

A STUDY ON THE IMPACT OF YOUTUBE
ADVERTISING ON MALAYSIAN PURCHASE
INTENTION

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**A STUDY ON THE IMPACT OF YOUTUBE
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INTENTION**

BY

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

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I hereby declare that:

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- (3) The word count of this research report is 9551.

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DEDICATION

We would like to dedicate this dissertation mainly to our family and friends for their valuable support, encouragement and helping hands. Next, we would also like to dedicate our research to our supervisor, Dr. Law Kian Aun, who provides insightful feedbacks, assistance, motivation, guidance and kind understanding for us.

TABLE OF CONTENTS

	Page
Copyright Page	ii
Declaration	iii
Acknowledgement	iv
Dedication	v
Table of Contents	vi- ix
List of Tables	x
List of Figures	xi
List of Appendices	xii
List of Abbreviations	xiii
Preface	xiv
Abstract	xv
 CHAPTER 1: RESEARCH OVERVIEW	
1.0 Introduction	1
1.1 Research Background	2
1.2 Problem Statement	4
1.3 Research Objective	6
1.4 Research Questions	7
1.5 Hypotheses of Study	8
1.6 Significance of Study	9
1.7 Chapters Layout	11
1.8 Conclusion	13
 CHAPTER 2: LITERATURE REVIEW	
2.0 Introduction	14

2.1 Review of Literature	15
2.1.1 Background of Industry	15
2.1.2 Perceived Credibility	16
2.1.3 Para-social Interaction	18
2.1.4 User Generated Content.....	20
2.1.5 Attitude towards advertisement	22
2.1.6 Product Involvement	24
2.1.7 Purchase Intention	26
2.2 Proposed Theoretical Framework.....	28
2.3 Hypotheses Development	29
2.4 Conclusion	32

CHAPTER 3: RESEARCH METHODOLOGY

3.0 Introduction	33
3.1 Research Design	34
3.2 Data Collection Method	35
3.2.1 Primary Data	35
3.2.2 Secondary Data	36
3.3 Sampling Design	36
3.3.1 Target Population	37
3.3.2 Sampling Frame	37
3.3.3 Sampling Technique	38
3.3.4 Sample Size	39
3.4 Research Instrument	39
3.5 Construct Measurement	40
3.5.1 Nominal Scale	40

3.5.2 Ordinal Scale.....	40
3.6 Pilot Test	41
3.7 Data Processing.....	42
3.7.1 Data Checking.....	42
3.7.2 Data Editing	42
3.7.3 Data Coding	43
3.7.4 Data Entry	43
3.8 Data Analysis	43
3.8.1 Descriptive Analysis	44
3.8.2 Scale Measurement	44
3.8.2.1 Reliability Test	44
3.8.3 Inferential Analysis	45
3.8.3.1 Pearson Correlation Coefficient Analysis	45
3.8.3.2 Multiple Linear Regression Analysis	46
3.9 Conclusion	47
 CHAPTER 4: DATA ANALYSIS	
4.0 Introduction	48
4.1 Descriptive Analysis	49
4.1.1 Respondent’s Profile	49
4.1.1.1 Respondents’ Gender	50
4.1.1.2 Respondents’ Age	52
4.1.1.3 Educational level	54
4.1.1.4 How often do respondent watch YouTube	56
4.1.2 Central Tendencies Measurement of Constructs	58
4.2 Scale Measurement	59

4.2.1 Reliability Analysis	59
4.3 Inferential Analysis	60
4.3.1 Multiple Linear Regression Analysis	60
4.4 Pearson Correlation Coefficient Analysis	62
4.5 Conclusion	63
CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS	
5.0 Introduction	64
5.1 Discussion of Major Findings	65
5.1.1 Perceived Credibility	66
5.1.2 Para-social Interaction	67
5.1.3 User Generated Content	68
5.1.4 Attitude towards Advertisement	69
5.1.5 Product Involvement.....	70
5.2 Implication of Study	71
5.3 Limitation of Study	71
5.4 Recommendations	71
5.5 Conclusion	72
REFERENCES	73
APPENDICES	83

List of Tables

	Page
Table 4.1: Gender of Respondent.	50
Table 4.2: Age group.	52
Table 4.3: Educational Level.....	54
Table 4.4: How often do you watch YouTube.....	56
Table 4.5: Descriptive Statistics.....	58
Table 4.6: Reliability Test.....	59
Table 4.7: Model Summary.....	60
Table 4.8: ANOVA.....	61
Table 4.9: Pearson Correlation.....	62
Table 5.1: Summary of Hypotheses Findings.....	65

List of Figures

	Page
Figure 2.1: Theoretical Framework	28
Figure 4.1: Gender of Respondent	50
Figure 4.2: Age Group	52
Figure 4.3: Educational Level.....	54
Figure 4.4: How often do you watch YouTube	56

LIST OF APPENDICES

- Appendix A: Questionnaire
- Appendix B: Summary of Research
- Appendix C: SPSS Outcomes

LIST OF ABBREVIATIONS

ANOVA	Analysis of Variance
UGC	User Generated Content

PREFACE

The innovation of technology has changed the how we communicate and share content. This holds true especially in social media where marketers are taking advantage of how fast information spreads and the number of users rising each day. This provides opportunity for marketers to utilize social media platform to advertised products. One such platform is YouTube which allow users to share videos they created thus the slogan of “Broadcast Yourself”. YouTube allow an individual creativity to be shared to the world, providing entertainment especially the current generation where the popularity of watching YouTube videos has surpassed traditional television.

Thus, marketers are taking the opportunity to expand their advertising capabilities in this new platform. Many are beginning to use these Content Creators to advertise their product whether is in form of a review, sponsorship, endorsement or have the advertisement played on their videos in return for a fee. Companies realized the power of these YouTubers and their fan base which they can take advantage of the established influence and emotional attachments. Therefore, the YouTube platform is the perfect advertising platform in this day and age where the emphasis on User Generated Content and how they interact with the audience to appeal to their emotions which will greatly affect their perception towards the product or service advertised.

This research topic “A study on the impact of YouTube advertising on Malaysian Purchase Intention”. In this study, there a few determinants and effects that will be studied. Thus, at the end of the research, the findings obtained will help the advertising business sector to further improve their advertising method and creating a much more appealing message in their ads.

ABSTRACT

The YouTube platform is one of the most visited websites that allows content creator to share their content for many purposes such as educational purposes, product review or entertainment. These content creators have their own following which can reach millions of viewers. As the use of social media has become a norm as people prefer to watch YouTube as past time. This makes YouTube a perfect platform for advertising due to the number to visitors per day, the influence it had on society and powerful promotional tool for companies. Marketers will be provided with the opportunity to be creative on their advertisement and how to design the messages of their ads with the help of content creators in YouTube. This study is conducted to research on how the impact of YouTube advertising on Malaysian Purchase Intention which are influenced by perceived credibility, para-social interaction, attitude towards advertisement, user generated content (UGC) & product involvement.

A total 200 of questionnaires have been distributed to respondents. In this research, I have used statistical Packages for Social Science (SPSS) version 18 to measure and calculate the data obtained from the questionnaire and the findings of the research. Through the data analysis, all the variables are significantly related to the purchase intention. The target population in this research is Malaysian.

The limitation faced in this research will be discussed further in this research. The recommendation for improvement for future studies will also be included in this research.

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

The overall research will study towards the impact of YouTube advertisement on the purchase intention of Malaysian. The research will have five determinants such as para-social interaction, product involvement, User generated content, attitude towards advertisement & perceived credibility. There are a total of seven sections in this. The background of the research is stated in Section 1.1. Research problem in Section 1.2. Research question of the research in Section 1.3. In Section 1.4, research objective are stated, whereas Section 1.5 is the hypotheses of the study. Significance of the study in Section 1.6 and Section 1.7 is chapter layout.

1.1 Research Background

The heavy usage of social media by Malaysian has given companies an opportunity to focus their efforts to promote their product especially on Youtube. Nafisa, Sedigheh, Ainin and Ismawati (2017) states that Malaysia, having a population of 29.7 million has a total of 17.5 million users. Among the total internet users, 51% of the Malaysian population have an active YouTube account. YouTube is the sixth most used smartphone app in Malaysia, this accounts for 67% of the total online videos being viewed in Malaysia. The age range of Malaysians between 16 to 34 year's old views YouTube videos at an average view time of 80 minutes, which is double the amount of the world's average.

Companies of this era understands the how powerful social media is as a medium to advertised their ideas and products. Bohdan Pikas & Gabi Sorrentino (2014) states that among all the Fortune 500 companies 73% registered a Twitter account, 66% have an active account in Facebook and 62% registered a YouTube account. Among all social media advertising platform, Youtube is the second most visited website as of 2019 (Alexa, 2019).

According to the research by Uchechi and Soney (2015), Utilizing social media such as YouTube which we will be focusing on for our study will provide the capabilities for companies to form relationships with existing and new consumers base. Therefore, interactions and content created between companies and customers will have added value as well as the influence of purchase decision of others in the shared exchange between the two parties.

Therefore, advertisers must be alert by creating an effective advertisement by catching the unawareness of potential customers by stimulating their state of mind, emotions and feelings that will prompt consumers to buy the product of use the service. Studies related to the effects of advertisement have shown to advertising

appeals both emotional and rational have effects that are positive on the purchase intention (Shakeel et al. 2018)

1.2 Problem statement

Tejo and Ira (2014) found that YouTube advertising format tends to range from skippable to non- skippable advertising videos. Users have control over skippable ads while for non- skippable ads, users have watch the advertisement till the very end which YouTube are unable to guarantee that viewers will have a positive outlook towards the ads. Their studies show that college students generates a negative attitude towards skippable advertisement video before a video is played. The effectiveness of the ads is low due to the attitude of the user influenced by the credibility of the ads, irritation generated by the ads and the entertainment generated by the ads. The message of the ads is unable to be conveyed to the user in the proper manner as they ignore it by having the option to skip it.

Another issue is pre-rolled advertisement in YouTube is consider intrusive to viewer who just want enjoy watching the YouTube videos and not the advertisement itself, this supported by Colin Campbell et al., (2017), pre-roll ads are online video advertisement that plays before the video that the viewer or consumer has selected. The consumer or viewer attention is focus on watching the video, the anticipation of fulfillment of being able search the video they wanted. This is where issue of intrusion comes into play where the pre-roll of the ad in the video disrupts their enjoyment and forces them to watch at least few seconds of the advertisement before being able to skip it. The combination of the pre-roll ads obstructing the viewer from watching the video and the delay from skipping it or waiting for the ad to finished create greater sense of intrusiveness and annoyance when compared to other forms of online advertising. The pre-roll advertising format especially in YouTube is making challenging for advertiser to utilize and facing difficulty to monetize pre-roll ads.

From past research, showcasing this method of advertising especially in YouTube can backfire as it affects the overall enjoyment of their viewing experience. This research conducted will provide companies with other method on how to advertise their

service or product through YouTube content creator instead on relying on pre-roll advertisement format.

Lastly, the innovation of technology will alter consumer preference. The technological advancement will cause a change in lifestyle of consumers as well as their consumption pattern which cause a complication in the communication platform. The challenges face by marketers is to identify the behavior and attitude towards advertising such as consumer preference will change (Adis & Bee, 2018)

1.3 Research Objective

1. To study the perceived credibility of YouTube advertisements that influence Malaysian's purchasing decision.
2. To study the para-social interaction of YouTube advertisements that influence Malaysian's purchasing decision.
3. To study the attitude towards user generated content of YouTube advertisements that influence Malaysian's purchasing decision.
4. To study the product involvement influenced by YouTube advertisements that impact Malaysian's purchasing decision.
5. To study the attitude towards YouTube advertisements that influence Malaysian's purchasing decision.

1.4 Research Question

- How does the perceived credibility of a YouTube advertisement have an impact Malaysian's purchasing decision?
- How does the para-social interaction of a YouTube advertisement have an impact Malaysian's purchasing decision?
- How does the attitude towards user generated content of a YouTube advertisement have an impact Malaysian's purchasing decision?
- How does the product involvement influenced by YouTube advertisement have an impact Malaysian's purchasing decision?
- How does the attitude of the user towards a YouTube advertisement have an impact Malaysian's purchasing decision?

1.5 Hypotheses of Study

There are 5 hypotheses to be proven in this research:

H1: There is a significant positive relationship between perceived credibility and purchase decision.

H2: There is a significant positive relationship between para-social interaction and purchase decision.

H3: There is a significant positive relationship between user generated content and purchase decision.

H4: There is a significant positive relationship between product involvement and purchase decision.

H5: There is a significant positive relationship between attitude towards advertisements and purchase decision.

1.6 Significance of study

Although there are many past research on advertisements in Malaysia, there is still a research gap especially the study of User Generated Content (UGC) and Para-social Interaction in the context of Malaysia. Therefore, this study may fill the gaps and to further our understanding towards Ugc and Para- social Interaction in Malaysia.

Past research has shown there are many elements that are in play to create an effective advertisement in other media. The growing popularity of social media in Malaysia has been booming especially YouTube, videos are uploaded regularly and are viewed by many Malaysian across the country. Thus, a research is carried out to determine what are the impacts of the advertisement placed in YouTube to better understand how it influence the purchasing decision of Malaysian. This study will further help companies on how they should design their advertising in specific social media platforms such as Youtube as the consumer preference is changing very fast. This research can be utilized to help companies improve their design on their advertisements to create a positive perception towards the company's products and services to improve sales and brand awareness.

The realization of Companies of using User Generated Content (UGC) creator's media content as an advertising tool for the company brands within the YouTube Platform, this is due to the fact that UGC creators can create content and through that content, they are able to spread information to viewers through the creators feelings and thoughts about a specific product from a specific brand which can influence consumers who watch their content(Özge Gozegir & Aysu Gocer, 2018).Marketers must understand how powerful these UGC creators are because users place greater trust in UGC rather than producer generated content(Mir & Rehman, 2013).

Marketers must understand how to make their advertisement effective through the use of UGC, the para-social interaction generated from the YouTube video, how the attitude of Malaysian viewer will affect their perception, the product involvement and the credibility of the advertisement itself will make the advertisement effective. According James Hann & Dr. Adriana Kovashka (2019), in 2017, Fox paid \$5 million to place an advertisement during the Super Bowl reaching viewer count exceeding 100 million. Therefore, a minor boost in the effectiveness of the advertisement can lead to additional revenue reaching millions of dollars.

1.7 Chapter layout

This research has a total of five chapters

Chapter 1: Introduction

First chapter discusses the overview of the study, which includes research background, problem statement, research objective, research questions, hypotheses of study, significance of study, chapter layout and conclusion

Chapter 2: Literature Review

The second chapter consists of the summary of current knowledge and sources that contributes to the understanding of the research problems being studied. This chapter concerns the overview of the purchase intention, explanation and definition of each of the variables and hypotheses development.

Chapter 3: Methodology

The third chapter consists of the summary of the overview of the methodology for the research consisting of introduction, research design, data collection methods, sampling design, research instrument, constructs measurement, data processing, data analysis, and conclusion.

Chapter 4: Data Analysis

The fourth chapter comprises of the interpretation and analysis of data collected from respondents by using figures and tables. This chapter starts with the introduction, descriptive analysis, scale measurement, inferential analysis, and conclusion.

Chapter 5: Discussion, Conclusion and Implications

The fifth chapter, and last chapter in the research, consist of summaries and conclusions of the statistical analyses from the descriptive and inferential analyses. Summary of statistical analyses, discussions of major findings, implications of the study, limitation of the study and the recommendations for future research are in this chapter.

1.8 Conclusion

In conclusion, the topic that we will be researching and research backgrounds have been discussed in this chapter. The research objective, research question and the justification of research are stated in chapter one to further the understanding of readers towards the research. Discussion of past research from other relevant studies will be discussed in the following chapter. This will conclude everything in this chapter.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

This chapter will discuss and explained the understanding on subject discovered in past journal article and other academic related materials. Further in this chapter, we will discuss in detail on the variables in this study. Chapter 2 will discuss about the five independent variables such Para-social Interaction, User Generated Content (UGC), Perceived Credibility, Product Involvement and Attitude towards Advertisement as well as the dependent variable Purchase Intention. Published articles will be used to explained the definition of each variable.

2.1 Review of Literature

2.1.1 Background of Industry

Advertising has been part of the company's marketing tool for decades as the landscape of the market has changed so does the form of advertising. The definition of advertising is a form of communication that can be persuasive or informative in nature by using any form of media to influence customers to purchase goods and services (Terkan, 2014). Advertising is used to channel the desire of consumers, provide information and reasons for choosing the specific offer of the organisation to increase the reactions of potential customers towards the organization (Eze & Lee, 2012). In this era, among the most prominent advertising platform tends to be social media advertising which is the practice of involving the usage of paid advertising on social networking sites such as Twitter, Facebook, blogs and Youtube (Uchech & Soneyi, 2015). Among all social media advertising platform, Youtube is the second most visited website as of 2019 (Alexa, 2019). This research will focus on how the impact of YouTube advertising affect the purchase intention of Malaysians.

Independent Variables

2.1.2 Perceived credibility

Credibility from a source is defined as message source to provide truthful and accurate information. Source credibility consists of a concept of having two dimensions, the first being source trustworthiness and the second being source expertise. Source trustworthiness can be defined as a source making a conclusion about a message through a biased manner. Source expertise is defined as the extent of one's knowledge or expertise a source consist within the message (Xiaoli Nan, 2013).

According to another study, an additional dimension is mentioned which is attractiveness. Attractiveness can be defined as the level of attractiveness in the physical sense that attributed to source's emotional attractiveness in lesser degree and the listener itself. One of the research agrees that including attractiveness of source credibility in the dimension, the physical attractive sources are effective in creating favorable attitudes and altering beliefs (Josefa et al. , 2015).

In this study, the credibility we will be focusing is advertisement. Credibility in advertising is the extent where the customer perceives claims made about the brand in the advertisement. Advertisement has a huge role in altering the pattern of consumption and the perception of society. Past studies have shown proven that the link between the behaviour and attitude towards a product and the perception of the advertisement. A study regarding credibility and advertising shows that the perceived

advertisement is more extravagant, the greater the persuasiveness of the advertisement improved along with the perception of the quality of the brand (Lucia Vilčeková¹, 2016).

Influencer in YouTube also plays a vital role when it comes to the credibility of the advertisement. According to Min Xiao, Rang wang and Sylvia (2018), their studies have shown that influencers can share their experience with the product or make comments about the products to the viewers in their YouTube video. The quality of the statement reflects the quality of the argument made when reviewing the product as the argument quality are the degree of persuasiveness of the argument within the information in the message.

The credibility of YouTuber are vital when it comes to promoting products or services from a company which are sponsors for these YouTubers. The reason being is because individuals are likely to accept recommendations from a much more credible communicator which in this case is the YouTuber due the fact that these communicators are in agreement with the attitude and the value of people. The effectiveness of utilizing communicator which have credibility are able to strengthen the messages to persuade others. Sources which are attractive, trustworthy or are from an expert will lead to a more behavioral and attitude compliance. Research from other sources have also concluded that the perception of a high credibility of an information source can have positive affect towards the brand which is advertised (Wang, 2015)

2.1.3 Para-social Interaction

The parasocial can be defined as the pseudo-intimate relationship formed between the personalities of the media and the audience viewing them. The phenomenon is created by a face to face illusion of interaction with performers through movies, radio and other forms of mass media. The process of para-social interaction occurs when the viewers felt a form of connection to media personality that the viewer have never met in real life. The audience viewing may feel a sense of the characters or host in the media talking directly to the viewers (Ji Hye Park, 2004).

According to Janabeth Ward (2016) states that audience may respond in an emotional manner even if the celebrity that they have been following does not have any personal response, this is due to the fact when the personal lives of celebrities are taken into consideration, fans will believe that they are part of the network of these celebrities. Some studies states that parasocial relationships is considered valid when the audience are having viewing experience, the parasocial relationship will start to deteriorate when the audience are no longer watching the personas or characters that are on camera (Krirstin, 2018).

Parasocial interaction also occur in social media platforms such as YouTube as we will be focusing out studies toward the parasocial interaction in YouTube as data from one research shows that videos on YouTube are similar to characters in traditional television which are able to stimulate audiences to parasocially socialize with the characters. According to the research, the findings that they have made shows that the strong feeling from audiences parasocially and consecutively interact with the participants who are presenting themselves as form of digital image on YouTube would increase the confidence about the participants digital personality. For

example, Adam who is a 22 year old college student demonstrated his magic skills to impress viewers online while Claire a 27 year old specialist excites her online audiences by demonstrating her skills in dancing. As the final results, reports made by Adam happily states that certain viewers has asked to teach them how to do magic tricks as for others suggest that Adam should publish a book about magic tricks. Claire on the other hand described that she felt joyful when audiences around the globe watched her performing on YouTube (Chih, 2014).

YouTube has integrated a form of features that allow others to comment and subscribe to content generated by users. The content creator will upload videos to their own respective channels to comment, subscribe therefore engaging in form of person to person social interaction. Thus, YouTube has created the sensation of a face to face communication between viewer and content creator. This aspect has allowed celebrities, individuals to generate networks around their content on YouTube by allowing user to create channel based one their characteristics or personality (Kate et al., 2018)

2.1.4 User Generated Content

UGC is usually described the utilization of digital technologies as a creative and a disruptive force that spontaneously emerges from creativity of users that is newly enabled as expressive agents (Lobato, Thomas and Hunter, 2011).The research towards UGC is still at its infant stage as more and more of the aspects are still being explored as in the case of the sources of UGC. Many of the research is conducted to investigate that social media applications are the sources of UGC (Kaosiri et al. , 2017). The difference between the firm created word of mouth is operated by the firm which is centered around the customers, as for UGC is independent from the grasp of the company(Rachna and Khajuria, 2017) .

The broader term of UGC is known as the social media which is shared by the users along with the data that describes and provides information regarding other data. In other various papers, the concept of UGC otherwise known as consumer generated data can come in a variety of languages, origin from a range of sources that includes social networking sites such as Twitter, Instagram, LinkedIn, Facebook and YouTube. In other studies, the term UGC differentiate from electronic word of mouth (eWOM), consumers who published content on the Internet are known as UGC while eWOM are made by a former consumers about the product that is posted online to the public(Istudor and Ana, 2019).

According to Katherine (2012) The study of previous research has discovered that the number of production and frequency of sharing UGC is very high, especially with the younger generation. The study had also discovered that consumers in the internet even that they do not know the person who posted the UGC regarded the person as an opinion leader. UGC can also be defined as personal contribution where users provide

the content by sharing or receiving content. These contributions include uploading text, images and audio or preparing and researching informational material (Naab, 2016). According to Jennifer, Colin and George (2010) states that previous research regarding UGC speculates that there are many reasons why consumers create their own content. The reason includes promoting themselves by creating their own advertisement, alter the perception of the public or to provide enjoyment.

2.1.5 Attitude towards advertising

According to Weng, Run and Ting (2013) attitude towards advertising can be defined as a tendency to respond either in an unfavourable or favourable manner towards advertising. Other studies also view that the attitude towards advertising is how the audience behave towards the advertising. Attitude is also defined as how specific service is not favourable or favourable towards an individual (Boateng & Okoe, 2015).

The attitude towards advertising is a concept that is crucial as is one of the determinants for attitude towards particular advertising (Akbari, 2015). The consumer's attitudes towards the advertising an indicator of how effective ones advertisement is, this is due to the consumers perception towards the advertising are considered in their feelings and thought process that will have an effect on their attitude towards the advertisement (Lau, 2010).

According to Christian, Zdenek and Lucie (2012) studies of attitude towards advertising has been in abundance in general. Other studies have shown that there are several influences when it comes to attitude towards advertising, these variables include perception, attitude towards the ad, credibility and mood. In other research, the Theory of Planned Behaviour is defined as the relationship of buying behaviour of consumers and attitude. The theory states that behaviour, or actions is a function of attitude towards behaviour. In short, the function of subjective and attitude norm is motivation to perform a behaviour (Lee & Osman, 2017).

The attitudinal response towards advertisement such as accessibility of the information related to the product has played a role when it comes to how consumer's attitude is formed towards the product advertised. Individuals are exposed simultaneously to a specific stimuli over a period of time will be able to access the information about the stimuli within their long term memory. Accessibility of the memory of the product will influence how consumer's judgement towards the product placement (Chang-Dae Ham, Jin Seong Park & Sejin park, 2016)

2.1.6 Product Involvement

Product involvement is defined as the perception of customers towards the importance of the category of product that is based on the values, interest and inherent needs of customers (Bian & Moutinho, 2011). The definition concerns regarding the involvement is either subject oriented or object oriented. Involvement is also refer as an internal state reflecting the amount attention or interest a customer directs to a products which refer to as product involvement (Porral, Vega & Mangin, 2018). For over the last 5 decades, Product Involvement concept has been a popular research subject to gain insight towards the various aspects of customer behaviour. One of the aspects consist of the degree of how individuals care about a specific product. The product involvement of customers has a significant influence on the shopping behaviours, consumption of product, shopping orientation and process of the purchasing decision (Johnson, Banks, Smith & Jung-Im Seo, 2017).

Studies have also shown that the higher the level of involvement, the better the understanding of the information shown regarding a product which motivates customers create more detailed meanings regarding the information of the product (Hanzaee & Ghafelehbash, 2017). During the decisions making process, customers with high levels of product involvement will search more information regarding the product. Customers with low product involvement may only focus on signs that are significant such as the packaging, price and the brand (Butt, 2014). Involvement garners the attention in literature regarding advertising, the more the consumer is involved when facing an advertisement, the more actively the consumers will try to relate with the advertisement to the consumer's needs and wants (Handriana & Wisandiko, 2017)

The Elaboration likelihood Model and the Heuristic-Systematic Model is used when it comes to product involvement in advertising. The research states that both models claim that customers uses a peripheral or a central route to persuasion. The peripheral route states that customers tend to use more noticeable and accessible signs such as anthropic agents. Central route to persuasion requires that the customer put cognitive effort to evaluate the product. As a result, the two models indicatethat customer will use peripheral route when comes to low involvement circumstances while customers in high involvement will use the central route (BAŞFIRINCI & ÇİLİNGİR, 2015).

Dependent Variables

2.1.7 Purchase decision

Purchasing decision is the process whether to buy or not during a purchase process. Further elaboration states that the consumer purchase decision is the stage where consumer may form an intention to purchase the most preferable product, the decision of the consumer is modified, delayed or influenced by the risk the consumer perceived (Brata, Husani & Ali, 2017). Customers have degree of professionalism when it comes to buying consumer goods, this professionalism stems from their past experience such as their knowledge of the quality and price of the goods or the reliability of the source regarding the product. Consumer's frequent purchase of products has made them professional in shopping (Jaakola, 2007).

The stages of buying decision process usually go through five stages which consist of the first stage being the Problem recognition, the second stage being Information search, the third stage being Evaluation of alternatives, the fourth stage being the Purchase decision and the last stage being Post-purchase behavior. However, there are some cases where consumers do not go through these stages as they will sometimes skip a few steps during the buying decision process (Altekar & Keskar, 2014). The decision-making process begins with the customer realizing his needs and wants. The customer will acknowledge his current status and his or her needs that he wishes to be satisfied with through the psychological and social aspect. The customers are motivated by the needs that stimulates them to make the final decision (Momami, R. A, 2015).

According to Bing Xu & Jianhui Chen (2017), a comprehensive consumer's purchase decision is formed, this model is known as the Engel-Kollat-Blackwell Model (EKB). EKB model contains elements such as the psychological activities of consumers, environmental factors, information processing and decisions making process. The EKB models also states that under the influence of external intangible and tangible information will stimulate the brain's reaction of attention, understanding, storage and exposure. This information is then filtered and processed according to the attitude, personal experience, standards of evaluation and the personality of the individual to influence his or her decisions making process.

2.2 Proposed Theoretical Framework

Figure 2.1 shows the theoretical framework for this research. The dependent variables for this research is the Purchase Intention. The independent variables are Perceived Credibility, Parasocial Interaction, User generated content, Product involvement and Attitude towards advertising.

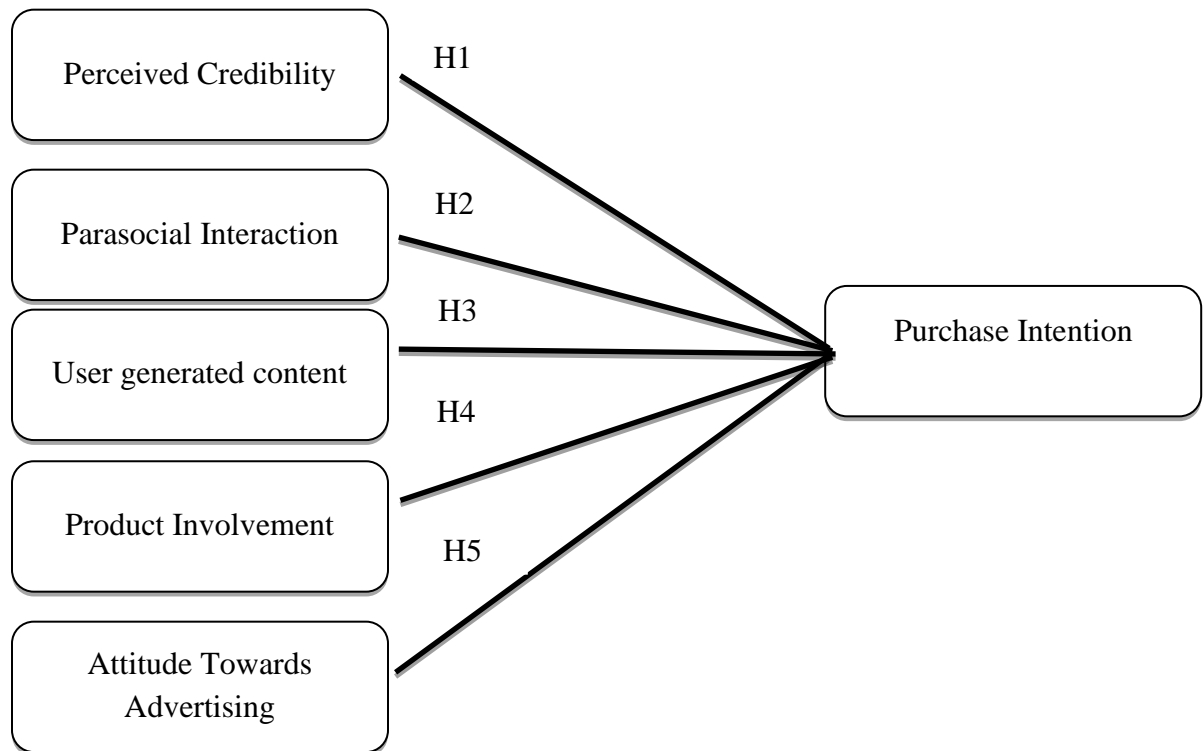


Figure 2.1: Theoretical Framework

2.3 Hypothesis development

H1: There is a significant relationship between the perceived credibility of YouTube advertisement and the purchase intention of Malaysians.

How consumers perceive a product or service within an advertisement is crucial, advertisement forms message to consumers to promote or to build awareness. Therefore, the credibility of the advertising is important to ensure that the message from the advertising is trustworthy enough to gain the trust of consumers. Expertise and information are important factors to build strong credibility to ensure consumer will have a higher chance of purchasing the product advertised. This hypothesis is further supported according to an analysis in a research indicated that source credibility has a positive and significant correlation towards purchase intention of consumers (Hui, 2017) Therefore, credibility from advertising has positive influence on the attitude of customers towards the advertisement which will affect the customer's purchase intentions (Romy Verstraten, 2015)

H2: There is a significant relationship between the parasocial interaction of YouTube advertisement and the purchase intention of Malaysians.

Parasocial interaction refers to the formation of relationship with a personality or character in any forms of media with the audience. The formation of this relationship even without direct interactions still occur because viewers from a connection with the personality or character in the media. According to Sokolova and Kefi (2019) Parasocial interactions are positively related to the purchase intention.

Their research has shown that followers who have followed trustworthy influencers that cares about their followers for long periods of time show expertise towards the subject are likely to purchase the product featured.

H3 :There is a significant relationship between the User Generated Content in YouTube advertisement and the purchase intention of Malaysians.

User generated content are content created by an individual source and not by any companies. User generated content can range from imagery, audio, or information provided and prepared by individuals. Consumers would create User generated content to promote ideas or products the general public or to provide a form of entertainment. The hypothesis is supported by a research towards user generated content towards on products review online. In the research, if consumer's attitude towards content generated by others is positive then it will create a better browsing experience which increased the probability of purchase (Muda & Bahtar, 2016).

H4 : There is a significant relationship between the attitude towards YouTube advertisement and the purchase intention of Malaysians.

Attitude in general is how an individual behaves or respond to a certain entity. The respondent tends to be either positive or negative which varies between individuals. Attitude towards advertising is no different, each individual will respond differently towards the advertisement which will have an affect on their purchasing decision making process towards the product advertised. According to Seema and Syed (2017), the findings in their research has shown that attitude towards advertisement is one of the factors that contributes significantly to advertising

effectiveness and advertising persuasiveness, both effectiveness and advertising persuasiveness contribute significantly to purchase intention.

H5 : There is a significant relationship between the Product involvement in YouTube advertisement and the purchase intention of Malaysians.

Product involvement is regarded as how vital is one product in the eyes of the consumer. There are two categories of product involvement, these two categories are High and low Involvement. Customers with high involvement would put effort in searching for information regarding the product. Customer with low involvement will only look at signs of the product. The product involvement plays a part in the buying decision process, as they product involvement is within the second stage of the buying decision process Information search. Therefore, product involvement is positively correlated with impulse purchasing behavior (Liang, Y. P, 2012).

2.4 Conclusion

In conclusion, this chapter discussion is regarding the literature review. In addition, the five hypotheses also have been stated which are from past study. The conceptual framework has been shown to give an overview of this study. The following chapter, research methodologies will be discussed.

Chapter 3: Methodology

3.0 Introduction

This chapter will discuss about the methodology of this research. The sections that will be discussed in detail includes data collection method, construct measurement, sampling design.

3.1 Research Design

The definition of research design is the conditions that are arranged to analyze and collect data in order to combine that are relevant to the research objectives with procedure and economy. Research design is the combination of structure, plan, investigation and strategy to obtain control variance and search questions (Akhtar, 2016). The purpose of the research design is to guide the overall process of the research, it is a blueprint that lay out how does the research will move from the purpose of the study to the outcome of the research. In general, the research design has three primary stages within its process which includes data collection, questions examination and providing answers to the question (Abutabenjeh & Jaradat, 2018).

For this research, we will be using explanatory research method. Causal research otherwise known as explanatory research is defined as establishing the cause and effect relationship between variables which is commonly used in experiments due to being suitable for determining the cause and effect (Dowling, 2014). This method is a dual stage design where quantitative data is used to explain and build qualitative data. Quantitative data that is collected will inform the qualitative data selection process that allows researchers to accurately pinpoint relevant data to certain research project (Almalki, 2016). Therefore, we will be using both quantitative and qualitative research method for our research. Qualitative research is defined as definition, metaphors, symbols, description and concept of things. Quantitative research focuses on the collection of figures and number ana the analysis of data (Daniel, 2016).

The reason for utilizing explanatory research is because of the nature in this research where variables such as attitude, user generated content, parasocial interactions, product involvement and credibility towards the YouTube advertisement can alter or affect the dependent variable which in this case is the purchase intention of Malaysians. Therefore, the cause and effect nature of the explanatory research method is suitable for this study.

3.2 Data Collection Method

Data collection is important to any research as it plays an important role when it comes to analysis of statistics. There are two categories of data collection method, the first is being primary data and secondary data (Ajayi, 2017).

3.2.1 Primary data

Primary data are gathered for a certain problem within a research that utilizes a procedure suitable to the research problem, this data collected will be stored to existing social knowledge storage. Examples of primary data collection in social research method includes experiments, Interview survey, Mail survey, Structured & Unstructured diary, Web survey, Passive observations, Monitoring, Administrative records(e.g Internet archives, statistical reports and database), Open interviews, focus groups and Existing records. For this research, the method for gathering primary data will be using questionnaire which we will be distributing to the target population sample of interest.

3.2.2 Secondary data

Secondary data are materials made by other researchers which is made available to the public to be used by the research community (Hox & Boeije, 2005). These includes journal articles from academic institution, books, publication from governments and etc. For this research, majority of the data gathered will be from academic database from the internet such as SAGE, Research gate, Emerald and Google Scholar

3.3 Sample Design

The sampling process begins with the selection of statistically representative sample of individuals from the target population. Sampling is the most crucial tool for any research as the target population may huge amounts of individuals to be participants of the research. A large sample size to answer questions from the research and the statistical representation of the target population is considered a good sample (Majid, 2018)

For this research, we will select participants based on the criteria we have set up for our sample target population which is Malaysian Citizens. A sample size of 200 respondent is chosen for this research which will be decent sample size to collect data from for this research

3.3.1 Target Population

According to Asiamah, Mensah and Abayie (2017), refining the general population is important in many instances in research because by involving the general population in the research would fail to comply with objective, assumption and the context of the research. Therefore, the population left after the refining process is given the term target population. The target population is defined as a group of individuals with certain attributes of interest that is relevant to the research.

In this research, the target population who have the criteria to be as participants for this study are Malaysian Citizens. The Malaysian citizens will be given a total set of 200 questionnaires to obtain any information that is relevant to the subject of the research.

3.3.2 Sampling Frame

Sampling frame is defined as a working population equipped with admissible components that can be used as the sample (Zikmund et al., 2013). However, in this research non-probability method will be used in the study

3.3.3 Sampling Technique

Tahoor states there are several sampling techniques in non-probability sampling methods, such as Quota sampling which participants are selected based on their relevant characteristics that are relevant to the research. This is to ensure that the sample in general will have a similar characteristic distributed in the wider population. For this research, the predetermined characteristics are that the participants must be Malaysian Citizens.

The next technique stated by Tahoor is snowball sampling. This technique uses participants to help persuade other participants to participate in the research to increase the size of the sample. This method is most suitable for smaller population are hard to access because of their closed nature. For this research, we will be distributing our questionnaire to Malaysian citizens which they will be able to share to other Malaysians.

Convenience sampling is choosing a participant that are usually accessible and are usually ready to take part in the research. This method is suitable for us as students due to being cheap and an overall easier option when compared to other sampling techniques. Thus, we have we will be using the sampling techniques listed above as it is convenient, less time consuming and cheap (Taherdoost, 2016).

3.3.4 Sampling Size

The size of the sample is to select the number of observations to be included within the sample. The size of the sample is a crucial element of any research which the objective is to make an inference about the overall population from the sample (Singh & Masuku, 2014). Therefore, for this research we have chosen the sample size of 200

3.4 Research Instrument

In this study, the instrument that we will be utilizing will questionnaires survey using Google form to collect data which in this case, the primary data from respondents. The Google form will be shared via to the internet where respondents will able to complete within 15 minutes. Each respondent will be provided with set of standardized questionnaires that they are required to fill up as per instructed.

3.5 Construct Measurement

Measurement can define as the estimation of ratio of magnitude of quantitative characteristics to a unite of the same characteristics. For this research, we would be focusing on the nominal and ordinal scale(Matthews, 2017).

3.5.1 Nominal Scale

Nominal scale are measurements towards category. For example, gender and age. For our research, the nominal scale measurement is use at Section A of our questionnaire we will collect data such as the age, gender and duration spent on social media.

3.5.2 Ordinal Scale

Ordinal scale is the measurement on the rank order. This will allow us to have an insight on the relative differences among the values and allows us to arrange them in order. For example, a man, a child and a woman to rate the movie they like using a scale from Strongly disliked to strongly liked. For our

research, the ordinal scale is use in section C of our questionnaire where the respondent will rate the question ranging from Strongly Disagree to Strongly agree (Matthews, 2017).

3.6 Pilot test

Fraser et al.,(2018) defines pilot study as to test how feasible are the techniques, questionnaire and method. The pilot study can also show if there any issues relating to either practical or ethical that could obstruct the research. Hashim (2010) states that the sample size for pilot study should range 10 to 30 which is enough. For this research, a sample size of 20 will be used for our pilot test.

The Statistical Package for Social Science version 18 (SPSS v.18) is used to conduct reliability test with the data was collected. The reliability of the pilot test is tested using Cronbach's Alpha. 200 sets of on-line questionnaires weredistributed to the respondents once the pilot test is completed.

3.7 Data Processing

The data collected from the questionnaire key into the computer and analyzed through the computer software such The Statistical Package for Social Science version 18 (SPSS v.18). The purpose of data processing is to answer the questions by interpreting and examining data (Sharma, 2018).

3.7.1 Data Checking

According to Jerry, (2016) the very first step that has to be done is to ensure all questionnaire are filled up, before analysing the data that being collected. The Data Checking Steps is to ensure that there are no errors when filling up the questionnaire to provide an accurate and reliable results.

3.7.2 Data Editing

The definition of Data checking can be defined as the steps needed improve the readability and wholesomeness by monitoring the consistency of the data and that the data is complete, so that the data can be coded and be transferred into storage. (Zikmund et al., 2013). This is to filter out any illegible questionnaire to prevent inaccurate results.

3.7.3 Data Coding

The definition of data coding is using representation to group the adjusted data and assigning numerical scores (Zikmund et al., 2013). For instance, in Section C of the survey, the option of strongly disagree is shown to be 1 while strongly agree is shown to be 5.

3.7.4 Data Entry

The data collected will be analysed by the coded data through The Statistical Package for Social Science version 18 (SPSS v.18). The data collected can be key into the database after the encryption of the response (Hensley, 2016).

3.8 Data Analysis

The data collected from the 200 questionnaires distributed will be analysed using The Statistical Package for Social Science version 18 (SPSS v.18) to conduct the reliability test, descriptive analysis and inferential analysis. Data analysis is to understand the raw data collected and converting the data with logical explanation of the meaning (Zikmund et al., 2013). The data collected from the questionnaire will be analysed using reliability test, inferential analysis and descriptive using The Statistical Package for Social Science version 18 (SPSS v.18)

3.8.1 Descriptive Analysis

Descriptive Analysis is the how the raw data is transformed in way that describe factors within the situation to make it understandable. This provides a meaning to data using standard deviation and mean (Hamid, 2006). This form of analysis will be used in Chapter 4 of this research. Data from the questionnaire will shown in graphical representation such as pie charts and tables.

In section A, percentage, frequency and cumulative percentage is shown and presented through visuals such as pie chart and tables. Section B and C are shows the data percentage, mean and standard deviation in the form of tables.

3.8.2 Scale Measurement

Scale Measurement is used to test how reliable and valid is a questionnaire and when a measure is valid, sensitive and reliable then is considered a good measurement (Zikmund et al., 2013). The scale of measurement is to determine how reliable is the data in this research.

3.8.2.1 Reliability test

The reliability test through Cronbach alpha is to measure the internal consistency of scale or test, it is usually displayed as number from 0 to 1(Tavakol & Dennick,2011). Taherdoost (2016) states that 0.90 and above is considered as excellent reliability, 0.70 to 0.90 is high

reliability, 0.50 to 0.70 is moderate reliability while 0.50 or below is low reliability.

3.8.3 Inferential Analysis

The inferential analysis describes the variable's cause and effect relationship. The analysis will study how the independent variable affect the dependent variable(Hamid, 2006). This form of analysis is to test the five hypothesis in this study. The inferential analysis that will be used in this study is Multiple Linear Regression&Pearson Correlation Coefficient.

3.8.3.1 Pearson Correlation Coefficient Analysis

The correlation analysis is used to indicate the relationship between two or more variables. The result the analysis is the correlation coefficient which shows the value between -1 to +1. Two variables that are related positively will have correlation coefficient +1 while two variable that negatively related will have correlation coefficient of -1, a zero valued correlation coefficient shows there is no relationship between two variables (Gogtay& Thatte, 2017). The p-value can be used to test for significance between predictor and dependent variable, if the p-value is less than or equal to 0.01, a particular hypothesis will be accepted (Sekaran & Bougie, 2013)

3.8.3.2 Multiple Linear Regression Analysis

According to Zikmund et al. (2013) The technique of multiple linear regression analysis is to analyse the degree of association between the dependent variable with the independent variable. The research examined whether there are any positive significant relationship between the perceived credibility, para-social interaction, attitude towards advertisement, product involvement and UGC towards purchase intention. The dependent variables are explained by each independent variable's coefficient value that allows to clearly understanding the factors that influence the dependent variable. The general equation of multiple regression analysis is as follow:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \dots + \beta_n X_n$$

Where,

Y = Dependent Variable

α = Constant

β_1 to β_n = Coefficient Associated with the Independent Variables

X_1 to X_n = Independent Variables

3.9 Conclusion

In conclusion, this chapter has described the various methodology used in this research. This chapter discusses regarding to the research design, sampling design and data processing. Chapter 5 will discuss about data analysis of this research.

Chapter 4: Data Analysis

4.0 Introduction

In this chapter, we will discuss about the overall results of the data gathered from the questionnaire and the interpretation of the data. The data we collected from 200 respondents will analyze with the use of SPSS Statistics. The results gathered will be discussed further in this Chapter such as the use of Reliability Test, Descriptive Analysis and Multiple Linear Regression test.

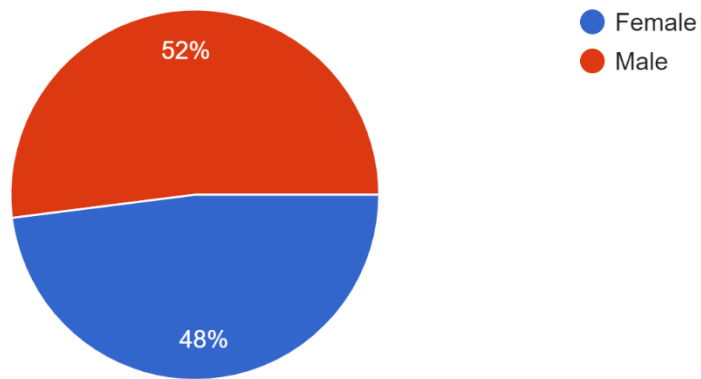
4.1 Descriptive analysis

4.1.1 Respondent's Profile

In this section, the respondent's demographic profile such as gender, age and education level will be discussed.

4.1.1.2 Respondent's Gender

Figure 4.1: Gender of Respondent



Source: Developed for Research

Table 4.1: Gender of Respondent

		Frequency	Percentage	Cumulative Percentage
Valid	Male	104	52	42.94
	Female	96	48	100.00
	Total	200	100.00	

Source: Developed for Research

Figure 4.1.0 shows the percentage of male and female among the total 200 respondents. 104 (52%) of the respondents are male while 96 (48%) of the respondents are female.

4.1.1.2 Respondent Age

Figure 4.2: Age group

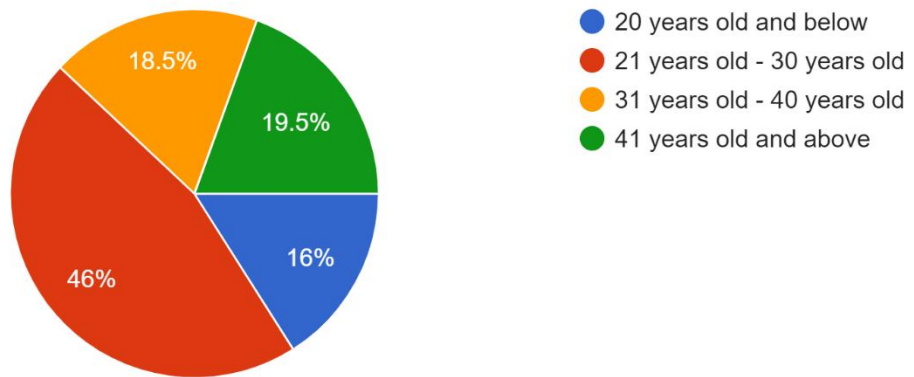


Table 4.2: Age group

		Frequency	Percentage	CumulativePercentage
Valid	20 years old and below	32	16	16
	21-30	92	46	62
	31-40	37	18.5	80.5
	41 years old and above	39	19.5	100.00
	Total	200	100.00	100.00

Source: Developed for Research

Figure 4.2 shows the age group of the 200 respondents. The respondents are divided into four age groups. 32 (16%) of the respondents are from the age group of 20 years old and below, 92 (46%) of the respondents are from the age group of 21 years old – 30 years old, 37 (18.5%) of the respondents are from the age group of 31 years old – 40 years old, 39 (19.5%) of the respondents are from the age group of 41 years old and above.

4.1.1.3 Educational Level

Figure 4.3: Educational Level

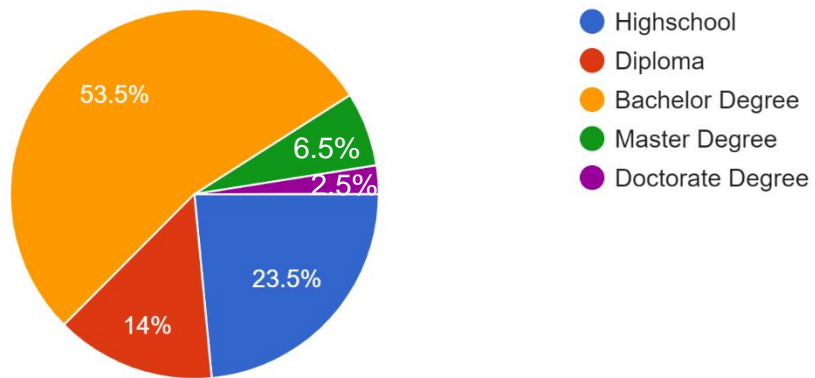


Table 4.3: Educational Level

		Frequency	Percentage	CumulativePercentage
Valid	Highschool	48	23.5	23.5
	Diploma	28	14	37.5
	Bachelor Degree	107	53.5	91
	Master Degree	13	6.5	97.5
	Doctorate Degree	5	2.5	100
	Total	200	100.00	100.00

Source: Developed for Research

Figure 4.1.2 shows the highest degree or level of education that the respondents have completed.

47 (23.5%) of the respondents have Highschool as their highest degree of education, 28 (14%) of the respondents have Diploma as their highest degree of education, 107 (53.5%) of the respondents have Bachelor's degree as their highest degree of education, 13(6.5%) of the respondents have Master's Degree as their highest degree of education and 5 (2.5%) of the respondents have Doctorate Degree as their highest degree of education.

4.1.1.4 How often do respondents watch YouTube

Figure 4.4: How often do you watch YouTube

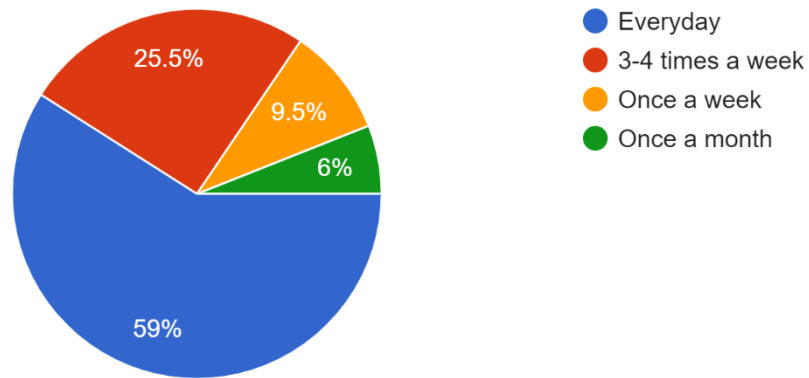


Table 4.4: How often do you watch YouTube

		Frequency	Percentage	Cumulative Percentage
Valid	Everyday	118	59	59
	3-4 time a week	51	25.5	84.5
	Once a week	19	9.5	94
	Once a month	12	6	100.00
	Total	200	100.00	100.00

Source: Developed for Research

Figure 4.1.3 shows how often the respondents watch YouTube videos. 118 (59%) of the respondents watch YouTube videos every day, 51 of the respondents (25.5%) watch YouTube Videos 3-4 times a week, 19(9.5%) respondents watch YouTube videos once a week while 12(6%) respondents watch YouTube videos once a month

4.1.2 Central Tendencies Measurement of Constructs

Table 4.5 Descriptive Statistics

Descriptive Statistics				
	N	Sum	Mean	Std. Deviation
Credibility	200	508.60	2.5430	.82362
Attitude	200	727.60	3.6380	.96687
ParasocialInteraction	200	689.60	3.4480	.96100
UGC	200	634.00	3.1700	1.16385
ProductInvolvement	200	971.00	4.8550	.99100
PurchaseIntention	200	785.13	3.9256	.70378
Valid N (listwise)	200			

Source: Developed for Research

The constructs were assessed through a 5-point-Liker-type scale ranging from “strongly disagree” (1) to “strongly agree” (5). Table 4.1.4 shows that the highest mean among all the constructs at 4.8550, this shows that the average level of agreement on satisfaction are slightly towards “agree”. In addition, the lowest mean is perceived credibility at 2.5430, which indicate that average responses are more towards “neutral”. Lastly, the rest of the constructs have similar level of agreement in which the means scores are slightly towards “agree”. All in all, the average levels of agreement for all constructs are range between “neutral” to “agree”.

4.2 Scale Measurement

4.2.1 Reliability Test

Table 4.6: Reliability Test

Variables	Dimensions	No. of Items	Cronbach's Alpha
Independent Variable	Perceived Credibility	5	0.905
	Attitude Toward Advertisement	5	0.888
	Para-social Interaction	5	0.805
	User- Generated Content	3	0.898
	Product Involvement	6	0.918
Dependent Variable	Purchase Intention	8	0.794

Source: Developed for Research

The table above shows the reliability test for the study with 200 respondents. Variables such as Perceived Credibility & Product Involvement have excellent reliability being above 0.90, Attitude towards Advertisement, Para-social Interaction, User Generated Content & Purchase Intention have high reliability being in between 0.70 to 0.90

4.3 Inferential Analysis

4.3.1 Multiple Linear Regression Analysis

Table 4.7: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.608 ^a	.370	.354	.56574

a. Predictors: (Constant), ProductInvolvement, Credibility, UGC, Attitude, ParasocialInteraction

Source: Developed for Research

The table above shows that the adjusted R square is 0.354, meaning that 35.4% of the Dependent variable (Purchase intention) can be explained the independent variables (Perceived Credibility, Attitude towards Advertisement, Para-social Interaction, User Generated Content & Product Involvement) while the other 64.5% of the variance can be explained by other factors.

Table 4.8: ANOVA

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36.474	5	7.295	22.792	.000 ^a
	Residual	62.092	194	.320		
	Total	98.566	199			

Source: Developed for the research

The table above shows the ANOVA for the results. The p-values 0.000 which is below 0.05 which means that there is significant relationship between the five variables with the dependent variable.

4.4 Pearson Correlation Coefficient Analysis

Table 4.9: Pearson Correlation

		Correlations					
		Credibility	Attitude	Parasocial Interaction	UGC	Product Involvement	Purchase Intention
Credibility	Pearson Correlation	1	.332**	.496**	.426**	.211**	.294**
	Sig. (2-tailed)		.000	.000	.000	.003	.000
	N	200	200	200	200	200	200
Attitude	Pearson Correlation	.332**	1	.263**	.294**	.477**	.372**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	200	200	200	200	200	200
Parasocial Interaction	Pearson Correlation	.496**	.263**	1	.517**	.222**	.425**
	Sig. (2-tailed)	.000	.000		.000	.002	.000
	N	200	200	200	200	200	200
UGC	Pearson Correlation	.426**	.294**	.517**	1	.247**	.408**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	200	200	200	200	200	200
Product Involvement	Pearson Correlation	.211**	.477**	.222**	.247**	1	.481**
	Sig. (2-tailed)	.003	.000	.002	.000		.000
	N	200	200	200	200	200	200
Purchase Intention	Pearson Correlation	.294**	.372**	.425**	.408**	.481**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	200	200	200	200	200	200

Source: Developed for the research

The table above shows the result of Pearson Correlation Coefficient Analysis. Overall the p-value for each variable is below 0.05 which means each independent variable have significant relationship with the dependent variable. Thus, the hypothesis is accepted.

4.5 Conclusion

In conclusion, this chapter discussed about the results after the data is analyze and processed to answer the research question and objective. The next chapter will discuss about the implication, limitation, major findings and the conclusion of the study.

Chapter 5: Discussions, Conclusion and Implication

5.0 Introduction

This chapter will discuss with the findings of the results, the implication of the study, the limitation face in this study and the recommendations for future studies. The conclusion of this research will be discussed in this chapter.

5.1 Discussion of Major Findings

Table 5.1: Summary of Hypotheses Findings

Hypothesis	Significant value (P-value)	Results
There is a significant relationship between the perceived credibility of YouTube advertisement and the purchase intention of Malaysians	0.000	Supported
There is a significant relationship between the para-social interaction of YouTube	0.000	Supported
There is a significant relationship between the User Generated Content in YouTube advertisement and the purchase intention of Malaysians.	0.000	Supported
There is a significant relationship between the Product involvement in YouTube advertisement and the purchase intention of Malaysians.	0.000	Supported
There is a significant relationship between the attitude towards YouTube advertisement and the purchase intention of Malaysians.	0.000	Supported

Source: Developed for the research

5.1.1 Perceived Credibility

Research Objective: To study the perceived credibility of YouTube advertisements that influence Malaysian's purchasing decision.

Research Question: How does the perceived credibility of a YouTube advertisement have an impact on Malaysian's purchasing decision?

H1: There is a significant relationship between the perceived credibility of YouTube advertisement and the purchase intention of Malaysians.

The results show that perceived credibility have a significant relationship with purchase intention based on the multiple linear regression analysis. The p-value of perceived credibility is 0.000 which is below 0.05 which means perceived credibility is determinant in influencing the dependent variable. Therefore, the Hypothesis is accepted. Findings is supported Wang & Yang (2010) that the purchase intention towards a brand is affected by the brand's credibility in a positive manner where the purchase intention of consumer will be greater towards brand with high credibility.

5.1.2 Para-social Interaction

Research Objective: To study the para-social interaction of YouTube advertisements that influence Malaysian's purchasing decision.

Research Question: How does the para-social interaction of a YouTube advertisement have an impact on Malaysian's purchasing decision?

H2: There is a significant relationship between the para-social interaction of YouTube advertisement and the purchase intention of Malaysians.

The results show that para-social interaction has a significant relationship with purchase intention based on the multiple linear regression analysis. The p-value of para-social interaction is 0.000 which is below 0.05 which means para-social interaction is determinant in influencing the dependent variable. Therefore, the Hypothesis is accepted. Findings are supported by Gong & Li (2017), Para-social interaction has both indirect and direct influence on purchase intention.

5.1.3 User Generated Content (UGC)

Research Objective: To study the attitude towards user generated content of Youtube advertisements that influence Malaysian's purchasing decision.

Research Question: How does the attitude towards user generated content of a YouTube advertisement have an impact on Malaysian's purchasing decision?

H3: The significant relationship between the User Generated Content in YouTube advertisement and the purchase intention of Malaysians.

The results show that UGC have a significant relationship with purchase intention based on the multiple linear regression analysis. The p-value of UGC is 0.000 which is below 0.05 which means UGC is determinant in influencing the dependent variable. Therefore, the Hypothesis is accepted. Findings is supported by Maksimova (2018), UGC contributes to companies as sell their product in their website making UGC part of the customer purchase decision process due to the impact on emotions of consumers.

5.1.4 Attitude towards Advertisement

Research Objective: To study the attitude towards YouTube advertisements that influence Malaysian's purchasing decision.

Research Question: How does the attitude of the user towards a YouTube advertisement have an impact on Malaysian's purchasing decision?

H4 : The significant relationship between the attitude towards YouTube advertisement and the purchase intention of Malaysians.

The results show that attitude towards YouTube advertisements have a significant relationship with purchase intention based on the multiple linear regression analysis. The p-value attitude towards YouTube advertisements is 0.000 which is below 0.05 which means attitude towards YouTube advertisements is determinant in influencing the dependent variable. Therefore, the Hypothesis is accepted. Findings is supported by Sallam & Algammash (2016) that advertisement influence consumers to generate a positive attitude towards the advertisement will have an affect on their purchase intention

5.1.5 Product Involvement

Research Objective: To study the product involvement influenced by YouTube advertisements that impact Malaysian's purchasing decision.

Research Question: How does the product involvement influenced by YouTube advertisement have an impact Malaysian's purchasing decision?

H5 : The significant relationship between the Product involvement in YouTube advertisement and the purchase intention of Malaysians

The results show that product involvement have a significant relationship with purchase intention based on the multiple liner regression analysis. The p-value of product involvement is 0.000 which is below 0.05 which means product involvement is determinant in influencing the dependent variable. Therefore, the Hypothesis is accepted. Findings is supported by Hunjra & Kirans (2014), there is a significant positive relationship between product involvement and purchase intention.

5.2 Implication of study

Past research had little emphasis on UGC and Para-social Interaction when it comes to the study of advertising. This research will allow companies to know the factors such UGC and Para-social interaction will provide an added entertainment value in advertisement that will influence the emotions of consumers. In addition, this research can help marketers improve their advertising method and design especially in the YouTube or any other platform to increase the overall effectiveness of their ads

5.3 Limitation of Study

The current limitation of the study is that this research is only test in the Klang valley area such as Petaling Jaya and Sungai long, Kajang. Therefore, the diversity if respondents are lacking. The results could have more variation if the study would include other parts of Malaysia. In addition, there is a lack of funding for this research, meaning with the needed funds, the research can be expanded much further.

5.4 Recommendations

The current sample size of the research is 200 which can further improve to 300 or more to have much more accurate representation of the population. The current research scope is also not specific enough as is only focus on Malaysians, future research recommendation could suggest thattocreate a more specific study focusing on specific demographic. Lastly, Interview can be made with respondents to provide an indepth information about the study

5.5 Conclusion

The research overall has shown that all independent variables has significant positive relationship with the dependent variable. This research will contribute to advertiser that there is more than one way to design their advertisement and with the inclusion of UGC and Para-social Interaction that will further help when considering designing the ads. The limitation and recommendation of this study will provide further improvement for future studies.

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APPENDICES

APPENDICE A



UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT

BACHELOR OF INTERNATIONAL BUSINESS (HONS)

Dear respondents,

I am undergraduate student of UTAR and currently pursuing a bachelor's degree in International Business (HONS). I would like to conduct a research study upon the subject of Research Project (UKMZ 3016) concerning to “The impact of YouTube advertising on Malaysian purchase intentions.” The general objective of this study is to examine the relationship between five main determinants towards purchase intention. This questionnaire comprises of three sections, which are Section A, Section B and Section C. It may take you approximately fifteen (15) minutes to complete it. It is required to complete every part of the questionnaire where your valuable responses will be the important inputs of my findings in this research project. Please take note that all information or data collected will be kept strictly PRIVATE & CONFIDENTIAL as this questionnaire is for academic purpose only. I appreciate

your precious time and efforts in completing this questionnaire. Thank you for your participation and cooperation.

Section A: Demographic Profile

Instructions: Read the question provided carefully and select only **ONE** answer for each question.

1. What is your gender?

Male

Female

2. What is your Age? _____

3. How long do you spend your time in social network sites (YouTube, Facebook, Twitter, etc)

Less than 2 hours

2 - 5 hours

6 - 12 hours

More than 12 hours

Section B: General Questions

Instructions: Read the question provided carefully and tick only **ONE** answer for each question.

1. How Often do you watch YouTube videos?

Everyday

3-4 times a week

Once a week

Once a month

2. Do you skip the advertisement when you encounter a YouTube advert?

I skip the advert

I watch the advert

3. Do you think that the advert in a YouTube video has affected your enjoyability of the video?

Yes

No

Section C: Construct Measurement

Instructions: Based on the questions below, please tick on the boxes based the degree your agreement.

(SD)Strongly Disagree (D)Disagree (N)Neither Disagree or Agree (A)Agree (SA)Strongly agree

Credibility

No.		SD	D	N	A	SA
1	User generated product content on YouTube is unbiased					
2	User generated product content on YouTube is dependable					
3	User generated product content on YouTube is honest					
4	User generated product content on YouTube is reliable					
5	User generated product content on YouTube is truthful					

Attitude

No.		SD	D	N	A	SA
1	I consider advertising is useful as it promotes the latest products					
2	Through advertising I got to know more innovative ideas					
3	I refer to advertising because it allows me to enjoy the best deal out of the competing products advertised					
4	I support advertising because it is where creativity is highly appreciated					
5	I support advertising because it plays an important part in my buying decision My general opinion of advertising is favourable					

Parasocial Interaction

No.		SD	D	N	A	SA
1	The YouTube Channel I watch shows me what YouTube stars are like					
2	When the YouTube stars joke around, it makes their show easier to watch					
3	When I'm watching a YouTube channel, I feel as if I am part of the group					
4	The YouTube stars make me feel comfortable, as if I'm with friends					
5	When this person shows me how s/he feels about the news it helps me make up 3.38 my own mind about the news					

User Generated Content

No.		SD	D	N	A	SA
1	I will definitely buy products recommended on User Generated Content in the near future.					
2	User generated product content on YouTube is dependable.					
3	User generated product content on YouTube is honest.					

Product Involvement

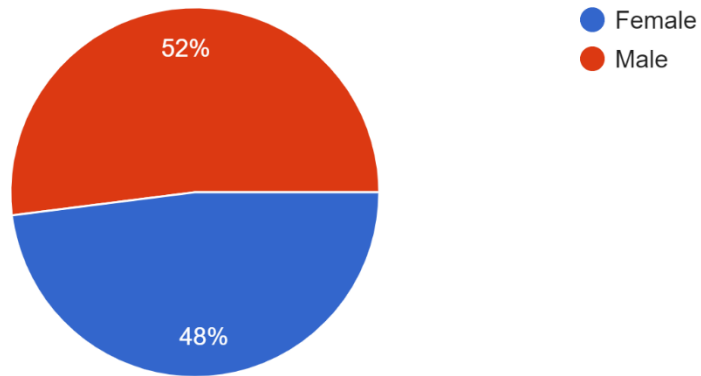
No.		SD	D	N	A	SA
1	When I am looking for the online reviews/comments, I think the product is important to me.					
2	When I am looking for the online reviews/comments, I think the product is meaningful to me.					
3	When I am looking for the online reviews/comments, I think the product is useful to me.					
4	When I am looking for the online reviews/comments, I think the product is valuable to me.					
5	When I am looking for the online reviews/comments, I think the product is attracting to me.					
6	When I am looking for the online reviews/comments, I am interested in the product.					

Purchase Intention

No.		SD	D	N	A	SA
1	I consider price of products and services before making purchases.					
2	I give first priority to the quality of the product or service.					
3	Quality is the totality of features and characteristics of a product or service that satisfies stated or implied needs.					
4	I only buy products and services from brands which I know I will get the excellent services.					
5	I want to buy products which make me feel more like the person I want to be.					
6	Branded products provide more value than unbranded products.					
7	I like to try on using products that I never had used before.					
8	I buy new products in the market because of the advertisement about it					

APPENDICE B

Figure 4.1: Gender of Respondent



Source: Developed for Research

Table 4.1: Gender of Respondent

		Frequency	Percentage	Cumulative Percentage
Valid	Male	104	52	42.94
	Female	96	48	100.00
	Total	200	100.00	

Figure 4.2: Age group

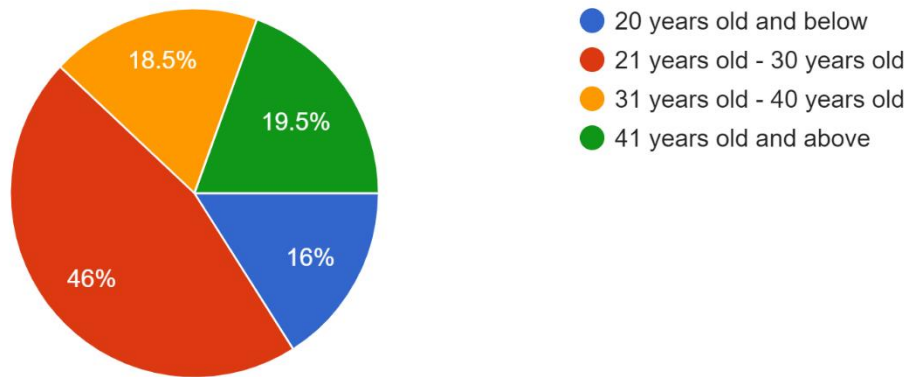


Table 4.2: Age group

		Frequency	Percentage	CumulativePercentage
Valid	20 years old and below	32	16	16
	21-30	92	46	62
	31-40	37	18.5	80.5
	41 years old and above	39	19.5	100.00
	Total	200	100.00	100.00

Figure 4.3: Educational Level

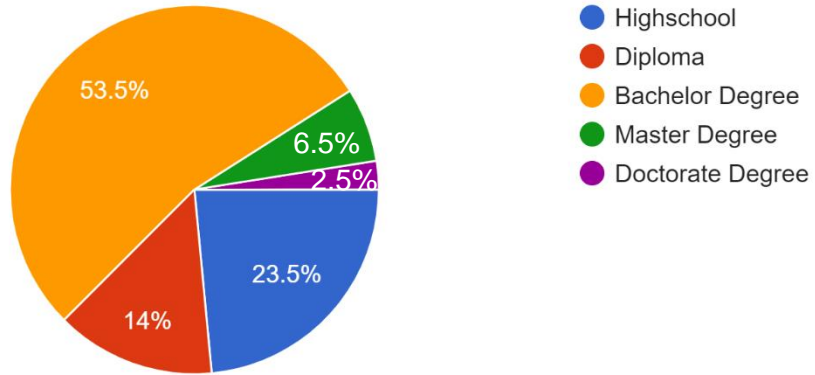


Table 4.3: Educational Level

		Frequency	Percentage	CumulativePercentage
Valid	Highschool	48	23.5	23.5
	Diploma	28	14	37.5
	Bachelor Degree	107	53.5	91
	Master Degree	13	6.5	97.5
	Doctorate Degree	5	2.5	100
	Total	200	100.00	100.00

Figure 4.4: How often do you watch YouTube

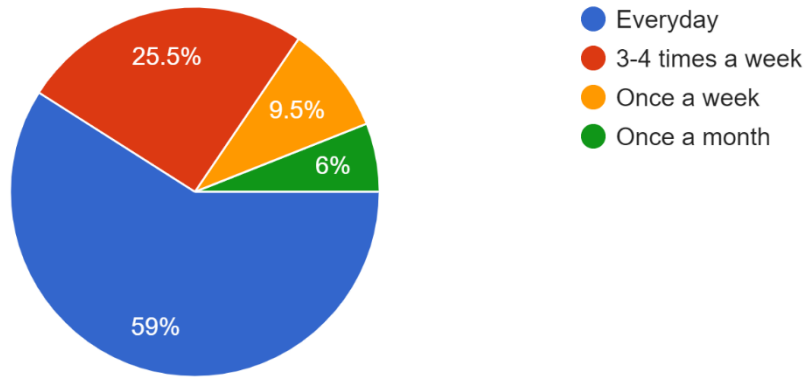


Table 4.4: How often do you watch YouTube

		Frequency	Percentage	Cumulative Percentage
Valid	Everyday	118	59	59
	3-4 time a week	51	25.5	84.5
	Once a week	19	9.5	94
	Once a month	12	6	100.00
	Total	200	100.00	100.00

Descriptive Statistics

	N	Sum	Mean	Std. Deviation
Credibility	200	508.60	2.5430	.82362
Attitude	200	727.60	3.6380	.96687
ParasocialInteraction	200	689.60	3.4480	.96100
UGC	200	634.00	3.1700	1.16385
ProductInvolvement	200	971.00	4.8550	.99100
PurchaseIntention	200	785.13	3.9256	.70378
Valid N (listwise)	200			

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.608 ^a	.370	.354	.56574

a. Predictors: (Constant), ProductInvolvement, Credibility, UGC, Attitude, ParasocialInteraction

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36.474	5	7.295	22.792	.000 ^a
	Residual	62.092	194	.320		
	Total	98.566	199			

Correlations

		Credibility	Attitude	Parasocial Interaction	UGC	Product Involvement	Purchase Intention
Credibility	Pearson Correlation	1	.332 ^{**}	.496 ^{**}	.426 ^{**}	.211 ^{**}	.294 ^{**}
	Sig. (2-tailed)		.000	.000	.000	.003	.000
	N	200	200	200	200	200	200
Attitude	Pearson Correlation	.332 ^{**}	1	.263 ^{**}	.294 ^{**}	.477 ^{**}	.372 ^{**}
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	200	200	200	200	200	200
ParasocialInteraction	Pearson Correlation	.496 ^{**}	.263 ^{**}	1	.517 ^{**}	.222 ^{**}	.425 ^{**}
	Sig. (2-tailed)	.000	.000		.000	.002	.000
	N	200	200	200	200	200	200
UGC	Pearson Correlation	.426 ^{**}	.294 ^{**}	.517 ^{**}	1	.247 ^{**}	.408 ^{**}
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	200	200	200	200	200	200
ProductInvolvement	Pearson Correlation	.211 ^{**}	.477 ^{**}	.222 ^{**}	.247 ^{**}	1	.481 ^{**}
	Sig. (2-tailed)	.003	.000	.002	.000		.000
	N	200	200	200	200	200	200
PurchaseIntention	Pearson Correlation	.294 ^{**}	.372 ^{**}	.425 ^{**}	.408 ^{**}	.481 ^{**}	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	200	200	200	200	200	200

Hypothesis	Significant value (P-value)	Results
There is a significant relationship between the perceived credibility of YouTube advertisement and the purchase intention of Malaysians	0.000	Supported
There is a significant relationship between the para-social interaction of YouTube	0.000	Supported
There is a significant relationship between the User Generated Content in YouTube advertisement and the purchase intention of Malaysians.	0.000	Supported
There is a significant relationship between the Product involvement in YouTube advertisement and the purchase intention of Malaysians.	0.000	Supported
There is a significant relationship between the attitude towards YouTube advertisement and the purchase intention of Malaysians.	0.000	Supported