

THE INFLUENCE OF ETHNICITY ON SOCIAL MEDIA
INFLUENCER TOWARDS CUSTOMER PURCHASE
INTENTION

Lim Yi Thing

MASTER OF STRATEGIC COMMUNICATION

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ARTS AND SOCIAL SCIENCE

DECEMBER 2021

Influence of Ethnicity on Social m
Media Influencer in Customer Purchase Intention

By

Lim Yi Thing

This research project is supervised by:

Dr. Mulyati binti Mat Alim

Assistant Professor

Department of Advertising

Faculty of Arts and Social Science

Copyright @ 2021

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

DECLARATION

I hereby declare that:

- (1) This Research Project is the end result of my own work and that due acknowledgement has been given in the references to all sources of information be they printed, electronic, or personal.
- (2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
- (3) The word count of this research report is 13825.

Name of Student: Lim Yi Thing

Student ID: 21AAM00450

Signature: Thing

Date: 1/12/2021

TABLE OF CONTENTS

Declaration.....	4
Table of contents.....	5
Abstract.....	7
Chapter 1: Introduction	8
1.1 Social media and network development.....	8
1.2 Global trend of social media influencer	10
1.3 Problem statement.....	10
1.4 Research significant	12
1.5 Theoretical contribution	13
1.6 Practical contribution	13
1.7 Research Objective.....	14
1.8 Research Question.....	14
Chapter 2: Literature review	14
2.1 Framework development.....	15
2.2 Social media influencer.....	16
2.3 Ethnicity in Malaysia	19
2.4 Source credibility model (trustworthiness, attractiveness, expertise)	20
2.5 Expertise.....	21
2.6 Trustworthiness	22
2.7 Attractiveness	22
2.8 Information quality.....	23
2.9 Purchase intention	25
Chapter 3: Methodology	26
3.1 Research design.....	26
3.2 Quantitative research method.....	27
3.3 Online Survey.....	28
3.4 Research Instruments	30
3.5 Sampling technique	31
3.6 Sample size.....	32
3.7 Reliability and Validity	32
3.8 Measurement	33
3.9 Pilot test.....	34

Chapter 4: Results and findings	35
4.1 Descriptive analysis.....	35
4.2 Reliability test	39
4.3 One-way ANOVA.....	40
4.4 Pearson correlation coefficient.....	41
4.5 Multiple regression.....	43
Chapter 5: Discussion and Conclusion	44
5.1 Discussion	45
5.1.1 Difference of ethnicity in purchasing intention.....	45
5.1.2 Relationship between ethnicity and social media influencer's attributes.....	45
5.1.3 The best factor or predictor that led to purchase intention	46
5.2 limitations of study.....	47
5.3 Recommendation.....	48
5.4 Conclusion.....	49
References.....	52

Abstract

Social media in nowadays has become a daily basis, and there is not a single day when they do not habitually check their social media. Therefore, it is not surprising that social media platforms have become a significant marketing channel for nowadays. The past studies show there is a relationship between social media influencer and customers purchase intention. Nowadays a lot of organizations are searching for social media influencer as a marketing communication channel to attracted audience and consumers to buy their product and services. The latest data from Twitter and Annalect show that nearly 40% of Twitter users have purchased goods due to tweets from. However, there are still many organizations unable to utilize social media influencer as a proper communication channel. Organization selected the social media influencer based on their number of followers instead of the type of content they create. A lot of people believed that greater number of followers will bring greater number of purchasing (Tanner & Raymond, 2012). There is limited research which tells how ethnicity will involve in the study of social media influencer (Olaajo, 2020). Unlike others Western countries, Malaysia have multi ethnicities of citizens and each of the groups have their own cultural perspective towards any situation. This research is essential to provide insight and understand on how social media influencers in Malaysia will determine the content of social media marketing communications and will help improve the effectiveness of strategic communication and online business growth.

Chapter 1: Introduction

As the time goes by, the world is moving towards the digital age. Nowadays people are constantly surfing the internet on handphones, laptop and desktop. For many people, social media has become a basic requirement, and many do not go a day without checking their online accounts. As a result, it's no surprise that social media networks have evolved into key marketing platforms in recent years (Jin et al., 2019). With the growth in prevalence of social media, a modern form of digital marketing known as the Social Media Influencer Marketing has arisen rapidly (Jin et al., 2019). On the one hand, while it is normal for companies to employ well-known celebrities or public figures to promote their goods and services via conventional advertisement platforms, social media influencers are everyday people who become well-known online for their awareness and experience on a single subject, such as food, fashion, technology, travel, education, ratings, music, movies, sports, and so on (Lou & Yuan, 2019).

In Malaysia, there are plenty of social media influencer have been widely promoted in advertising too. Social media influencer will usually appear in graphics and video advertisement. The organization will pay them to promote a certain product, the credibility of each social media influencers are very important related to the purchase intention of a customer. According to Saima (2020), there is a relationship between social media influencer and customers purchase intention, social media influencer plays an important role in promoting consumers purchase intention.

1.1 Social media and network development

Social network growth has rapidly changed daily social experiences. The social media concept covers various forms of Web 2.0 based content-generated technology (Kaplan &

Haenlein, 2010). Various social networking sites are notable examples of social media websites that enable people to connect with other users, and provide the instruments needed to manage and build social networks (Wilson, 2012). With the launch of social media websites and networks, such as Facebook, Twitter and Instagram, individuals will achieve unparalleled levels for other like-minded persons. Social networking thereby addresses a fundamental human desire to engage and explore social connection (Baumeister & Leary, 1995).

The increased use of social media platforms has given businesses a number of possible benefits to create superior goods and services and to serve their consumers in new ways (Bashir et al., 2017). Nearly 80 percent of business see social media as a helpful means of interacting with their clients to help them succeed (Hillebrand et al., 2015). Previous studies have already shown that the implement of social media in various areas provides significant improvements in corporate operations. Firstly, social networks effectively improve consumer procurement practises (Reinhold & Alt, 2012). Secondly, social media offers opportunities in digital service chains such as the online brand community for co-creation and improved consumer services; (Lehmkuhl & Jung, 2013). Third, social media provides visibility into customers (Greenberg, 2010; Woodcock et al., 2011). These perspectives enable companies to consider the current demands of their clients, the main reasons behind all of these demands and requirements evolve gradually from time to time (Hillebrand et al., 2015).

In short, the function of social media technologies to gain insight into the user gives enterprises new possibilities and obstacles to discover and utilize social media as a possible knowledge source for advertising and business purpose. Moreover, the social media networking provides ideas and intelligence, boosts the success of the company and contributes to the competitive benefit (Hillebrand et al., 2015).

1.2 Global trend of social media influencer

As a result of the advent of Internet technology, the past decade has also seen significant changes in the lifestyle of consumers. In addition, social media is commonly used to market e-commerce (Yadav & Rahman, 2017). This universal pattern is no exception to India and other Asian countries, and in the past ten years high social media growth through e-commerce has been reached (Lee & Phang, 2015). With the abundance of social media applications in the current business situation, social consumers have acquired a strong voice and expect a similar degree of interaction with companies they want to purchase from (Greenberg, 2010). Companies find it important to handle their competent clients and requests interactively, personally and collaboratively in order to succeed.

Companies use social media applications to connect and improve employee performance as well as client's management. In order to cooperate with customers, for example, popular brands like Starbuck, Adidas, Lazada and Sony have implemented many social media apps (blogs and wikis) react interactively to their needs and increase overall market efficiency (Setia et al., 2013). In addition, the increasing potential of social media has been recognised by businesses as a source of intelligence. Social network enable companies to obtain message on the opinions, feelings and emotions of their clients (Woodcock et al., 2011).

1.3 Problem statement

First of all, Arora and Sanni (2019) has done a research that shown brands are increasingly using social networking sites to fulfil relationship marketing goals and boost brand value. Adults with the age 21 to 45 years old rely heavily on social media for news, and this number has continued to grow in the past five years (Gottfried & Shearer 2016). At first, people used

social media as a platform to obtain nation news but day by day they gradually started to buying products online and doing online business as well.

Nowadays a lot of organizations are searching for social media influencer as a marketing communication channel to attract audience and consumers to buy their product and services. The latest data from Twitter and Annalelect show that nearly 40% of Twitter users have purchased goods due to tweets from influencers (Karp 2016). Freberg et al. (2011) has proposed that Social Media influencers represent a new type of independent third-party endorsers who use blogs, tweets, and other social media to shape audience attitudes. Thus, social media influencers play an important role in market branding and advertising.

However, there are still many organizations unable to utilize social media influencer as a proper communication channel (Nurhandayani, 2019). At the same time, Nurhandayani (2019) also proposed that organization selected the social media influencer based on their number of followers instead of the type of content they create. A lot of people believed that greater number of followers will bring greater number of purchasing (Tanner & Raymond, 2012). In that case, Glucksman (2017) had proposed that every social media influencer has to be studied about their specialization and potential before the company making any decision on using, he or she.

Moreover, there is a lack of sufficient data involving these ethnics in Malaysia. There is limited research which tells how ethnicity will involve in the study of social media influencer. Ethnic values have a sophisticated, multifaceted structure that includes many psychological characteristics of the ethnic groups (Cerezo & Chang, 2013). It is important to study the significance of ethnicity based on their own ethnic contacts and behaviours, and it implies ethnic affinities, ethnic sentiment, and identification of one's own ethnic group through, for example, indigenous languages, traditions, and religion, and is a subjective

criterion for ethnic members to pick and assess items related to their own ethnic group (Yang et al., 2019). In this case, different ethnics of followers might have different behaviours and preferences in selecting or following their social media influencer, vice versa different ethnic social media influencer will be also had different influence level and source credibility rate.

Unlike others Western countries, Malaysia have multi ethnicities of citizens and each of the groups have their own cultural perspective towards any situation. Bonnevie et al. (2020) has proposed that ethnicity is one of the possible factors which will promote credibility of a social media influencer, he also proposed that further study on ethnicity is essential because there are still a lot of undiscover possibility which will reshape the social media influencer in the terms of ethnicity.

1.4 Research significant

This research is essential to provide insight and understand on how social media influencers will determine the content of social media marketing communications and will help improve the effectiveness of online ICT strategies and online business growth. It will also show the ways of utilizing social media influencer effectively and the overall picture of selecting a great social media influencer who are credible for the public. The findings and results of this study will be shared with the e-commerce marketing and social media platform of any online shopping portal group, it was beneficial to the people who start an online business or self-entrepreneurship. The variables and products in this study would illustrate the basic concerns of a social media influencer and the ways to reinforce the function of social media influencer leads to customer purchase intention.

1.5 Theoretical contribution

Researchers hope that any elements and findings discovered by the research will produce a new theoretical outlook for the scholars and encourage their potential in further study social media influencer and purchase intention. Researchers believed that the previous study from Saima (2020) is still accurate and credible. However, this study will be carried out in Malaysia.

Owing to the geographical and cultural issues, the outcome may be different. Since Malaysia has a lot of different ethnicity, the study of cultural ethnicity is considerable and also will provide a new perspective about social media influencers. This study is therefore necessary to help the local researchers in the fields of social science, strategic communications, social media marketing and e-commerce.

1.6 Practical contribution

The study findings would help some Small medium enterprises (SME) businesses and internet marketers by indicating the factors and issues that can be considered when preparing to utilize social media influencer in advertising. The findings and results of this study will benefit the company's online marketing department along with the social media management, as well as people who want to establish an online business or entrepreneurship. The results in this study will portray the specifics of attributes of social media influencer that will promote and lead to customers purchase intention and which factors should be focus on to reinforce the application of social media influencers in advertising field. Therefore, the findings of this significant study will aid local small and medium-sized businesses as well as internet marketers by indicating which factors and issues they should be concerned about while managing to utilize social media influencer as marketing communication tool.

1.7 Research Objective

1. To assess the difference on purchase intention by ethnicities.
2. To study the relationship between the ethnicity and social media influencer's attributes.
3. To investigate the best factor to reinforce the function of social media influencers to lead to customer purchase intention.

1.8 Research Question

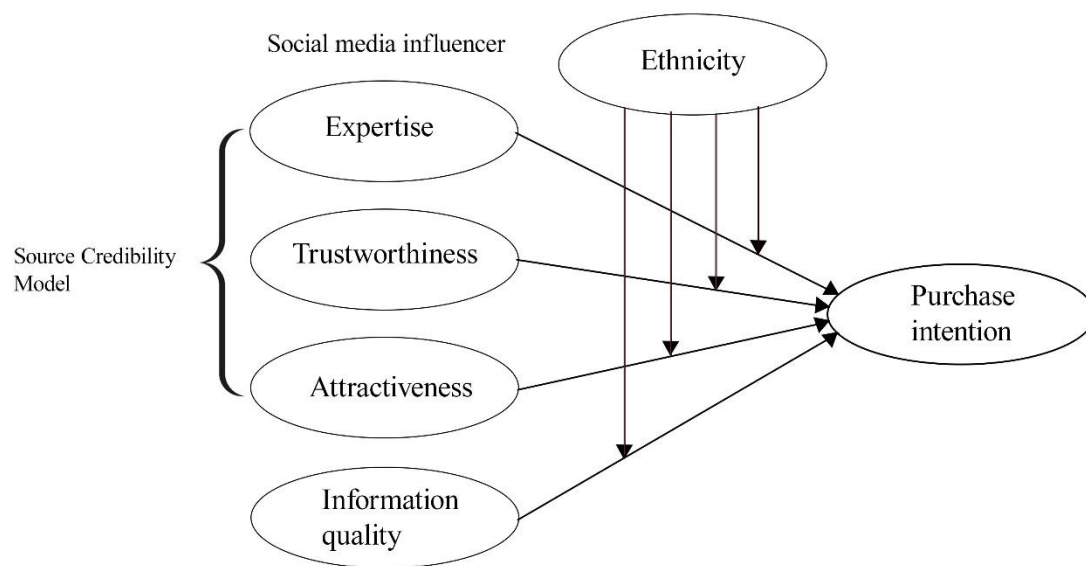
1. What is the difference on purchase intention by ethnicities?
2. What is the relationship between ethnicity and social media influencer's attributes?
3. What are the best factor to reinforce the function of social media influencers to lead to customer purchase intention?

Chapter 2: Literature review

First of all, this chapter will be discussed about the topics of ethnicity in Malaysia. This is to have an insight of how ethnicity has been significant and contribute to this study. Besides, this chapter will also discuss about the source credibility model which consist of expertise, attractiveness and trustworthiness. At the same time, this chapter will also be discussed about the information quality as a variable that will promote purchase intention

Past studies that have recently been reviewed will be examined to determine the method of analysis and the conclusion of this research. Finally, the theoretical framework of this study will be constructed which support by the literature review.

2.1 Framework development



This study used source credibility models to construct the conceptual structure which reflects the research goals. The reputation source model was proposed by Hovland et al., (1953), which notes that knowledge and trustworthiness are the two major determinants of credibility. Following that, McGuire (1985) has presented a new predictor of source trustworthiness, as well as a source attractiveness paradigm, which either name it as likability or attractiveness. Both models are regarded as crucial in recognising the effects of endorsements on customer behaviour. At the same time, Ohanian (1990) discovered a three-part notion consisting of beauty, trustworthiness, and knowledge in the setting of celebrity

endorsement by researching the context of source credibility. Previous studies have implemented and employed these credibility models throughout the context of traditional media channels, and it would seem that these characteristics have a positive influence on consumer intention to do purchasing. Moreover, Ohanian (1990) further proposed that the trustworthiness source consists of expertise, trustworthiness and likability in the form of celebrity's support. Previous studies have utilized these models within existing advertising outlets and concluded that these characteristics had a favourable impact on consumer purchasing intentions. (Kumar, 2011; Wang et al., 2017; Wang & Scheinbaum, 2018).

2.2 Social media influencer

Social media influencers are a modern generation of autonomous, third-party endorsers that mould an audience's views through blogs, tweets, and other forms of social media. Social media influencers produce content endorsing particular brands on websites such as Instagram, YouTube, Twitter, and Facebook in order to build a fanbase platform and market awareness (Glucksman, 2017). They will regularly create, and post photos, videos and other updates related to their professional knowledge topics on their social media pages or profiles. If other users are interested in specific topics, they can follow their content. As previously discovered in social media influencer studies, the appearance of the social media influencer is extremely important to the effectiveness of an advertising campaign (Amos et al., 2008). A negative picture of a social media influencer will easily affect the related brand image (Campbell & Warren, 2012). As a result, the majority of the following experiments have investigated the impact of divergent elements on representations of both the influencer and the brand.

In recent years, a revolutionary form of social-media advertising has gained attention from the globe. The use of social media influencers to endorse brands has grown in popularity,

with 86 percent of surveyed advertisers employing influencer marketing in 2017 (Ditt, 2020). Social media influencers are described as digital social media opinion leaders who connect to an undisclosed mass audience (De Veirman et al., 2017). Social media celebrities is defined as the group of people who are renowned for their online digital presence gradually became popular, in opposition to conventional celebrities famous for movies, music and TV shows (Khamis et al., 2016). Family support traditionally recognises only celebrities who have worth built for themselves by sports, music or films prior to engaging in public activity and event (Kamins et al., 1989). But the alternate types of influencers that exist in our society today are outside classical groups, which is a movement that perhaps began with the emergence of commercial popstars in reality. In examining the efficiencies of these new types of influencers, it has been discovered that audiences have a greater connection to them (Stefanone et al., 2010). The presumed realism of such untraditional popstars and the strong connection leads to a greater buying intention for the brands that they support, so people associate with and attempt to emulate them individually (Tran & Strutton, 2014). A number of social media personalities add appeal to their preference brands when engaged in promotions apparently (Phung & Qin, 2018).

They are seen as authentic, narrative and more accessible and convincing to emulate. The brands of these influencers are Instagram's Fashion Bloggers have a closely intertwined partnership and vital dependence on their brands because their survival and fame rely primarily on these factors (McQuarrie, 2012). Conversely conventional famous people use social media through their role in mass media industries as a medium to support and promote them. It is the link between viewers and emotional privacy that is greater than that of the TV shows or popular movies that shows the individuality of microcelebrities (Kowalczyk & Pounders, 2016).

On the other hand, Lou (2019) indicates that the majority of followers will reflect the reputation of a social media influencer. Therefore, due to the large number of fans that can meet multiple audiences the social media effect is employed. Hermanda et al. (2019) have noted that social media effect can impact the self-concept of the individual. The customer tends to learn how the influencers act when each of them like to do in the way the influencers in the social media act. Furthermore, Sertoglu et al. (2014) have discovered the factor of selecting the best appropriate social media influencer to spoke for a brands is crucial because social media influencer behaviour might reflect the image of the brand.

Furthermore, social media influencers portrayed an important role in disseminating latest knowledge to massive audiences through variety of social media platforms like Facebook, Whatsapp or Twitter. Next, Kowalczyk and Pounders (2016) has proposed that the personal attributes and features of the social media influencer is definitely relevant when the organisation can determine whether that particular influencer's attributes is appropriate for developing product's function. People are more likely to believe brands marketed by social media influencers than by celebrities because they believe in terms of lifestyle or interests, that particular social media endorsers portray similarities to them. This phenomenon is due to the fact that majority of the social media influencers existed in our society are only regular people. Thus, Lokithasan et al. (2019) claimed that people in the twenty-first century began to accept what social media influencers said and respond to what they suggested. However, according to a report by Schouten et al. (2020), it shows that influencers does not possess the potential to actively affect their vast subscribers' buying intentions, but their followers nevertheless regard them as a credible source of intelligence.

In today's digital age, social media has been one of the most significant contact platforms for enterprise and businesses to successfully perform marketing communication (Lokithasan et al., 2019). As a result of their knowledge and relationship with their fans, social media

influencers play an important role in portraying brands and have the potential to affect their followers' intentions in terms of purchasing habits. Furthermore, this research supported this viewpoint by demonstrating that having a large number of fans allows that particular social media influencer to encourage and attract massive of users in a limited span of period.

2.3 Ethnicity in Malaysia

Malaysia is a country which located in Southeast Asia. It comprises the South China Sea, split into Western Malaysia and East Malaysia. It is a multi-ethnic nation with 27,73 million people in 2008. Malays, Chinese and Indians are the main ethnic groups in this region. In terms of economic growth, in decades between 1971 and 2000 Malaysia reported a remarkable average rate of growth of 6.7 percent. Malaysia's government intends to fully develop the country by 2020 by establishing a competitive, vibrant, robust, and resilient economy. One of the causes for Malaysia's diverse cultural, socioeconomic, and linguistic groups is the country's geographic location. A peninsula projecting from the Asian continent, and East Malaysia, which includes Sabah and Sarawak, two regions on the island of Borneo, make up Malaysia today. It is strategically located at a cross path for West-East maritime commerce. The waterways between North Borneo and the Sulu Islands have long served as a vital trade route connecting Australia and China. As a result, there have been large migrations of people between the West and the East, as well as within Southeast Asia.

Ethnicity is a broad phrase that incorporates factors such as race, language, and religion. In practise, ethnicity has come to refer to anything from a sub-societal group that clearly shares a common ancestry and cultural background, to persons who share a former citizenship but are culturally diverse, to pan-cultural groups of people from widely disparate cultural and societal backgrounds who can be identified as similar on the basis of language and races

(Yinger, 1986). Malaysia is a country that have multi ethnicities, therefore, in this study, the ethnicity is one of the factors that might catalyst or prohibit the social media influencer lead to purchase intention.

2.4 Source credibility model (trustworthiness, attractiveness, expertise)

Numerous studies show that consumer perceptions and behaviour are affected by knowledge from a reliable source (Holland et al., 1963). According to the source credibility model, perceived degree of likability, trustworthiness, and expertise of an endorser has a relation on the efficacy of a social media influencer. Previously, scholars used source credibility to assess a source's impact on the persuasiveness of messages (McGuire, 1985). Hovland (1953) suggested two sources' authenticity determinants: expertise and trustworthiness. The ability or qualification of a source, including the source's experience or abilities, to make certain statements about a specific subject or topic is referred to as source expertise (McCroskey 1966). A study has been conducted by Saima (2020), he proposed that the source credibility model slowly develops into 3 main component which is the expertise, trustworthiness and likability. Thus, the reputation model from Ohanian (1990), which has an impact on social media players through the perceived attractiveness, trustworthiness and expertise, is the general and commonly implemented model for demonstrating the efficiencies of selecting an appropriate social network players. This research also gave more insight that the correct option by the preferred social media influencer would effectively represent an advantageous place for the newly introduced product on the market.

2.5 Expertise

Expertise refers to a communicator's capacity to make true statements about a specific field of expertise. Expertise is described as a person's familiarity, comprehension, and experience acquired from continuous work in the same area of knowledge. Expertise is explained as the extent of an influencer's ability to be a derivation of factual statement of facts or believes, as well as the degree of skills, experience, and awareness of a certain social media influencer (Erdogan, 1999). Expertise also defined as the endorser's willingness to convey a reliable information or message to their customers by the outset of the conversation in order to establish a bond toward the clients (Nejad et al., 2014).

The expertise of a communicator must be well-informed about a subject, possess the requisite abilities, or have a respectable position to be considered as an authority. The word "expertise" in the source credibility model is also referring to "authoritativeness" (Wang & Scheinbaum, 2018) and "qualification" (McGinnies & Ward, 1980). In other words, it denotes the communicators perceived competence in their field. The more individual displays of his technical abilities or integrity, the greater the impact on the competence viewed by the receivers. Previous research has shown that higher-level communicators or social media influencer have a positively effect on attitude changes (Wang & Scheinbaum, 2018).

According to Ohanian (1990), an influencer's level of experience has a huge effect on a customer's buying intention. To demonstrate their respective careers in this area, fitness items should be marketed by a fitness influencer rather than a humour influencer. As a result, influencers' experience and awareness of their endorsed brands have a direct impact on consumer purchasing intent (Djafarova & Rushworth, 2017).

2.6 Trustworthiness

Firstly, Giffin (1967) describes a source's trustworthiness as "the receivers' interpretation of a source as honest, genuine, or factual." Scholars have identified various aspects of reputation in the past, but experience and trustworthiness remain the most important aspects of credibility (Pritikana, 2004), and these two factors were still the most important determinants of a message's efficacy according to the source credibility model (Holland et al., 1963).

Ohanian (1990) also proposed that the degree of trust that consumers have in the message sent by the influencer is referred to as trustworthiness. Followers are more likely to buy a product recommended by a follower influencer because they believe the product is more trustworthy (Liu et al., 2015). Ohanian (1990) asserts that influencers with a higher degree of trustworthiness would be more persuasive to customers. Furthermore, according to Glucksman (2011), the number of followers determines the degree of trustworthiness of influencers and the influencer with the most followers has a better chance of collaborating with top brands. Lastly, trustworthiness impacts consumers' perceived knowledge reliability on YouTube and drives subscribers' buying intention (Hu et al., 2004).

2.7 Attractiveness

Attractiveness can be described as the love of the recipient for the physical look and actions of the source (McGuire, 1985). Social media influencer has been elected to support goods because he is willing to persuade consumers, like his friend, to obey his actions and habits in selecting a brand (Colliander & Dahlén, 2011). The greater the attractiveness to the source, the greater the reputation of the brand and the attention to the recipient (Jain & Posavac, 2001). In others literature and scholar's paper of Caballero and Pride (1984), they have explained the idea of likability or attractiveness is typically articulated in terms of facial and

physical appeal toward a group of observers as a component in the Source Credibility Model. In this current study, desirable traits and attributes in terms of face and bodily appearance, dressing norms, postures, and so on are broadly described as attractiveness (Morrow, 1990). Another study of Desarbo and Harshman (1985) explained that likability refers to the receiver's proclivity to be drawn to the communicator's charm or personality as well as sociability. In another words, likability and attractiveness is the same in definition and context, the source credibility model applied attractiveness and likability in both ways. However, in this study the term attractiveness was used to explore the role of social media influencer.

2.8 Information quality

Digital media has transformed the way content, knowledge and entertainment is developed, transmitted, consumed and re-used radically in combination with computer networks (Benkler, 2006). These changes have resulted in an enormous quantity of online content and a quality transformation in the information environment. In exploring quality of content, the new media landscape provides an array of topics other than the old analogue information distribution networks, such as book and journal publication and radio broadcasting. Thus, the quality of online content is important to ensure viewers will continue to subscribe and follow. Information quality is the value of the information that contribute to the people who access, read or receive it, and the benefit and advantages that the information carry. People often access to variety of social media platforms to obtain wider range of information. The presumed credibility of information is favourably related to information content (Cheung et al., 2012). The belief in an influencer endorsed posts is positively influenced by its insightful

importance, which shaped customer perception of the brand and their purchasing intention (Lou & Yuan, 2019).

However, there are some studies portray that entertainment value is very similar to information quality. Consumers' expectations of the importance of a social media post are affected by the messenger informational value, as well as its entertainment value and reputation, and the essence of their behaviour will determine their loyalty, recognition, and buying intentions (Taylor et al., 2011). In that case, the perception of entertainment appeal in the information revealed by influencers is likely to shape reputation and buying intentions.

According to Hoffman and Novak (1997), computer media that offers fun and recreation has a positive impact on the mood of consumers. In most UGT research, adding entertainment is useful to the commercial because it offers a way of triggering customers' feelings and satisfying their desire for fun. Advertisers can engage with customers personally after activating their entertainment desires, which can boost brand loyalty and perceived quality appeal. Advertisers who incorporate comedy and fun into their advertisements are more likely to persuade consumers to use the promotion in the commercial and ultimately buy the product. Previous research has found that entertaining content is a major indicator of value in Internet and smartphone ads, as well as attitude toward mobile advertisements.

Lastly, Dao and colleagues (2014) discovered that perceived information and entertainment value influenced online buying intentions of Vietnamese social media users. As a result, we anticipate that the entertainment appeal of social media influencers would have an effect on customer purchasing intentions.

2.9 Purchase intention

According to Spears and Singh (2004) who study on the meaning of purchase intentions, which they explained that purchase intention is the deliberation of plan to make an attempt to purchase a product, service or brands. De Magistris and Gracia (2008) believed that buying preferences preceded real spending actions because they included the possibility or probability that customers would be able to purchase a certain commodity. Purchase intentions is a concern topic that has been utilized by advertisers and academics to assess consumers' product expectations (Spears & Singh 2004). However, in this study we are only focusing on purchase intention instead of customer satisfaction and expectation. Because previous studies of Saima (2020) show that customer's satisfaction and expectation is belongs to the post-purchase stage which did not trigger the intention at the first place. Therefore, it is inappropriate for this study.

The purchase intention is a dynamic procedure from the customers. The purchase intention is generally linked to customer behaviour, expectations and attitudes. Purchasing is a crucial point in accessing and assessing the particular commodity for customers. The purchasing goal of Ghosh (1990) is an important means of forecasting the purchase process. Under price control or perceived efficiency and value, buying intention can be changed.

In this study, social media influencer has linked to purchase intention. Saima (2020) has stated that a lot of previous studies show that social media influencer will directly affect the customers purchase intention. Furthermore, recent study has shown that the qualities of celebrities or influencers such as likability, trustworthiness and expertise have a beneficial impact on customers' purchasing intentions (Lee & Koo 2015). As a result, the credibility of social media influencers would have a direct impact on customers' purchase intentions.

Chapter 3: Methodology

To accomplish the research objectives, a research methodology needs to be planned in order to collect data in a proper way and analyse the findings systematically. This chapter will address the nature of the study, especially the quantitative method, the population and sample, where the number of participants and their backgrounds are stated, as well as the conceptual framework, which will represent the questions in the survey questionnaire. Furthermore, the research instrument will be examined in depth to offer clarity on how the questionnaire is produced with the use of a demographic survey that includes response options and a Likert scale. Furthermore, this chapter will go through the data collection process in depth, as well as the strategies for analysing the data and the application and software that utilised to do so.

3.1 Research design

The design of this research will guide the researchers to gather data from the sample. With the research design, the researchers can efficiently and reliably formulate the research issue from the collected data. Research design should define the approach to be used in the analysis as well as how data is measured and interpret in the study. The research data obtained from different participants will explain the role of social media influencer in customer purchase intention.

The research design contained the approach selected by the researchers to gratify and manage the various segments of a thesis systematically. For this study, the research design is guided by Hancock's practical guide which he proposed in the year 2021. Moreover, Hancock's guide has shown the elements of research design which characterised as an environment that involves several aspects such as information collection, data processing, research objective and results used for conducting the research.

3.2 Quantitative research method

The quantitative data collecting methods are utilized in this study to get data from a particular sample of the community. Quantitative data are appropriate for formal study research in which hypotheses of theory are tested or the scale of a phenomena of interest is estimated. The quantitative analysis approach is implemented in this study, whereas Watkins (2021) has proposed that to quantify the issue of research by gathering numerical data and transforming it into statistical type can be using Statistical Package Social Sciences (SPSS) as the main analysis software. The quantitative analysis approach is analysed critically and show in numerical form the data obtained from the respondents. The data number type is used to classify the populations' demographic and desires (Watkins, 2021).

Whereas this allowed the researcher to understand the quantity of respondents, their race and their interests in the use of social media. In addition, the number can be used to render declarations on data obtained in statistical experiments (Madrigal & McClain, 2012). The study's numeral form is used to determine the degree of acceptance by the respondents in the questionnaire or survey statement. Following by that, data presented in the analysis shows how much the variables influence the study participants. In addition, quantitative analysis can require and produce significant quantities of the sample.

Furthermore, Dowthwaite et al (2021) has proposed that the quantitative approach of analysis often saves a lot of research costs especially for researchers that are under budget. In order to save the printing costs, we will then provide appropriate participants with the questionnaire sets or Google Form via online process. At the same time, the research is carried out during the pandemic of Covid-19, with the concern of safety issue, physical contact is avoided during this period. Therefore, Google form is selected as the online survey channel for this study. The collected evidence from google form was more comprehensive and accurate with the use of the quantitative analysis approach (Kreshpaj et al., 2020). It is due to the collection, analysis and numbers of the results is flawless instead of manual key in. The system will generate review and analyse the data gathered. One of the reasons for using the quantitative analysis approach from the respondent is in limited time. The results may also be obtained from the respondent. Lastly, the data collection process is carried out in real-time and can be analysed on spot.

3.3 Online Survey

The techniques and instruments utilised to acquire information and data from respondents in this study is online survey data collecting methods. Next, the study design described in Ponto (2015) includes knowledge regarding behaviours and attitudes collected by individuals or groups, who asked a few questions in the survey. However, survey is a tool which is used by the researcher to gather research results from the surveys of qualified respondents.

Furthermore, Rouse (2019) has defined the term survey study collects data from a person or a group of people on the opinion, feeling or belief through questionnaires or surveys.

Moreover, Sincero (2012) reports that an online survey is considered as the systemic method of collecting samples from the targeted population by encouraging them, by using the

Internet, to complete the survey. Since the surveys can be distributed electronically via expert survey software such as Google Form as the dominant method for distribution of surveys (Toepoel, 2017). In the quantitative analysis, questionnaires and interviews are also two typical forms of inquiries (Trochim, 2020). Briefly, the survey would be aimed at people or a group who may respond to the questions by way of questionnaires or interviews.

Other than that, Mcleod (2018) notes that questionnaires are an instrument for gathering participants' data by setting up questions. At the same time, Debois (2019) also stated that the questionnaire is used to collect knowledge from individual questions. Therefore, in this analysis the online survey consisting of closed questions was used. A study conducted online is that it benefits from the Internet's potential to offer links to a variety of people and communities (Wright, 2017).

In order to obtain the answers on the influence of ethnicity towards social media influencers, online surveys can easily target broad populations through access to the Internet. The kind of open questions that make individualised responses cannot be quantified and must be checked by a person relative to the paper and pencil survey approach (Debois, 2019). If there are so many open-ended queries, it will result in a torrent of data that takes even longer to interpret.

Furthermore, Sincero (2012) also proposed that an online survey may be considered a convenience of data collection since the Internet connection facilitate the scholar with the flexibility of performing the survey with a quicker manner. Furthermore, the online survey in this study is simple to interpret due to the closed-ended questions used in the survey form as well as results can be easily analysed and generated by just import the data into SPSS software. The responses of the respondents would be instantly saved, allowing us to have data at our fingertips in no time. This transforms our outcomes analysis into simple and decisive intervention (Howard, 2019).

3.4 Research Instruments

Firstly, a research instrument is an appliance that scholars utilized as a calculation and interpretation technique for a research subject and methods of sampling collection. In that case, without a proper appliance, the samples will be very difficult to collect (Sobrepena, 2011). Researchers may use a variety of research instruments for their tests, including a questionnaire, survey, distinct group conversation, observation, as well as experiment. Thus, it is very critical to choose a suitable test instrument because the study's outcome is dependent on the generated data of the applications.

As a result, the questionnaire approach will be used for this analysis. The questionnaire is a typical form of research tool that researchers use to collect data from respondents (Yaya, 2014). In most cases, a questionnaire seeks the opinions of individuals in a survey that are relevant to the study's objective (Aina, 2004). The questions were structured into close and ended multiple choice formation, with a large range option included between it. Furthermore, the questionnaire of this research analysis is built online, which means the data was gathered through the online Internet. It also included the section of demographic, introduction, source credibility, information quality and entertainment value of social media influencers. Research questionnaires were categorized into different sections for the ease of answering.

Respondents will read and answer the questions in each segment by scrolling down.

Moreover, 5-point Likert scale will apply in the questionnaire design, every number represent different level of satisfaction, 1 is represent strongly disagree, 2 is disagree, 3 is neutral, 4 is agree and 5 is strongly agree. This method is convenience to examine the frequencies of every response.

3.5 Sampling technique

The collection of data is important for analysis since the data is intended to help us better explain a theoretical context. The selection of the way to obtain data and from whom the data is obtained with a sound assessment is therefore imperative, particularly when no amount of research will compensate for the incorrect collection of data. According to the characteristics of the individual, the aim is to choose a participant deliberately. In this study, the first sampling method is purposive sampling technique which is non-random and does not include fundamental hypotheses or a certain number of participants, the researcher determines what is known and identifies individuals who are eligible to participate and, selected by means of intelligence or experience, can and do provide the details.

Quota sampling is a sampling technique that acquires a highly specific sample that is proportional to a population's characteristic or attribute. Quota sampling is a non-probability sampling strategy that is dependent on the researcher's discretion. For example, categorized a population based on their races, income, education level, or their gender. To achieve specific quota, the population is categorized into groups with proportions that are carefully maintained to ensure that the samples are reflective of the population.

Thus, quota and purposive sampling will be used in this research. The respondents must have certain criteria to answer the questionnaire. The respondents must be an active online internet user and follower of any social media influencer. The respondents are divided into 3 categories which are Malay, Chinese and Indian, every category of respondent must achieve the proportion of 33.3% of the whole number of the respondents.

3.6 Sample size

The sample size will be calculated by G Power software. G Power is a software that calculate research sample size by associating with the number of variables in the study. By using G Power applications, sample size was determined. The margin error corresponds to the researcher's overall error, for this report, the error value is specified for a maximum five percent. The level of trust corresponds to the degree of scepticism that researchers can embrace. The answer allocation percentage which of each question will displayed. The population against the 95% of confidence level.

In this study, there are four independent variable and one dependent variable, therefore the final result of our sample size with be set at a minimum of 140 respondents. During the study there are excessive respondents who conducted the survey and some of the respondents who are ineligible to the study were filtered out. In that case, a total of 285 respondents will be finalize and selected to conduct this research.

3.7 Reliability and Validity

According to Chan (2013), authenticity and reliability are criteria that are utilized to assess the study's outcome. Furthermore, the objective of ensuring validity and reliability in a study is to essentially manage the quality and integrity of findings (Mohajan, 2017). As a result, validity and reliability are critical in determining the study's consistency. Middleton (2019) also proposed that the reliability of a measurement is determined by its dependability, while the validity of a calculation is determined by its precision. According to Twycross (2016), validity is explained as the degree of precision of the indicator in quantitative analysis, while reliability is utilized to assess respondents' quality in completing the sample.

The questionnaire for this study is accurate because it has been modified from previous research. Cronbach's alpha was implemented to run the analysis as well as the survey form in this study uses several options and likert scales to obtain the results. The consistence of the multi-choice study and the Likert scale questionnaire should be checked. In addition, the questionnaire would be deemed accurate or compatible whenever the Cronbach's alpha value is greater than 0.7 (Stephanie, 2018).

3.8 Measurement

First, the descriptive analysis is used in order to measure the number of participants in the study in each population. Kenton (2019) has proposed that the descriptive analysis was utilized to clarify as well as appreciate the properties in every single numbered set.

Descriptive analysis gives a general picture of the data which is easier to understand before proceeding to the advance research analysis. The descriptive analysis can then be used to calculate the demographic details of the study, for example gender and ethnicity. Next, the Pearson correlation coefficient is a common statistic method that implemented to measures the linear correlation between two or more sets of different data. It's simply a normalised measurement of covariance; it's the ratio of two variables' covariance to the product of their standard deviations. The measure, like covariance, can only show a linear correlation of variables and eliminates many other types of interaction or relationship. In that case, the Pearson correlation coefficient is used to measure the first research objective by calculating the frequency of the interaction between ethnicities and trustworthiness, attractiveness, expertise, and information quality of the social media influencers in the analysis. The result will show the value and magnitude of the relationship between the variable and whether them is positively affected or negatively affected.

Furthermore, one way ANOVA are used to test the second research question which is the difference on purchase intention between the ethnicities group. The one-way analysis of variance (ANOVA) is performed to identify if there are any statistically significant differences in the means of two or more independent groups. One way ANOVA will show that whether there is dependent variable across the three groups. Post-hoc tests can then be used to find out where these differences lie.

Moreover, multiple regression is a basic linear regression extension. It is used where the value of a variable is predicted depending on the values of two different variables or more. The variable we want to forecast is called the dependent variable or the result, goal or criteria variable often. In this study, multiple regression will be used to discover the best factor of that influence purchase intention.

3.9 Pilot test

Before proceeding to the actual data collection, an online survey pilot test was released to 50 respondents to answer it, the purpose of pilot test is to ensure dependable results and conclusions for our finished outcome. At the same time, this is done to detect possible issues that may be addressed before the real distributing of survey form. The questions created for the pilot test are relevant to the objective of this research. The pilot test study went off without a hitch. Prior to the pilot test research, two academicians reviewed our survey questions to ensure they were professional and devoid of grammatical errors. Following the completion of the pilot test, certain changes were made to the survey questions in order to improve their quality. The result of the pilot test has given us an insight of where to improve and how to improve. Lastly, few improvements had made before proceeding to the actual data collection.

Chapter 4: Results and findings

This chapter focuses on how the questionnaire results are created and presented. It is also demonstrated how the data is analysed. The results from the questionnaires are collected from Microsoft forms and analysed by SPSS software to generate into a table. The type of analysis in this chapter included descriptive analysis, reliability test, one-way ANOVA, Pearson correlation coefficient and multiple regression. The results are generated in table form and presented in this chapter.

4.1 Descriptive analysis

Age		
N	Valid	285
	Missing	0
Mean		21.8912
Std. Deviation		2.28562
Minimum		18.00
Maximum		29.00

From the table above, a total of 285 respondents participated in this study, whereas the minimum age of respondent is 18 years old, and the maximum age of respondent is 29 years old. The table also shows the mean of age is 21.8912 with the standard deviation of 2.28562.

Sex				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	82	28.8	28.8	28.8
Female	203	71.2	71.2	100.0
Total	285	100.0	100.0	

A total of 285 respondents participated in this study. The table show that a minority 28.8% of male and a majority 71.2% of female were participant in this study.

Ethnicity				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Malay	95	33.3	33.3	33.3
Chinese	95	33.3	33.3	66.7
Indian	95	33.3	33.3	100.0
Total	285	100.0	100.0	

To achieve the quota sampling, there are equally 33.3% of Malay, Chinese and Indian in this respondent's profile after filtering.

Marital Status				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Single	279	97.9	97.9	97.9
Married	6	2.1	2.1	100.0
Total	285	100.0	100.0	

The table above also show that majority of the participant are single with the percentage of 97.9% and a small amount of married people which only have 2.1%.

		Education Level			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary School	1	.4	.4	.4
	Secondary School	24	8.4	8.4	8.8
	Certificate/Diplo ma	89	31.2	31.2	40.0
	Undergraduate	154	54.0	54.0	94.0
	Postgraduate	17	6.0	6.0	100.0
	Total	285	100.0	100.0	

Next, the table also show that majority of the participants have achieved their undergraduate study which is 54.0%, followed by certificate or diploma which has 31.2%, secondary school has 8.4%, postgraduate has 6.0% and a small fraction of 0.4% respondents who only study until primary school.

		Employment Status			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Worker	25	8.8	8.8	8.8
	Employee	38	13.3	13.3	22.1
	Self- employed	12	4.2	4.2	26.3
	Student	191	67.0	67.0	93.3
	Freelance	8	2.8	2.8	96.1
	Unemployed	11	3.9	3.9	100.0
	Total	285	100.0	100.0	

Next, the table above also show that majority of the participants are student who has 67.0%, followed by employee which has 13.3%, worker has 8.8%, self-employed has 4.2%, unemployed has 3.9% and a small fraction of 2.8% respondents who are freelancer.

Monthly Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than RM3000	266	93.3	93.3	93.3
	RM3000 to RM10000	16	5.6	5.6	98.9
	RM10000 above	3	1.1	1.1	100.0
	Total	285	100.0	100.0	

The monthly income of the participants shows that there are majority 93,3% of low income group who earned less than RM3000 per month, followed by 5.6% of middle income group who earned RM3000 to RM10000 per month, and lastly only 1.1% of high income group who earned more than RM10000 per month.

Which of the social media influencers below do you like the most?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<u>Daiyan</u>	54	18.9	18.9	18.9
	Trisha				
	Jenn Chia	48	16.8	16.8	35.8
	<u>Santhi Raj</u>	18	6.3	6.3	42.1
	Alif <u>Satar</u>	55	19.3	19.3	61.4
	<u>Jinnyboy</u>	39	13.7	13.7	75.1
	<u>Harvinth</u>	71	24.9	24.9	100.0
	Skin				
	Total	285	100.0	100.0	

The table show that the preference social media influencer among the emerging adults. Firstly, Harvinth Skin has achieved the highest percentage of 24.9% who was the most favourable social media influencer among the emerging adults. Second, Alif Satar has achieved 19.3% of the second favourable social media influencer, follow by Daiyan Trisha who achieved 18.9%. Jenn Chia and Jinnyboy achieved 16.8% and 13.7% respectively. Lastly, Santhi Raj has the lowest percentage of 6.3% who are the least favourable social media influencer among the emerging adults.

4.2 Reliability test

Variables	Cronbach's Alpha	N of Items
Expertise	.860	5
Trustworthiness	.867	5
Attractiveness	.877	5
Information quality	.880	5
Purchase Intention	.906	6

The findings presented in Table above show the descriptive statistics and Cronbach's alpha of the variables understudied in this study. Next, Ursachi et al (2015) proposed that the average reliability of Cronbach's alpha value is set between the range of 0.65 to 0.79. Moreover, Ursachi et al (2015) also stated that the range 0.80 to 0.95 is a high reliability value. The table above show that expertise has achieved a high reliable value of 0.860, follow by trustworthiness has 0.867, attractiveness has 0.877, information quality has 0.880, and lastly purchase intention has achieved the highest reliability Cronbach's alpha value which is 0.906. All the variables are fall in between of the reliability value and achieved the high reliability Cronbach's alpha value. Hence, the scales used for measuring the variables are highly reliable.

4.3 One-way ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.536	2	.768	.853	.427
Within Groups	253.735	282	.900		
Total	255.270	284			

A one-way ANOVA between groups analysis of variance was conducted to assess the impact of ethnicities on purchase intention. Subjects were divided into three groups according to their ethnicity (G 1: Malay; G 2: Chinese; G 3: Indian). As the table shown, the significant value is greater than the $p < .05$. Therefore, there was no sight of statistically significant difference at the $p < .05$ in ethnicity between purchase intention [$F(2, 282) = .853, p > .05$].

Therefore, in this study, the ethnicity in Malaysia has no difference in purchase intention.

Malay, Chinese and Indian has the same behaviour when it comes to purchasing a product which endorse by their favourable social media influencer. At the same time, different ethnic of social media influencer also has no difference in affecting followers or consumers purchase intention.

4.4 Pearson correlation coefficient

		Expertise	Trustworthiness	Attractiveness	Information quality	Purchase intention	Ethnicity
Expertise	Pearson Correlation	1	.765**	.723**	.747**	.365**	-.067
	Sig. (2-tailed)		.000	.000	.000	.000	.260
	N	285	285	285	285	285	285
Trustworthiness	Pearson Correlation	.765**	1	.673**	.750**	.334**	-.027
	Sig. (2-tailed)	.000		.000	.000	.000	.652
	N	285	285	285	285	285	285
Attractiveness	Pearson Correlation	.723**	.673**	1	.673**	.246**	-.069
	Sig. (2-tailed)	.000	.000		.000	.000	.246
	N	285	285	285	285	285	285
Information quality	Pearson Correlation	.747**	.750**	.673**	1	.407**	-.096
	Sig. (2-tailed)	.000	.000	.000		.000	.107
	N	285	285	285	285	285	285
Purchase intention	Pearson Correlation	.365**	.334**	.246**	.407**	1	-.057
	Sig. (2-tailed)	.000	.000	.000	.000		.340
	N	285	285	285	285	285	285
Ethnicity	Pearson Correlation	-.067	-.027	-.069	-.096	-.057	1
	Sig. (2-tailed)	.260	.652	.246	.107	.340	
	N	285	285	285	285	285	285

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

First of all, the relationship between expertise and purchase intention was measured by using Pearson's correlation coefficient. From the past study of Cohen (1988), there was moderate and positive correlation between the two variables [$r = .37$, $n=285$, $p<.001$]. By observing the correlation R value, the strength of the relationship come with high levels of expertise will leads to moderate level of purchase intention.

Next, the relationship between trustworthiness and purchase intention was measured by using Pearson's correlation coefficient. From the past study of Cohen (1988), there was moderate and positive correlation between the two variables [$r = .33$, $n=285$, $p<.001$]. By observing the

correlation R value, the strength of the relationship come with high levels of trustworthiness will leads to moderate level of purchase intention.

Furthermore, the relationship between attractiveness and purchase intention was measured by using Pearson's correlation coefficient. From the past study of Cohen (1988), there was weak and positive correlation between the two variables [$r = .25$, $n=285$, $p<.001$]. By observing the correlation R value, the strength of the relationship come with high levels of trustworthiness will leads to low level of purchase intention.

Moreover, the relationship between information quality and purchase intention was measured by using Pearson's correlation coefficient. From the past study of Cohen (1988), there was moderate and positive correlation between the two variables [$r = .40$, $n=285$, $p<.001$]. By observing the correlation R value, the strength of the relationship come with high levels of information quality will leads to moderate level of purchase intention.

In addition, the relationship between expertise, trustworthiness, attractiveness and information quality was measured by using Pearson's correlation coefficient. From the past study of Cohen (1988), there was a strong and positive correlation between all of the four variables [$r = .77$, $n=285$, $p<.001$], [$r = .72$, $n=285$, $p<.001$], [$r = .75$, $n=285$, $p<.001$]. By observing the correlation R value, the strength of the relationship come with strong and high levels of relationship between the variables.

Lastly, the relationship between ethnicity and expertise, trustworthiness, attractiveness, information quality and purchase intention were investigated using Pearson correlation, ethnicity show no sight of significant between every variable.

4.5 Multiple regression

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.427 ^a	.182	.170	5.18144

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1672.473	4	418.118	15.574	.000 ^b
	Residual	7517.260	280	26.847		
	Total	9189.733	284			

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.809	2.370		2.873	.004
	Expertise	.350	.177	.194	1.980	.049
	Trustworthiness	.046	.158	.027	.293	.770
	Attractiveness	-.256	.154	-.138	-1.662	.098
	Information quality	.556	.152	.334	3.657	.000

a. Predictors: (Constant), Expertise, Trustworthiness, Attractiveness, Information quality

b. Dependent Variable: Purchase intention

Next, Multiple regression analysis was utilized to examine whether the expertise, trustworthiness, attractiveness, and information quality significantly predict purchase intention. The results of the regression indicated the four predictors explained 17.0% of the variance ($R^2=.17$, $F(15.574)=.000$, $p<.001$). And the regression between the group of independent variables shows significant which means the data have achieved the criteria to run multiple regression.

At first, trustworthiness and attractiveness have no significant in reinforcing purchase intention, but it was found that expertise significantly predicted purchase intention ($\beta = .194$, $p<.05$). At the same time, information quality is found that it has significantly predicted

purchase intention ($\beta = .334, p < .001$), with the highest Beta coefficients value. Thus, information quality is the best predictor or also as known as the best factor that affect and lead to purchase intention.

As a nutshell, the association of information quality with purchase intention might predict a greater value and future projections. Thus, information quality is the best predictor which has the greatest potential that can improved and focus on.

Chapter 5: Discussion and Conclusion

In this chapter, the discussion and conclusion of the entire research was completed. Beginning with a review of the statistical analysis presented in Chapter 4, which included analyses of One-way ANOVA, Pearson Correlation Coefficient, and Multiple regression. Following the presentation of important results, the study objectives are verified. The researchers' goal is to produce a result that demonstrates a strong relationship between ethnicity and the attributes of social media endorsers. Furthermore, as compared to earlier studies, trustworthiness, experience, attractiveness, and information quality had a distinct effect associated with the features of social media influencers, therefore in this chapter contains more in-depth discussion. The research's limitations will also be discussed in this chapter. At the same time, to deal with the limitations of this study, the researchers made recommendations for further research. Finally, the researcher presents a conclusion to summarise the whole study.

5.1 Discussion

5.1.1 Difference of ethnicity in purchasing intention

First, from the result of the previous chapter, it shows no sight of difference in ethnicities in purchasing intention in Malaysia. From the previous study of Yinger (1986) shows that ethnicity might be a factor that cause difference behaviour in making decision. However, in Malaysia, ethnicity doesn't play a role in affecting the consumer's purchase intention. Malay, Chinese and Indian has the same behaviour when it comes to purchasing a product which endorse by their favourable social media influencer. Associated with the result of research question 2, every individual no matter which ethnic will agree with the same viewpoint of having great source credibility and information quality will definitely promote the purchase intention of the brand endorsed by the social media influencer. Thus, the research question 1 is answered and future study of ethnicity is not necessary in Malaysia.

5.1.2 Relationship between ethnicity and social media influencer's attributes

Past research of Zou and Peng (2019) shown that the social media endorser is quite comparable importantly with the key opinion leaders in that they may affect people in generally by the perceived number of views associated with behaviour towards cultural issue. At the same time, there is a variation in how Malay, Chinese, and Indian people perceive endorsements of social media influencer (Rashid et al., 2002). At the same time, Rashid et al (2002) had been found that Malays considered Siti Nurhaliza as being more affiliated with the cosmetic brand Loreal than others race of respondents. The study of Rashid et al. (2002) demonstrated that there is an existing of distinct in social media influencers of various ethnicities. However, in this study, relationships between ethnicity and expertise, trustworthiness, attractiveness, information quality and purchase intention were investigated

using Pearson product-moment correlation coefficient, ethnicity show no sight of significant between every variable. Which means ethnicity has nothing to do with promoting social media influencer credibility. Thus, ethnicity is definitely not a factor that will affecting the followers or participants in their behaviour in following their favourable social media influencer, the research question 2 is answered and future study of ethnicity is not necessary in Malaysia. On the bright side, all of the social media influencer attributes have shown significant positive correlation with the purchase intention. Which means none of the factor should be ignored when it comes to fostering and promoting the purchase intention of the followers. However, attractiveness of a social media influencer has a weak bond with the purchase intention, extra effort should be implemented to raise the purchase intention of the consumers.

5.1.3 The best factor or predictor that led to purchase intention

Information quality is explained as the value of the message that contribute to the people who access, read or receive it, and the benefit and advantages that the information carry. People frequently utilise social media platforms to access a variety of information. The content of information has a positive relationship with its apparent legitimacy (Chen, 2018). The perceptive importance of an influencer's recommended post has a beneficial impact on consumer perceptions of a business as well as their purchase intentions (Taylor et al., 2013). From the previous chapter, information quality is the best predictor or also as known as the best factor that affect and lead to purchase intention. This particular factor contains a lot of potential to expand and promote greater social media marketing by improving it. The improvement of information quality will definitely make the user or follower satisfied with the context and content that created by the influencer. People nowadays like to watch quality

and entertaining content, which cause information quality is really important. Every social media marketing executive and agencies should put effort and focus in managing the information quality of the social media influencer or endorser. As a nutshell, the association of information quality with purchase intention might predict a greater value and future projections. Thus, the research question 3 is answered which information quality has the greatest potential that can improved and focus on.

5.2 limitations of study

First of all, there are some the data collection issue must be considerate during the data collecting process. In this study, the researcher is focusing on ethnicity rather than gender factor. The result shown that there is a large difference amount between gender of the respondents, female respondents have 71.2% and male only have 28.8%, it might affect the answering process and the final outcome. It might be an issue because according to Phung and Luning (2018), female preference will be totally different with male when it comes to decision making, in that case, the balance number of genders is a factor that need to be consider and measure.

Aside from that, the location and sample size of this study were also constrained. Due to the global crisis known as Covid-19, Universiti Tunku Abdul Rahman has implemented Online Teaching and Learning (OTL). As a result, the surveys can only be given to participants via online classrooms or email. Therefore, there are some of the respondents did not meet the criteria for this research and some of the respondents did not answer the online survey properly. There are number of respondents who answered the question with full “strongly agree” and enter the inappropriate value of the age number. As a result, the researchers will

need more time to filter out the unnecessary and screen individuals who meet the criteria accordingly.

Furthermore, the researcher discovered that the cultural dimension of the participants is also a concern and limitation of this study. The different cultural dimension will be varying the interests or preferences of the participants rather than their ethnicity. For example, Chinese people who grown up in a Muslim Malay family will have different behaviour and cultural perceived norms with the group of typical Chinese. The study's findings are skewed toward the topic of ethnicity rather than cultural dimension.

5.3 Recommendation

First of all, recommendations are valuable for future studies to improve research study on the limits. Firstly, the study should be given additional time and assistant to enlarge the sample size in order to manage the research in a more accuracy and dependable way in the future study. The study of ethnicity is really hard when it comes to collecting certain quota of data. At first, there are lack of Malay and Indian respondents in the study. The research impossible to complete without external assistant and support. Therefore, the time to collect data is really a thing to concern and external assistant is necessary to approach different kind of ethnicities.

From the result, this study show that ethnicity has no relationship and difference in social media influencer's attributes lead to purchase intention, the scope of this study might contain others undiscovered factor like cultural dimension. Retrieved from the limitations, cultural dimension should be considered and study further. The different cultural dimension will be varying the interests or preferences of the participants rather than their ethnicity. For example, it is hard to identify the actual ethnic of the mix blood posterity, because their might grown up in different family background and engage in different cultural environment. By

studying the cultural dimension, the researchers will be able to gain a better understanding and offer complete knowledge and evidence from multiple dimension perspectives and the behaviours of cultural background instead of just ethnicity.

Furthermore, the researchers proposed that the products category endorsed by their favourable social media influencer should be divided into low and high involvement product. In order to obtain more precise findings, the involvement level of the product might affect the final results. This is because high involvement product requires higher price and longer time to make decision in purchase and low involvement product is cheaper and individual can purchase without concern and pressure. For example, consumers are likely purchase daily product like snacks and drinks without hesitating too much, but on the other hand, consumer will do a lot of consideration and study review on the product before purchasing such as house units, car and smartphone. Therefore, it is important to study the involvement level of the product that endorse by the social media influencer.

5.4 Conclusion

This study is being carried out to assess the impact of different ethnicity social media influencers on customer purchase intention. In this study, four independent variables influence purchase intention, including trustworthiness, expertise, attractiveness and information quality. These four factors were investigated to see whether there is a substantial association between ethnicity and purchase intention, as well as the social media influencers themselves. The quantitative research approach was utilised to analyse the whole study. SPSS software was used to analyse all of the acquired data.

The result of one-way ANOVA shows that the ethnicity in Malaysia has no difference in purchase intention. Malay, Chinese and Indian has the same behaviour when it comes to

purchasing a product which endorse by their favourable social media influencer. Consistent with the previous study of Lin and Xu (2017), the current study's social media influencer of different ethnicity has no relationship in purchasing intention. They also proposed that participants are comfortable developing a purchase intention with someone of a different ethnicity has no impact on how they judge the integrity of a customer reviewer. In short, ethnicity doesn't play a role in affecting the consumer's purchase intention when it comes to social media marketing.

Based on the Pearson's Correlation results of this study, ethnicity show no sight of significant between every variable. Which means ethnicity has nothing to do with promoting social media influencer credibility. Thus, we can clearly see that ethnicity is definitely not a factor that will affecting the followers or participants in their behaviour in following their favourable social media influencer. However, there are a strong relationship between the four independent variable which is expertise, trustworthiness, attractiveness and information quality. The four independent variables associated with each other strongly, but there is a weak and moderate relationship with the dependent variable which is purchase intention. This result shows that to improve the social media marketing, the four factors must always be consider and develop consistency. Even it contains weak and moderate bonds with purchase intention, but it will surely be affecting it positively.

Based on the result of multiple regression, information quality is the best predictor or also as known as the best factor that affect and lead to purchase intention. The improvement of information quality will definitely make the user or follower satisfied with the context and content that created by the influencer. Social media nowadays presented a lot of low quality and unentertaining content, which cause information quality is really impactful when it comes to e-commerce or online marketing (Rathore et al., 2016). Without a doubt, information quality contains a lot of potential to expand and promote greater social media

marketing by improving it. Organization and business association should put effort and focus in managing the information quality of the social media influencer or endorser.

To summarise, this study accomplished the research objective of investigating the influence of differences ethnicity social media influencer in customer purchase intention. Lastly, the difference ethnicities of social media influencers will not affect and promote consumer purchase intention. Therefore, corporate organisations, entrepreneurs, marketers, and advertisers should not over concern about implementing different ethnic of social media influencer as a marketing channel but focus more on the social media influencer's attributes which will eventually influences people's purchase intentions towards a brand or product in Malaysia.

References

- Amos, C., Holmes, G., & Strutton, D. (2008). Exploring the relationship between celebrity endorser effects and advertising effectiveness: A quantitative synthesis of effect size. *International journal of advertising*, 27(2), 209-234.
- Arli, D. (2017). Does social media matter? Investigating the effect of social media features on consumer attitudes. *Journal of Promotion Management*, 23(4), 521-539.
- Arli, D. (2017). Does Social Media Matter? Investigating the Effect of Social Media Features on Consumer Attitudes. *Journal of Promotion Management*, 23(4), 521–539.
<https://doi.org/10.1080/10496491.2017.1297974>
- Arora, A. S., & Sanni, S. A. (2019). Ten years of ‘social media marketing’ research in the *Journal of Promotion Management*: Research synthesis, emerging themes, and new directions. *Journal of Promotion Management*, 25(4), 476-499.
- Barber, N. A., & Taylor, D. C. (2013). Experimental approach to assessing actual wine purchase behavior. *International journal of wine business research*.
- Bashir, N., Papamichail, K. N., & Malik, K. (2017). Use of social media applications for supporting new product development processes in multinational corporations. *Technological Forecasting and Social Change*, 120, 176-183.
- Baumeister, R. F., & Leary, M. R. (1995). The need to belong: desire for interpersonal attachments as a fundamental human motivation. *Psychological bulletin*, 117(3), 497.
- Benkler, Y. (2006). *The wealth of networks: How social production transforms markets and freedom*. Yale University Press.

- Berlo, D. K., Lemert, J. B., & Mertz, R. J. (1969). Dimensions for evaluating the acceptability of message sources. *Public opinion quarterly*, 33(4), 563-576.
- Bonnevie E, Rosenberg SD, Kummeth C, Goldbarg J, Wartella E, Smyser J (2020) Using social media influencers to increase knowledge and positive attitudes toward the flu vaccine. *PLoS ONE* 15(10): e0240828. <https://doi.org/10.1371/journal.pone.0240828>
- Caballero, M. J., & Pride, W. M. (1984). Selected effects of salesperson sex and attractiveness in direct mail advertisements. *Journal of Marketing*, 48(1), 94-100.
- Campbell, M. C., & Warren, C. (2012). A risk of meaning transfer: Are negative associations more likely to transfer than positive associations?. *Social influence*, 7(3), 172-192.
- Cerezo, A., & Chang, T. (2013). Latina/o achievement at predominantly White universities: The importance of culture and ethnic community. *Journal of Hispanic Higher Education*, 12(1), 72-85.
- Chen, C. C., & Lin, Y. C. (2018). What drives live-stream usage intention? The perspectives of flow, entertainment, social interaction, and endorsement. *Telematics and Informatics*, 35(1), 293-303.
- Cheung, C. M. Y., Sia, C. L., & Kuan, K. K. (2012). Is this review believable? A study of factors affecting the credibility of online consumer reviews from an ELM perspective. *Journal of the Association for Information Systems*, 13(8), 2.
- Cheung, Y. H., & Powell, R. J. (2012). Anybody can do value at risk: a teaching study using parametric computation and Monte Carlo simulation. *Australasian Accounting, Business and Finance Journal*, 6(5), 101-118.
- Cohen, J. (1988). *Statistical power analysis for the behavioral sciences*, 2nd ed. Hillsdale, NJ: Erlbaum.

- Colliander, J., & Dahlén, M. (2011). Following the fashionable friend: The power of social media: Weighing publicity effectiveness of blogs versus online magazines. *Journal of advertising research*, 51(1), 313-320.
- Dao, W., Nhat Hanh Le, A., Ming-Sung Cheng, J., & Chao Chen, D. (2014). Social media advertising value: The case of transitional economies in Southeast Asia. *International Journal of Advertising*, 33(2), 271-294.
- De Magistris, T., & Gracia, A. (2008). The decision to buy organic food products in Southern Italy. *British food journal*.
- De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: the impact of number of followers and product divergence on brand attitude. *International journal of advertising*, 36(5), 798-828.
- De Vries, L., Gensler, S., & LeeFlang, P. S. (2012). Popularity of brand posts on brand fan pages: An investigation of the effects of social media marketing. *Journal of interactive marketing*, 26(2), 83-91.
- Debois, S. (2019). *10 Advantages and Disadvantages of Questionnaires - Survey Anyplace*. Survey Anyplace. <https://surveyanyplace.com/questionnaire-pros-and-cons/>
- DeSarbo, W. S., & Harshman, R. A. (1985). Celebrity-brand congruence analysis. *Current issues and research in advertising*, 8(1), 17-52.
- Ditt, C. M. (2020). Keeping Social Media Influencers Influential: Preserving Perceptions of Authenticity While Brand Dropping.

- Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, 68, 1-7.
- Dowthwaite, L., Fischer, J., Vallejos, E. P., Portillo, V., Nichele, E., Goulden, M., & McAuley, D. (2021). Public Adoption of and Trust in the NHS COVID-19 Contact Tracing App in the United Kingdom: Quantitative Online Survey Study. *Journal of medical Internet research*, 23(9), e29085.
- Duffy, B.E. & Hund, E. (2015), “ ‘Having it all’ on social media: entrepreneurial femininity and selfbranding among fashion bloggers”, *Social Media + Society*, Vol. 1 No. 2, pp. 1-11.
- Erdogan, B. Z. (1999). Celebrity endorsement: A literature review. *Journal of marketing management*, 15(4), 291-314.
- Freberg, K., Graham, K., McGaughey, K., & Freberg, L. A. (2011). Who are the social media influencers? A study of public perceptions of personality. *Public Relations Review*, 37(1), 90–92. <https://doi.org/10.1016/j.pubrev.2010.11.001>
- Ghosh, A. (Ed.). (1990). *An encyclopaedia of Indian archaeology*. Brill.
- Giffin, K. (1967). The contribution of studies of source credibility to a theory of interpersonal trust in the communication process. *Psychological bulletin*, 68(2), 104.
- Glucksman, M. (2017). The rise of social media influencer marketing on lifestyle branding: A case study of Lucie Fink. *Elon Journal of Undergraduate Research in Communications*, 8(2), 77-87.

- Glucksman, M. (2017). The rise of social media influencer marketing on lifestyle branding: A case study of Lucie Fink. *Elon Journal of undergraduate research in communications*, 8(2), 77-87.
- Gogoi, B. (2013). Study of antecedents of purchase intention and its effect on brand loyalty of private label brand of apparel. *International Journal of Sales & Marketing*, 3(2), 73-86.
- Gottfried, J., & Shearer, E. (2016). *News use across social media platforms 2016*.
- Greenberg, P. (2010). *The impact of CRM 2.0 on customer insight*. *J. Bus. Ind. Mark.* 25 (6), 410–419.
- Hancock, D. R., Algozzine, B., & Lim, J. H. (2021). *Doing case study research: A practical guide for beginning researchers*.
- Heale, R., & Twycross, A. (2015). Validity and reliability in quantitative studies. *Evidence Based Nursing*, 18(3), 66–67. <https://doi.org/10.1136/eb-2015-102129>
- Hennig-Thurau, T., Malhotra, E. C., Frieger, C., Gensler, S., Lobschat, L., Rangaswamy, A., & Skiera, B. (2010). The impact of new media on customer relationships. *Journal of service research*, 13(3), 311-330.
- Hermenda, A., Sumarwan, U., & Tinaprillia, N. (2019). The effect of social media influencer on brand image, self-concept, and purchase intention. *Journal of Consumer Sciences*, 4(2), 76-89.
- Hillebrand, B., Driessen, P. H., & Koll, O. (2015). Stakeholder marketing: Theoretical foundations and required capabilities. *Journal of the Academy of Marketing Science*, 43(4), 411-428.

- Hovland, C. I., Janis, I. L., & Kelley, H. H. (1953). *Communication and persuasion*.
- Hu, D., Reardon, T., Rozelle, S., Timmer, P., & Wang, H. (2004). The emergence of supermarkets with Chinese characteristics: challenges and opportunities for China's agricultural development. *Development policy review*, 22(5), 557-586.
- Jain, S. P., & Posavac, S. S. (2001). Prepurchase attribute verifiability, source credibility, and persuasion. *Journal of Consumer Psychology*, 11(3), 169-180.
- Jin, S. V., Muqaddam, A., & Ryu, E. (2019). Instafamous and social media influencer marketing. *Marketing Intelligence & Planning*.
- Kamins, M.A., Brand, M.J., Hoeke, S.A. & Moe, J.C. (1989), "Two-sided versus one-sided celebrity endorsements: the impact on advertising effectiveness and credibility", *Journal of Advertising*, Vol. 18 No. 2, pp. 4-10.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business horizons*, 53(1), 59-68.
- Karp, K. (2016). *New research: The value of influencers on Twitter*. Twitter.
https://blog.twitter.com/en_us/a/2016/new-research-the-value-of-influencers-on-twitter.html
- Kenton, W. (2019). Descriptive Statistics. *Investopedia*.
https://www.investopedia.com/terms/d/descriptive_statistics.asp
- Khamis, S., Ang, L. & Welling, R. (2016), "Self-branding, 'micro-celebrity' and the rise of social media influencers", *Celebrity Studies*, Vol. 8 No. 2, pp. 191-208.

Kowalczyk, C.M. & Pounders, K.R. (2016), “Transforming celebrities through social media: the role of authenticity and emotional attachment”, *Journal of Product & Brand Management*, Vol. 25 No. 4, pp. 345-356.

Kreshpaj, B., Orellana, C., Burström, B., Davis, L., Hemmingsson, T., Johansson, G. & Bodin, T. (2020). What is precarious employment? A systematic review of definitions and operationalizations from quantitative and qualitative studies. *Scandinavian journal of work, environment & health*, 46(3), 235-247.

Kumar, A. (2011). Celebrity Endorsements and Its Impact on Consumer Buying Behaviour. *SSRN Electronic Journal*, <https://doi.org/10.2139/ssrn.1802531>

La Ferle, C., & Choi, S. M. (2005). The importance of perceived endorser credibility in south korean advertising. *Journal of Current Issues & Research in Advertising*, 27(2), 67–81. <https://doi.org/10.1080/10641734.2005.10505182>

Lafferty, B. A., Goldsmith, R. E., & Newell, S. J. (2002). The dual credibility model: The influence of corporate and endorser credibility on attitudes and purchase intentions. *Journal of Marketing Theory and Practice*, 10(3), 1-11.

Lee , S. Y. T., & Phang, C. W. D. (2015). Leveraging social media for electronic commerce in Asia: Research areas and opportunities. *Electronic Commerce Research and Applications*, 14(3), 145-149.

Lee, Y., & Koo, J. (2015). Athlete endorsement, attitudes, and purchase intention: The interaction effect between athlete endorser-product congruence and endorser credibility. *Journal of Sport Management*, 29(5), 523-538.

- Lehmkuhl, T., & Jung, R. (2013). *Towards social CRM-scoping the concept and guiding research.*
- Leung, D., Law, R., Van Hoof, H., & Buhalis, D. (2013). Social media in tourism and hospitality: A literature review. *Journal of travel & tourism marketing*, 30(1-2), 3-22.
- Lin, C. A., & Xu, X. (2017). Effectiveness of online consumer reviews: The influence of valence, reviewer ethnicity, social distance and source trustworthiness. *Internet Research.*
- Liu, S., Jiang, C., Lin, Z., Ding, Y., Duan, R., & Xu, Z. (2015). Identifying effective influencers based on trust for electronic word-of-mouth marketing: A domain-aware approach. *Information sciences*, 306, 34-52.
- Lokithasan, K., Simon, S., Jasmin, N. Z. B., & Othman, N. A. B. (2019). Male and female social media influencers: The impact of gender on emerging adults. *International Journal of Modern Trends in Social Sciences*, 2(9), 21-30.
- Lou, C., & Yuan, S. (2019). Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media. *Journal of Interactive Advertising*, 19(1), 58–73. <https://doi.org/10.1080/15252019.2018.1533501>
- Madrigal, D., & McClain, B. (2012). *Strengths and weaknesses of quantitative and qualitative research.*
- McCroskey, J. C. (1966). *Scales for the measurement of ethos.*
- McGinnies, E., & Ward, C. D. (1980). Better liked than right: Trustworthiness and expertise

as factors in credibility. *Personality and Social Psychology Bulletin*, 6(3), 467-472.

McGuire, W. J. (1985). Attitudes and attitude change. *The handbook of social psychology*, 233-346.

Mcleod, S. (2018). *Questionnaire*. *Simplypsychology.Org; Simply Psychology*.
<https://www.simplypsychology.org/questionnaires.html>

McQuarrie, E. F. (2012). THE FACE OF THE BRAND: TOWARD A THEORY OF VISUAL BRAND IDENTITY (VBI). In American Academy of Advertising. Conference. Proceedings (Online) (p. 58). *American Academy of Advertising*.

McQuarrie, E.F., Miller, J. & Phillips, B.J. (2012), “The megaphone effect: taste and audience in fashion blogging”, *Journal of Consumer Research*, Vol. 40 No. 1, pp. 136-158.

Middleton, F. (2019). *Reliability vs Validity in Research | Differences, Types and Examples*. Scribbr. <https://www.scribbr.com/methodology/reliability-vs-validity/>

Mohajan, H. K. (2017). TWO CRITERIA FOR GOOD MEASUREMENTS IN RESEARCH: VALIDITY AND RELIABILITY. *Annals of Spiru Haret University. Economic Series*, 17(4), 59–82. <https://doi.org/10.26458/1746>

Morrow, P. C. (1990). Physical attractiveness and selection decision making. *Journal of Management*, 16(1), 45-60.

Nejad, M. G., Sherrell, D. L., & Babakus, E. (2014). Influentials and influence mechanisms

in new product diffusion: an integrative review. *Journal of Marketing Theory and Practice*, 22(2), 185-208.

Novak, T. P., & Hoffman, D. L. (1997). New metrics for new media: Toward the development of web measurement standards. *World Wide Web Journal*, 2(1), 213-246.

Nurhandayani, A., Syarief, R., & Najib, M. (2019). The Impact of Social Media Influencer and Brand Images to Purchase Intention. *Jurnal Aplikasi Manajemen*, 17(4), 650-661.

Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of advertising*, 19(3), 39-52.

Olaajo, O. (2020). IMPACT OF NIGERIA SOCIAL MEDIA INFLUENCERS ON THEIR FOLLOWERS IN ONLINE COMMUNITY. Nnamdi Azikiwe University *Journal of Communication and Media Studies*, 1(2).

Ott, H. K., Vafeiadis, M., Kumble, S., & Waddell, T. F. (2016). Effect of Message Interactivity on Product Attitudes and Purchase Intentions. *Journal of Promotion Management*, 22(1), 89–106. <https://doi.org/10.1080/10496491.2015.1107011>

Phung, L., & Qin, L. (2018). Perception of social media influencers: A study on evaluation of Social Media Influencer types for different beauty categories.

Ponto, J. (2015). Understanding and Evaluating Survey Research. *Journal of the Advanced Practitioner in Oncology*, 6(2). <https://doi.org/10.6004/jadpro.2015.6.2.9>

- Pornpitakpan, C. (2004). The persuasiveness of source credibility: A critical review of five decades' evidence. *Journal of applied social psychology*, 34(2), 243-281.
- Rashid, M. Z. A., Nallamuthu, J., & Sidin, S. M. (2002). Perceptions of advertising and celebrity endorsement in Malaysia. *Asia Pacific Management Review*, 7(4).
- Rathore, A. K., Ilavarasan, P. V., & Dwivedi, Y. K. (2016). Social media content and product co-creation: an emerging paradigm. *Journal of Enterprise Information Management*.
- Reinhold, O., & Alt, R. (2012). Social Customer Relationship Management: State of the Art and Learnings from Current Projects. *Bled eConference*, 26.
- Rouse, M. (2019). *What is survey research? - Definition from WhatIs.com*. WhatIs.Com. <https://whatis.techtarget.com/definition/survey-research>
- Saima & M. Altaf Khan (2020): Effect of Social Media Influencer Marketing on Consumers' Purchase Intention and the Mediating Role of Credibility, *Journal of Promotion Management*, <https://doi.org/10.1080/10496491.2020.1851847>
- Schouten, A. P., Janssen, L., & Verspaget, M. (2020). Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit. *International journal of advertising*, 39(2), 258-281.
- Sertoglu, A. E., Catl, O., & Korkmaz, S. (2014). Examining the effect of endorser credibility on the consumers' buying intentions: an empirical study in Turkey. *International Review of Management and Marketing*, 4(1), 66.
- Setia, P., Venkatesh, V., Joglekar, S. (2013). Leveraging digital technologies: how

information quality leads to localized capabilities and customer service performance. *MISQ*. 37 (2), 565–590.

Slater, M. D., & Rouner, D. (1996). How message evaluation and source attributes may influence credibility assessment and belief change. *Journalism & Mass Communication Quarterly*, 73(4), 974-991.

Stefanone, M.A., Lackaff, D. & Rosen, D. (2010), “The relationship between traditional mass media and ‘social media’: reality television as a model for social network site behavior”, *Journal of Broadcasting & Electronic Media*, Vol. 54 No. 3, pp. 508-525.

Stephanie. (2018). *Primary Data & Secondary Data: Definition & Example - Statistics How To*. Statistic How To. <https://www.statisticshowto.datasciencecentral.com/primary-data-secondary/>

Tanner, J., & Raymond, M. A. (2012). Consumer Behavior: How People Make Buying Decision. J. Tanner, *Marketing Principles: Version*, 2.

Taylor, D. G., Lewin, J. E., & Strutton, D. (2011). Friends, fans, and followers: Do ads work on social networks? How gender and age shape receptivity. *Journal of Advertising Research*, 51(1), 258–276. <https://doi.org/10.2501/JAR-51-1-258-275>

Tran, G.A. & Strutton, D. (2014), “Has reality television come of age as a promotional platform? Modeling the endorsement effectiveness of celebrealty and reality stars”, *Psychology & Marketing*, Vol. 31 No. 4, pp. 294-305.

Trochim, W. M. K. (2020). *The Research Methods Knowledge Base - Inferential Analysis*. Conjointly.com; Conjoint.ly. <https://conjointly.com/kb/inferential-statistics/>

- Ursachi, G., Horodnic, I. A., & Zait, A. (2015). How reliable are measurement scales? External factors with indirect influence on reliability estimators. *Procedia Economics and Finance*, 20, 679-686.
- Wang, S. W., & Scheinbaum, A. C. (2018). Enhancing brand credibility via celebrity endorsement trustworthiness trumps attractiveness and expertise. *Journal of Advertising Research*, 58(1), 16–32. <https://doi.org/10.2501/JAR-2017-042>
- Wang, S. W., Kao, G. H. Y., & Ngamsiriudom, W. (2017). Consumers' attitude of endorser credibility, brand and intention with respect to celebrity endorsement of the airline sector. *Journal of Air Transport Management*, 60, 10–17. <https://doi.org/10.1016/j.jairtraman.2016.12.007>
- Watkins, M. W. (2021). *A Step-by-Step Guide to Exploratory Factor Analysis with SPSS*. Routledge.
- Wilson, C. (2012). Social media and the decision to participate in political protest: Observations from Tahrir Square. *Journal of communication*, 62(2), 363-379.
- Woodcock, N., Green, A., Starkey, M. (2011). *Social CRM as a business strategy*. J. Database Mark. Cust. Strategy Manag. 18 (1), 50–64.
- Xiao, M., Wang, R., & Chan-Olmsted, S. (2018). Factors affecting YouTube influencer marketing credibility: a heuristic-systematic model. *Journal of media business studies*, 15(3), 188-213.
- Yadav, M., & Rahman, Z. (2017). Social media marketing: literature review and future research directions. *International Journal of Business Information Systems*, 25(2), 213-240.

Yang, Y., Liang, F., Quan, F., Jiang, G., Yu, K., & Zheng, Y. (2019). The importance of ethnicity: developing a measure of minority ethnic value and value-expressive behavior among chinese ethnic minorities. *Frontiers in psychology*, 10, 2603.

Yaya, J. A. (2014). *HOW TO CHOOSE THE RIGHT RESEARCH MEASUREMENT INSTRUMENT*. Nairaproject.Com.
<https://nairaproject.com/blog/measurementinstrument.html>

Yinger, J. (1986). Measuring racial discrimination with fair housing audits: Caught in the act. *The American Economic Review*, 881-893.

Yinger, J. M. (1986). Intersecting strands in the theorisation of race and ethnic relations.

Zou, Y., & Peng, F. (2019). Key opinion leaders' influences in the Chinese fashion market. In *International Conference on Fashion communication: between tradition and future digital developments* (pp. 118-132). Springer, Cham.