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**THE PERCEIVED CREDIBILITY OF INSTAGRAM INFLUENCERS AND THE
IMPACT OF HEALTH PRODUCT POSTS ON UTAR STUDENTS' PURCHASE
INTENTIONS**

INTAN AZURA AL ZAHRA BINTI ABDULLAH

HENG KAI JIAN

A RESEARCH PROJECT
SUBMITTED IN
PARTIAL FULLFILLMENT OF THE REQUIREMENTS FOR
THE BACHELOR OF COMMUNICATION (HONOURS) ADVERTISING
FACULTY OF ARTS & SOCIAL SCIENCE

UNIVERSITI TUNKU ABDUL RAHMAN

DECEMBER 2020

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INTAN AZURA AL ZAHRA BINTI ABDULLAH

HENG KAI JIAN

DATE : 2nd December 2020

Declaration

We declare that the material contained in this paper is the result of our own work and that due acknowledgement has been given in the bibliography ad reference to ALL sources be they printed, electronic or personal.

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APPROVAL FORM

This research paper attached hereto, entitled “The Perceived Credibility Of Instagram Influencers And The Impact Of Health Product Posts On UTAR Students’ Purchase Intentions” prepared and submitted by “INTAN AZURA AL ZAHRA BINTI ABDULLAH and HENG KAI JIAN” in as a partial fulfilment of the requirements for the Bachelor of Communication (Honours)

Advertising is hereby accepted.

Date: 2nd December 2020



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Abstract

Social media platform like Facebook, Twitter and Instagram have provided people opportunities to share out their point of views and ideas to their followers. Some people who owns a huge number of following on their social media platform are known as “Social Media Influencers” as they are capable to give significant influence to their followers like altering their opinion or decision through their creative content. This study aimed to find out the credibility of Instagram influencers among UTAR students and the impact of these Instagrammers towards their purchase intentions towards sports supplementary products. This could help advertiser or marketer to hire appropriate influencers which are most credible to promote for their products and raise their products’ awareness through social media platform. Our study aims to contribute towards the understanding of perceived credibility of Instagram influencers and the impact of health products’ posts on UTAR students’ purchase intentions. Qualitative method was utilized in the form of a focus group with 5 participants in a group in order to collect data from our participants. After that, the data collected were transcribed and be analyzed using phenomenology method to better understand the phenomenon of UTAR student’s perceived credibility of Instagrammers and how it impacts their purchase intentions. Our study will be able to contribute towards the understanding of advertisers in selecting the most appropriate influencers to endorse their products and also the understanding of how consumers especially teenagers perceive the credibility of Instagrammer in this digital era. Based on this study, it is likely to conclude that UTAR students will perceive Instagrammers as not credible and will not impact their purchase intentions.

Keywords : Instagrammers, Purchase Intention, Credibility of Influencers, Impact of Instagram Post, Malaysia

CHAPTER 1 : INTRODUCTION

1.0 Introduction

The objective of this research is to investigate the reason of social media users nowadays tended to follow social media influencers in purchasing products and how these reasons can influence their purchase behavior towards health products. This chapter included few significant parts such as research background, research problem statements, research question, research purpose, research objective, research significance and also key definition.

1.1 Background

The evolution of technology caused a change in how brands market their products. The advancement of technology enables people to survey the product of their desire in their own way. Television, Billboard signs, radio channels was among the platform to advertise back then. It has been carried into social media platforms, websites as these are the things that people pay more attention to as the daily lives revolves around the technology. At this present time social media influencers are getting more attention and they are regarded as more credible and trustworthy in influencing consumer's purchase intention compared to celebrity endorsement (Berger et al., 2016). Traditional celebrity endorsement has become less efficient and credible compared to influencer endorsement because consumers feel that influencers are more approachable as they present the products with their 'authentic personalities' which could make consumers feel more similar to them (Chapple and Cownie, 2017). Based on a published thesis by Knightley (2018), 70% of the youngsters in Malaysia trust influencers more than celebrities. Besides that, influencers were said to be more interactive to their respective followers better than celebrities do. For example, Instagram, Facebook, Twitter, Youtube, blogs, are among the social media platforms that

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influencers appear and review products. Hence, it was essential for us to measure the credibility of the influencer since that youngsters nowadays could be easily influenced by them.

According to a thesis by www.socialblade.com (author name), the number of active Instagram monthly users had achieved 500 million, occupying almost 30% of internet users. Instagram is also labeled as one of the most powerful marketing tool in driving brand's engagement for advertisers among other Social Networking Sites (Buryan, 2018). Moreover, 83% of social media users told that they found out new products through Instagram compared to other social media platform (Facebook, 2019a). In a related study found out that Instagram influencers that are advertising brands will also post pictures or video of themselves exercising or their daily diet (Pilgrim, K., & Bohnet-Joschko, S., 2019). Muscle is a thing that needs exercise in order to gain, so consumers tend to measure how credible are these influencers based on their social media. Sportswear and supplements are also part of these health Instagram influencers as well as most of the time it is possible to get discount codes from this influencers, so consumers that are interested tend to look closely to buy the products of their choice as they will feel accomplished because they bought the product they want at the same time living like the influencer that they like as well (Noonan, 2018).

With celebrity endorsement and social media influencers on the rise and consumers pay attention to these influencers, it became one of the rising marketing trends and public relations. (Glucksman, 2017). There are studies from Knightley (2018) and Lisichkova & Othman (2017) that mentioned that consumers trust influencers rather than celebrities.

According to Rebelo (2017) mentioned that perceived credibility refers to a recommendation which includes unbiased and trustworthy information as in influencer. Ohanian's

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(1990) mentioned a shared trustworthy information is important. However, the final purchase decision was still up to the consumer choice.

Purchasing intention, according to Noonan, M. (2018) is the indicator of how people behavior to purchase that particular product, or reasons in short. Lisichkova & Othman (2017) and Vineyard, (2014) mentioned that purchasing intention is indeed a process where it all begins with consumer browse a product to specified to a specific item to the final product to be purchased. Wells, Valacich and Hess (2011) mentioned that purchase intention is a stage where people think of a decision to choose and buy. Thus, this research aimed to study about the perceived credibility of Instagram Influencers by the students of Universiti Tunku Abdul Rahman (UTAR), how the influencers actually influence their purchase intention.

1.2 Problem Statement

According to Forbes (2016), the increase trend of influencer endorsement has caused a bit of questions regarding their credibility. With the rise of social media, it is safe to say that the way consumers communicate with the brands has changed completely. Influencers is the new rising people that they refer to look for more information (Rebelo, 2017). Due to the huge rise of social media influencers, issue for instance their credibility has been raised.

Admiring influencers is a thing but millennials want to follow the life style of their influencer of their choice's lifestyle as the users perceive the influencers as attractive to maintain their social image (Lim et all ,2017).

Instagram is a platform of photo and video sharing and thus is the perfect platform for all sorts of communication on that platform. Instagram Influencers that review the item on social media and post it. These actions attract the users as they are able to find out if that particular item

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that they are going to purchase is actually useful to be used. According to Muda, Mohd & Hassan (2015) the trend of millennials nowadays are shopping online and social media platforms are the preferred platform to purchase the item of their choice. The feature of Instagram which is image and video like social media make it possible for influencers to show what they use and also increasing the marketing opportunities as Instagram is one of the social media platforms available. To investigate why, study on the impact of these influencers on Instagram as they influence the purchase intention on the consumers is needed. Lastly, Ohanian model was chosen as the attractiveness, trustworthiness are the most suitable components to measure the credibility of an Instagram influencer.

1.3 Research Question

RQ1 Does the credibility of an Instagram influencer are able to impact purchase intention of UTAR students towards fitness supplementary products?

RQ2 How do students of UTAR perceive the credibility of Instagram Influencers towards fitness supplementary products?

1.4 Research Purpose

This study's purpose is to find out the perceived credibility of Instagram Influencers on the students of UTAR's purchase intention

1.5 Research Objective

RO1 To study the perceived credibility of Instagram Influencers among UTAR Students towards fitness supplementary products.

RO2 To investigate if a perceived credibility of the Instagram Influencers are able to have an impact on UTAR Students purchase intention towards fitness supplementary products.

1.6 Significance of Study

1.6.1 Theoretical Contribution

There are a lot of researchers that had argued in their studies regarding the influence of social media influencers to the consumer on consumer behavior. Previous studies on the same scope in different countries found out that the influencer did have some influence on the consumers purchase intention (Grafström, 2018).

In the change of era where a social media influencer can influence his or her followers to purchase the product which was posted on the influencers' social media platform. With minimal studies focused on the eastern side of the world, we hoped our contribution can help more people to understand this topic more.

Taking social media as a platform, our study would allow a better understanding on the model in Ohanian's (1991) study. The model which is developed by Ohanian (1991), source credibility model. In the model, Attractiveness, trustworthiness are the components that are essential to measure the influencer's credibility and their impact on consumer's purchase intention.

In a study conducted by Djafarova and Rushworth (2017), the source credibility model was used in order to be able to measure Instagram influencers' credibility and the impact on the behavior of the consumers' purchasing. The researchers did mention the possibility for Ohanian's source credibility model to further develop to fit the current era of digital word of mouth (eWOM). Therefore, this study would look deeper into the context of social media influencers in order for future researchers that plan to research on this particular model by Ohanian (1991).

1.6.2 Practical Significance

In current generation, the perceived credibility of social media influencers are playing vital role in leading consumers' purchase intention. According to Nam and D  n (2018), the perceived credibility of the influencer is the key factor which influences consumers' purchase behavior. Besides that, millennials are more favorable towards influencers endorsers compared to traditional celebrity endorsement (Kilian, Hennigs, & Langner, 2012). Thus, our study is to provide advertisers information about the perceived credibility of Instagrammers among students in University Tunku Abdul Rahman and how it influences their purchase intentions. Besides that, our study also contributes to the better understanding of the impact of product placement in Instagrammers towards students' purchase intention.

1.7 Key Definitions

1.7.1 Social Media Influencers

Grafstr  m et all (2018) mentioned that social media influencers are defined as someone that have a large number of followers, for instance Instagram which is a widely used social media application. As millennials is the largest user of social media, thus millennials hold the largest power of influence and being influenced.

Instagram influencers are people who create visually appealing content with short-form of written content to influencer their respective followers in making purchasing decision (Mediakix, 2016).

1.7.2 Influencer Marketing

Veirman, Cauberghe & Hudders (2017), said that a social media user that have a large number of followers and have gained trust and liking from his or her followers is called influencer.

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Companies that pay or take these influencers to promote their brand as this person has been trusted as a trustworthy person to build brand awareness to influence his or her follower to be interested in the brand.

1.7.3 Credibility

Chen et al (2011) mentioned that the fundamental feature of marketing strategy is credibility. E- Word of mouth requires lots of trust and recommendation among social media users. Kim (2018) mentioned that it is essential that an influencer be trustworthy and be honest in order to gain followers so that the influencer can influence the followers. It can be anything from health products, beauty products, service or even motivational posts. The definition of true information could be said as getting a reliable source of information that that particular information is the truth and unbiased.

1.7.4 Purchase Intention

Shah et al (2012) defined that purchase intention is a process which is a decision-making process, in a way that a person will think through before purchasing that product. Meanwhile, Mirabi, D. (2015). mentioned that purchase intention means the consumer purchases the product in different reasons or situations.

CHAPTER 2 LITERATURE REVIEW**2.0 Introduction**

In this chapter will show the theoretical ground of the research. The two model which were source credibility model and source attractiveness model were presented in this research and the relationship between social media influencers personal factors based on this two models influence their followers' intention towards health supplementary products is discussed in this chapter. Subsequently, we proposed few variables based on both models and purchase intention.

2.1 Defining Instagrammers (Social Media Influencers)

The rise of social media sites like Instagram had created a new channel for brands to market their products by disseminating information on the social networking sites (Mangold & Faulds, 2009). Consumers are now free to share their reviews towards a particular products and this has resulted in influencing their followers (Bakshy, Hofman, Mason & Watts, 2011). These customers with influencing power are known as "Social Media Influencers" or "Instagrammers". Social media influencers defined to a new type of individual as they have no tie with company or brands which have the ability to shape consumer's attitudes through their creative content with the use of social media platform (Freberg, Graham, McGaughey & Freberg, 2011). According to Bodrunova, Litvinenko & Blekanov (2017), social media influencers could be differentiated into marketing influencers and also deliberative influencers. Marketing influencers refers to influencers that have a huge number of followers backed by consistent publishing post and share and support by their followers or fans while deliberative influencers refers to influencers that have the power to initiate engagement and discussions among their followers (Bodrunova, et al., 2017). Therefore,

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Instagrammer that we were studying could be considered as marketing influencers as they are more to reviewing products instead of facilitating discussion among followers.

Due to the persuasive power of social media influencers, it had caught the attention of companies and brands to consider Instagrammers as an endorser to market their products on social media platform and it is also known as influencer marketing (Messiaen, Hoorneart, Poel, 2017). According to Forbes (2016), social media influencers are more persuasive in influencing consumers purchasing intention compared to celebrity because social media influencers said to be more approachable and have a similar lifestyle as the normal consumer. After the influencers have used the product provided by brand marketers, they will review the products by publish a post on their page on social media using their own words or language (Chatterjee, 2011). Their messages regarding the products is crucial in shaping consumers' attitude towards the products and it is also known as a part of electronic word of mouth which is eWOM. Electric word of mouth refers to the a new form of buzz marketing in which positive or negative comments being shared by consumers through social media platform and it may go viral if the message is persuasive enough (Cheong & Morrison, 2008).

Due to its massive reach and engagement, electronic of mouth allows consumers regardless of their social relationship to share their thoughts and point of views in a more natural way (Kapoor, Jayasimha, & Sath, 2013). According to Freberg et al. (2011), social media users tend to follow influencers with specific traits and attributes. Apart from the level of fame and popularity, the influencing power of social media influencers is a key factor in choosing the most appropriate influencer (Forbes, 2016). Hence, brand marketers have to be selecting the most engaging Instagrammers to secure the effectiveness of their advertising campaign. The number of followers, the number of likes, the number of mentions and the engaging rate of a particular influencer is

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enough to measure their influencing power and credibility in influence consumers' purchasing intention (Cha, Haddadi, Benevenuto, & Gummadi, 2010). Therefore, in this study we would be choosing the influencers according to the amount of followers, likes and engaging rate to evaluate their influencing power.

2.1.1 Instagramers in Malaysia

Internet users who own a huge amount of followers on Instagram are known as Instagrammers (Rebelo, 2017). According to Glucksman (2017) studied that the influential power of an influencer can be measured by the number of followers, mentions, reposts and the comments on the social media influencers. Meanwhile, Past studies had proved that Instagrammers is the key element to make a marketing campaign viral as they have the power to shape consumers' attitude through their posts or contents (Freberg, Graham, McGaughey, & Freberg, 2011). The influencers are picked based on their number of followers on Instagram on 30 January 2020 from socialblade.com.

Jordan Yeoh	881.1K followers
Alex Chee	276K followers
Kit Mah	44.5k followers
Faiz Azriffin	91.3K followers
Joanna Soh	108K followers

Source: socialblade.com

Figure 2.1.1 : Influencers According to Number of Followers

These were the among the top 5 Instagram influencers in terms of health products and health related postings. The amount of followers that actually follow up their post verified them as a credible. According to socialblade.com, another way to verify the credibility of influencer is

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though the “blue tick” from the profile of the influencers. The blue tick defined that the particular influencer had gained verified badge from Instagram which means that Instagram has approved this particular account as authentic, and it belongs to a public figure, celebrity or a global brand.

2.2 “Product Review” Genre on Instagram

Instagram allowed users to share their experiences and ideas of a particular products through picture and content. According to Dou, Walden, Lee & Lee (2012), product reviews genre on Instagram has become the major factor that influence the purchase intention of consumers nowadays. Wheaton (2018) studied that consumers will look for other consumer’s review and experience with a product before making purchase decision. Hence, “product review” genre had become one of the key source of information for consumers in this era of technology.

2.3 Purchase Intention

Purchase intention is the preference of one buying particular products or service (Vineyard, 2014). Besides that, purchase intention can be defined as the evaluation of consumers before they make a purchase behavior to meet their needs and wants (Younus, Rasheed and Zia, 2015). Hosein (2011) studied that purchase intention is one kind of cognitive behavior when he or she intended to purchase a product. According to Rao and Monroe (1998), knowledge about a product is the key factor in influencing one’s purchase decisions. In current generation, purchase intention are significantly influenced by influencers in social media as people nowadays spending most of the time in scrolling social media.

2.4 Source Attractiveness Model

The source attraction model was developed from the Source Valence Model (McGuire, 1985). This model says that attractiveness of the endorser is not just from the physical appearance, but also includes similarities, familiarities and likability (Erdogan, 1999). According to McGuire (1985), similarity, familiarity and likability give significant impact on the message effectiveness and affect the information received by the individual. Attractiveness of an influencer will eventually influence consumers' purchase intention (Wongweeranonchai & McClelland, 2016).

2.4.1 Similarity

Similarity can be defined as the resemblance between source and receiver of the idea (McGuire, 1985). According to Erdogan (1999), influencers with common traits that suit with the consumers are more persuasive to the consumers and easier to seek attention. This is why some company sponsor ordinary people as their influencer because consumers will feel more approachable and the characteristics would be more familiar to consumers' lifestyle (Hoekman, n.d).

2.4.2 Likability

Likability can be defined as the receiver's affection towards the source's physical appearance and behavior (McGuire, 1985). Social media influencer are chosen to be products endorser because they are able to lead people to follow their attitudes and behaviors, similarly as how one is influenced by his or her friend in choosing a brands (Colliander & Dahlén, 2011). Hence, the greater the likability towards a source, the greater the brand image and attention towards the receiver (Jain & Posavac, 2001).

2.4.3 Familiarity

According to Erdogan (1999) studied that familiarity as the knowledge of the source that obtained through exposure. Thus, it is crucial for the marketing team to select influencers that have the highest level of familiarity which means influencers that are most recognized and familiar to the target audiences. According to Zajonc (1968), the highest the familiarity of an endorser, the message delivered tend to product better attention and message recalled by the target audiences.

2.5 Source Credibility Model

The effectiveness of the influencer can be determined by using source credibility model (Hovland & Weiss, 1951). Credibility is the positive traits by the endorser will influence his message delivered to the receiver (Pornpitakpan, 2004). The more credible the endorser, the more effective the source will be (Sternthal, Philips, & Dholakia, 1978). Credibility of the source is able to give significant impact in communication (Pornpitakpan, 2004). However, credibility is affected by three elements which are expertise, trustworthiness and attractiveness (Ohanian, 1990).

2.5.1 Trustworthiness

Trustworthiness refers to the extent of confidence of the users in receiving the message delivered by the influencer (Ohanian, 1991). Followers tend to purchase the product which suggested by their following influencer as they feel more reliable about the products (Liu, Jiang, Lin, Ding, Duan, & Xu, 2015). According to Ohanian (1991), influencer with higher level of trustworthiness will be more persuasive to the consumers. Furthermore, the number of followers determine the level of trustworthiness in influencers as according to Glucksman (2011), the influencer with the most followers have more chance to collaborate with top brands.

2.5.2 *Expertise*

Expertise refers to the level of the endorser to be a source of valid assertions and also defined the level of skills, practice and knowledge of particular influencer (Erdogan, 1999). Expertise also refers to the ability of the endorser to deliver credible message to their followers from the starting of the interaction to build relationship with the consumers (Nejad, Sherrell, & Babakus, 2014). According to Ohanian (1990), the level of expertise of an influencer give significant impact on customer's purchasing intention. For instance, fitness products should be promoted by a fitness influencer instead of a comedy influencer to show their respective professions in this field. Therefore, influencer's expertise and knowledge towards their sponsored products significantly influence customer's purchase intention (Djafarova & Rushworth, 2017).

2.5.3 *Attractiveness*

Attractiveness defined the level of fame of a particular influencer and their physical attractiveness (Karasiewicz & Kowalczyk, 2014). According to Ohanian (1991), media company adopted physically appealing influencer to seek the attentions of the customers. Attractiveness is the key dimension of credibility and has big impact to the purchase intention. According to Joseph (1982), customers tend to follow endorsers with physically attractive and form positive attitude towards their purchase intention.

2.6 Theory of Planned Behavior and Purchase Intention

To better understand on consumers' purchase intention, Theory of Planned Behavior is used in this study. Theory of Planned Behavior defined that an individual's action is govern by attitudes and social normative perceptions that lead to an intention to make a purchase (Ajzen,

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1991). The theory of planned behavior had been used in many studies especially in e-commerce field as it is suitable in determining consumers purchase intention (Hsu, Yen, Chiu, & Chang, 2006; Hansen, Moller Jensen, & Stubbe Solgaard, 2004).

Ajzen (1991) studied that an individual's behavior is affected by 3 main factors which are attitude toward a behavior such as making a purchase, subjective norm and perceived behavioral control. Attitude toward a behavior defined that an individual's beliefs about an action whether it is positive or negative after he or she perform the actions (Ajzen, 1985). Besides that, George (2004) studied that consumers' trustworthiness towards endorser will actually influence their attitude towards online purchase. Hence, the perceive credibility of Instagrammers among UTAR students would likely impact their purchase intentions.

Moreover, subjective norms would be another key factor that influencer consumers' purchase intention. Ajzen (1991) studied that subjective norm is the pressured given by the society which triggers one's action. Apart from that, subjective norm can be defined as an individual's perception of a particular behavior and the strength of motivation to comply with others' belief (Ajzen, 1985). Subjective norms can be determined through different sources such as peer influence which are friends or family members as well as external social influence such as professional opinions or other third-party opinion (Hung, Ku, & Chang, 2003). In this study, Instagram influencers were considered as third-party opinion which is external social influence and they might influence UTAR students purchase intentions.

Last but not least, perceived behavioral control is also one of the factor that impact consumers' purchase behavior. Perceived behavioral control can be defined as the challenges for consumer to carry out an action (Ajzen, 1991). Accordng to Bandura (1982), it is similar to the concept perceived self-efficacy which means how well an individual can carry out an action to

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cope with prospective actions (Bandura, 1982). Li, Daugherty and Biocca (2002) studied that consumers will research the price and the product quality before making purchase decision. Apart from that, consumers' perceived behavioral control was playing vital role in influencing consumers' final purchase decision (George, 2004). Hence, in our study, UTAR student's purchase intention was significantly affected by their assess to the products and exposure to Instagrammers.

CHAPTER THREE : RESEARCH METHODOLOGY

3.0 Introduction

In the chapter of Methodology, the researchers would discuss the methodology that will be utilized in this study also to introduce the methodological approach which has been taken. The data of this study which was obtained through group interviews (focus groups). The following will explain why Qualitative study is chosen, settings, instruments, data analysis and the pilot test.

3.1 Selection of qualitative study

Quantitative and Qualitative are the type of research approaches that is widely used in research studies .Yes, explaining what is a qualitative research is important, as it is what make this research. According to Rahman (2020), there is a problem in explaining this term clearly. According to Ritchie, Lewis, Nicholls, & Ormston, (2013) quoted by Rahman (2020) as there are no theory or a distinct set of steps that explain what qualitative research is, as every researcher has their own way of explaining what qualitative research are.

Kawamura (2020) mentioned that qualitative study is part of how to learn about social reality. Qualitative study covers a wide variety of different studies. Kawamura (2020) further explain that the qualitative study often used to explain or describe or even to have a deeper understanding of the topic.

3.2 Rationale for a Qualitative study with a Phenomenology

According to Merriam (2009), Qualitative research is to understand people's interest, how people explain their experience, and how they go through their lifestyle, thus qualitative research method is used in this research. Merriam (2009) has chosen 6 types of qualitative research. Smith, Flowers, & Larkin (2009) also mentioned that the qualitative research types including

phenomenology, ethnography, grounded theory, narrative analysis, critical qualitative research and basic qualitative research. The qualitative phenomenology research method has been chosen for this study as stated by Van Manen (1990) that phenomenology is a type of qualitative research that enable the researcher to focus on the experience of the person's and also the things that direct towards themselves. Smith, Flowers, & Larkin (2009),

3.3 Research Philosophy

3.3.1 Phenomenology

Clary(2020) mentioned that phenomenology apparently is a scholarly approach, into the study of the experience, which that phenomenology enable the researchers to pinpoint the cognitive thoughts, also the experience of participants.

Using these techniques, researchers would have to identify a common theme based on the collected data from the transcripts from the interview or the focus group (Giorgi, 1997). Padilla-Diaz (2015) introduced 3 types of phenomenology which are descriptive, transcendental and constitutional phenomenology. In this research, descriptive phenomenology will be used as descriptive phenomenology allows us to study in detail the statements from the participants (Padilla-Diaz, 2015).

A research group that was recommended should have 3 to 15 members, plus these members should be able to describe and express their experiences. (Creswell, 1998 as cited from Padilla-Diaz, 2015). In this research, the researchers will invite 5 participants into a group. This allows us to further understand the experience of the participant's experience, and what are the thoughts of the participants. By using phenomenology, we can analyse the perspective, perceptions and the understanding of the participants.

A research group that was recommended should have 3 to 15 members, plus these members should be able to describe and express their experiences. (Creswell, 1998 as cited from Padilla-Diaz, 2015). In this research, the researchers will invite 5 participants into a group. This allows us to further understand the experience of the participant's experience, and what are the thoughts of the participants. By using phenomenology, we can analyse the perspective, perceptions, and the understanding of the participants.

3.4 Focus group

Other than the Focus Group interview, there are Face-to-face interviews. Face to face interview is a one to one interview that does not allow the researcher to get many details because it is just between 2 people although the researcher has a better focus on the participants (DeFranzo, 2019). To get a wider range of answers from participants and also save time, a focus group interview is a better option.

Focus Group interview promotes interaction in detail and so to obtain personal opinion is possible. Participants will tend to agree on the point mentioned by another participant as a clarification as agreeing therefore the researcher can get more detailed information (Bojlén & Lunde, 1995). Instead of comparing every interview by individuals. DeVault (2012), mentioned that the focus group refers to a group of selected individuals to be in a planned discussion. Merriam (2009), said that researchers suggested a number between 6 participants to 10 participants among the focus group, but there are no rules of the amount of the participants. Merriam (2009) mentioned that it would be better to invite participants who do not know each other to join the group interview. These people will be interviewed and with minimal guidance

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on the discussion. (Grafstrom, Jakobsson, & Wiede, 2018). Guest, Namey, & McKenna (2016), recommended for a sample size of a minimum of two focus group.

A focus group interview enables interaction between one participant to another, rather than a one to one interview that limits the interaction. (DeVault, 2012). A one to one interview limits the discussion and fewer ideas that will be discussed. A smaller number of participants will produce a better output of a discussion, according to a research which is done by Grafstrom, Jakobsson, & Wiede (2018). A focus group interview discussion enables flexibility as it makes collecting data from participants without the need for survey questions (DeVault, 2012). The focus group interview would be stopped when the objective had been met.

3.5 Online interview

COVID-19 – methodological reconsiderations

Prior to COVID-19, the research consisted of face-to-face group interviews in participant's homes. In order to comply with "social distancing" policies during COVID-19, data collection methods were adapted to enable family group interviews online using an online video conferencing platform. The research procedure implemented is outlined in Figure 1. Two researchers were involved in the initial face-to-face group interviews, with one primary interviewer and the other acting as a scribe. This format continued online with both researchers, separately, joining the video conference. From an ethics point of view, there were no key differences between face-to-face and online as both required the usual ethical procedures, such as, gaining informed consent and ensuring anonymity, privacy and confidentiality of the participants' identity (Rodham and Gavin, 2006).

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Due to the pandemic, the face-to-face group interview physically is not possible in order to comply the order of “social distancing” policies from the government during COVID-19. Hence, the data collection for this research has been adapted online.

An online video conferencing platform that is widely used by the area of research, UTAR which is Microsoft Teams is used. The procedure is as follows

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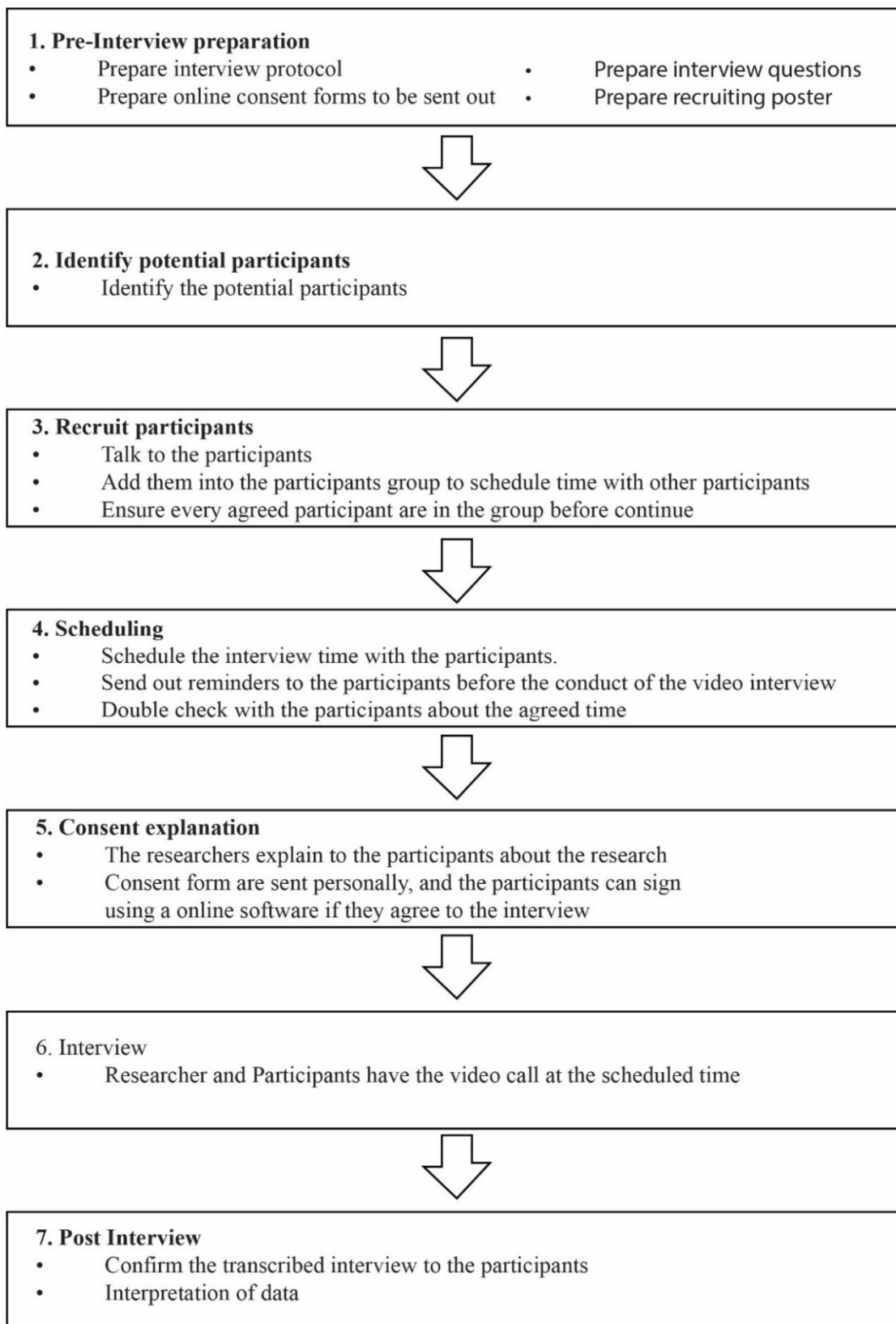


FIGURE 3.1 THE FLOW OF INTERVIEW PROCESS

3.6 Question Formulation

Based on the scale of credibility by Ohanian (1990), the interview questions were formulated to analyze credibility. According to Ohanian (1990), Attractiveness, Trustworthiness, and Expertise are the three components to define the scale of credibility. These three components have been proven by scholars in their past studies that these components are important in the form of credibility (Ohanian, 1990; Ohanian, 1991; Erdogan, 1999).

The chosen Instagram Influencer is Jordan Yeoh, a Malaysian fitness influencer with 692k of followers, with *1,304 postings* as of 1st December 2020. Using Ohanian's (1990), Credibility Scale, the interview questions will be asked (incomplete sentence). The questions consist of credibility scale and the Instagram influencer, Jordan Yeoh, and the products which are endorsed in the channel, as Jordan Yeoh is also an ambassador for My Protein, which is a supplement for working out.

Source Attractiveness Model McGuire (1985) is also part of the scale of the asked questions. Questions like "I follow Instagram Influencers because they are attractive", and "I follow Instagram Influencers not because they are attractive" will be adapted to "Do you follow Jordan Yeoh on Instagram because of his physical appearance?". The interview questions based on a second person view. The full interview protocol would be attached in the appendix

3.7 Sampling

Based on Foong (2015), there are approximately 16,000 students who are studying in Universiti Tunku Abdul Rahman, Kampar Campus. The selected size of the focus group interview will be 5 participants. Purposive sampling is a non-probability sampling method or known as

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judgment, selective or subjective sampling whereby the researcher relies on his or her judgment in selecting members of the population to participate in their study (Foley, 2019).

Purposive sampling will be adopted in this study as this method has a huge range of non-probability sampling techniques. The participants that will be selected are Malaysian youth, that have an active gym membership. Youth is defined by Malaysia Youth Policy (Aziz, 2016) as aged 15 to 30 years old, thus the targeted participants will be as of 15 to 30 years old. Reasons behind choosing youth as the participants as according to Grafstrom, Jakobsson, & Wiede (2018), this group are more exposed to social media or technology more frequently, therefore it is best to assume that this group have better understanding of Instagram, so they will be able to answer the questions that will be asked in the interview.

The participants should know of Jorden Yeoh (Instagram Influencer). In short, Universiti Tunku Abdul Rahman students will be the target participants of this study and thus purposive sampling will be chosen to pick the participants in Universiti Tunku Abdul Rahman as most youths are studying. People that always exercise and take health products are the other reason behind taking the participants as they are the most visible health-conscious group of people.

3.8 Setting

Due to the current pandemic, COVID-19, this research had to be bought online, together with the interviews, which is focus group. (Dodds & Hess ,2020) This research intended to explore the experience of 20 participants on the Instagram Influencers that the participants follow and how these influencers had impact on the purchase intention of UTAR students. The 20 participants were placed in 4 focus group respectively.

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The interview was conducted online via video call through Microsoft Teams, as UTAR students have an active Microsoft Teams account due to Online Teaching and Learning (OTL), in everyone's respective homes using their devices that have internet connection. Through the group chat, every participant was briefed on the interview protocol. Consent forms are sent privately to the participants and participants send back to the researchers once it is done read and signed as a term of agreement in participating the Focus group interview.

For pilot test focus groups, we recruited 3 participants in a group. The time of the interview was determined with everyone's agreement on the selected time. The participants will be shown two posts of the product placement posts. The focus group will be conducted right after the end of the display. During the focus group interview process, the a video recording will be taken by a built-in Microsoft Teams video and audio recorder to record the discussion clearer and to prevent any missed details, the interviewer will also take small notes in . The audio will be transcribed, and the results will be analyzed.

3.9 Issue of Rigor

The issue of rigor has been a great concern. The current quantitative bias in the analysis of qualitative research such as the concern of if it can be replicated, the ability of the results to be measured, and similarity. According to Davies and Dodd (2002), to determine the validity and reliability, the issue of rigor is important. Smith & McGannon (2017), mentioned that one way to overcome the issue of rigor is the usage of member checking. The usage of member checking is a strategy to overcome the issue of rigor (Hamilton, 2019)

This process requires to present the transcribed interview as well as the common answers that were pinpoint to the participants to ensure the accuracy of the interview and ensure the

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transcribed data is the data which were experienced by the participants, therefore the researcher will be giving the verbatim to the participants as well as the common answers that were pinpoint if it means to ensure the accuracy of the data.

Hamilton (2019) too mentioned that member checking is one of the way to overcome the issue of rigor, by asking the participants co-operation to review the transcribed or the interpreted transcriptions of the interviews. Hamilton (2019) also point out a research by Sandelowski (2008) that the member checking after the interview (post-interview) also means the participated participants are willing to recall back and give comments of the interpreted transcriptions, which is the experience of them.

3.10 Ethical Consideration of the Issue.

Firstly, participants will be informed that their personal information will be kept as private and confidential, and their responses in the entire interview process will remain anonymous. The participants were also briefed about the consent form and the participants fill in the consent form in digital form and then were sent to the researcher. This step will be followed by, informing the participants about the reason for the data collection is for, which is for research purposes.

Thirdly, participants will be needed to complete a consent form as a proof that they are willing to participate in this interview and was not forced by any individuals before the interview was being conducted. The objective of this interview is to understand the experience of the participants of Universiti Tunku Abdul Rahman on the fitness supplementary product posts of an Instagram Influencer.

3.11 Semi-structured interview

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Semi-structured or otherwise, an interview is a specific type of interaction and not a normal conversation. As you allow space for the interviewee to respond, notetaking can help you avoid interruptions, track important details to revisit or clarify, and establish your curiosity and interest with your interlocutor. Clarification questions might be a broad “Could you tell me more about that?” or far more specific. For example, I asked an interviewee to elaborate on a particularly rich turn of phrase with the following: “Just to clarify, what do you mean when you say ‘sense of ownership tends to bleed away?’” Follow-up questions might also ask for more detail or examples.

The type of interview which is selected for this qualitative study is semi-structured interview. This is because the questions are planned beforehand however the researchers are free to clarify the answers that are given by the participants.

3.12 Pilot Test

3.12.1 Pilot Test Findings.

The pilot test was conducted to test the appropriateness of the interview questions to be asked and in this finding was the result from the conducted pilot test. In the findings of the pilot test, both the pilot test group, Group 1 and Group 2, with Participants C, D and E will be discussed.

From the conducted pilot test findings, we can conclude that participants did not follow Jordan Yeoh because of his appearance and appearance is not a reason to mention that Jordan Yeoh is credible as an Instagram Influencer. Some of the participants believed that these Instagram influencers are not trusted due to some doubts, for instance, “paid reviews”. However, participants agreed that Jordan Yeoh is more than qualified and has a lot of experience to be reviewing the products as shown in Jordan Yeoh's Instagram.

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Meanwhile for the purchase intention, the participants mentioned that their purchase intention is not being influenced by Jordan Yeoh himself. For instance, the participants need the product, or the product interest them.

CHAPTER 4: DATA ANALYSIS**4.0 Introduction**

This chapter presents the results for the study regarding the credibility of an Instagram Influencer, is the credibility able to impact purchase intention of the UTAR Students towards fitness supplementary products. The other purpose of this study is to find out how do students of UTAR perceive the credibility of Instagram Influencers towards fitness supplementary products. The participants' sharing regarding their experience which was collected and analysed the experience of each and every of the participants, valuable information was obtained about their view point of the credibility of the Instagram influencer in question, Jordan Yeoh or UTAR students. In this chapter the research questions are addressed with evidence, including the quotations and the experience or sharing from the participants.

4.1 Demographics of Participants

The results which is obtained are based on focus groups were from UTAR Kampar Campus. All participants voluntarily to participate in the study and the researchers have consents to record the entire interview session.

All 20 participants had experience of attending went to the gymnasium, as a part of requirement of the selection of participants. The selected were familiar with the influencer-the selected participants also did not go to the same gymnasium as there are many gymnasium in the research area, Kampar.

All the selected participants are pursuing tertiary education at UTAR Kampar, Perak. And the participants were from Faculty Arts and Social Science (FAS), Faculty of Business and Finance (FBF), Faculty of Science (FSc), Faculty of Engineering and Green Technology (FEGT), Faculty

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of Information Technology (FICT) and Centre for Foundation Studies. There was a total of 12 male participants and 8 female participants, and the age is between 18 years old to 24 years old. All the participants had an active gymnasium membership and do workout regularly at least one (1) time per week, and all 20 participants practice healthy lifestyle.

Also, due to the current pandemic, COVID-19, the interview was done via Microsoft Teams. The reason the platform is being chosen is due to the institution, UTAR had implement Online Teaching and Learning (OTL) via Microsoft Teams where students are registered via their student email account (*example: abc@lutar.my*).

The focus group interview was conducted with the built in Microsoft Teams recording. Interviews are transcribed within 24 hours after the session, and the complete verbatim was send back to the participants, and after every single participant agreed with the verbatim, the researchers began the coding process. All 4 of the focus group interviews were done in the month November 2020.

4.2 Revisions of Interview Protocol

The interview protocol introduction to the participants was more to the propose of the study, who have the access to the participants' responses the rights of the participants and also the consent of video recording.

A small ice breaking session is a starter to get the participants to be slightly comfortable to encourage each and every participant to speak up their opinion. All 20 participants were briefed on the consent before the interview.

The main interview questions are asked according what was written. However, some questions were asked to ensure the participants understand the questions. Additional questions

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were follow up to asked to the participants. Such as “why?” “can you tell me more?”. There are different ways of asking to probe the participants experience and have more understanding regarding the experiences which were shared by each one of the participants. Questions were added according to the answer given by the participants to get more understanding about the Point of View (POV) of the participants.

At the end of each focus group interview, the participant was asked if there were any questions at the end of the interview, and the questions were answered before the interview was ended.

At the end of the interview session, the researcher also asked the participants if they have any questions to be asked to the interviewer. This is to let the participants there were a proper closure before every one bid farewell and end the group call.

4.3 Research Results

Four distinct themes can be extracted from the research data. The major themes are classified from the results of the study are as follow. Refer to Figure 4.3 for the Themes and Sub- themes

1. The attractiveness of the Instagram influencer is the reason or not the reason to follow
2. The trustworthiness of a Instagram influencer can be viewed in terms of physical appearance and self believe
3. The expertise of a Instagram Influencer can be seen how the user look at the influencer, in the means of trust or not trust the influencer
4. The purchase intention of a consumer is depending on internal and external factors

The themes 1 ,2 and 3, attractiveness and trustworthiness, also expertise answered the first research question; does the credibility of an Instagram influencer are able to impact purchase

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intention of UTAR students towards fitness supplementary products? And the theme 4, purchase intention; How do students of UTAR perceive the credibility of Instagram Influencers towards fitness supplementary products? Each of the theme is discussed.

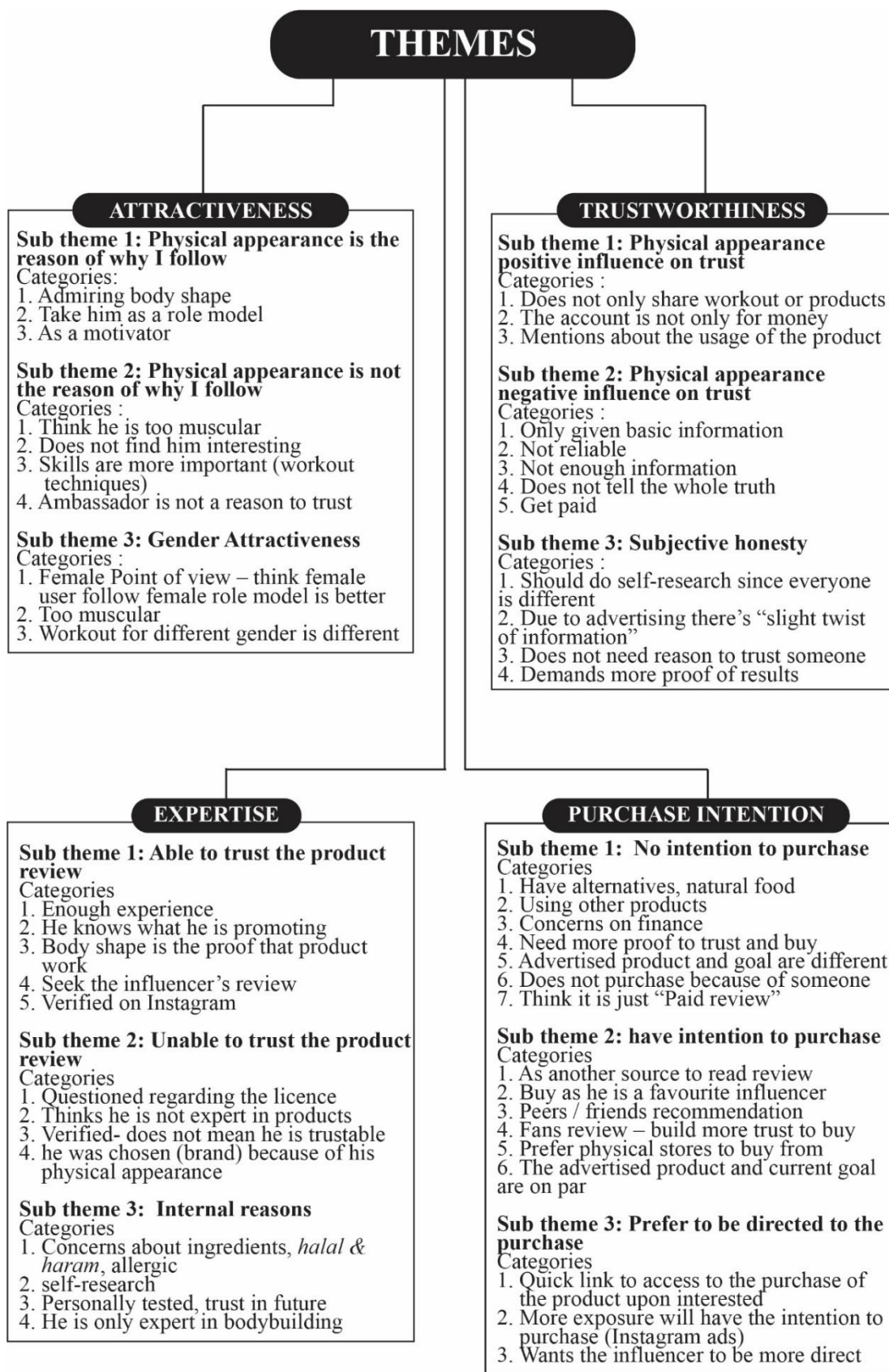


Figure 4.2: Themes and Sub-themes

4.3.1 Theme 1: Attractiveness

Out of 20 participants opinion there are a mixture of views , the researchers got a mixture of answer of “Yes, I follow Jordan Yeoh because I find him attractive” , “No I do not follow Jordan Yeoh because I find him attractive” and the third opinion is “ I do not follow him because as a girl I prefer to follow a female influencer, however he is fit, just not my taste”

Sub theme 1: Physical appearance is the reason of why I follow

“Yeah, I follow him because of his appearance. And I like him to be my mentor cause I like to have body like him” – Group 1, Participant 1

The participants that mentioned that they follow Jordan Yeoh because of his attractiveness mentioned that they are able to admire his body shape, and take the influencer in question as a role model to work their own body to be like Jordan Yeoh. Participant 4 from Group 1 also agree like what Participant 1 from Group 1 said that Participant 4 will follow Jordan Yeoh due to how he looked physically as the influencer has a lot of muscles and he admire Jordan Yeoh to be his role model and motivator for himself to be as bulky as Jordan Yeoh. Other participants that agree that they follow Jordan Yeoh is because of Jordan Yeoh’s appearance also have similar points to Group 1 Participant 1 and Participant 4.

Sub theme 2: physical appearance is not the reason of why I follow

“Uhm no. I know I follow him because of his like routine workout what he's doing and stuff. So I used to use follow him just because like just to know what kind of workout cause he does.” – Group 3, Participant 3

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Some participants have a opposite point of view where they do not agree that they follow Jordan Yeoh is because of appearance. Fair between gender there are male and female that mentioned that Jordan Yeoh is too bulky and a participant voice out her opinion whether Jordan Yeoh is taking hormones to look like that or he does not. Participant 2 from Group 3 mentioned that

“cause. It did not really seem so interesting to me. Yeah, but I saw a post about like workout videos, maybe that is useful” Group 3 Participant 2

She does not find him interesting but yet she is still interested to look further into his post for workouts. Other participants have various reason for example Jordan Yeoh is too exposed that the participant prefers that if Jordan Yeoh doesn't keep appearing on social media shirtless. There are a lot of participants that point out Jordan Yeoh's workout videos. That these participants think the skills of workout is more important than, his physical appearance. Some participants voice their opinion regarding the brand choose their ambassador due to physical appearance that the participants mentioned just because he look fit with a lot of muscles does not give any solid reason to follow Jordan Yeoh.

Sub theme 3: Gender Attractiveness

“one thing is if I want to have a so- called role model for me, I'm sure I will pick a girl influencer.” – Group 1 Participant 5

The third viewpoint is more to gender based. Some of the participants especially female mentioned something similar to Group 1 Participant 5 , they prefer to pick their favourite influencer or a role model which is the same gender as they are due to difference in the workout style between gender .

“Oh OK, actually I said I don't want to follow him cause I don't think he's physical appearances. Is... is is an attractive enough for women in in this trend...” – Group 5

Participant 1

Other viewpoint including female participants think he is way too overexposed and bulky. Not just female, some male participants voice out that they think that it is not attractive for female in the current trend. There are three different view point under the first (1) theme , which is attractiveness of the mentioned Instagram influencer.

From the first theme, there are a mixture of views of the participants follow the influencer is based on the appearance or vice versa. Every user of social media have their own point of view if they follow the person due to the physical appearance or due to the content ; the workout or to be more precise , the skills of the particular person. The researcher can conclude from the first theme that good appearance does not mean that the person can get the user to follow them.

4.3.2 Theme 2: Trustworthiness

Out of 20 participants opinion there are a mixture of views , the researchers got a mixture of answer of “Yes, I follow Jordan Yeoh because he is honest with his review” , “No I do not follow Jordan Yeoh because I don’t think he is honest with his review” and the third opinion is “ You do not need a proof why you follow someone”

Sub theme 1 : physical appearance positive influence on trust

“I will trust the product that was reviewed by Jordan Yeoh, 'cause Jordan Yeoh always present his character as positive and reliable.” – Group 2 , Participant 1

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The first viewpoint is from the participants that agreed that they think that Jordan Yeoh is trustworthy. Most of the participants that agreed in this viewpoint have the same opinion. Which is , one participant mentioned that he can trust the product review which is reviewed by Jordan Yeoh because he always present his character as positive and this make him look reliable. Some other participant mentioned similar reason with the mentioned participant (Group 2, Participant 1)

“uhm He he he did not always share things about the product and basically she... he share most of his lifestyle... So I think he..he can be trusted lah... At least he is active in his social media...” – Group 1 , Participant 5

Group 1 Participant 5 say that she thinks that the influencer can be trusted due to how the influencer uses his Instagram account, which is not just for reviewing product. She and a few other participant mentioned that because of how he uses his social media, they do not feel that he is a influencer that post for money only, due to how he share his daily lifestyle in his posts on the social media. Other participant also mentioned how he also mentioned about the usage of product while reviewing that is a plus point as this means Jordan Yeoh did some research before promoting the product to his followers on Instagram.

Sub theme 2 : physical appearance negative influence on trust

“I think that he is not so honest with his review on Instagram, because yeah, obviously we don't see him consume it” – Group 3, Participant 2

The second viewpoint of this theme is how the physical appearance does not give a positive influence; it had a negative influence on their trust. Participant 2 from Group 3 mentioned that she thinks that Jordan Yeoh is not being honest with the product reviews because of he is not being reliable and does not tell the whole truth. Another participant that have the same viewpoint as Participant 2 Group 3, added that he can only see Jordan Yeoh standing in front of the products

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taking picture. Another participant mentioned that he might be able to trust that Jordan Yeoh is honest with his review if he shows transformation video or at least the video that the followers can see that Jordan Yeoh is taking the supplement.

“Not really because they (Influencer) are getting paid from the company.” – Group 2,

Participant 5

Participant 5 from Group 2 mentioned that she could not trust his review because she thinks that Jordan Yeoh is getting paid from the company that he is sponsored of. Participant also mention that since he is an ambassador, he should be able to give more information, so that his review is different from the rest. Other participants also add that he should give more detailed explanation. From this view point, the researchers can conclude that how you use your physical appearance to be able to gain trust from viewers is important, because if not, it will have a negative impact on the viewers instead of positive influence which is the goal of the influencer is to promote the supplement.

Sub theme 3: Subjective honesty

“For me, I think it's not about honesty. Maybe there's some slight uhm twist of information like.... Whenever in marketing like you do not 100% give your full opinion or honestly, like

maybe like 70 or 80%” – Group 1, Participant 2

Participant 2 from group 1 said that honesty is not an issue, you do not need a reason to trust someone, but its more towards marketing tactics on the market where the reviewer doesn't give their full opinion on their view so the followers or user will go further and find out about the product.

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All participants, does not matter they think his review is trustworthy or not said “Yes, I will do more research if I am interested to the product” “Yes, for sure I will go search for the product”. Participant 3 from Group 1 mentioned as a consumer, we should always research the product that we plan to buy as a responsible consumer. Participant 3 from Group 3 mentioned that he would always research something before he purchases due to the cases that happened in Malaysia of some harmful products that can cause a negative impact on health.

From this point of view, the researcher can see that to trust a influencer or not is more towards yourself. What do you seek from the influencer in order to gain your trust ? Is the content or the graphics? As a responsible consumer, no matter how much you are able to trust the influencer, you should always research on something you are going to use, or consume to avoid any unnecessary incidents.

The review is mixed in terms of viewpoint. This theme can prove that even you are a verified Instagrammer with a lot of follower and post a lot on the social media does not mean that you will be more trustworthy. It depends how a influencer promote his or her product that is important. Participants emphasized a lot on the content of the review which is how to get your trust from consumer through a quality post instead of trying to impress people with the physical appearance.

4.3.3 Theme 3: Expertise

Out of 20 participants opinion there are a mixture of views , the researchers got a mixture of answer of “Yes, I can trust the product review which is reviewed by Jordan Yeoh” , “No I can not trust the product review which is reviewed by Jordan Yeoh” and the third opinion is more towards reason from the internal factor (self-concerns).

Sub theme 1: Able to trust the product review

“Yes, yes, the way he used the product in his review video seem familiar and confident. So, I think that he is very experienced and have used the product that his promote.” –

Participant 1, Group 2

“ If if he doesn't know what the products are then what? What if someone actually used the product but also have any incidents. Related to the product, then maybe he will get into trouble, right? So, I think if he has the certificate then He he knows the products well then maybe he can. He is expert ma” Participant 3, Group 4

Some of the participants mentioned that they can trust Jordan Yeoh and why they say they trust the product review. Participant 1 from Group 2 mentioned that the way he used the product that is shown in the review, which portray that the influencer, Jordan Yeoh is very experienced to do so. Participant 3 from Group 4 mentioned that he personally does not think that Jordan Yeoh will simply post a product without being a certified person because he does not think the influencer would want to get into trouble.

“ I think he's like a consider good in recommending this supplement. But I'm not yet an expert, but he is able to get so many people to follow him and watch or look on his product. Yeah. That is a good thing. He's excellent because a lot of people actually support him ma. Is it? Yeah, but I don't know. Like if if is that a lot of people buying his product or not ...

Yeah, I just know him you know a lot of people look at his stuff but not, but not” –

Participant 4, Group 4

Other participant that agree that he is an expert mentioned that he got a lot of fans that follow him which support the evidence that he speaks facts instead of random words. Some of the participants mentioned that his body shape, his muscle and all is the proof that he got the

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experience and he is most likely among the person suitable to promote the product, and can be one of the sources to view when in a pinch of what product to get. What Participant 4 from Group 4 mentioned that he agrees that Jordan Yeoh is an expert in recommending.

In this category of participants, the researchers can agree that these group of participants think that he knows a lot of things, he know his stuff or he is an expert to be able to give review and brand are able to choose him not because of his looks.

Sub theme 2: Unable to trust the product review

“But if you want to you want me to comment him... As an expert, I don't think he's a expert cause he is just a body bodybuilder only. I mean he's only have professional knowledge in in training the body. Not the supplement la” – Participant 1, Group 4

“no, he’s he’s not an expert, even though he has a verified account on Instagram that does not.... Urm You know, that does not prove that he’s a professional, you know. Urm No, I don’t think so. Because. It’s just merely he’s showing off his body and just showing the product just because he’s famous. That my opinion, OK? I just like his workouts, but apart from that, nah he just workout very intensively” – Participant 1, Group 3

Some participants agree that they are not able to trust Jordan Yeoh’s product review. The participants that does not trust the product review have a few things that are in common, which are what participant 1 from group 4 mentioned ; regarding how he thinks that Jordan Yeoh is better and know better regarding workout or bodybuilding compared to supplement. Yes , this participant and also other participant that does not trust his review, these participants agree that Jordan Yeoh is not an expert in supplements, and he is just paid to be reviewed. Some participants also raised the concern of the “verified” sign on Instagram (The verified logo on Instagram is a prove that

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your account has been confirmed or verified the presence of the celebrity or brand, or a public figure) that is not a sign that he can be trusted, that he is just verified but not trusted. Also, how he was chosen by brands because of his physical appearance is one of the raised concerns among the participants that unable to trust the influencer's product review

“So, after workout I usually just consumed... Like natural food like what Hanis(Participant 2, Group 3) say, I just consume more protein, food and carbs and some vegetables and does it enough for me? Yeah, I think so. I would not choose to purchase proteins as well, yeah” - Participant 5, Group 3

Some participants like Participant 5 from Group 3 mentioned how they prefer to natural food due to a few reasons, like it's a alternative to get nutrients. Participants that have the same answer like this participant 5 from group 3 also mentioned as a student they could not afford if the protein is too pricey and they would like to stay with natural food until at least they are slightly financially stable. A participant also mentioned that even he is trying to be like Jordan Yeoh, he would like to try without the supplement first. However, if he is recommended by his friends and also Jordan Yeoh, he mentioned the possibility of him to purchase the supplement.

Sub theme 3: internal reasons – have concerns (Research)

“Yeah I'm a Muslim so I would not. Halal or non halal. Is there a certificate for it? And also, I would like to see the ingredients cause you know I have some allergies...? Is there any allergy reactions to it? So, we have to be really particular in like that cause you're consuming something so you have to know the ingredients. Yeah” - Participant 1, Group 3

“For me, No, although he did states means, um, the benefits, but I will personally recheck or reconfirm the information by doing my own research. In such like, the every ingredients and what are they really be true benefit...” - Participant 2, Group 1

“will I try it, I mean OK. I imagine that if the product really suits me right? I mean, yeah, I would try it for the taste. If it doesn't taste good, then I wouldn't...get it again.” – Participant 2, Group 3

There are other concerns which is raised by both the side that trust or unable to trust is mostly self-reason, which is research. Since is something that is to consume, participants mostly have the concerns of the ingredient what will it do to the body? What is the ingredients' benefits?

For Muslim participants like Participant 1 from Group 3, her concern is more towards halal and haram and is there any allergy. Her statement was agreed by the other participants from her session because she also raised the issue of allergy, which is why is important to know the ingredients before purchasing. Participant 2 from Group 3's concerns are the halal and haram, allergy, the taste of the supplement, which can influence her purchase intention

For other concerns include how everyone is different, and self-product testing is the reason why the all the participants agree that as a responsible consumer research have to be done. It's important to find out the pros and cons of the product before purchasing.

Even though participants think he is an expert or think he is not an expert in advertising supplement, all of the participants agreed that they will still do research regarding the product. What the consumer act is all depends on the influencer. If the influencer wants the viewer to buy, the influencer should do something in order to make the viewer purchase the product.

4.3.4 Theme 4: Purchase Intention

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Out of 20 participants opinion there are a mixture of views , the researchers got a mixture of answer of “Yes, I will purchase the product which is reviewed by Jordan Yeoh” , “No I will not purchase the product which is reviewed by Jordan Yeoh” and the third opinion of the participants; prefer to be directed to the purchase

Sub theme 1: no intention to purchase

“I don't think so. I will do it because like what Hanis (Participant 2, Group 3) said? For the product right like I'm not talking to his body shape or body figure like that. So yeah, I don't think so... that i will take it” – Participant 4, Group 3

“For me, I'm not. I'm not gonna try.... Cause I already have people like that I try I practice so not gonna try another product.” – Participant 1, Group 1

There are some participants that have no intention to purchase. There are a few reasons for their statements. What Participant 4 from Group 3 mentioned is also mentioned by a few other participants. Reasons behind the answer varies from the current pandemic , the participant is unable to access to the gymnasium as often due to living in the red zone pandemic area (high COVID-19 cases) , and due to the current goal is not to gain muscle which explains why the participant does not need the supplement.

Other participant like Participant 1 from Group 1 mentioned that he does not have a reason to purchase the product that was reviewed by Jordan Yeoh because he has already have a product which he is using right now. Another participant which is Participant 4 from Group 1 mentioned something similar and also that he won't change a product due to one person.

Others mentioned due to financial, the participant prefer natural food for now, but some of the participants just prefer natural food but also mentioned they might be interested in the future. One participant mentioned that he does not purchase products (in general) often, and also, he does not purchase just because some influencer that suddenly ask him to purchase the product. Other concerns are the participants still think that Jordan Yeoh promotes because it is a paid review. This point of view let the researchers see that participants that doesn't purchase is not just because of "unable to trust the review" there are other factors that a person will consider to be able to purchase something.

Sub theme 2: have intention to purchase

"....I am I'm, I'm really become a fan of Jordan Yeoh. Whatever the things he promotes, of course I will. I will more on.... Interested buy instead of instead of how to say do not want to buy but also if for my perspective. So, I 'll do some research on from that. But I will say will not just look at his products lo" – Participant 1, Group 4

"Yeah, uh, I think if I really need the product I will try it first, so if uhh not I mean it's got any effects on my on my body figure like I'm changing my body figure is transforming aa so I will try it in the future for more supplement that he review la yeah" – Participant 5,

Group 4

There are a few participants that showed interest in purchasing the products which are reviewed by Jordan Yeoh, What was said by Participant 1 from group 4, is something similar to Participant 1 from Group 3 mentioned that they will be most likely to purchase because Jordan Yeoh is the role model, or a favourite influencer that will lead to their purchase.

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There are participants that mentioned that they will purchase because that's the body they are trying to aim to get. Other participants like Participant 5 from Group 4 mentioned that yes he will try for the first time and if there's changes there's no reason to not to buy the product which is reviewed by Jordan Yeoh since it worked on the body. A participant mentioned that he prefers to purchase the supplement from physical stores, and more likely to purchase if it's also recommended by a friend.

Participant 2 from Group 3 mentioned the possibility of continuation of purchase if the benefit and the flavour is what she is looking for. Last reason is due to fans review on social media. A few participants mentioned that if the product is working and its legit real product, there will be positive response and if it is a bad product, then it's impossible for Jordan Yeoh to keep getting positive response

Sub theme 3: prefer to be directed to the purchase

“It is depend whether he going quick link in the in the review video comment section below or not. Yeah, that's my concern.” – Participant 1, Group 2

“If the thing keeps popping up in my news, I mean my Instagram feed. I high chance. I might check out the product like this. Check out that what is it like? I'm curious, you know.” – Participant 3, Group 2

Participant 1 from Group 2 mentions that he would be highly possible to purchase if the link to purchase is available for easier access to get to the purchase of the product or the information of the product which will also lead to the purchase. Meanwhile Participant 3 from Group 2 mentioned that if she is more exposed to the Instagram influencers advertisement, there

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is a huge percentage that she will get interested with the product and this will also influence the purchasing of the product.

Some participants mentioned they would like Jordan Yeoh to be more straight forward in his advertising or marketing on the product. They would like to be told to get the product if what they desire is the body or Jordan Yeoh have instead of just him promoting the product.

The purchase intention can or would not be influence by the Instagram influencer himself. There are a lot of reason of why consumers refuse to purchase the product, is not just because of “unable to trust “or other possible reason. The reason of consumer purchase is not just because of the influencer, it might be the consumer’s goal is what the product is promoted for.

4.4 Summary

In this chapter, the researchers lay out the results from all Four (4) group interviews, which consists of 20 Participants, that were interviewed via Microsoft Teams. The findings were able to be lay in four different themes that answered the research question. The sub-themes which are the supporting element to the theme, helped in categorizing and understanding the participants’ experience and feedback

The identified theme are Attractiveness, Trustworthiness, Expertise and Purchase Intention. There are split feedback and opinion regarding all themes from all the participants. All the opinion was grouped accordingly. Through the results the researchers can see the participants that have different opinion are due to reasons, participants do agree that the influencer in question, Jordan Yeoh is an expert in fitness field, which was what he was known for.

Chapter 5 presents a discussion of the results plus giving recommendation on future research. The chapter concludes with a recommendation and a limitation of the study

CHAPTER 5: DISCUSSIONS, RECOMMENDATIONS, AND IMPLICATIONS**5.0 Introduction**

In chapter 4, the researchers had provided the results of the study. In this chapter, the researchers includes a discussion of the results. This chapter also concludes with recommendations for future research

The objective of our research is to study the perceived credibility of Instagram Influencers among UTAR students towards fitness supplementary products and to investigate if a perceived credibility of the Instagram Influencers are able to have an impact on UTAR Students purchase intention towards fitness supplementary products

Based on our results there are a mixture of beliefs on credibility of how UTAR students perceived Instagram Influencers. The students prefer to go ahead and look for more information because the UTAR students believe that he did not tell the whole truth or not transparent enough. However, the UTAR students agree that, the influencer in question, Jordan Yeoh is an expert in bodybuilding. The product reviews that are posted are seen more as a “paid review” instead of a Instagram Influencer trying to tell his audience what product the Instagram Influencer is using.

5.1 Attractiveness

The definition on attractiveness was defined as the level of popularity or fame that a influencer gotten due to their physical attractiveness (Karasiewicz & Kowalczyk, 2014). Meanwhile Solomon and Michael (2017) was mentioning how the attractiveness of a celebrity is a reason why fans follow the celebrity, as it’s the factor of as what was mentioned in Ohanian (1991) the factors that contribute to attractiveness which are likeability, similarity and familiarity.

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Based on the research study results, the researcher found that the Instagram Influencers attractiveness or physical appearance could not influence the consumer to purchase the product. McCormick (2016) did mention how the consumers that can be influenced by physical appearance of the celebrity that the “fans” follow, which is not found in this study. The results show that 10 participants think they follow Jordan Yeoh due his physical appearance, and another 10 participants does not think they follow Jordan Yeoh because of the physical appearance. However when the participants was asked further, the participants that mentioned that they follow the Influencer due to the physical appearance has more interest in the Influencers’ workout fitness videos and tips compared to be interested in the product reviews and most of the participants mentioned that they have an alternative to the product which is through natural foods (*natural food : getting the needed vitamins and health benefit via natural resources like fruits, vegetables, lean meat and etc*), others mention how they have their own products which they practice already and the participants tend to more comfortable in sticking into their own favourite brand. Therefore the Ohanian’s Credibility Model (1990), was not proven and supported, when it is regarding attractiveness on social media influencers.

A research by Adi (2018) claimed that the perception of a consumer is influenced by the attractiveness of the celebrity which in this research is not true due to the participants clearly did not follow the Influencer because they are interested with his promoted supplement product, nor be influenced to even be interested by it

Adi (2018) claimed the consumer perception influenced by celebrity attractiveness which is not true because even though the participant did follow Jordan Yeoh due to attracted to his physical appearance of muscles and how fit the influencer is, however its not true as no participant is more interested in the product because of the Instagram influencers physical

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appearance. The participants tend to focus more on the content, the quality of the content compared to being attracted to the physical appearance of the Instagram influencer.

The reason of the participants that follow Jordan Yeoh is as mentioned that they would like to admire the Jordan Yeoh's body shape and would like to take him as a role model and a motivator in order to get the goal of their desire. The reason of the participants has nothing to do in how excited they are to purchase and view the product review by Jordan Yeoh. Meanwhile the opposite side of opinion mentioned how the participants thinks that he is too muscular and some even do not find his physical appearance interesting. Furthermore, participants of both opinions mentioned how the skills and quality is important. Other views are more towards gender attractiveness, it was mentioned by both male and female participants that the participant does not think from a point of view of a female is very attractive. Other opinion was regarding how a female user will be more comfortable to follow a female influencer as a role model due to male and female have different type of body therefore the supplement and workout will be different too.

Even though the opinion between participants is equally distributed with half agree that the participant did follow due to physical appearance, another half disagree, those are the opinion on just the appearance, not towards the product itself.

5.2 Trustworthiness

Ekeland & Borenstein (2020) mentioned that that trustworthiness is all about being authentic or in another word genuine and how to gain trust is only by showing the products and how to use in daily life. This reflects our results, which the participants from all Focus Group keep emphasizing that the Influencer should use the supplement that the Influencer is promoting , plus making videos or posts how and when the supplement or products in the Influencer's daily life.

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The results that we found that 14 participants out of 10 participants thinks that the Instagram influencer is not trustworthy due to a few reasons but his position as an Instagram Influencer was questioned due to the existent of “paid reviews” or known as sponsored reviews due to bias. Participants mentioned how Jordan Yeoh’s review does not tell the whole truth and does not give a lot of information of the product that Jordan Yeoh review. Participants mentioned how they will be able to at least trust if the Instagram Influencer show himself use the product, in this case is a supplement. The participants demand proof that he consume and the progress of how the product is able to make improvement of his body as advertised. The influencer used his physical appearance to promote the product to leave a positive impact, instead that leave a negative impact as the viewer thinks is hard to trust instead of thinking he is reliable.

Another 6 participants mentioned how they are able to trust the Instagram influencer due to he is doing something in this case is have product review on supplements , as the activity he is doing is related to his field of expert, which is fitness. This result reflects what Ohanian (1991) model, consumers will seek the influencer if the Influencer or Instagram Influencer are able to present the information of the product that the influencer is promoting. Some participants also mentioned how they are able to trust the influencer because of how the influencer uses the social media, which is not just for money. To promote the product an individual must have enough knowledge than most people, in this context is more known as being an expert in the field that an individual promote in will be able to gain trust.

Apart from the mentioned reason for the participants, it does not matter the participant have trust or the influencer or vice vera, is because of reasons from the participants themselves. Everyone emphasized how important is to do research no matter the information given is complete or not as a responsible consumer. Additionally, a participant mentioned how doing research can

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affect their buying decision, which was in line with Ibrahim & Ejupi (2020) research findings which stated that doing research can be a key factor or a reason buy after the consumer had known the product. Other participant mentioned that trust is not something you can see but more like it is subjective and he feel like as a user he does not need a reason to trust someone, even if it's a stranger from the internet.

In short, the Ohanian (1990) model on trustworthiness, can still be used in this context of Instagram Influencers, as proven by the findings. Furthermore, the researchers have also conclude that the higher number of followers also means the Instagram Influencer is well known, however this still does not mean that the influencer will be able to get his or her followers' trust. Instead, it is all depends on the content, where quality is more valuable then quality. Paid review or sponsored reviews are still seen as not trustworthy due to the present of bias from the Influencer might exist.

5.3 Expertise

Erdogan (1999) define expertise as a level where a celebrity or in this research is Instagram influencer is seen as have a lot of experience, he knows his stuff , qualified and in general, a source that is providing only true information.

Out of 20 participants, 7 of the participants mentioned that they think he is an expert in promoting or give the review to the products. Participants that agreed mentioned that he has a proof and can be an expert because of his physical appearance, that Jordan Yeoh is muscular or physically fit, therefore, enough to know what he is promoting. Based on Ohanian (1991) , it was mentioned that being a person that is a expert in the field, is a part of the factor of how can a person being an expert in a field will provide a higher percentage into making the viewer trust the influencer, which reflects whereby participants also mentioned how he can be one of the resources

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to seek while research for the product, and how Jordan Yeoh is a ambassador which he was chosen by the brand due to the brand think he is qualified and expert enough to be reviewing the product.

However, there are a higher number of participants, 13 participants that think they could not trust the product review which is reviewed by Jordan Yeoh due to several reasons, that even though yes he is an expert in bodybuilding field, the participants mentioned that the knowledge of supplement is not a little and he is more suitable to produce content more to fitness compared to supplement and supplement product review. Some participants mentioned the possibility of him being chosen by the brand due to his physical appearance which is not an expert. The reasoning of the participants that could not trust and feels like Jordan Yeoh is not an expert reflects what Gupta & Wadhvani (2020) mentioned how expert of a person can influence trust.

Some of the participants from the “think he is an expert” and “I don’t think he is an expert” group have similar internal concerns which is similar what was discussed in “trustworthiness” which is an act of a responsible consumer that is to research the products that they are interested in which is to do research before purchasing. Concerns on ingredients because its something to consume to avoid unnecessary mishaps, which are the concerns on “*halal and haram*”. (Citra (2020) mentioned that *halal haram is part of the rules which is known in Islamic religious principles, in the case of halal is something that is allowed to be consumed and haram is something that is not allowed to be consumed*), and allergies to some of the ingredients. Other participant mentioned that yes they do trust the review but self-research is still important due to everyone has a different body and as a consumer that we should not trust blindly and purchase, its better to do a research before purchasing

In the aspect of expertise, the researchers found that large number of the participants does not trust the review of Jordan Yeoh due to belief that he is not an expert in recommending

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supplement product and have only basic knowledge on how to promote to other people, and Jordan Yeoh is only an expert towards himself. A part of the participants found themselves to believe that Jordan Yeoh is an expert in recommending supplements due to fitness is Jordan Yeoh's expertise. This finding reflected Ohanian (1991) model which mentioned that the influencers if they are promoting the correct product or in line to their field of expertise, they can make an impact on the consumers' perception. Similarly, to Lim's (2017) study that also found that if the influencer promotes the product which is in line with their expertise, this can impact how the consumer's attitude. This is proven due to how participants mentioned how they think that Jordan Yeoh is a professional or expert in the field of fitness or bodybuilding instead of the world of supplement products.

5.4 Purchase Intention

Based on the focus group interviews, the researchers have discovered that the purchase intention of the participants have slight relation with how the participants perceived the credibility of Instagram Influencers. This was further supported by the Ohanian (1991) model that suggest that if the audience or the followers mentioned that the celebrity or in this case the influencer as trustworthy, the followers would go ahead and purchase without hesitation. The participants mentioned how they have their own personal favourite brand and interest. Another participant also mentioned that they would not purchase just because a person told them to. The results from these participants that we have laid contradicts the research finding gotten from Saleem & Ellahi (2017), which mentioned that the trustworthy and perceived credibility has a strong impact on the audience's purchase intention. From what the participants mentioned, a small number of the

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participants do actually mention they would buy if what Jordan Yeoh promoted product is a good product to be reviewed.

Lim (2017) study proven that participant purchase intention were because of their own rather than perceived credibility. The gotten results can be explained by the theory of planned behavior which said that person's purchase intention should be because of their own attitude, subjective norms and their behavioral control. (Ajzen, 1991 as cited in Maichum, Parichaton, & Peng, 2016) A large number from our participants does not show interest towards the products reviewed by Jordan Yeoh, which resulting in no product is purchased.

Some participants mentioned that they will purchase the product which was reviewed by Jordan Yeoh upon getting more exposed to is more towards subjective norms. A participant mentioned how is possible to get her to be interested to the product and then purchase is through more exposure to the product and another participant mentioned how he would like to have a quick link to the product so he does not have to open another application to purchase the product the he desire. This is similar to a study by Ha, Nguyen, Nguyen & Nguye (2019) where it was mentioned that subjective norms have an impact on the online purchase intention of consumers.

Thus, the theory of planned behavior is able to be explained with the results obtained whereby the purchase intention of the participants in this study. According to the theory of planned behavior the researchers can also see that intention is the first step that controls the attitude, the subjective norm and how this control towards to the behavior of an individual (Ajzen , 2011 as cited in Chetioui, Benlafqih & Lebdaoui ,2020). Relating back to the Ohanian (1990) and the theory of expertise, it can influence the follower of their purchase intention to be interested if they perceive the Instagram Influencer as expert.

5.5 Conclusion

Social media usage is on a rise, as well as the increase in number of social media influencer. Instagram, as one of the highly used social media platform. Social media influencers tend to use it as a channel to promote or provide product review for their followers.

Due to the usage of social media is increasing as a platform for product review, there are concern from the users regarding the credibility of these Instagram influencers, due to the increasing popularity of social media marketing.

The study is aimed to study the perceived credibility of Instagram Influencers among UTAR Students towards fitness supplementary product and also to investigate if a perceived credibility of the Instagram Influencers are able to have an impact on UTAR Students purchase intention towards fitness supplementary products. What the researchers had found is that youths are getting more concern and aware of the importance of doing research before purchase.

Throughout the research we had applied the Ohanian's Source Credibility Model (1990) in order to find out how the students of UTAR perceive the credibility of the Instagram Influencers product review. McGuire's Source Attractiveness Model (1985) is used to identify if the perceived credulity of the Instagram Influencers does impact on the purchase intention of the students.

In the process of this study, the researchers had made focus group interview questions before the focus group interview is being conducted. The researchers had conducted 4 focus group interviews. The results had shown that Instagram Influencers are credible to UTAR students. Besides, attractiveness is only a factor of physical appearance, and attractiveness could not be a reason why a person will be attracted to purchase a product. The Instagram Influencer had proven that a Instagram influencer is only trustworthy if the influencer is expert in the field where in this study, participants think that Jordan Yeoh is a expert in body building but not in the sense of

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promoting health supplement products. The purchase intention of every individual is not influenced by an influencer but is more towards internal factors, which is the participants' self.

There are a few limitations of this study that restricted the researchers while conducting the study.

The recommendations were made, and the researchers hope there will be more researchers that will conduct future research.

5.6 Limitations and Recommendations

This study was conducted during the pandemic of COVID-19. This caused limitations to the research. Also, we had to conduct the interview via online video conference platforms, which the chosen platform is Microsoft Teams as every student in UTAR Kampar has an account of Microsoft Teams in order to have their class in an alternative way which is Online Teaching and Learning (OTL) due to social distancing measures. The pandemic has caused meeting face to face impossible as we had to have more than 5 people in one same place at the same time. To overcome this, we had asked the consent of each participant to conduct the interview with everyone's camera on, in order to see their emotions and hand movements. Although the initial plan is to have face-to-face group interview as meeting someone in person would bring a different type of connection as we are not talking to a screen.

The next limitation of this online interview, which is conducted via video call, which is purely digital problems which could occur during conversation. Examples which are bad connections, delays. There was also a fear of the recording is not recorded. To overcome the problems, the researchers took field notes and asked the participant to repeat his or her answer if the connection is bad. The researchers had also asked the participants for a favor to let the researchers know if they notice the interview is not recorded. There are a lot of things that were

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done by the researchers to make everything possible in order to ensure the smoothness of the interview, these are the things are the researchers could not avoid.

The use of quantitative method in this study the impact of the Instagram Influencer on the followers purchase intention (Lim, Mohd Radzol, Cheah & Wong, 2017) that this qualitative method is limited. This means the acquired data might not be accurate and this needs a further research. The researchers recommend a mix-method approach for future research for this topic as it allows a combination of qualitative and quantitative data to produce more and accurate results (Molina-Azorin, 2016).

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APPENDIX

Appendix A*(Ohanian, 1990) Credibility's Scale*

Credibility's Scale (Ohanian, 1990)		
Items		
Variable	Positive	Negative
Attractiveness	I follow Instagram Influencers because they are attractive.	I follow Instagram Influencers not because they are attractive.
	I follow Instagram Influencers because they are classy.	I follow Instagram Influencers not because they are classy.
	I follow Instagram Influencers because they are handsome/beautiful.	I follow Instagram Influencers not because they are handsome/beautiful.
	I follow Instagram Influencers because they are elegant.	I follow Instagram Influencers not because they are elegant.
	I follow Instagram Influencers because they are sexy.	I follow Instagram Influencers not because they are sexy.
Trustworthiness	I follow Instagram Influencers because they are dependable.	I follow Instagram Influencers not because they are dependable.
	I follow Instagram Influencers because they are honest.	I follow Instagram Influencers not because they are honest.
	I follow Instagram Influencers because they are reliable.	I follow Instagram Influencers not because they are reliable.

	I follow Instagram Influencers because they are sincere.	I follow Instagram Influencers not because they are sincere.
	I follow Instagram Influencers because they are trustworthy.	I follow Instagram Influencers not because they are trustworthy.
Expertise	I follow Instagram Influencers because they are expert.	I follow Instagram Influencers not because they are expert.
	I follow Instagram Influencers because they are experienced.	I follow Instagram Influencers not because they are experienced.
	I follow Instagram Influencers because they are knowledgeable.	I follow Instagram Influencers not because they are knowledgeable.
	I follow Instagram Influencers because they are qualified.	I follow Instagram Influencers not because they are qualified.
	I follow Instagram Influencers because they are skilled.	I follow Instagram Influencers not because they are skilled.

Appendix B*(McGuire,1985) Source Attractiveness Model*

Construct	Sample Measurement Items	Sources
Purchase Intention 5 items	1. You will seek more information on this product.	Ha and Lam (2016)
	2. You will actively seek for this product.	
	3. You will try this product when you see it.	
	4. You will purchase this product.	
	5. Celebrity appearance in the advertisement has motivated you to purchase this purchase	

Appendix C

Interview Questions

Section A: Attractiveness (Ohanian, 1990 ; Ohanian, 1991)

Q1 : Do you follow Jordan Yeoh because of his physical appearance? If yes/no, explain why.

Q2 : Did Jordan Yeoh's physical appearance in the product reviewed influenced, or motivated you to purchase the product? If yes/no, explain why.

Q3 : Besides attractiveness what are the other reasons factors that makes you attracted to his reviews?

Section B: Trustworthiness (Ohanian, 1990 ; Ohanian, 1991)

Q1 : Do you follow Jordan Yeoh because he is honest with is product reviews? Will you still conduct or search for reviews from other cites before finalizing purchase ?

Q2 : Do you follow Jordan Yeoh because his review on Instagram looks reliable? What are the characteristics of a reliable review?

Q3 : In what way would you think that you trust Jordan Yeoh's product review? If yes/no, explain why.

Section C: Expertise (Ohanian, 1990 ; Ohanian 1991)

Q1 : Do you think Jordan is an expert in recommending supplements?

Q2 : Do you follow Jordan Yeoh because he knows the products as well as the benefits and function of the product? If yes/no, explain why.

Q3 : Do you follow Jordan Yeoh because he is qualified to review the products ? If yes/no, explain why.

Section D: Purchase Intention (McGuire, 1985 ; Ha & Lam, 2016)

Q1 : Will you search the information of the product which is reviewed on the Jordan Yeoh's

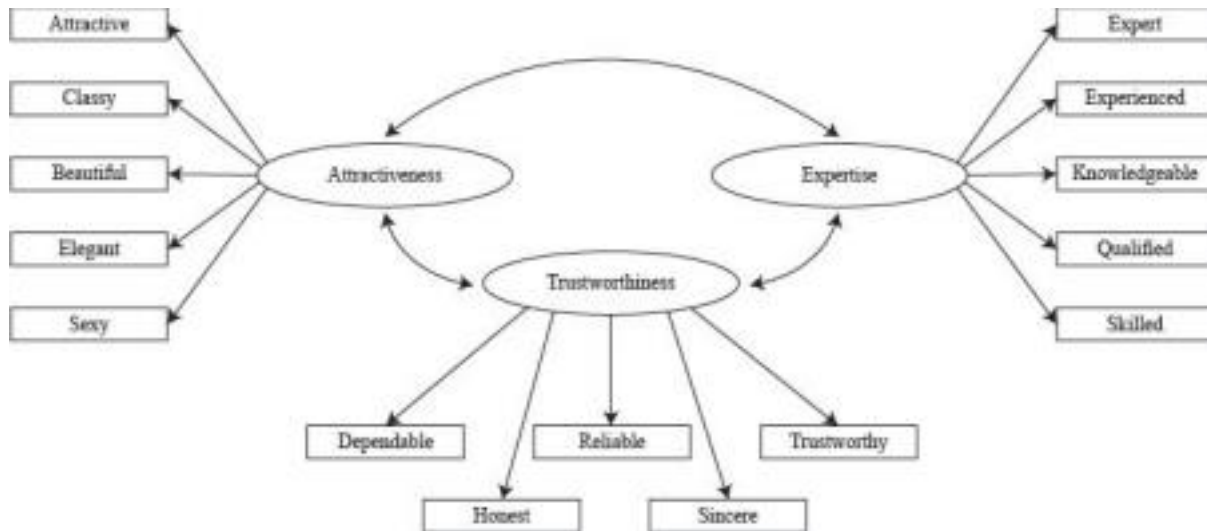
Instagram? If yes/no , why?

Q2 : Will you try the product which was reviewed by Jordan Yeoh? If yes/no, explain why.

Q3 : Will you purchase the product which was reviewed by Jordan Yeoh? Why? If yes/no, explain why.

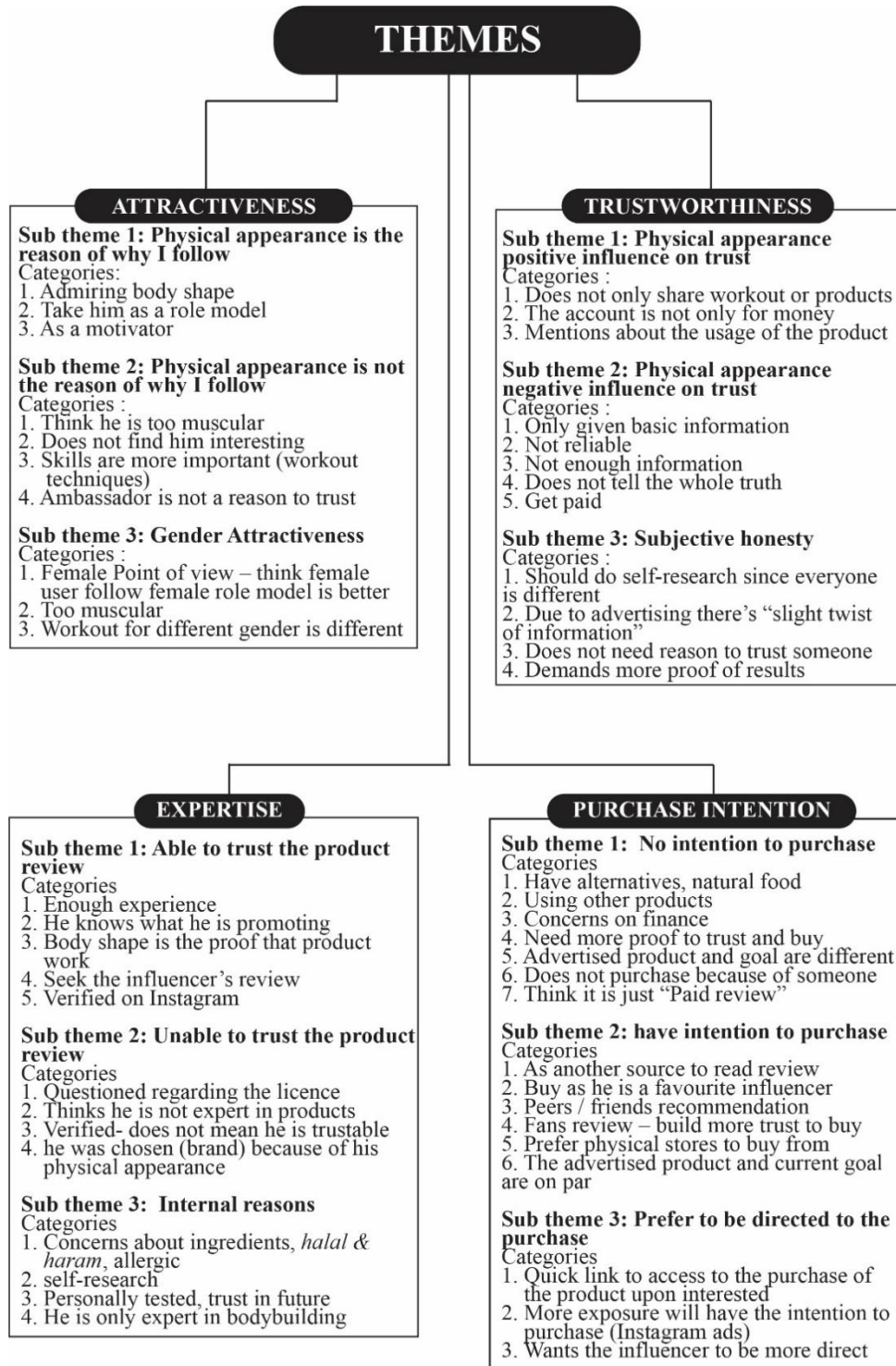
Q4 : Do you seek his review after you know what you want to buy or Jordan Yeoh has influence you in some way in your decision in purchasing the product? If yes/no, explain why.

Appendix D
Ohanian Model of Source Credibility



Appendix E

Theme and Sub Themes



Appendix F

Participant Consent Form



Wholly owned by UTAR Education Foundation
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DU012(A)

Department of Advertising

Faculty Arts and Social Sciences

Universiti Tunku Abdul Rahman (Kampar Campus)

Consent Form for Research Participation and Personal Data Protection

Research Title: The Perceived Credibility of Instagram Influencers and the impact of Health Product Posts on UTAR students' Purchase Intentions

Introduction and Purpose of the Study

We are conducting a study titled "The Perceived Credibility of Instagram Influencers and the impact of Health Product Posts on UTAR students' Purchase Intentions". This study is conducted for our Final Year Project.

Procedure and Confidentiality

You will be interviewed with 4 other participants for a period length of 40 – 80 minutes. There will be 12 question in total. All the given information will be private and confidential. Your response will only be used for academic purposes only.

Participation

Your participation will remain anonymous and confidential. Your personal information will not be disclosed to unauthorised people. Your data would be accessible by the researchers of this study and their advisors for review. Participation for the study is voluntary and you are free to withdraw at any given time with no consequences.

NOTE: This consent form will remain with the UTAR researchers for their records.

I understand I have been asked to take part in the research project specified above. I have had the project explained to me, and I have read the Explanatory Statement, which I keep for my records.

Please fill in your personal details.

- a.) Your name:
- b.) Contact number (in case of inquiries) :
- c.) UTAR email address
- d.) Your age: _____ (years)

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- a.) Gender: 1. Male 2. Female
- b.) Ethnicity: 1. Malay 3. Indian
 2. Chinese 4. Others. (Specify: _____)
- c.) Religion: 1. Muslim 3. Hindu 5. Others. (Specify: _____)
 2. Buddhist 4. Christian
- d.) Are you a Malaysian? 1. Yes 2. No
- e.) Are you a UTAR Student? 1. Yes 2. No
- f.) Do you have a gym membership? 1. Yes 2. No

It is my sole responsibility to look after my own safety for the above project. In the event of any misfortune or accidental injury involving me, whether due solely to personal negligence or otherwise, I hereby declare that UTAR shall not be held responsible.	<input type="checkbox"/>	<input type="checkbox"/>
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Are you a follower of Jordan Yeoh on Instagram? 1. Yes 2. No

I understand that:	YES	NO
I will be asked to join a web (by video call) focus group interview regarding Instagram Influencers and the impact of health products posts on UTAR Students Purchase Intention	<input type="checkbox"/>	<input type="checkbox"/>
My participation is voluntary, that I can choose not to participate in part or all of the project, and that I can withdraw at any stage of the project without being penalised or disadvantaged in any way	<input type="checkbox"/>	<input type="checkbox"/>
I may ask at any time for my data to be withdrawn from the project	<input type="checkbox"/>	<input type="checkbox"/>
No information I have provided that could lead to the identification of any other individual will be disclosed in any reports on the project, or to any other party	<input type="checkbox"/>	<input type="checkbox"/>
I will remain anonymous at all times in any reports or publications from the project	<input type="checkbox"/>	<input type="checkbox"/>

By submitting this form, I hereby authorise and consent to UTAR processing (including disclosing) my personal data and any updates of my information, for the purposes and/or for any other purposes related to the purpose.

I acknowledge that if I do not consent or subsequently withdraw my consent to the processing and disclosure of my personal data, UTAR will not be able to fulfil their obligations or to contact me or to assist me in respect of the purposes and/or for any other purposes related to the purpose.

Please feel free to contact **Intan Azura Al Zahra binti Abdullah (alzahraazura@gmail.com)** or **Heng Kai Jian (kaijianfantasy@gmail.com)** if you have any inquires.

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Acknowledgment of Personal Data Protection Notice

- [] I have been notified by you and that I hereby understood, consented and agreed per UTAR above notice.
- [] I disagree, my personal data will not be processed.

Name:

Date:

Signature:

THANK YOU FOR YOUR PARTICIPATION

Appendix G

Jordan Yeoh's products' posts



jordanyehfitness



Liked by pengjoon and 10,963 others

jordanyehfitness The 3 advanced supplements that I



jordanyehfitness



Liked by pengjoon and 17,006 others

jordanyehfitness Today, I'm officially one of the global ambassador of the World's No.1 online... more

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