A STUDY ON EFFECTS OF SOCIAL MEDIA INFLUENCERS ON UNIVERSITY STUDENTS PURCHASING DECISION

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TAI YUEN ZHENG

APPROVAL FORM

This research paper attached hereto, entitled "A Study on Effects of Social Media Influencers on University Students Purchasing Decision" prepared and submitted by Tai Yuen Zheng in partial fulfilment of the requirements for the Bachelor of Media and Creative Studies (Hons) is hereby accepted.

_____ Date: 11/05/2023

Supervisor

Foo Mei Lee

Abstract

The study aims to study the relation between social media influencers and the effects of influential marketing. The study strives to find out how purchasing decision of the target group is affected by the social media influencers. Furthermore, what is the factors that university students view as the credibility of social media influencers they followed. The main group of research will be on university students across Malaysia, who mainly aged between 18 to 24. This age group is the large audiences for social media influencers. The study believes in a hypothesis that the higher followers a social media influencer has, the perceived credibility on that influencer in higher. With this hypothesis, researchers believe that an influencer with higher followers will bring more impact to the university students' purchasing decision. The methodology adopted in this research is quantitative research through online survey on Microsoft form. Total of 100 university students in Malaysia will be surveyed on questions mentioned below. The data will be analyzed with Statistical Package for Social Science (SPSS) to determine how social media influencers' effect on university students' purchasing decision.

Keyword: social media influencers, purchasing decision, credibility, university student, effectiveness of influencers marketing

DECLARATION

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

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TABLE OF CONTENTS

ABSTRACT **I**

DECLARATION **II**

TABLE OF CONTENTS **III**

LIST OF TABLES **V**

LIST OF FIGURES **VI**

CHAPTER I: INTRODUCTION **1**

1.1 INTRODUCTION **1**
1.2 BACKGROUND OF STUDY **1**
1.3 PROBLEM STATEMENT **3**
1.4 SIGNIFICANCE OF STUDY **4**
1.5 RESEARCH OBJECTIVES **5**
1.6 RESEARCH QUESTIONS **5**

CHAPTER II: LITERATURE REVIEW **6**

2.1 INTRODUCTION **6**
2.2 MARKETING STRATEGY **6**
2.3 SOCIAL MEDIA INFLUENCERS **7**
2.4 CREDIBILITY **8**
2.4.1 ATTRACTIVENESS. 9
2.4.2 EXPERTISE. 10
2.4.3 ENGAGEMENT. 11
2.5 THEORY OF PLANNED BEHAVIOR (TPB) **11**
2.6 CONCEPTUAL FRAMEWORK AND HYPOTHESIS **13**
2.7 CONCLUSION **14**

CHAPTER III: METHODOLOGY **15**

3.1 INTRODUCTION **15**
3.2 RESEARCH DESIGN **15**
3.2.1 QUANTITATIVE RESEARCH. 15
3.2.2 DESCRIPTIVE RESEARCH. 16
3.3 RESEARCH SUBJECT **16**
3.3.1 DATA COLLECTION METHOD. 16
3.3.2 PRIMARY DATA COLLECTION. 17
3.4 SAMPLING PROCEDURE **17**
3.4.1 SAMPLING SIZE & SAMPLING LOCATION. 17
3.5 RESEARCH PROCEDURE **18**
3.6 RESEARCH INSTRUMENT **18**

3.7 CONCLUSION **26**

CHAPTER IV: DATA ANALYSIS **27**

4.1 DESCRIPTIVE ANALYSIS **27**
4.1.1 SECTION A (DEMOGRAPHICS). 28
4.1.2 SECTION B (PSYCHOGRAPHICS). 30
4.1.3 SECTION C (CREDIBILITY). 33
4.1.4 SECTION D (PURCHASING DECISION). 41
4.2 CENTRAL TENDENCIES MEASUREMENT OF CONSTRUCT **48**
4.3 DISCUSSION **50**
4.3.1 ATTRACTIVENESS. 50
4.3.2 EXPERTISE. 51
4.3.3 ENGAGEMENT. 51
4.3.4 PURCHASING DECISION. 52
4.4 OUTCOME OF HYPOTHESIS **53**

CHAPTER V: CONCLUSION **54**

5.1 INTRODUCTION **54**
5.2 CONCLUSION OF STUDY **54**
5.3 IMPLICATIONS OF FINDING **55**
5.4 LIMITATION OF STUDY **56**
5.5 SUGGESTION FOR FUTURE STUDY **57**
5.6 CONCLUSION **58**

REFERENCES **59**

APPENDICES **- 64 -**

List of tables

	Tables	**Page**
Table 2.1	Table of Hypothesis	13
Table 4.1	Central Tendencies Measurement of Construct	48-49
Table 4.2	Outcome of Hypothesis	53

List of figures

	Figure	Page
Figure 2.0	Conceptual Framework for Social Media Influencers' Effect on University Students' Purchasing Decision	13
Figure 3.0	Questionnaire Design	19
Figure 3.1	Section A (Demographic)	20
Figure 3.2	Section B (Psychographic)	21
Figure 3.3	Section C (Social Media Influencers' Credibility)	22
Figure 3.4	Section C (Social Media Influencers' Credibility)	23
Figure 3.5	Section D (Purchasing Decision)	24
Figure 3.6	Section D (Purchasing Decision)	25
Figure 3.7	Section D (Purchasing Decision)	26
Figure 4.1	Gender	28
Figure 4.2	Age	29
Figure 4.3	Preferred Platform	30
Figure 4.4	Follow social media influencers	31
Figure 4.5	Number of social media influencers following	32
Figure 4.6	Number of followers as credibility	33
Figure 4.7	Image and Popularity as credibility	34
Figure 4.8	Favoured Social Media Influencers	35
Figure 4.9	Engagement Activity	36
Figure 4.10	Trustable & Reliable	37
Figure 4.11	Research on Products/ Serviced	38
Figure 4.12	Responsibility for Promote	39
Figure 4.13	Social Media Influencers VS Traditional Celebrities	40

Figure 4.14	Figure 4.14 Favoured Social Media Influencers and Purchasing Decision	41
Figure 4.15	Recommendation by Famous Social Media Influencers	42
Figure 4.16	Number of Followers	43
Figure 4.17	Comparison Between Social Media Influencers	44
Figure 4.18	Purchase of Unnecessary Item	45
Figure 4.19	Promotion Method	46
Figure 4.20	Ranking of Factors	47

CHAPTER I: INTRODUCTION

1.1 Introduction

In this chapter, the focus is on introducing research topic of understand how influential marketing work on university students and study how they view credibility of social media influencers. In chapter 1, the content will be on the literature review, background of the study, hypothesis with research objective and research question, the significance of this study.

1.2 Background Of Study

In recent era, social media has become one of the best platforms for firm and business to promote their products or services to the public. There are around 3.4 billion or 45% of social media users around the globe (GEYSER, W. 2022). Social media channels that emerged with technology development have also imposed new adaptation processes on firms. The fact that consumers are involved in these channels has caused firms not to ignore this situation (KURNUÇ, M., & GÜZEL, D. ,2022). There are few types of social media marketing that is working exceptionally well for businesses. For instance, content marketing, sponsorship, social media engagement, and influencer marketing. The key for adopting successful social media influencer marketing is hiring an influencer that could grab attention of the right audiences. Influencers has proved to be one of the most useful and cost effective way of marketing. Influencer marketing gives brands the opportunity to create word-of-mouth buzz through personalities whom consumers already follow and admire (PATEL, D. 2016).

In industry of using someone famous to promote or grow a brand, there’s two types of approaches most business choose. It’s either traditional way of celebrity endorsement or the modern method of social media influencers marketing. The differences between these

two methods are started to become blur for the public, as it is harder to clearly differentiate two groups of people. Celebrity endorsement is to use the fame of celebrity to get massive excitement about a brand or product from local or even worldwide (Artiste, 2022). Influencer marketing is the marketing campaign that uses social media influencers who are experts of their niche and internet leaders (Word Team, 2021). It's down to the business to choose their approach when deciding between celebrity endorsement or influencer marketing. As celebrity are more famous around the world already (Ekşioğlu, 2021), influencer marketing could bring the promotion and brand awareness to more specific group of people, who could be interested at the type of product or service at the first place. This could possibly generate a more positive outcome for the marketing campaign.

With the trend building and proved to be useful for social media influencers marketing, in year 2022 the influencer marketing industry is projected to hit $16.4 billion (SANTORA, J. 2022). In Malaysia, the spending in influencers advertising segment is predicted to reach US$ 56.90 million in 2022 and more than US$ 105 million in year 2027 (Statista, 2022). Alone in Malaysia, we can see that the prediction is growing, more and more resources are allocated to influencers marketing segment. Out of the population in Malaysia, one of the target group advertisers emphasize will be on university students as they are one of the main groups for social media users and influencers' audiences.

1.3 Problem Statement

In the current marketing field, influencers marketing on social media is one of the top choices for business and marketers to reach out to more people. There is also other study that indicates that influencers marketing is not as useful as sponsored advertisement, as people tends to engage more with sponsored advertisement than influencers marketing (Jarrar et al. 2020). But in other study, it has also proved that with a favourable attitude towards social media influencers would generally harbour an intention to purchase the influencers' endorsed product (Cheah et al. 2017). The mix results between different studies have shown that purchase intention and marketing would work differently on different group of audiences. Some younger group might respond positively towards some influencers while rejecting some of them. The response will represent the purchase intention of the group. The positive response is believed to lead to higher purchasing intention.

For the source credibility, there are no study regarding factors that university students look at while determining social media influencers' credibility in Malaysia. Although there is still some study about source credibility of social media influencers in the case of Romania and Germany (Balaban & Mustățea. 2019). There are also study that proved too much advertising on social media can have a negative impact on para-social interaction and on the trustworthiness of the influencer (Coliander & Erlandsson, 2015). For this situation, we think it is also important to understand how university students view social media influencers' credibility. What are the factors that will cause them to trust or distrust social media influencers. Furthermore, will the credibility of social media influencers bring a positive or negative relationship to the purchase intention of the target group. As shown in previous study, attractiveness of social media influencers would form a highly favourable attitude among respondents towards a brand or product (Cheah, 2017). The study wants to

figure out the relationship between credibility of social media influencers and the impact of credibility to purchase intention of university students. The study also tends to understand how much university students' purchase intention is affected by the social media influencers.

1.4 Significance Of Study

The study aims to help different industry in terms of contributing some useful information on the matters regarding purchasing decisions of university students. The study will help determine on how effective social media influencers marketing on the target group of university student. The study will find out what social media influencers work the best on younger group, furthermore the medium that is effective when promoting a product or service to university student. With the data collected, it would be crucial for advertisers or marketing companies when deciding their approach of advertising a product or service. Whether is it suitable to adopt social media influencers marketing for the things they try to bring to the public. What is the standard they need to consider when choosing their brand ambassador or influencer, and what can they expect with the strategy they choose.

The study also helps to understand the factors of credibility young adults would look at when interacting with social media influencers. Social media influencers' credibility is one of the major factors that will determine how success the promotion would be. When a social media influencer has good credibility and stable relationship with his or her audiences, the more positive outcome can come from the advertising campaign. The study will be a big part to help not only companies, but also individual like social media influencers to build their reputation and image with the data collected. It will help them to increase credibility and could lead to more jobs and opportunities to come to their hand. Understanding on

social media influencers' credibility is also vital for companies when it comes to choosing the right candidate for advertisement. The study will tell how young adults value credibility when making their purchasing decision.

The study also could contribute to traditional business that is hesitating on their current business method. As most of the market is shifting to online, some companies are still questioning it is really useful to use online advertisement such as social media influencers. In this case, they will worry how can an individual that promote a product or service be even more useful than traditional ads that including TV ad and radio. The study could show to the business owner on how young adults view on social media influencers marketing and how can their purchasing decision affected by influencers.

1.5 Research Objectives

RO1: To understand how social media influencers can affect on university students purchasing decision.

RO2: To learn the factors university students view when determining influencers' credibility.

1.6 Research Questions

RQ1: Do social media influences influencers marketing affect university students' purchasing decision?

RQ2: What are the factors university students look at when they measure influencers' credibility?

CHAPTER II: LITERATURE REVIEW

2.1 Introduction

In this chapter, the main scope of the will be literature review around the topic regarding the relationship of social media influencers and purchasing intention of university student. The terms of marketing strategy, social media influencers and credibility will be further explained in this chapter to gain more understand before proceeding to the next part of the study.

2.2 Marketing Strategy

Marketing strategy refers to a business's overall game plan for reaching prospective consumers and turning them into customers of their products or services (Barone, 2022). In a marketing strategy, the Four P's of marketing would be included, which are Product, Place, Price, and also Promotion (Luenendonk, 2022). In current age, marketing strategy that include online platforms from social media, online news, video channels like YouTube have become a crucial part of a successful marketing plan. The importance for a business to adopt marketing plan that includes 4 P's is because marketing plan creates synergy, increase brand loyalty and value, serve as a link, and most importantly it will generate high sales volume to the business (Nguyen, 2021). In marketing strategy, the newly developed marketing using social media influencers is known as influencer marketing. Influencer marketing uses celebrities, athletes, bloggers, and other influential figures to market brands. Brands use influencers to promote their product or service through paid advertisements, free giveaways, and endorsements (Segura, 2022). Influencer marketing industry has grown to a $16.4 billion in 2022, with business that making $5.2 ROI per every $1 spent on influencer marketing (Geyser, 2023). According to another study it's also found that

influencer marketing generates as much as 11x banner ad ROI (Baer, 2022). In terms of effectiveness for influencer marketing, it's also recorded that influencer marketing can perform better compared to other medium of marketing. 60% of marketers shared that influencer-generated content performs better and drives more engagement compared to branded posts (Santora, 2023). As marketing strategy and influencer marketing are the key components for this study, we can see that the understanding on both of this topic is very crucial to the discussion of the research.

2.3 Social Media Influencers

Social media influencers (SMIs) represent a new type of independent third party endorser who shape audience attitudes through blogs, tweets, and the use of other social media (Freberg et al, 2011). Additionally, influencer is someone whose opinion is valued in a particular area, and who influences people to buy things as a result (Schaffer, 2022). In the world of social media influencers, it's not as tough to become an influencer today if you compared to the past ages. The person who can be called as an influencer would be celebrities, world leader, or anyone that leads a thought or industry in real life world (Schaffer, 2022). Influencer can possess a strong power to lead the crowd and spread their words across the people. For example, a politician as an influencer, has the ability to persuade people to support their campaign or project. This requires the people to have faith into the influencer. On the other hand, social media influencers do not necessarily have to be well-known celebrities or famous athletes. Instead, everyday people have risen up the ranks of social media to amass hundreds, thousands or even millions of followers due to their charisma, savvy and expertise on a given subject (Kirwan, 2018). Social media influencer is no longer restricted to a few businesses or agencies but has become a standard marketing technique, as they increased in almost every significant industry and brands are

using them more than ever before (NFI, n.d.). Under the comparison, we can see that the requirement to become a social media influencer is much lower compared to traditional influencers that have certain fame and background. But on the other hand, the lower requirement of social media influencers has generated a group of so called social media influencers that have bots as their followers and buying likes from third parties. For instance, an example provided by Kirwan (2018) shown that his experience of working with a fake social media influencer, most of her supposed followers were actually bots, fake accounts created for the purpose of making people's social media accounts appear bigger than they actually are. This leads to a problem for both business and also the followers of the social media influencers. As more of the social media influencers in the business field promoting, the viewers will have a problem identify a reliable source. The credibility and reputation of social media influencers will become an important factor to consider.

2.4 Credibility

Credibility can be referring to a feeling that gain through expertise and trustworthiness of a person or brand, and credibility influencers consumers' patterns, behaviors, and thoughts toward your company (CoSchedule, 2017). Credibility is a key for social media influencers to attract more business while increase the effectiveness of their content among the audiences. According to different studies, the factors considered for effectiveness of social media influencers will be different base on different reason. For instance, Lim et al. (2017) stated in their study that "Source Credibility, Source Attractiveness, Product Match Up, and Meaning Transfer" will be the factors that determine the effectiveness. In another study done by Li and Peng (2020), the characteristics they consider will be "Attractiveness, Expertise, Originality, Homophily and

Interaction". For this study, we adopted three factors that might be the key for social media influencers to be effective, which is the attractiveness, expertise, and engagement.

2.4.1 Attractiveness.

Attractiveness is crucial for any social media influencers that wish to increase their credibility and engagement with their audience. When it comes to attractiveness, Erdogan (1999) stated that the attractiveness is simply "a stereotype of positive associations to a person and entails not only physical attractiveness but also other characteristics such as personality and athletic ability.

The most known definition for attractiveness of an influencer can just be the good looking physical appearance. According to a study by Van Der Waldt et al, (2009), it is established that endorsers "which are considered attractive will be more likely to lead the consumer purchase intention". As result, the brand that hire good looking individual to promote the brand and products are more likely to catch audiences' awareness and leads to better purchasing intention. At the end, such personal attractiveness can developed to become credibility for the social media influencers.

As mentioned by Kirwan (2018), everyday people have risen up the ranks of social media to amass hundreds, thousands or even millions of followers due to their charisma, savvy and expertise on a given subject. Attractiveness for social media influencers can be anything besides personal appearance, other traits such as personality also could be the capture of the audiences. For instance, lifestyle, personal values that resonate with their audiences. Such traits and personal characteristics can be important for social media

influencers to build their success, as the audiences feel likeable about influencers, the level of credibility and loyalty will increase.

In short, credibility can be built for social media influencers by improving their personal attractiveness. The attractiveness can be both external about their appearance and also internal that included their mindset and lifestyles. The main thing is to gain loyal of their audiences and develop a long term relationship with their audiences.

2.4.2 Expertise.

Credibility for social media influencers is something different from celebrity marketing, as celebrity can build reputation and promote a product or service based on their fame. One of the biggest benefits of using social media influencers as method of marketing is that some social media influencers has obtained their followers with their skillset or expertise in certain field. A social media influencer is an individual who has gained popularity and trust among a growing audience of online followers by becoming an early adopter, innovator, or niche expert in a specific area of interest such as fashion, health, or technology (Indeed Internal Team, 2022). This is what helps to build the credibility for the expertise social media influencers, and this is the area where they can perform better than traditional celebrity marketing. According to Duchscher (2018), social media influencers have better expertise than celebrity, moreover audiences may feel more authentic and relatable to social media influencers. Compared when some celebrity promotes a clothing brand, they are chosen as the ambassador because of they are well known enough for the public. On the other hand, Influencer marketing works mainly because the social media influencer has expertise in the type of products they're promoting; their endorsements are considered trustworthy and relevant because they're considered experts in their respective

niches (Barker, 2023). The outcome is that their expertise will become a consideration point for their audiences to identify their credibility. It's always better to have an expert in certain field, for example yoga, gym instructor, or health advisor to recommend a product to the public as they have more knowledge and experience to provide guidance to them.

2.4.3 Engagement.

Engagement is also another point of persuasion for building credibility. As an influencer that willing to communicate and engage to the audiences' needs, the consumers will feel the influencers are closer to them. According to Barker (2023), significant difference between celebrity endorsements and influencer marketing is that a celebrity endorsement is more likely one-way communication. That's why credibility of social media influencers can be generated with engagement. Each influencer targets a specific audience and builds trust by sharing relevant content and opinions. If they endorse a certain product or service, then their followers will likely show interest (Duchscher, 2018). The engagement rate shown between the social media influencers and followers will help the building of personality and gain more understanding between the relationship which will end up become the credibility of the influencers.

2.5 Theory of Planned Behavior (TPB)

The Theory of Planned Behaviour (TPB) was developed by Icek Ajzen as an attempt to predict human behaviour. The TPB posits that attitude toward the behaviour, subjective norm, and perceived behavioural control influence behavioural intention (Asare, 2015). The TPB was developed to predict behaviours in which individuals have incomplete

voluntary control. Taking self-esteem and self-efficacy into consideration, the TPB expands on the concept of perceived behavioural control (Keiba, 2016).

In the three factors of these TPB theory, attitude of purchasing decision can be related to social media influencers' effect on university students purchasing decision. In which, social media influencers that posse higher credibility, the attitude of university students towards the products or services they promote will be positive. Subjective norms can be considered social pressures and include both the perceived expectations of others and how much the individual values those expectations (Sansom, n.d.). Apply to the situation of social media influencers' effect, the social pressure might be that everyone around the university students think positive and believe on certain influencers, which is likely to influence their thinking on that social media influencer. Peer influences could boost their intention of the purchase. Perceived behavioural control is how able an individual feels to perform a specific behaviour, it includes both self-efficacy, external factors such as classroom environments, time, and resources (Sansom, n.d.). For perceived behavioural control, it might be the university student trying to prove their supporting to the social media influencers by purchasing the product or service. To the extend, their intention to purchase might boost by some unknown external factors.

Overall, the TPB can explain how university students think and the factors that affect their intention. The theory can link source of credibility, which are expertise, attractiveness. and engagement with university students' thinking and behaviour. With all these factors that considered together, the intention of purchase for university students would increase higher which in the end will lead to the purchase behaviour.

2.6 Conceptual Framework and Hypothesis

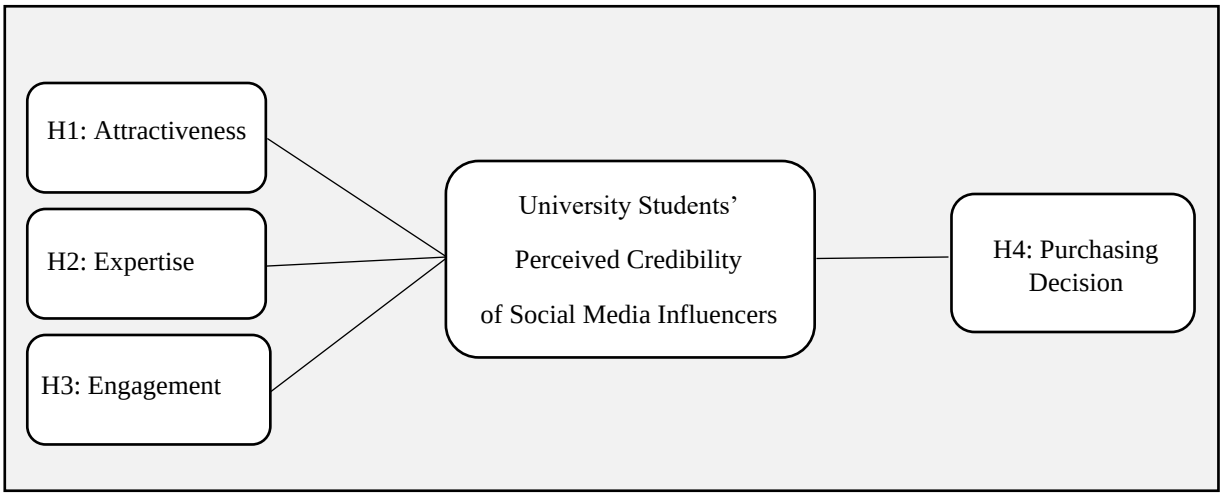


Figure 2.0 Conceptual Framework for Social Media Influencers' Effect on University Students' Purchasing Decision

Table 2.1 Table of hypothesis

Number	Hypothesis
Hypothesis 1	There is a positive relationship between attractiveness of social media influencers and perceived credibility of university students on social media influencers.
Hypothesis 2	There is a positive relationship between expertise of social media influencers and perceived credibility of university students on social media influencers.
Hypothesis 3	There is a positive relationship between engagement of social media influencers and perceived credibility of university students on social media influencers.
Hypothesis 4	There is positive relationship between university students perceived credibility of social media influencers and their purchasing decision.

Refer to Figure 2.0, the theoretical framework of this study is based on the past study and understanding from other studies. With past studies analyzed, factors such as social media influencers marketing and credibility has help our study in determining the direction and focus we should pay attention to. The study uses past studies to explain how social media influencers able to affect Malaysia university students' purchasing intention through successful marketing strategy and their personal credibility.

The theoretical framework is used also to help determine both the independent variables and the dependent variable of this study. The independent variables of this study including social media influencers' attractiveness, social media influencers' expertise and social media influencers' engagement with their audiences. While for the dependent variable is how university perceived credibility of social media influencers and that will contribute to the group's purchasing decision. In conclusion, we are trying to find out the positive relation of social media influencers credibility and the purchasing decision of university students.

2.7 Conclusion

In a nutshell, chapter 2 is trying to explain some terms and past studies that will help the direction of this study, including explanation on influencer marketing, definition of social media influencers, credibility and what will help to build social media influencers' credibility. The theoretical framework also gives a clear insight on university students' view on credibility and how it will help on increasing the intention of making purchase. The insight is supported by the Theory of Reasoned Behavior (TRB) which helps to explain independent variables and dependent variable of the study.

CHAPTER III: METHODOLOGY

3.1 Introduction

Methodology is crucial for any study to make sure the research questions reach the correct target group and provide a reliable data to help complete the study. In methodology, it involves the processes of collecting data from the public and further analysis of the statistics. In this chapter, content included will be focusing on research design, research subject, sampling procedure, research instrument, research procedure, data analysis and finally with conclusion of the methodology.

3.2 Research Design

3.2.1 Quantitative research.

In this study, we try to understand topic of 'Social media influencers' effect to university students purchasing intention', the approach we choose to the research is using Quantitative Research. Quantitative research is concerned with identifying the facts about different social phenomena (Voxco, 2021). We feel that quantitative research is the suitable method to adopt as the factor we try to study is about effectiveness of social media influencers on university students' purchasing decision. We want to test the hypothesis and relationship between the effectiveness, we want to determine which is the factor of causes the effectiveness to be higher or lower. Furthermore, we want to understand the variables that may affect university students' final decision. We believe that qualitative research could help us find the exact variables and relationship between effectiveness. After we understand about the factor, it is more effective for us to make a conclusion and give others a better reference and variables for any future research.

3.2.2 Descriptive research.

Descriptive research is used to understand a phenomenon, a situation, or a population, it seeks only to observe and measure the variables in order to investigate them (Voxco, 2021). It describes the situation and environment surrounding a variable or topic (Pollfish, n.d.). In our study, descriptive research will work the best for our finding as we are collecting data from university students to understand the environment they in with their mind on the effectiveness of social media influencers they followed. From the data we gathered from the survey, then the hypothesis could be developed, and a better understanding of the variables or factors could be found. We can use this method to understand the characteristics, trends or reasons that will set the effectiveness of social media influencers. For examples, our question will asked about "What is the factors used to determine the social media influencers' credibility", "What is the factor you considered before follow an influencer". Then the hypothesis on university students' mindset and relationship with social media influencers can be known.

3.3 Research Subject

3.3.1 Data collection method.

Data collection is a systematic process of gathering observations or measurements. Whether you are performing research for business, governmental or academic purposes, data collection allows you to gain first-hand knowledge and original insights into your research problem (Bhandari, 2022). In our research, we will use primary data collection through online survey and questionnaire on university students in Malaysia to obtain the insights and results for the topic. The survey would be conducted through

Microsoft Form. This method is believed to be the most effective as online survey could reach to different university student no matter the distance.

3.3.2 Primary data collection.

The definition for Primary Data Collection is when party that conducting the research is collecting the data on his or her own, it's considered to be primary data collection. An example would be the use of a questionnaire with close-ended questions to arrive at figures to be calculated Mathematically (Formplus, 2022). With primary data collection, this will bring more reliability to the study. It will help to prove the integrity of the study at the same time. Collection data from the first hand will avoid misused of any untrue or irrelevant data from secondary source. In this study, we collect the primary data from university student through survey, which is more reliable and trustable.

3.4 Sampling Procedure

In the following sector, the discussion would be the target population for the study, followed by details such as sampling size and sampling location. Other elements about the sampling procedure will also be discussed in the section.

3.4.1 Sampling size & sampling location.

In the study on impact of social media influencers on university students, the sampling size for the research would be 50 university students study in University Tunku Abdul Rahman (UTAR) Sungai Long, Kajang and also Kampar, Perak campuses. The survey welcomed everyone from different courses as long they enrolled in UTAR. The sampling target aged around 18 to 25 years old. There's no restriction on race or gender for the survey, anyone students who is actively using social media are invited to join this

research. As the survey focuses on university students, we decide to study preferences from students around and closest to us.

3.4.2 Pilot test.

Pilot testing is a rehearsal of your research study, allowing you to test your research approach with a small number of test participants before you conduct your main study. Although this is an additional step, it may be the time best spent on any research project (Wright et al, 2022). For the smaller sampling group collected in this research, we have conducted a pilot test consist of five respondents from the same target group to make sure the survey works properly before sending out to the public. The pilot test was conducted three days before the survey published to the public.

3.5 Research Procedure

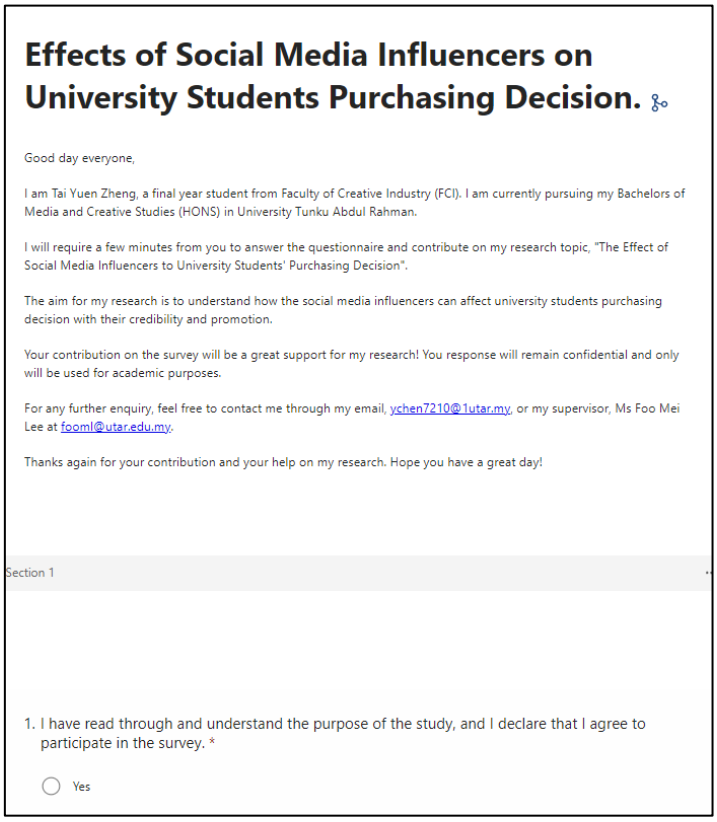
In the following section of research procedure, figures shown are the screenshot of questionnaire on Microsoft Form that sent out to the students studying in UTAR. In the survey, measurement scales including Likert scale and ordinal scale were used to get the opinion from the students. The scales used were efficient to understand the preference better.

3.6 Research Instrument

A Research Instrument is a tool used to collect, measure, and analyse data related to your research interests (Teachers College, n.d.). The validity and reliability of any research project depends to a large extent on the appropriateness of the instruments (Munir,

2017). With the research focus on study preferences of a large group and to work the best with descriptive research, the research instrument used in the study is structure or closed form questionnaire.

In the questionnaire, the introduction of the questionnaire is shown in Figure 3.0, the introduction used to tell the respondents briefly about what's the research purpose and introduce researchers to the university student. There is a total of 21 questions that collected data from demographics, psychographic and two main sections study credibility and also purchasing decision of the target group. In the 21 questions, section A for demographic consists of three questions, section B for psychographic consists of three questions, section C that focus on credibility consists of seven questions and last section that ask about purchasing decision.



Effects of Social Media Influencers on University Students Purchasing Decision.

Good day everyone,

I am Tai Yuen Zheng, a final year student from Faculty of Creative Industry (FCI). I am currently pursuing my Bachelors of Media and Creative Studies (HONS) in University Tunku Abdul Rahman.

I will require a few minutes from you to answer the questionnaire and contribute on my research topic, "The Effect of Social Media Influencers to University Students' Purchasing Decision".

The aim for my research is to understand how the social media influencers can affect university students purchasing decision with their credibility and promotion.

Your contribution on the survey will be a great support for my research! You response will remain confidential and only will be used for academic purposes.

For any further enquiry, feel free to contact me through my email, ychen7210@1utar.my, or my supervisor, Ms Foo Mei Lee at fooml@utar.edu.my.

Thanks again for your contribution and your help on my research. Hope you have a great day!

Section 1

1. I have read through and understand the purpose of the study, and I declare that I agree to participate in the survey. *

Yes

Figure 3.0: Questionnaire Introduction

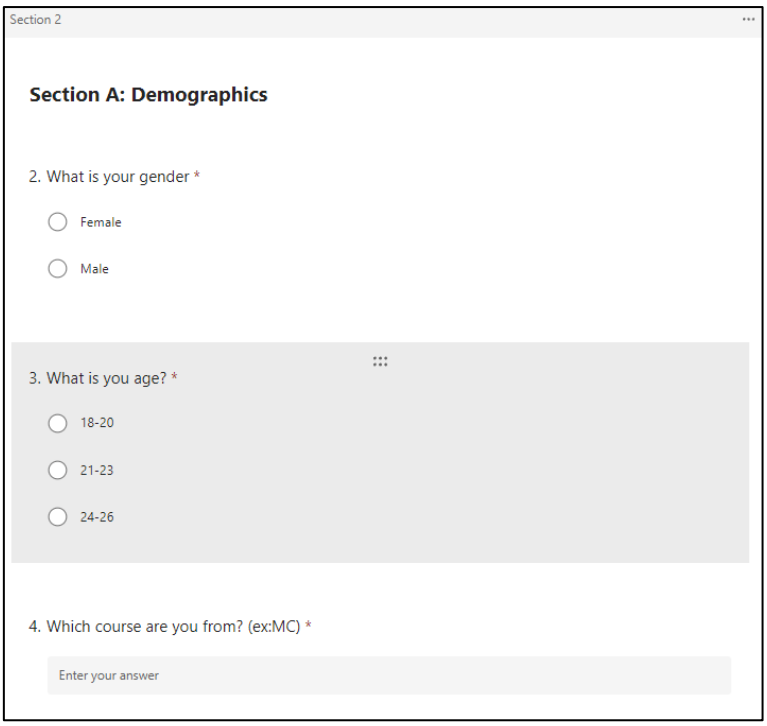


Figure 3.1: Section A (Demographic)

As shown in Figure 3.1, the section A of the questionnaire features questions about the demographic information of the respondents. Demographic questions help the study to analyse the difference of thought between people with different gender, different age, and the course they are taking currently.

5. Which of the social media platform you used the most? *

- Instagram
- Facebook
- Twitter
- Tiktok

6. Do you follow any social media influencers? *

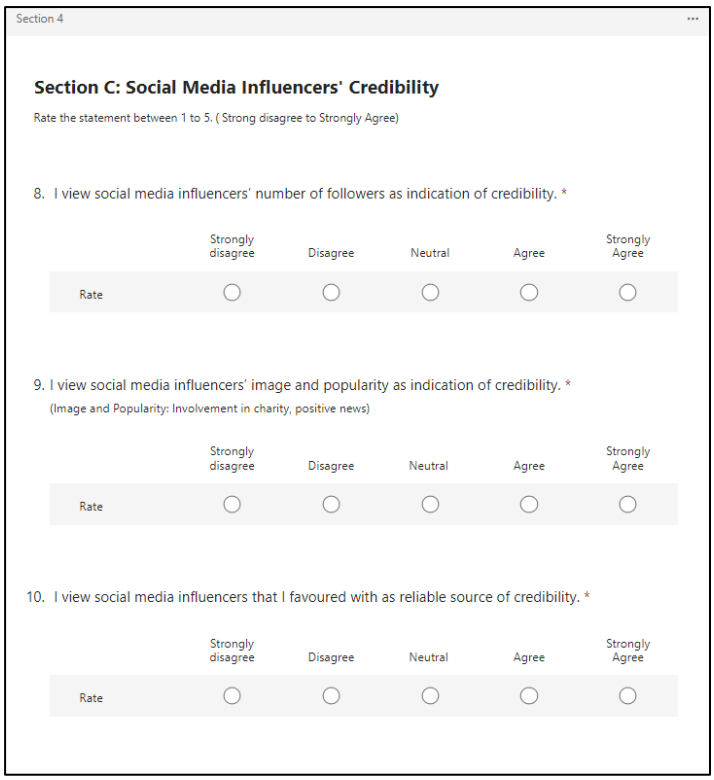
- Yes
- No

7. Please state the number of social media influencers you are following. *

- Less than 5
- 5 to 10
- 11 to 15
- More than 15

Figure 3 2: Section B (Psychographic)

In section B of the questionnaire (Refer to Figure 3.2), there are three questions related to psychographic traits of the respondents. The questions will be used to understands the social media usage habit and their knowledge on social media influencers. This is crucial as different usage on social media such as preferred different platforms, number of social media influencers they approached would shape different viewpoint on social media influencers marketing.



Section 4

Section C: Social Media Influencers' Credibility

Rate the statement between 1 to 5. (Strong disagree to Strongly Agree)

8. I view social media influencers' number of followers as indication of credibility. *

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
Rate	○	○	○	○	○

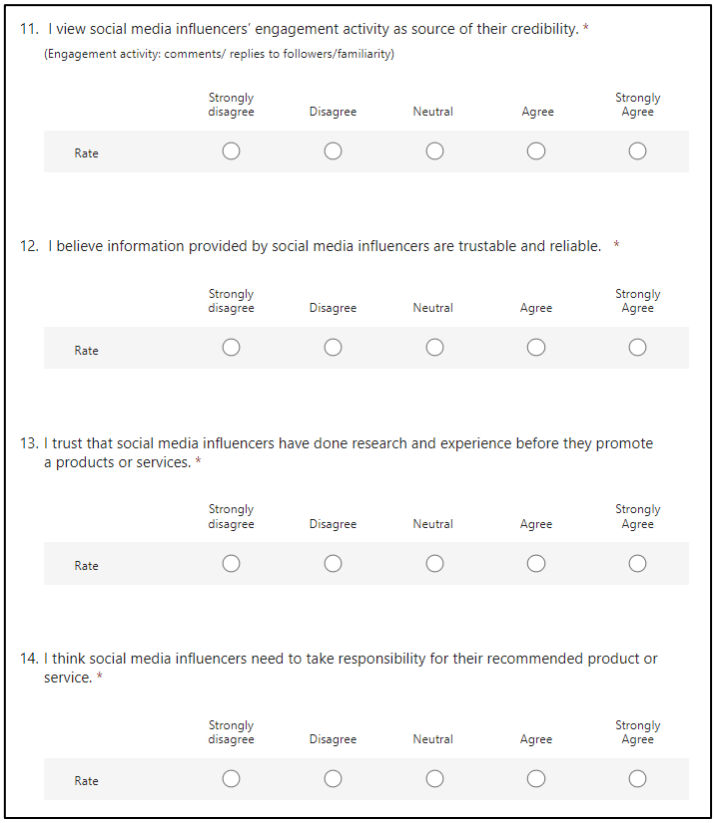
9. I view social media influencers' image and popularity as indication of credibility. *
(Image and Popularity: Involvement in charity, positive news)

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
Rate	○	○	○	○	○

10. I view social media influencers that I favoured with as reliable source of credibility. *

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
Rate	○	○	○	○	○

Figure 3 3: Section C (Social Media Influencers' Credibility)



11. I view social media influencers' engagement activity as source of their credibility. *
(Engagement activity: comments/ replies to followers/familiarity)

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
Rate	○	○	○	○	○

12. I believe information provided by social media influencers are trustable and reliable. *

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
Rate	○	○	○	○	○

13. I trust that social media influencers have done research and experience before they promote a products or services. *

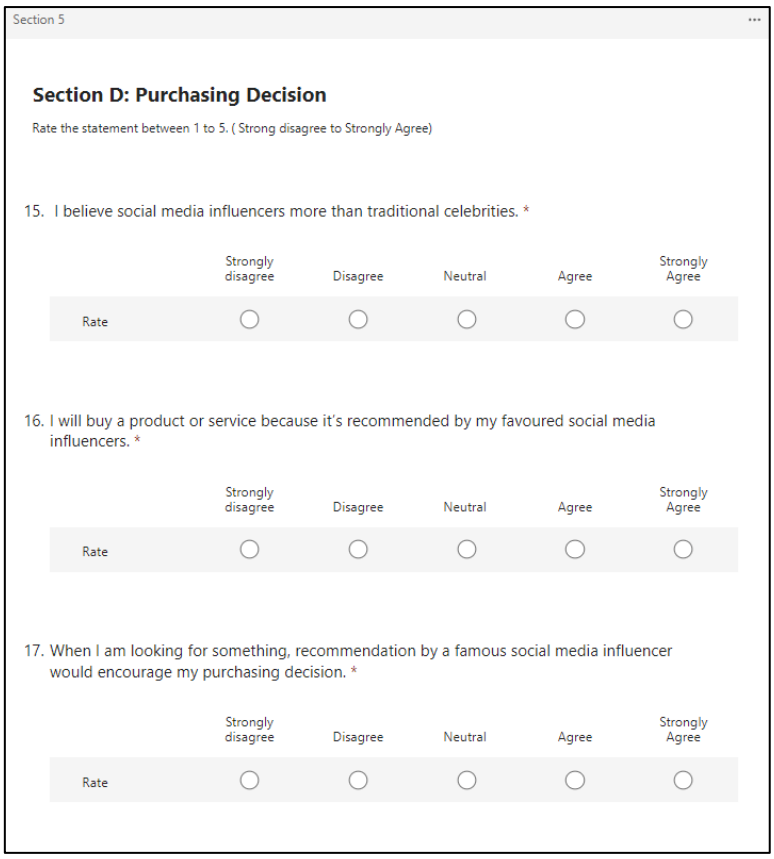
	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
Rate	○	○	○	○	○

14. I think social media influencers need to take responsibility for their recommended product or service. *

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
Rate	○	○	○	○	○

Figure 3 4: Section C (social media influencers' credibility)

In the section C (Refer to Figure 3.3 and Figure 3.4) of the survey, the questionnaire uses Likert scale to measure the respondents' viewpoint on social media influencers' credibility. The Likert scale can help to understand each respondents' consideration they used to judge the social media influencers. This will help us to determine the factors that may or may not affect their thinking on the credibility.



Section 5

Section D: Purchasing Decision

Rate the statement between 1 to 5. (Strong disagree to Strongly Agree)

15. I believe social media influencers more than traditional celebrities. *

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
Rate	○	○	○	○	○

16. I will buy a product or service because it's recommended by my favoured social media influencers. *

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
Rate	○	○	○	○	○

17. When I am looking for something, recommendation by a famous social media influencer would encourage my purchasing decision. *

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
Rate	○	○	○	○	○

Figure 3.5: Section D (purchasing decision)

18. Social media influencers with higher number of followers will affect my purchase decision more than influencers with lower number of followers. *

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
Rate	○	○	○	○	○

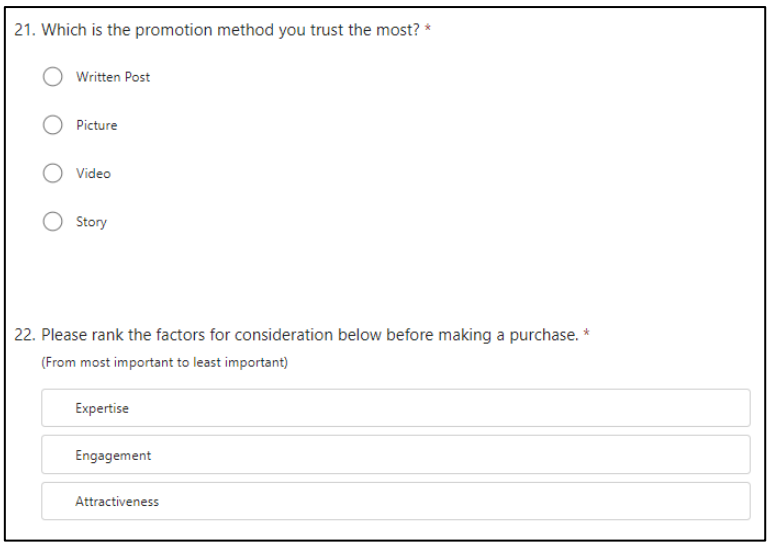
19. I will compare comment from different social media influencers before making my purchase. *

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
Rate	○	○	○	○	○

20. I will buy a product or service recommended by my favoured social media influencer, even when it's unnecessary or not useful to me. *

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
Rate	○	○	○	○	○

Figure 3.6: Section D (purchasing decision)


21. Which is the promotion method you trust the most? *

- Written Post
- Picture
- Video
- Story

22. Please rank the factors for consideration below before making a purchase. *
(From most important to least important)

- Expertise
- Engagement
- Attractiveness

Figure 3.7: Section D (purchasing decision)

Section D (Figure 3.5, Figure 3.6, and Figure 3.7) for the questionnaire is focusing on the buying behaviour and the advertising preference. The section used Likert scale and also nominal scale to let the respondents rate their viewpoint and their preference on advertising.

3.7 Conclusion

Overall in Chapter 3, the research design, research subject, sampling procedure, research procedure and research instrument are discussed and further explained. The details and rational for the survey also included in this chapter. 5 pilot tests were done and total of 50 respondents were collected for the research. The analysis for the data collected will be discussed in the following chapter.

CHAPTER IV: DATA ANALYSIS

In the chapter 4, the content will be focusing on analyse the 50 responses received from Microsoft Form. The questions analysed will help to answer the research objectives and questions, will further prove the relationship for hypothesis in section 2.6. The data provided from Microsoft Form will be used to assist the data analysis.

4.1 Descriptive Analysis

Descriptive analytics is the process of using current and historical data to identify trends and relationships; it's sometimes called the simplest form of data analysis because it describes trends and relationships but doesn't dig deeper (Cote, 2021). For the four sections of questionnaire, the result will be studied with descriptive analysis to understand university students' social media using habits and their opinion on social media influencers.

4.1.1 Section A (Demographics).

Q2. What is your gender?

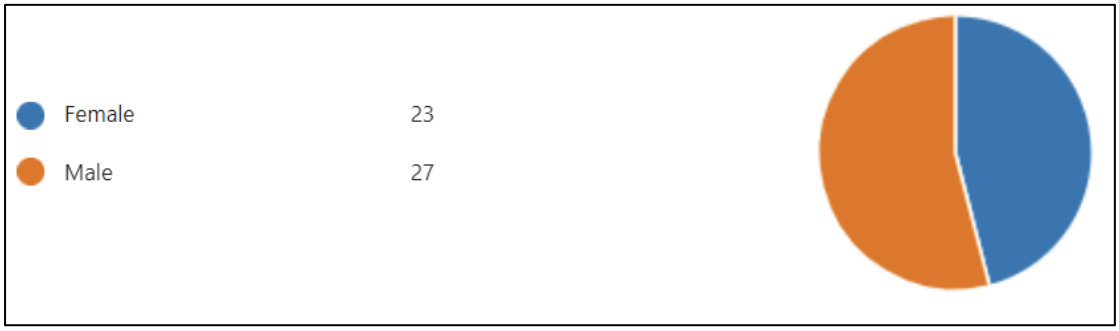


Figure 4.1 Gender

Figure 4.1 shows question that asked respondents about their gender. Out of the 50 respondents participated, 46% of the respondents are female and 54% who responded is male.

Q3. What is your age?

Figure 4.2 Age

In figure 4.2, we can see that majority of the respondents aged between 21 to 23 years old, with 42 out of the 50 respondents are in this age group. 10% of the respondents aged between 18 to 20, while only 6% aged 24 to 26 years old. The reason being degree student mostly aged around 20 to 23 years old in Malaysia.

4.1.2 Section B (Psychographics).

Q5. Which of the social media platform you used the most?

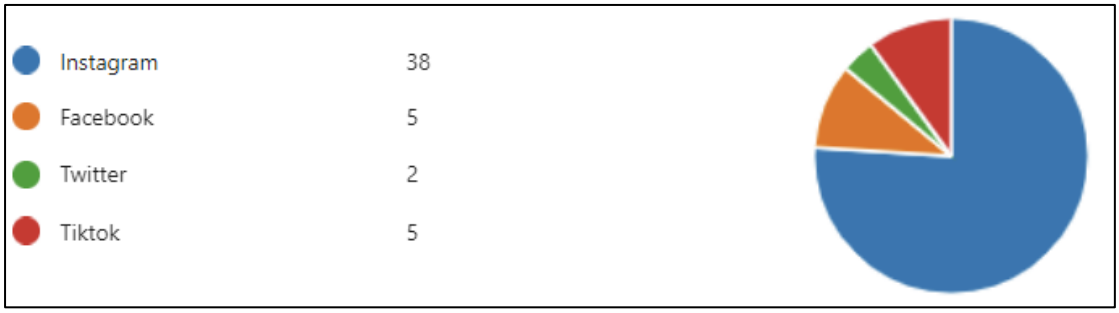


Figure 4.3 Preferred platform

Figure 4.3 asked the respondents the social media platform they used the most normally. 76% of the respondents choose Instagram as their preferred platform, while 20% divided equally between Facebook and TikTok. Twitter is ranked the last with only 2 students choose it. Instagram ranked first as young people favourite that as well as their friends group. Twitter ranked the last as it's not popular generally in Malaysia, according to Oosga (2023), Twitter ranked sixth among the most loved social media platforms in Malaysia with less than 5% vote.

Q6. Do you follow any social media influencers?

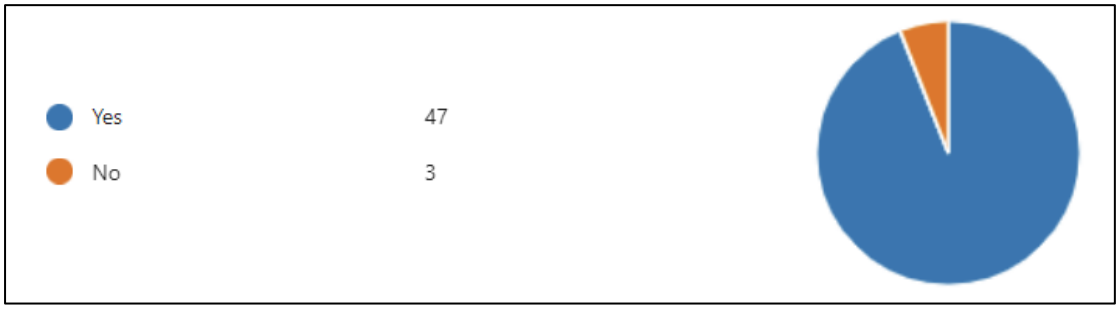


Figure 4.4 Follow social media influencers

From Figure 4.4, we can see that 47 or 94% of the respondents have follow social media influencers on their account. This will boost our study as our main focus is to understand what will make university students believe in social media influencers. There is also a minority of 3 respondents admit they didn't follow any social media influencers.

Q7. Please state the number of social media influencers you are following.

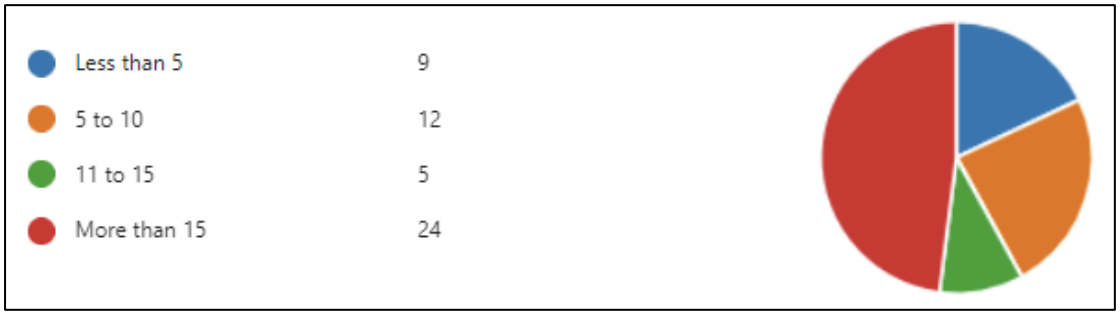


Figure 4.5 Number of social media influencers following

In question 7 of the survey, we can see from Figure 4.5 that most university followed many social media influencers, with 48% of them following more than 15 social media influencers. The second majority is 24% of them following 5 to 10 social media influencers. 18% of the respondents are following less than 5 influencers and 10% following 11 to 15 social media influencers.

4.1.3 Section C (Credibility).

For section C of the questionnaire, we want to understand respondents' viewpoint related to social media influencers' credibility. The use of Likert scale will help us understand the 50 respondents view with rating between strongly disagree to strongly agree.

Q8. I view social media influencers' number of followers as indication of credibility.

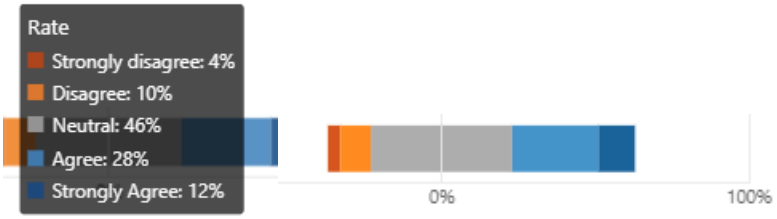


Figure 4.6 Number of followers as credibility

In the question 8 of our survey, we asked the respondents will they rate social media influencers' credibility with the number of following the influencers have. 28% and 12% of students agree to the statement, while 46% of them remain neutral with this statement. The rate for disagree is 10% and 4% of them choose to strongly disagree with viewing credibility through number of followers.

Q9. I view social media influencers' image and popularity as indication of credibility.

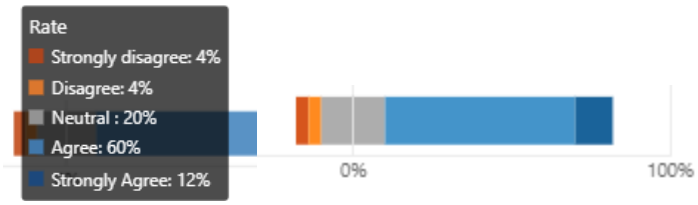


Figure 4.7 Image and popularity as credibility

When asked about social media influencers' credibility with their image and popularity, most respondents feel positive about this statement. With 60% of them feel agree and 12% responded strongly agree, relevant to 36 out of 50 choose positive result. From the remaining respondents, 20% choose to be neutral while 8% tends to disagree or strongly disagree to this statement.

Q10. I view social media influencers that I favoured with as reliable source of credibility.

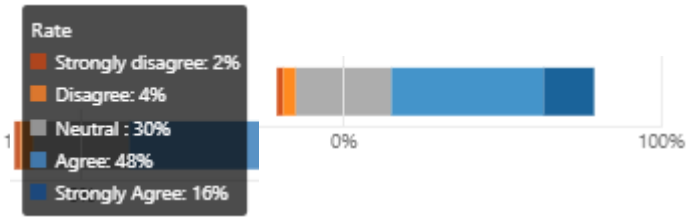


Figure 4.8 Favoured social media influencers

In Figure 4.8, we asked either their favoured social media influencers can boost their confidence for credibility or not. The results show that majority of 48% agree and 16% are strongly agree. On the other hand, 4% of them resulted in disagree and 2% strongly disagree that favoured social media influencers can boost credibility, while the rest 30% feeling neutral to this statement.

Q11. I view social media influencers' engagement activity as source of their credibility.

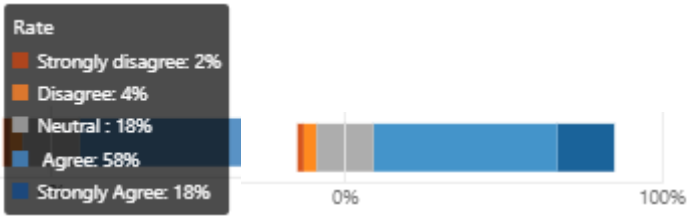


Figure 4.9 Engagement activity

In question 11, we asked the respondents whether engagement activity is a key for credibility. Engagement activity can be referred to comments, reply to followers, interaction with followers. The outcome shows 58% agree to this statement, 18% strongly agree that engagement activity is crucial. Only 6% of them feel disagree or strongly disagree and rest of the respondents remain neutral.

Q12. I believe information provided by social media influencers are trustable and reliable.

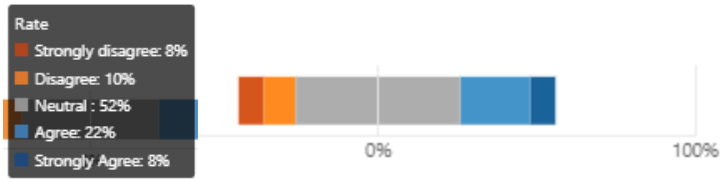


Figure 4.10 Trustable & reliable

For the twelfth question in the survey, most respondents feel neutral for social media influencers reliability, with 52% choose this option. In terms of agree, 22% responded agree and 8% responded strongly agree. On the other hand, total of 10% choose to disagree and 8% strongly reject that social media influencers are trustable.

Q13. I trust that social media influencers have done research and experience before they promote a products or services.

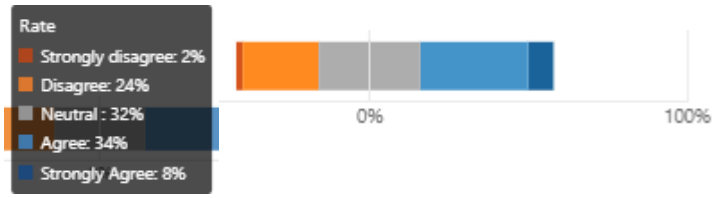


Figure 4.11 Research on products/ services

In the 13th question, we see respondents that agree and feeling neutral are close, with 34% choose to agree while 32% is neutral. The respondents who disagree ranked third on the list with 24% of them choose to disagree that social media influencers have research before promoting to the audiences. The remaining 8% choose to strongly agree and 2% picked strongly disagree to the statement.

Q14. I think social media influencers need to take responsibility for their recommended product or service.

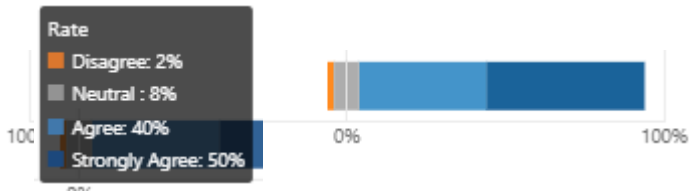


Figure 4.12 Responsibility for promote

When asked about responsibility of social media influencers for their recommended service or product, unsurprisingly that 90% choose either to agree or strongly agree. Only 2% choose to disagree and 8% of respondents feeling neutral. For this question no students choose the option of strongly disagree. We can conclude that majority of university students believe that social media influencers need to be responsible for their promoted product or service.

Q15. I believe social media influencers more than traditional celebrities.

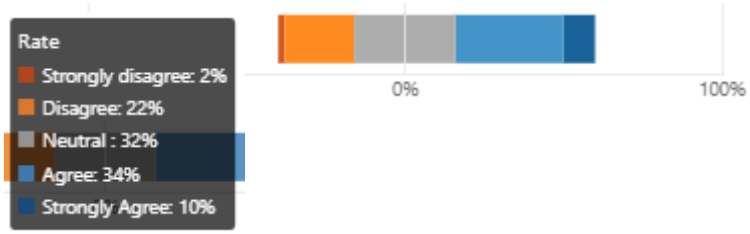


Figure 4.13 Social media influencers VS traditional celebrities

From question 15 of the survey, we can see that social media influencers are overtaking the position of traditional celebrities. While 32% remain open to this situation, 34% of respondents agree and 10% strongly agree to this statement. The people disagree hold 22% of the voters and only 2% strongly disagree that social media influencers more effective when compared to traditional celebrities.

4.1.4 Section D (Purchasing Decision).

Q16. I will buy a product or service because it's recommended by my favoured social media influencers.

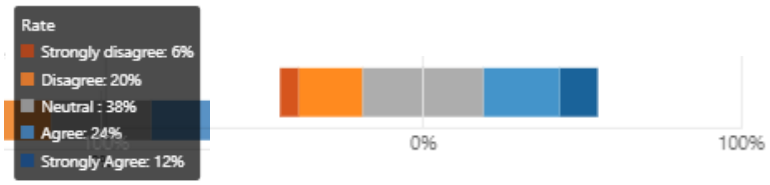


Figure 4.14 Favoured social media influencers and purchasing decision

Refer to Figure 4.14, the respondents answer to question where their favoured social media influencers will boost their purchasing intention or not. Majority of the respondents replied to be neutral with 38%. The rate between agree and disagree come close with 24% choose to agree and 20% disagree to this statement. For strongly agree, there is 12% of respondents picked this option while only 6% of them strongly disagree.

Q17. When I am looking for something, recommendation by a famous social media influencer would encourage my purchasing decision.

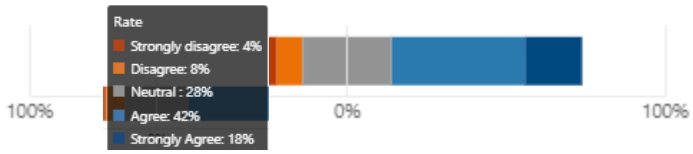


Figure 4.15 Recommendation by famous social media influencers

We can see that recommendation by famous social media influencers will increase purchasing intention, refer to Figure 4.15 where 42% agree and 18% strongly agree. Neutral ranked third with 28% choose this option. Disagree and strongly disagree take the minority with 8% of respondents disagree and only 4% pick the last option.

Q18. Social media influencers with higher number of followers will affect my purchase decision more than influencers with lower number of followers.

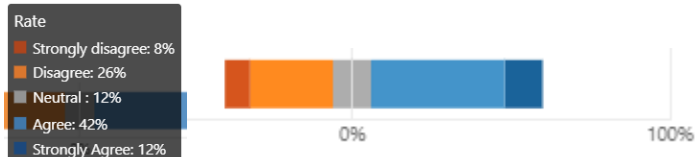


Figure 4.16 Number of followers

For question 18 of the survey, we want to determine whether number of followers will affect university students' purchasing intention. It shows that 42% of respondents think number followers will agree, while 26% of them choose to disagree. Respondents who disagree and neutral have the same percentage, with both recorded 12%. The remaining 8% choose to strongly disagree.

Q19. I will compare comment from different social media influencers before making my purchase.

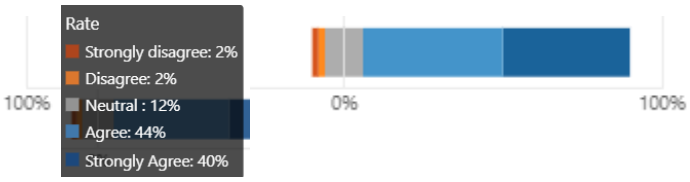


Figure 4.17 Comparison between social media influencers

Refer to Figure 4.17, the respondents have strong support to comparison between different social media influencers before making their purchasing decision. 44% choose to agree and 40% choose to strongly agree. Respondents that remain neutral is 12%, while the disagree and strongly disagree take the minority with 1 voter for each option.

Q20. I will buy a product or service recommended by my favoured social media influencer, even when it's unnecessary or not useful to me.

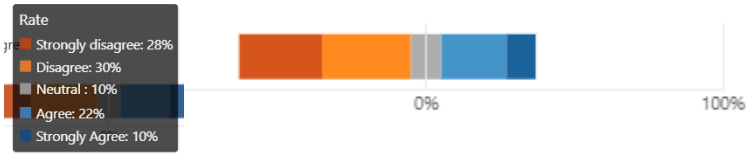


Figure 4.18 Purchase of unnecessary item

In the 20th question of the survey, we asked whether the respondents would purchase unnecessary item when suggested by social media influencers or not. 30% of university students reject that they will buy item that is not useful to them, while 28% choose to strongly agree. 10% of respondents pick the third choice of neutral. Surprisingly that there is 22% of respondents agree to the statement, more shockingly is that 10% of respondents strongly agree to this statement.

Q21. Which is the promotion method you trust the most?

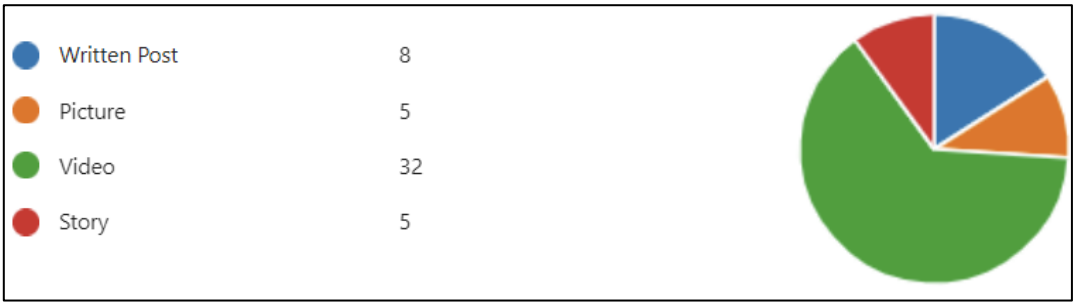


Figure 4.19 Promotion method

From Figure 4.19, we can see clearly that video is the best method of promotion in the mind of university students, 32 out of 50 students prefer video as promo method. Written post is ranked second on the list with 8 respondents. Both picture and story got 5 votes from the respondents.

Q22. Please rank the factors for consideration below before making a purchase.

Figure 4.20 Ranking of factors

We asked the respondents to rank the factors of consideration for their purchasing decision in question 22. The choice of “Expertise” is ranked first, 19 respondents put this as their first choice, 20 respondents put this at their second choice and 11 respondents rank it their third choice. “Engagement” is ranked second on the list of factors. 15 respondents ranked it first, 19 put it second on their rank and 16 placed it on third place. The third choice “Attractiveness”, 23 out of 50 respondents ranked it the third priority when it comes to factors of consideration. 16 of them placed it first place and only 11 ranked it second place. We can conclude that “Expertise” is a crucial factor as 19 prioritize it in their consideration. “Attractiveness” is not so important for university when they are considering for their purchase behaviour, as almost half of them only put it at the third place on the list.

4.2 Central Tendencies Measurement of Construct

Table 4. 1 Central tendencies measurement of construct

Credibility	N	Sum	Mean	Standard Deviation	Variance
I view social media influencers' number of followers as indication of credibility.	50	167	3.34	0.96	0.92
I view social media influencers' image and popularity as indication of credibility.	50	186	3.72	0.88	0.78
I view social media influencers that I favoured with as reliable source of credibility.	50	186	3.72	0.86	0.74
I view social media influencers' engagement activity as source of their credibility.	50	193	3.86	0.83	0.69
I believe information provided by social media influencers are trustable and reliable.	50	156	3.12	0.98	0.96
I trust that social media influencers have done research and experience before they promote a products or services.	50	161	3.22	0.97	0.95
I think social media influencers need to take responsibility for their recommended product or service.	50	219	4.38	0.73	0.53
I believe social media influencers more than traditional celebrities.	50	164	3.28	0.99	0.98

Motive of Credibility			3.58	0.90	0.83
Purchasing Decision	**N**	**Sum**	**Mean**	**Standard Deviation**	**Variance**
I will buy a product or service because it's recommended by my favoured social media influencers.	50	158	3.16	1.07	1.15
When I am looking for something, recommendation by a famous social media influencer would encourage my purchasing decision.	50	181	3.62	1.00	1.02
Social media influencers with higher number of followers will affect my purchase decision more than influencers with lower number of followers.	50	162	3.24	1.20	1.45
I will compare comment from different social media influencers before making my purchase.	50	209	4.18	0.87	0.76
I will buy a product or service recommended by my favoured social media influencer, even when it's unnecessary or not useful to me.	50	128	2.56	1.37	1.88
Motive of Purchasing			3.35	1.10	1.25

In table 4.1, that shows the central tendencies measurement of construct. By using the data collected through Likert scale in questionnaire, we set a rating for strongly disagree to strongly agree, a rating of 1 to 5. 1 being the rating for strongly disagree and 5 is the rating

of strongly agree. We use the data to calculate mean, standard deviation and variance for every question that consists of Likert scale. From the result, we can see that most questions tend to get a result of agree more than disagree the mean for credibility is 3.58 slightly surpass the line of "Agree". While the mean for motive of purchasing gets a rate of 3.35, that shows that the opinion on purchasing is slightly differ and the rate of agreement is lower.

4.3 Discussion

In chapter 2.6 of this study, we stated four hypothesises for this topic. These hypotheses relate social media influencers' attractiveness, expertise, and engagement to the perceived credibility of university students. The perceived credibility will bring a positive effect between university students and social media influencers, which will increase their purchasing intention.

4.3.1 Attractiveness.

From the questionnaire of question 8, 9, and 10, we relate attractiveness traits of social media influencers with the source of credibility they obtained. With the result from chapter 4.1.6. the rate of agree from the respondents is high. From question 8, 30% of our respondents responded agree, 72% of respondents agreed to question 9 while 64% show agree to question 10. From section 4.2, we also can see that mean for these three questions are 3.34, 3.72 and 3.72. Question 8 get a score higher than neutral, while the other two questions score more than 3.5, which is a high score respectively.

From the result, we can determine that university students agree to the fact attractiveness of social media influencers do contribute to their credibility. With majority

of respondents agree to the statement, the hypothesis one of "There is a positive relationship between attractiveness of social media influencers and perceived credibility of university students on social media influencers" accepted and prove to be true situation.

4.3.2 Expertise.

To measure relationship between expertise and credibility, questions 12, 13, and 14 were used to asked about opinion on expertise and the outcome of credibility. Result for question 12 shown 22% agreement and 8% of strongly agree, a less convincing as more respondents choose to remain neutral. But for question 13 and 14, the rate of agreement is 34% and 90% respectively. The mean for each three questions is 3.12, 3.22 and 4.38. Only question 14 provide a majority agreement by the respondents with 90% of agreement rate, question 13 and 14 more people choose the option of remain neutral to the statement.

With the result from question 12, 13, and 14, it is truly convincing that there is a positive relationship between expertise of social media influencers and perceived credibility of university students. With the result tends to be slightly higher than neutral as more respondents choose either neutral or agree. For question 14, the result is 4.32, which is strongly positive. From that, the hypothesis number two is accepted, and expertise is one of the keys for university students to consider a social media influencer as credible and trustable.

4.3.3 Engagement.

In the survey, question 11 were used to test university students' view on engagement activity by social media influencers and does it contribute to the perceived credibility. From the result of question 11, 58% respondents choose to agree and 18% of

them choose strongly to agree to the statement. In the table of tendencies measurement, the mean scored is 3.86 with standard deviation of 0.83 and variance of 0.69. The tendencies shown for this question tell that majority of university students do agree to the fact that social media influencers with higher engagement rate with their followers will create more credibility for their personal image and for their career.

The result from question 11 proved that hypothesis three of "There is a positive relationship between engagement of social media influencers and perceived credibility of university students on social media influencers" is true. The hypothesis is accepted as the result from survey support this statement.

4.3.4 Purchasing Decision.

To test out the relationship between credibility of social media influencers with increasing purchasing intention, section D of the survey is set to understand what can contribute to the purchasing decision of university students. We can see between question 16 to question 20, the mean scored are 3.16, 3.62, 3.24, 4.18, and 2.56. We can see that credibility do contribute to increase of purchasing decision for university students. Except for question 20, where the outcome of result of were expected to be mostly disagree as university students are rational enough to avoid purchasing unnecessary product or service. In other 4 questions, the rate of agreement is high which shown that their purchasing decision will be boosted by social media influencers recommendation.

The result from section D proved that hypothesis number four of the study, where "There is a positive relationship between university students perceived credibility of social media influencers and their purchasing decision" to be true and accepted. As we can tell

that university students will have a higher chance of making the purchase with the motivation by social media influencers.

4.4 Outcome of Hypothesis

Table 4. 2 Outcome of Hypothesis

Hypothesis	**Outcome**
H1: There is a positive relationship between attractiveness of social media influencers and perceived credibility of university students on social media influencers.	Accepted
H2: There is a positive relationship between expertise of social media influencers and perceived credibility of university students on social media influencers.	Accepted
H3: There is a positive relationship between engagement of social media influencers and perceived credibility of university students on social media influencers.	Accepted
H4: There is positive relationship between university students perceived credibility of social media influencers and their purchasing decision.	Accepted

CHAPTER V: CONCLUSION

5.1 Introduction

After previous chapters and data collection, the following chapter will be the conclusion of the study of "Effects of Social Media Influencers on University Students Purchasing Decision". The following chapter will conclude the study with content including main body, the limitations of this study, implications, and recommendations.

5.2 Conclusion of Study

With the study on Effects of Social Media Influencers on University Students Purchasing Decision, the research objective of the study is we would like to understand how social media influencers can affect on university student purchasing decision and learn about the factors university students consider when determining social media influencers' credibility. While for the research questions of the study, we try to understand do social media influencers marketing campaign affect university students' purchasing decision and what is the factors of credibility.

To answer the first research questions, we can say that social media influencers marketing campaign do have a positive impact on university students' purchasing decision. With the result from section 4.3.4, we can see that marketing campaign by social media influencers, like promotion video, story, and post will drag university student attention to the product or service recommended. The intention to purchase will increase when a marketing campaign is conducted, but at the same time the audiences will remain rational and think carefully before making the final decision, this proved by result from question 20 of the survey. From this result, we can conclude that social media influencers marketing is

a useful marketing method to be used when the target audiences are university students or young group aged between 18 to 24.

While for the second research question, we understand that three factors, which are engagement, expertise, and attractiveness are all important factors for university students to consider when they measure social media influencers' credibility. When these three factors for credibility, the chance of increasing the students purchasing decision is high. There is a positive relationship between credibility and purchasing decision, as stated in hypothesis four of the study. The key for a social media influencer to be a good marketing tool is that they should build their credibility and relationship with their audiences.

5.3 Implications of Finding

From our study, we believe the result will be contributing hugely to social media influencers and will as company that interested in adopting influencers marketing to their business. With our finding, we can help social media influencers in determining their way of growing their reputation among the university students. Method that will increase their credibility is a must for them if they have the intention to put university students as their target audience. The factor of success for them would be increase his or her attractiveness, becoming a well-known expertise in certain field before promoting a product or service, as well as engage more with their audiences through reply, comment or mention the audience in their daily content. A social media influencer with credibility and proved to be trustable will have a better value and connection to convince business to use them as a marketing tool.

The other implication from this finding is that business will gain more insight and confident when choosing social media influencers marketing to promote themselves to

university students. To conduct a successful marketing campaign, credibility is a compulsory trait they should never miss out. Choosing the correct candidate for their promotion not only is crucial for the campaign to success, but also to protect the business' image and reputation. As the audience will link the image of social media influencers with the business

5.4 Limitation of Study

For the study, the limitation would be the limitation on sample size. As the research is conducted in a shorter period, the collected sample from UTAR students is limited to only 50 respondents. The smaller sample size may create a slightly inaccurate result as there are a smaller number of opinions included in this study. As UTAR has more than 10,000 students in total, the better option would be collect bigger sample size to include more different opinion across different age group.

The second limitation of the study is that the study limited respondents from UTAR only. The opinion from UTAR students might be differed from other universities like Taylors University, UCSI University, and other higher education. As other students will live in different area around the Klang Valley, the opinion will be different caused by the lifestyle, financial issue, and consumed content from social media. Even for UTAR Kampar campus, the result collected will be different as the campus is located at urban area, which their connection to outside world will be varied.

The other limitation for the study on factors is that this study only chooses three factors to be the focus, which are engagement, expertise, and attractiveness of social media influencers. There are more factors of consideration ignored in the study due to limited time and resource for survey collection. Other factors such as financial status, purchasing

behaviour and purchasing frequency were ignored. These factors will crucially influence purchasing decision of university students also. Besides, there is also more external or individual factors that could not be included in this study due to the limitation of study size.

5.5 Suggestion for Future Study

For any future study related to factors of consideration for university students' purchasing decision and social media influencers affect on university students purchasing decision, the focus can be on other factors that affect the students' purchasing decision. For instance, relate the purchasing decision to their financial status or their familiarity with social media influencers. The other factor future study can focus on is the frequency of exposure to the social media influencers' content and promotion. The study can try to understand whether the purchasing intention will increase or decrease when there is more exposure to the marketing activity.

The other suggestion for any future study would be focusing on factors of credibility. Beside the three factors in this research, study on other factors that will likely increase or decrease social media influencers' credibility could be study to understand deeper into this section. The same method of credibility can also be applied to other study for different marketing tools, such as celebrity and athlete to understand does the same theory applicable on different marketing group. Besides, the same theory can be used on different audience group, including adults, elderly and children to see is there any significant difference.

5.6 Conclusion

To sum up the research of Effects of Social Media Influencers on University Students Purchasing Decision, the result is that social media influencers do affect university students and credibility is a key for increase their purchasing intention. The factors of credibility in the mind of university students are engagement, expertise, and attractiveness of social media influencers. These factors have a positive relationship with credibility, while credibility build a positive relationship with purchasing intention. The research objectives of to understand how social media influencers can affect on university students purchasing decision.and to learn the factors university students view when determining influencers' credibility are both achieved in this study. This study will contribute to social media influencers and business to understand the trend in young people more. The future research can focus on other factors that affect purchasing decision and apply the theory on different group of target audience like adults and elderly.

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APPENDICES

Appendix A

Section A: Demographics

2.What is your gender

-Female

-Male

3.What is your age?

-18-20

-21-23

-24-26

4.Which course are you from?

Ans:

Section B: Psychographic

5.Which of the social media platform you used the most?

-Instagram

-Facebook

-Twitter

-TikTok

6.Do you follow any social media influencers?

-Yes

-No

7.Please state the number of social media influencers you are following.

-Less than 5

-5 to 10

-11 to 15

-More than 15

Section C: Social Media Influencers' Credibility

Rate the statement between 1 to 5. (Strongly disagree to Strongly Agree)

8. I view social media influencers' number of followers as indication of credibility.

9.I view social media influencers' image and popularity as indication of credibility.

(Image and Popularity: Involvement in charity, positive news)

10. I view social media influencers that I favoured with as reliable source of credibility.

11. I view social media influencers' engagement activity as source of their credibility.

(Engagement activity: comments/ replies to followers/familiarity)

12. I believe information provided by social media influencers are trustable and reliable.

13.I trust that social media influencers have done research and experience before they promote a products or services.

14.I think social media influencers need to take responsibility for their recommended product or service.

Section D: Purchasing Decision

Rate the statement between 1 to 5. (Strongly disagree to Strongly Agree)

15. I believe social media influencers more than traditional celebrities.

16.I will buy a product or service because it's recommended by my favoured social media influencers.

17.When I am looking for something, recommendation by a famous social media influencer would encourage my purchasing decision.

18.Social media influencers with higher number of followers will affect my purchase decision more than influencers with lower number of followers.

19.I will compare comment from different social media influencers before making my purchase.

20. I will buy a product or service recommended by my favoured social media influencer, even when it's unnecessary or not useful to me.

21.Which is the promotion method you trust the most?

-Written Post

-Picture

-Video

-Story

22.Please rank the factors for consideration below before making a purchase.

(From most important to least important)

-Expertise

-Engagement

-Attractiveness

Appendix B

Faculty of Creative Industries

Research Project Evaluation Form

Supervisor / Reviewer: _____

Student's Name : _____

Student ID : _____

Programmme : _____

Research Project Title: _____

_____

Instruction: **Please score each descriptor based on the scale provided below:** **(1 = very poor, 2 = poor, 3 = average, 4 = good and 5 = very good)**

Abstract (5%)	**Score**	**Convert**
1. Adequately describes the entire project		
2. States clearly the research problem		
3. Describe briefly and clearly the approach/methodology of the study		
4. Highlights the outcomes/significance of the study		
Sum		
Subtotal (sum / 4)		
Remark:		

Introduction (10%)	**Score**	**Convert**
1. Fitting introduction to the subject of the study		
2. Concepts/definitions well explained		
3. Scope of study well described		
4. Statement of the research problem/research questions		
Sum		
Subtotal (sum / 2)		
Remark:		
Literature Review (15%)	**Score**	**Convert**
1. Latest research/work done in the area of study		
2. Explication of theories used		
3. Constructive discussion on publications in relation to the topic of study		
Sum		
Subtotal (sum *1)		
Remark:		

Methodology (10%)	**Score**	**Convert**
1. Research method explained clearly(inclusive of clear explanation of sampling techniques used, where applicable only)		
2. Appropriate research design/framework/questionnaire		
Sum		
Subtotal (sum * 1)		
Remark:		
Findings & Analysis (20%)	**Score**	**Convert**
1. Data analysis is appropriate		
2. Data analysis is detailed		
3. Pertinent use of diagrams/tables/graphs, correlated with content/Analysis supported by evidence		
4. Clear interpretation, well explained		
Sum		
Subtotal (sum * 1)		
Remark:		

Discussion & Conclusion (15%)	**Score**	**Convert**
1. Appropriate; related to the objective of the study		
2. Shortcomings of the study & recommendations for future study		
3. Conclusion is apt, clear		
Sum		
Subtotal (sum * 1)		
Remark:		
Language & Organization (15%)	**Score**	**Convert**
1. Correct use of English and technical language		
2. APA format is followed		
3. Comprehensiveness of content and presentation		
Sum		
Subtotal (sum * 1)		
Remark:		
Presentation (10%)	**Score**	**Convert**
1. Ability to answer questions from the panel (4 Marks)		
2. Presentation delivery is clear (4 Marks)		
3. Body language (2 Marks)		
Subtotal (sum * 1)		

Remark:		
	TOTAL	**100%**
Penalty: maximum 10 marks for late submission or poor attendance for consultation with supervisor		
	FINAL MARK	**100%**

****Overall Comments:**

Signature: _____ **Date: _____**

Notes:

(1) Sum: The sum of scores for the chapter

(2) Subtotal: Convert scores from the sum of scores for the chapter

(3) Total: The summation of all subtotal score

**It's compulsory for the supervisor/reviewer to give the overall comments for the research project with A & F grading.

Appendix C

FYP Evaluation Form

(Literature-based projects)

Supervisor: _____

Name : _____

Student ID : _____

Program : _____

ProjectTitle: _____

Abstract I. Adequately describe the entire thesis II. State clearly the research problem III. Describe briefly the approach to the research/ work/study IV. Highlight the outcome/significance of the study (impart sufficient depth in argument/discussion)	5 marks	
Context/Background I. Background of author and text II. Information about genre and/or historical time period of the text III. Information about theory/theories used to analyze the text e.g. feminist/Marxist/etc. if any IV. Awareness of academic debates/discussions of text or theories used	15 marks	
Close Reading/Analysis I. Original close reading that extends and expands our understanding of the text II. Analysis that is precise and well-supported by textual evidence III. Adheres to objectives of the project	30 marks	

Relationship of issues/themes to the entire text I. Relating close reading analysis to the text as a whole II. Looking at broader issues/themes in the text and their significance	10 marks	
Relationship of text to other works by the same author (if any) or in the same genre I. Able to relate text to other works or similar themes/issues explored by same author II. Able to relate text to works in the same genre	10 marks	
Organization I. Ideas well organized and flow smoothly II. Ideas in each chapter are coherent and self-contained. III. Relationship of chapter analysis to the thesis as a whole is well-elaborated and logical	10 marks	
Language I. Correct use of grammar and punctuation II. Correct use of technical language	15 marks	
Presentation of Project I. References/appendices correctly cited II. Thesis handed in on time and complete	5 marks	

TOTAL **100 MARKS** _____

Comments:

_____

_____

_____

_____

Signature: _____ **Date: _____**

Appendix D

Checklist

Whole the project		**Done**
1	Font size = 12 points	[ ]
2	Font type = Times New Roman	[ ]
3	No bold	[ ]
4	Italic for statistical symbols	[ ]
5	Margins = the left, top and bottom margins should be 1 inch.	[ ]
6	Spacing = double-spaced	[ ]
7	A4 paper	[ ]
8	No justification for APA; Justification for M LA ETC.	[ ]
9	Number of words = 6,500 to 10,000words (exclude reference and appendices)	[ ]

Abstract

1	Not more than 200 words	[ ]
2	No tab and in one paragraph	[ ]
3	Include the following information	[ ]

a. Statement of the problem,

b. A concise description of participants, the research method and design

c. Summary of major findings

d. Conclusions and suggestion

Level of writing

1	Level one (title of each section) = CENTERED in uppercase	[ ]
2	Level two = flush left, italicized, Title case	[ ]
3	Level three = indented, italicized, sentence case, ending with a period	[ ]

Appendix

1	Appendix materials should be grouped by type, e.g. Appendix A: Questionnaire; Appendix B: Original Data; Appendix C: Result	[ ]
2	Every appendix group starts from a new page	[ ]

Table

1	Tables are numbered consecutively (with Arabic numerals) throughout the research paper (including text and appendices), such as Table 1, Table 2	[ ]
2	Format:	
	a. Type the word Table and its Arabic numeral	[ ]
	b. Flush left at the **top** of the table.	[ ]
	c. Double-space	[ ]
	d. Begin the table title flush left,	[ ]
	e. Sentence case	[ ]
	f. Italicizing the title.	[ ]
	g. Insert into text,	[ ]
	h. Not more than 1 table in a page	[ ]

Figure

1	Figures are numbered consecutively (with Arabic numerals) throughout the research paper (including text and appendices), such as Figure 1, Figure 2…	[ ]
2	Format:	
	a. Type the word Figure and its Arabic numeral	[ ]
	b. Flush left at the **bottom** of the Figure.	[ ]
	c. Follow by the Figure caption flush left,	[ ]
	d. Sentence case	[ ]
	e. Italicizing the caption.	[ ]
	f. Insert into text,	[ ]

g. Not more than 1 figure in a page [ ]

Page header

1 First two or three words from the title [ ]

2 Upper right-hand corner [ ]

3 Sentence case [ ]

4 12 points times new roman [ ]

5 After page header, leave 2-5 spaces, follow by page number [ ]

6 Start from introduction to the last page of appendices [ ]

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1 Blank leaf, title page, acknowledgement and approval sheet = No pagination [ ]

2 Abstract, declaration, table of contents, list of tables, list of graphs, list of plates and list of abbreviations = To be paginated as i, ii, iii… [ ]

3 Introduction, Literature Review, Methodology, Findings & Analysis, Discussion & Conclusion, References and Appendices = To be paginated as 1, 2, 3 [ ]

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Research spine

1 12-point, Times New Roman [ ]

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3 Include the followings: [ ]

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	d. Degree;	
	e. Faculty	
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Submission

1	Two bound copies of research project to supervisor	[ ]
2	A soft-copy in the form of a compact disc to supervisor	[ ]
3	Signed the declaration	[ ]
4	Signed the approval sheet by supervisor	[ ]