on social media influencers toward skin care advertisement is significant, especially trustworthiness and attractiveness.

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# Appendix

## Appendix I



**UNIVERSITI TUNKU ABDUL RAHMAN  
FACULTY OF ARTS AND SOCIAL SCIENCE  
BACHELOR OF COMMUNICATION (HONS) ADVERTISING**

Dear respondents,

We are Year 2 Semester 3 students from Universiti Tunku Abdul Rahman (UTAR) and currently pursuing a Bachelor of Communication (Hons) Advertising. We are currently conducting our final year project in the research of *the impact of gender differences in social media influencers toward skin care advertisement*.

### Procedures and Confidentially

The following questionnaire will require approximately 10-15 minutes to complete. All information provided will remain as **private and confidential**. The information given will only be reported as group data with no identifying information and only used for academic purposes.

### Participation

All the information gathered will remain anonymous and confidential. Your information will not be disclosed to any unauthorized person and would be accessible only by group members. Participant in this study is voluntary, you are free to withdraw with consent and discontinue participation at any time without prejudice. Your responses will be coded numerically in the research assignment for the research interpretation. Your cooperation would be greatly appreciated. Please feel free to contact one of the researchers [xxjingmun@lutar.my](mailto:xxjingmun@lutar.my) (Chuah Jing Mun) should you have any enquiries.

Thank you for your precious time and cooperation, we appreciate it.

Yours faithfully,

Chuah Jing Mun, Wang Wei Gi

## Section A

### Demographic

Please choose only **ONE** answer that is appropriate to your response.

1. Gender

- a. Male
- b. Female

2. Age

- a. 18 - 20 years old
- b. 21 - 22 years old
- c. 23 - 25 years old
- d. 26 years old and above

3. Ethnicity

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

## **Section B**

### **Introduction**

1. Do you own any social media account(s)?
  - a. Yes
  - b. No
  
2. Do you follow any social media influencers on social media?
  - a. Yes
  - b. No
  
3. Have you seen any skin care advertisements from social media influencer(s)?
  - a. Yes
  - b. No
  
4. How frequently do you see the skin care advertisements from social media influencer(s)?
  - a. Few times per day
  - b. One time per day
  - c. Few times per week
  - d. Not often at all
  
5. Do you have experienced skin care products that are recommended by social media influencer(s)?
  - a. Yes
  - b. No

### Section C

This section consists of **13** questions which are related to the variables regarding this study.

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

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

#### Source Credibility of Social Media Influencers

| Variables  | Strongly Disagree | Disagree | Neutral  | Agree    | Strongly Agree |
|--|-------------------|----------|----------|----------|----------------|
| <b>Trustworthiness</b>                           | <b>1</b>          | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b>       |
| 1. The social media influencers are trustworthy. |                   |          |          |          |                |
| 2. The social media influencers are sincere.     |                   |          |          |          |                |
| 3. The social media influencers are dependable.  |                   |          |          |          |                |
| 4. The social media influencers are reliable.    |                   |          |          |          |                |
| 5. The social media influencers are honest.      |                   |          |          |          |                |

|  |          |          |          |          |          |
|--|----------|----------|----------|----------|----------|
| 6. If the social media influencers own many followers, it can indicate their trustworthiness.    |          |          |          |          |          |
| 7. The skin care products recommended by the social media influencers are trustworthy.           |          |          |          |          |          |
| <b>Attractiveness</b>  | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| 8. I am familiar with the content that is shared by the social media influencers.                |          |          |          |          |          |
| 9. I like the content shared by the social media influencers based on their physical appearance. |          |          |          |          |          |
| 10. The content shared by the social media influencers is similar with my needs.                 |          |          |          |          |          |
| 11. I like the social media influencers in terms of their lifestyle.                             |          |          |          |          |          |
| 12. I like the social media influencers in terms of their personality.                           |          |          |          |          |          |

|   |          |          |          |          |          |
|---|----------|----------|----------|----------|----------|
| 13. I like the social media influencers in terms of their verbal expression regarding the products. |          |          |          |          |          |
| 14. I like the social media influencers in terms of the creativeness of their contents.             |          |          |          |          |          |
| <b>Expertise</b>  | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| 15. The social media influencers are expert in the field of skin care products.                     |          |          |          |          |          |
| 16. The social media influencers have experienced in using skin care products.                      |          |          |          |          |          |
| 17. The social media influencers have knowledge about the skin care products.                       |          |          |          |          |          |
| 18. The social media influencers are qualified to advertise the skin care products.                 |          |          |          |          |          |
| 19. The social media influencers are skilled to demonstrate the skin care products.                 |          |          |          |          |          |

|   |  |  |  |  |  |
|---|--|--|--|--|--|
| 20. The social media influencers are able to provide professional advice instead of mere selling.                             |  |  |  |  |  |
| 21. The social media influencers are able to provide feedback immediately when I private message them regarding the products. |  |  |  |  |  |

### Section D

This section consists of questions which are related to the variables regarding this study.

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

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

#### **Gender Differentiation of Social Media Influencers**

| Items  | Strongly Disagree | Disagree | Neutral  | Agree    | Strongly Agree |
|--|-------------------|----------|----------|----------|----------------|
| <b>Female Social Media Influencers</b>   | <b>1</b>          | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b>       |
| 1. I tend to pay more attention to female social media influencers.  |                   |          |          |          |                |
| 2. I tend to focus more on the caption written by the female social media influencers rather than their photos/videos. |                   |          |          |          |                |
| 3. I tend to focus more on the photos/videos of the female social media influencers rather than their captions.        |                   |          |          |          |                |
| 4. I think that the female social media influencers have a better knowledge on skin care products.                     |                   |          |          |          |                |

|  |  |  |  |  |  |
|--|--|--|--|--|--|
| 5. I tend to trust the skin care products which are advertised by the female social media influencers. |  |  |  |  |  |
| 6 I tend to follow the female social media influencers because she is an artist.                       |  |  |  |  |  |
| 7. I tend to follow the female social media influencers despite she is an ordinary person.             |  |  |  |  |  |

| <b>Male Social Media Influencers</b>   | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
|--|----------|----------|----------|----------|----------|
| 1. I tend to pay more attention to male social media influencers.  |          |          |          |          |          |
| 2. I tend to focus more on the caption written by the male social influencers rather than their photos/videos. |          |          |          |          |          |
| 3. I tend to focus more on the photos/videos of the male social influencers rather than their captions.        |          |          |          |          |          |
| 4. I think that the male social media influencers have a better knowledge on skin care products.               |          |          |          |          |          |

|  |  |  |  |  |  |
|--|--|--|--|--|--|
| 5. I tend to trust the skin care products which are advertised by the male social media --influencers. |  |  |  |  |  |
| 6. I tend to follow the male social media influencers because he is an artist.                         |  |  |  |  |  |
| 7. I tend to follow the male social media influencers despite he is an ordinary person.                |  |  |  |  |  |

# Appendix II

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## Turnitin Originality Report

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