IMPACT OF INFLUENCER MARKETING ON CONSUMERS' PURCHASE INTENTION

YEO XIN YI

MASTER OF BUSINESS ADMINISTRATION

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT

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Consumers' Purchase Intention

Yeo Xin Yi

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By

Yeo Xin Yi

This research project is supervised by:

Dr Lee Kwee Fah
Assistant Professor
Department of Accountancy
Faculty of Accountancy and Management

DECLARATION

I hereby declare that:

(1) This Research Project is the end result of my own work and that due acknowledgement has been given in the references to all sources of information be they printed, electronic, or personal.

(2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) The word count of this research report is _____21886_____.

Name of Student: ___Yeo Xin Yi_____

Student ID: ___22UKM06057_ __

Signature: _____

Date: __09th August 2023__

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DV	Consumers' Purchase Intention
TRA	Theory of Reasoned Action
TPB	Theory of Planned Behaviour
MLR	Multiple Linear Regression
SPSS	Statistical Package for Social Sciences

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ABSTRACT

This study aims to examine the impact of influencer marketing on consumers' purchase intention in the context of food and beverage industry. Drawing upon the theoretical frameworks of the Theory of Reasoned Action (TRA) and Theory of Planned Behaviour (TPB), the study investigates the influence of independent variables, including influencer type (IV1), brand familiarity (IV2), sponsorship disclosure (IV3), influencer's expertise (IV4), and trustworthiness(IV5), on consumers' purchase intention (DV) as the dependent variable.

A quantitative research approach was used, and data were obtained from a sample of 230 respondents using an online questionnaire. The findings confirm H1 by indicating that micro-celebrities have a beneficial impact on consumers' purchase intentions when compared to traditional celebrities. The study, however, discovered no significant association between brand familiarity and consumers' purchase intention, resulting in the rejection of H2. Sponsorship disclosure and influencer expertise, on the other hand, were found to have a positive association with consumers' purchase intention, supporting H3 and H4, respectively. Surprisingly, the study discovered that trustworthiness had no effect on consumers' purchasing intentions, hence rejecting H5.

These findings add to our understanding of the efficacy of influencer marketing in food and beverage industry and have practical consequences for marketers and advertisers. The study also cites many limitations, such as time constraints and a regional focus, which provide possibilities for future research to further investigate the dynamics of influencer marketing and its impact on consumer behaviour.

CHAPTER 1

INTRODUCTION

This study aims to thoroughly examine how influencer marketing impacts consumer purchase intentions, considering various factors like the type of influencer (IV1), brand familiarity (IV2), sponsorship disclosure (IV3), influencer's expertise (IV4), and trustworthiness (IV5). In this particular section, we will present the research's background, specify the research's goals, and formulate the key research questions that will steer our analysis towards achieving the desired outcomes. Additionally, we will underscore the significance of this research by highlighting its potential contributions to both practical and theoretical domains.

1.1 Research Background

Wherever we turn our gaze, advertisements inundate us relentlessly. Consequently, we find ourselves overwhelmed in the vast landscape of advertising, causing consumers to view them as mere distractions, leading to a decline in their impact. Lawrence, Deshmukh, and Navajivan (2018) performed a comparison study of digital marketing against traditional marketing. The researchers argued that whilst traditional marketing methods which include print ads, radio and television commercials, and billboards were successful in the past, they are losing effectiveness in the digital era. The advent of the Internet and advancements in information and communication technology have significantly facilitated global human communication. This has resulted in a communication revolution and a new approach to handling user interactions. The Internet has emerged as a powerful global media source, playing a crucial role in the process of globalization. Moreover, it has greatly supported corporate activities in the increasingly competitive business landscape, where the entire world is now seen as a potential market. Amidst these changes, influencer marketing has rapidly become a significant component of twenty-first-century marketing, thanks to the vast opportunities presented by the Internet. Influencer marketing stands out from traditional marketing strategies when it comes

to reaching potential customers. As a marketing tactic, it offers diverse potential outcomes and advantages.

Influencer marketing is a rapidly expanding business in Malaysia, despite being a relatively new marketing strategy. This form of advertising, often known as "digital word-of-mouth marketing," utilizes individuals called "social media influencers" to promote products and services through various social media platforms. These influencers are often compensated with money, freebies, or heavily discounted offerings in return for their endorsements. According to Smith et al. (2018), individuals who have a substantial following on social media platforms such as Twitter, Instagram, and Facebook are commonly referred to as "influencers." Several research studies have consistently shown that these social media influencers have a remarkable impact on customers' purchasing decisions compared to other reference groups. As a result, marketing campaigns that involve these influencers have proven to be highly effective. This effectiveness can be attributed to their widespread appeal and the strong connections they establish with their followers, as indicated by Barker (2017), Berger (2012), Ewers (2017), Smith et al. (2018), and Woods (2016). Considering Malaysia's high mobile phone penetration rate of 91.2%, as reported in the 2020 Malaysian Communications and Multimedia Commission (MCMC) Internet Users Survey, utilizing celebrities for marketing purposes on social media would undoubtedly reach a significant portion of Malaysian users. This represents an increase from the previous year's figure of 87.4%. The poll also revealed that 86.5% of Malaysia's mobile phone users were smartphone owners. According to Mohd Razli et al. (2022), influencer marketing has experienced substantial development and change in Malaysia, owing to the country's growing number of internet users and smartphone ownership. They additionally recognize the most famous approaches to influencer marketing used in Malaysia, as well as the challenges encountered by industry marketers.

The central emphasis of this study is to investigate the influence of influencer marketing on consumer purchase intentions, which is a pivotal aspect often examined in attitude studies (Bagozzi et al., 1979). Purchase intentions serve a multitude of purposes and offer valuable insights into various perspectives. The study seeks to provide new insights into consumers' purchasing intentions, specifically in the food and beverage industry, by examining the influence of influencer marketing. The ultimate objective is to assist marketers in making more informed decisions based on the findings.

1.2 Statement of Problem

The significance of influencer marketing and its influence on consumers' purchase intention has been widely recognized, as evidenced by numerous global research studies.

In advanced economies, the impact and significance of influencers on consumer purchase intention have been thoroughly examined and well-established. For instance, Bu, Parkinson, & Thaichon (2022) conducted a study using an online survey with 910 American respondents as a sample. The outcome indicated that influencer marketing has a favourable effect based on a customer's collaborative behaviour which is positively linked to their expected brand equity and purchasing intent. The collaborative creation of value for customers serves several purposes, and para-social links influence the relationship between homo compatibility and consumer-engaging behaviour. As a whole, the study found a positive relationship between influencer marketing and customer behaviour.

In a comprehensive study conducted by Jarrar, Awobamise, & Aderibigbe (2020) across North America and Europe, a comparison was made between the effectiveness of influencer marketing and social media sponsored advertising. The findings revealed that influencer marketing outperformed social media sponsored advertising in terms of influencing consumer purchase intention. Notably, consumers perceived influencer marketing to be more authentic and trustworthy, leading to a stronger impact on their purchasing decisions. These insights underscore the significant role that influencers play in shaping consumer behaviour and highlight the importance for businesses to strategically incorporate influencer marketing into their advertising campaigns to enhance brand engagement and drive sales in both regions.

According to a Rakuten Insight survey conducted in 2020, a noteworthy 59% of Malaysian respondents revealed that they had made product purchases based on recommendations from influencers. This finding underscores the influential role social media influencers play in the Malaysian market. Moreover, the survey revealed that a majority of Malaysians follow at least one social media influencer, indicating the substantial impact and wide-ranging reach these individuals have in shaping consumer decisions. As the digital landscape continues to evolve, businesses are increasingly recognizing the importance of leveraging influencer marketing to effectively connect with their target audience and drive brand engagement in Malaysia.

Despite numerous research studies exploring the influence of influencer marketing on consumer purchase intention in sectors like fashion (Chetioui et al., 2020), cosmetics (Abraham et al., 2022), and tourism (Sesar et al., 2021, 2022), a noticeable research gap exists in the food and beverage industry. The lack of comprehensive investigation into the specific impact of influencer marketing within this sector warrants further attention. Therefore, this study seeks to address this gap by conducting a detailed examination of the role influencers play in shaping consumer behavior and purchase decisions within the food and beverage domain. The findings from this research endeavor will provide valuable insights for businesses aiming to optimize their marketing strategies in this lucrative industry.

Examining the use of online marketing influencers in the Malaysian food and beverage industry and its effects on consumers' purchasing intentions is vital. Understanding how influencers impact preferences and behaviours can optimize marketing strategies and enhance brand-consumer relationships in the growing realm of online shopping.

1.3 Research Objective and Research Question

1.3.1 Research Objective

1.3.1.1 General Research Objective

To study whether there is an impact of influencer marketing on consumers' purchase intention?

1.3.1.2 Specific Research Objectives

1. To study whether there is a relationship between influencer type and consumers' purchase intention.

2. To study whether there is a relationship between brand familiarity and consumers' purchase intention.

3. To study whether there is a relationship between sponsorship disclosure and consumers' purchase intention.

4. To study whether there is a relationship between influencer's expertise and consumers' purchase intention.

5. To study whether there is a relationship between trustworthiness and consumers' purchase intention.

1.3.2 Research Question

1.3.2.1 General Research Question

What are the impacts of influencer marketing on consumers' purchase intention?

1.3.2.2 Specific Research Questions

1. Is there a significant relationship between influencer type and consumers' purchase intention?

2. Is there a significant relationship between brand familiarity and consumers' purchase intention?

3. Is there a significant relationship between sponsorship disclosure and consumers' purchase intention?

4. Is there a significant relationship between influencer's expertise and consumers' purchase intention?

5. Is there a significant relationship between trustworthiness and consumers' purchase intention?

1.4 Significant of the Study

1.4.1 Practical Significance

In recent years, the growth of influencer marketing has been unprecedented, and its effectiveness in driving consumer trust, brand recognition, and other benefits is undeniable. For companies seeking to enhance their marketing strategies and expand their businesses, developing a strong influencer marketing plan can be the key. Understanding the many aspects of influencer marketing and their impact on customer purchase intent is critical for practical purposes. This study provides valuable insights into various components of influencer marketing that can influence consumers' purchase intention, thereby assisting businesses in developing effective marketing plans and promoting their products. Through this study, essential and valuable insights are presented concerning different aspects of influencer marketing that can sway consumers' purchase intentions. This valuable information aids businesses in devising effective marketing strategies and promoting their products successfully.

The study delves into various components of influencer marketing that have an impact on a consumer's purchase intention. For instance, understanding the relationship between the type of influencer and the likelihood of a consumer making a purchase can guide businesses in selecting the most suitable influencers to collaborate with for promoting their brands and products. By considering the practical implications of this study's findings, businesses can leverage influencer marketing as a powerful tool to promote their products and expand their reach. Incorporating these insights into marketing strategies can result in improved brand recognition, consumer trust, and overall business growth.

1.4.2 Theoretical Significance

This research focuses on exploring the factors that influence consumers' intention to make purchases. By incorporating the theories of reasoned action and planned behaviour as the theoretical framework, the study aims to provide valuable and novel insights to enhance the existing knowledge in the field. By shedding light on the determinants of purchase intention, this research contributes to the current landscape of consumer behaviour studies. Drawing from the theory of reasoned action, the study explores the significant influence of attitudes and subjective norms on intentions, which, in turn, impact behaviour. In contrast, the theory of planned behaviour introduces the crucial concept of perceived behavioural control, which exerts a substantial effect on behaviour and expands the scope of the theory of reasoned action. Through an in-depth analysis of the correlation between the independent variables (influencer type, brand familiarity, sponsorship disclosure, trustworthiness, and influencers' expertise) and consumers' purchase intention, this research extends and enriches these established theories. By shedding light on the potential ways in which these variables may influence attitudes, subjective norms, perceived behavioural control, and ultimately behaviour, the study seeks to validate the predictions put forth by these theories. For instance, the research can explore how the type of influencer, whether traditional celebrities or micro-celebrities, impacts consumers' attitudes toward the product and their subjective norms concerning the product, subsequently influencing their purchase intention. Furthermore, the study can delve into the effects of sponsorship disclosure and trustworthiness on perceived behavioural control, thereby influencing consumers' behaviour in the process. By broadening our understanding of the interplay between these variables and the theories of reasoned action and planned behaviour, this research holds promise for guiding businesses in their marketing strategies. Armed with these insights, companies can devise more effective approaches to leverage influencer

marketing, enhance brand recognition, build consumer trust, and ultimately foster positive behavioural outcomes. As influencer marketing continues to reshape the marketing landscape, research like this plays an instrumental role in illuminating the mechanisms driving consumer behaviour and informing evidence-based decision-making for businesses aiming to thrive in today's competitive market.

CHAPTER 2

LITERATURE REVIEW

2.1 Influencer Marketing

Influence is defined as the capability or capacity of an individual or a group to influence the actions, opinions, or decisions of another individual or group (Hogg, Vaughan, 2018). An influencer is a person who has the ability to influence or modify the opinions, attitudes, beliefs, or behaviours of a group of people. They typically do this through their online presence, notoriety, and position of authority in a given area or industry (Lin, Li, & Liang, 2021). Influencer marketing is a sort of marketing in which businesses and advertising agencies work with selected influencers to generate and/or distribute sponsored content to the influencers' followers as well as the brands' target audience (Yodel, 2017).

Ye et al.'s bibliometric analysis of the value of influencer marketing for companies was done in 2021. They discovered that influencer marketing may also assist companies in a number of ways, such as through boosting recognition of the brand, boosting consumer loyalty, and improving perception of the brand. The results of a unique research by Vrontis et al. (2021) revealed that the use of social media influencer marketing has a widespread effect on consumer attitudes, behaviours and purchase choices. The effectiveness of influencer marketing, according to the authors, is influenced by some of variables, which consist of the influencer's truthfulness and trustworthiness, communication and involvement with their followers, and fit among the influencer and the business.

On the other hand, Lou and Yuan (2019) look into how customer trust in branded content on social media in the context of influencer marketing is affected by message value and credibility. This study demonstrates that the influence of message value on trust is greater when the source is perceived as more reliable. The authors claim that a key element in determining customer confidence is the apparent authority of the influencer. Brands should carefully select and

manage their relationships with influencers, according to the authors, and make sure that their content is in line with the organization's fundamental values and messaging.

2.2 Underlying Theory

2.2.1 Theory of Reasoned Action (TRA)

The Theory of Reasoned Action (TRA) is a prominent social psychology theory elucidating how attitudes and subjective norms influence human behaviour. Pioneered by Martin Fishbein and Icek Ajzen in the late 1960s, TRA has become a widely-applied framework for studying diverse behaviours, encompassing consumer choices, organizational decisions, and health-related actions. Its enduring relevance in various fields attests to its significance as a robust model for understanding and predicting human actions based on attitudes and social influences.

Figure 1: Theory of Reasoned Action
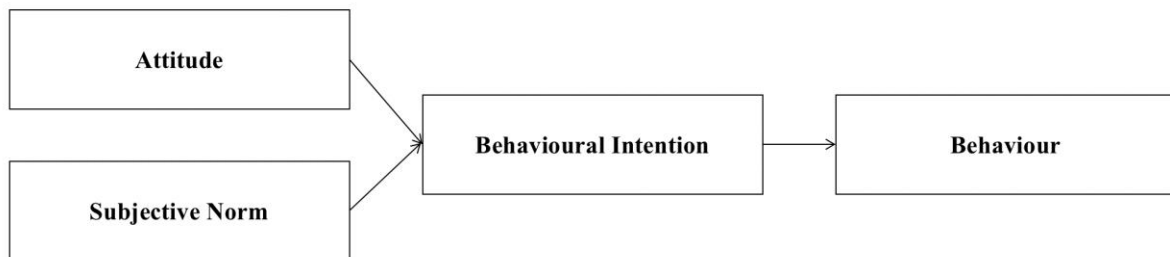
Note. Adapted from Madden, T. J., Ellen, P. S., & Ajzen, I. (1992).

The Theory of Reasoned Action (TRA) posits that an individual's intentions to engage in a particular behaviour are determined by two key factors: their attitude toward the behaviour and subjective norms. Subjective norms involve the social pressures an individual perceives from important others, influencing whether they should or should not engage in the behaviour. These pressures are based on the individual's perception of what significant others expect from them. On the other hand, an individual's attitude reflects their personal evaluation of the behaviour, whether it is viewed positively or negatively. Together, these elements shape and predict human behaviour across a wide range of contexts.

The Theory of Reasoned Action (TRA), initially proposed by Fishbein in 1967 and later expanded upon by Fishbein and Ajzen in 1975, has found extensive applications in studying various behaviors across different domains. Notably, TRA has been utilized to understand health-related actions like smoking (Fishbein, 1979), alcohol consumption (Ajzen & Fishbein, 1980), and condom usage (Sheeran & Taylor, 1999). Moreover, it has been effectively employed to investigate consumer behaviors, including purchase decisions (Ajzen & Fishbein, 1980), and managerial behaviors, such as employee turnover (Hom & Hulin, 1979). The versatility of TRA in examining diverse actions underscores its significance as a valuable framework for comprehending human behavior in various contexts.

2.2.2 Theory of Planned Behaviour (TPB)

Psychologist Icek Ajzen formulated the Theory of Planned Behaviour (TPB), which sheds light on how attitudes, subjective norms, and perceived behavioural control impact individuals' objectives and consequent actions. According to TPB, behavioural intentions serve as the most accurate indicators of actual behaviour. People's attitudes towards a specific behaviour, their perceptions of social norms surrounding that behaviour, and their belief in their ability to control the behaviour all play pivotal roles in shaping their intentions (Ajzen, 1991). This comprehensive framework offers a deeper understanding of human decision-making and actions across various contexts.

Figure 2: Theory of Planned Behaviour
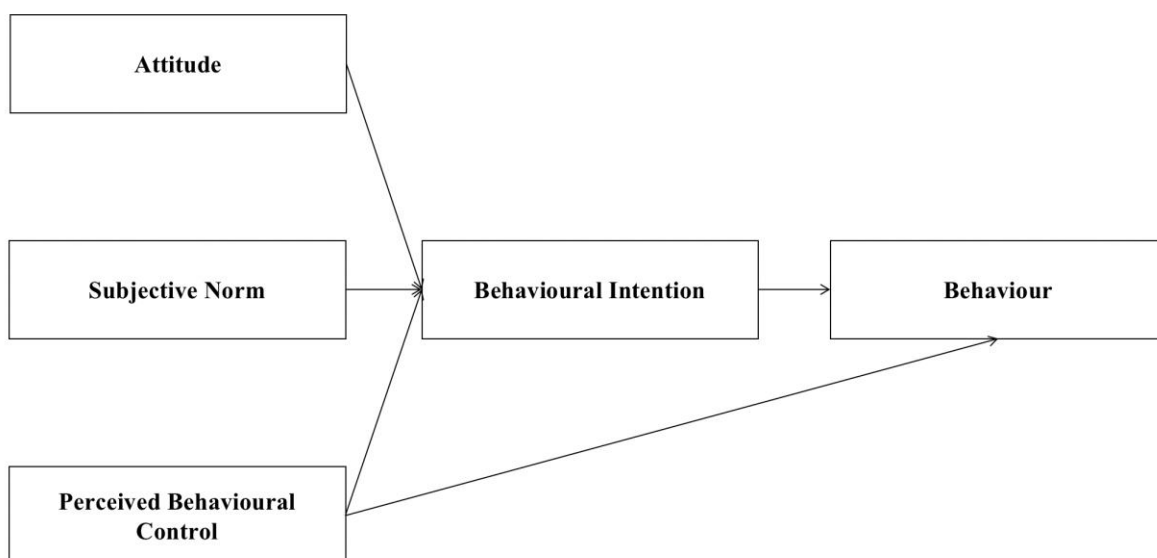
Note. Adapted from Madden, T. J., Ellen, P. S., & Ajzen, I. (1992).

The Theory of Planned Behaviour (TPB), proposed by Icek Ajzen in 1991, offers a comprehensive model for understanding human behavior and decision-making processes. TPB posits that a person's attitudes toward a specific behavior are shaped by their beliefs about the outcomes associated with that behavior. Additionally, subjective norms play a crucial role by reflecting the individual's perception of social pressure to either engage or abstain from the behavior. Moreover, perceived behavioral control, which considers both internal and external factors, involves the belief in one's ability to successfully carry out the behavior. By integrating cognitive factors, TPB provides a robust framework that enhances our understanding of the complexities of human behavior across various contexts and situations.

The Theory of Planned Behaviour (TPB) has garnered substantial empirical support through numerous research studies examining its predictive power across various behaviours and diverse groups. For instance, in the domain of health behaviours, TPB has been applied to understand factors influencing cigarette smoking cessation and engagement in physical activity (Armitage & Conner, 2001; Plotnikoff et al., 2010). Furthermore, TPB has been utilized to explore environmentally friendly behaviours (Bamberg & Moser, 2007) and managerial behaviours like job performance and organizational citizenship behaviour (Armitage & Christian, 2017; Dumdum, Lowe, & Avolio, 2013). These studies highlight the versatility and applicability of TPB in understanding human behaviour across different contexts.

2.3 Examination of Independent and Dependent Variables

2.3.1 Influencer Type

The categorization of influencer types could further be separated into both traditional celebrities and micro-celebrities.

2.3.1.1 Traditional Celebrities

For decades, traditional celebrities have been a staple in marketing and promotional campaigns, leveraging their popularity and success to enhance the visibility and appeal of products or services they endorse. However, in recent years, social media influencers have emerged as a

compelling alternative, gaining widespread popularity. Their ability to connect with niche audiences and foster authentic engagements has made them a sought-after choice for brand collaborations. Nonetheless, traditional celebrities continue to play a significant role in advertising and marketing efforts, as their enduring star power and broad appeal remain influential in reaching diverse consumer segments.

The utilization of traditional celebrities in marketing and advertising offers several key advantages. Research indicates that celebrities can significantly enhance brand awareness and credibility (Gupta & Jha, 2013). Their association with a company positively influences consumers' perceptions, leading to an increased likelihood of making a purchase (Erdogan, 1999). Furthermore, in today's crowded media landscape, celebrities can effectively capture consumers' attention and enhance ad recall (Dean & Biswas, 2001). These benefits underscore the enduring appeal and impact of traditional celebrities in amplifying brand messaging and driving consumer engagement.

Despite the advantages, there are significant drawbacks to using conventional celebrities in marketing and promotion. A major concern is the potential for negative publicity if a celebrity endorser becomes embroiled in a scandal or controversy (Choi & Rifon, 2012). Such associations can tarnish the company's reputation, leading to decreased customer loyalty and trust. Moreover, consumers are increasingly skeptical about the authenticity of celebrity endorsements that appear solely driven by financial gain (Liu, 2006). As a result, companies may face challenges in maintaining credibility and sustaining long-term brand-consumer relationships. Balancing the allure of traditional celebrities with these potential risks has become a critical consideration in contemporary marketing strategies.

The effectiveness of traditional celebrities in marketing and promotion is influenced by several variables. One crucial factor is the celebrity's compatibility with the company or product being endorsed (Till & Busler, 2000). Research indicates that a strong fit between the brand and the celebrity can enhance effectiveness, as consumers perceive the celebrity as a trustworthy and credible source of information. Moreover, the celebrity's expertise and competence in a particular field play a vital role in determining their impact as an endorser (Till & Shimp, 1998). When the celebrity possesses relevant knowledge and skills, their endorsement is more likely to resonate with consumers and positively influence their purchasing decisions. Careful

consideration of these factors is essential in maximizing the benefits of traditional celebrity endorsements while mitigating potential drawbacks.

The level of involvement of traditional celebrities in a marketing campaign can significantly impact their effectiveness in advertising (Dean & Biswas, 2001). Research indicates that celebrities who actively participate in the campaign's development and implementation tend to be more successful than those solely employed for endorsing the product or service. Such highly-involved personalities are perceived as having a greater stake in the campaign's success, fostering a sense of sincerity and reliability among consumers. Their genuine commitment to the brand and message enhances the credibility of the endorsement, making it more persuasive and influential. Brands that foster deeper collaborations with celebrities stand to benefit from a more authentic and impactful marketing approach.

2.3.1.2 Micro Celebrities

In recent years, the rise of micro-celebrities, also known as social media influencers, has transformed them into a prominent advertising and marketing resource. With substantial social media followings and recognized expertise in specific domains (Marwick & Boyd, 2011), these influencers have become highly sought-after by brands. Their unique capability to connect with niche audiences in an authentic manner has proven instrumental in helping companies reach targeted markets and establish meaningful connections with consumers. As the influencer marketing trend continues to flourish, businesses are increasingly recognizing the power of these influential individuals in driving brand engagement and loyalty.

One of the significant advantages of using micro-celebrities in marketing and promotion is the perceived sincerity and dependability they offer (Gao, Wang & Huang, 2020). Research demonstrates that micro-celebrities are often more respected than conventional celebrities due to their ability to establish intimate and relatable connections with their fan base (Chen & Lin, 2018). Furthermore, opting for micro-celebrities can be a more cost-effective choice for brands, as they typically charge smaller endorsement fees compared to traditional celebrities (Hilvert-Bruce, Neill & Sargeant, 2020). Their ability to authentically engage with niche audiences and offer budget-friendly collaborations makes micro-celebrities a compelling and increasingly popular choice for contemporary marketing strategies.

Despite the advantages, concerns exist regarding the effectiveness of micro-celebrities in marketing and promotion. The prevalence of fake followers and engagement is a major worry, as it can undermine credibility, trust, and the overall impact of the endorsement (Gao et al., 2020). Additionally, the regulation of micro-celebrity endorsements raises apprehensions, leading many countries to introduce laws and rules to ensure transparency and disclosure (Duffett & Alsharairi, 2018). Brands must be vigilant in verifying the authenticity of micro-celebrities' audiences and partnerships to maintain the integrity of their marketing efforts and build enduring relationships with consumers based on honesty and trust.

The effectiveness of micro-celebrities in marketing and advertising is influenced by several critical variables. A crucial factor is the compatibility between the micro-celebrity and the business or product being promoted, as studies indicate that when there is a direct connection, consumers perceive the endorsements as more trustworthy and sincere (Zhu, Leng & Fang, 2020). Moreover, the level of interaction and involvement of micro-celebrities with their fan base plays a vital role in determining their success as endorsers, as authentic engagement fosters stronger connections and resonates with audiences (Liu, Gao & Jiang, 2019). Furthermore, the marketing and financial performance of micro-celebrities are affected, and studies reveal that creating sincere, educational, and entertaining content can significantly enhance the effectiveness of their endorsements (Fernandez-Vázquez, Rodrguez-Vázquez, & López-Garca, 2021). Tailoring content formats, such as photos or videos, to suit the preferences of the target audience further amplifies the reach and impact of micro-celebrity endorsements, making them a compelling and influential tool in modern marketing strategies

2.3.2 Brand Familiarity

Brand familiarity holds significant importance for consumers when making decisions, as it can profoundly impact brand choice, loyalty, and purchasing behaviors (Keller, 2016). The level of awareness and prior exposure a consumer has with a brand is termed as brand familiarity (Yoo & Donthu, 2001). Research indicates that brand familiarity can influence consumer behavior in diverse ways, both favorable and unfavorable, contingent on the specific situation and the type of product or service (Bridson & Evans, 2019). Consumers' familiarity with a brand can create a sense of comfort and trust, leading to increased likelihood of choosing and sticking with the brand. However, in certain circumstances, excessive familiarity may lead to

complacency, reducing the consumer's inclination to explore other options. Striking a balance in brand familiarity is critical for brands to effectively engage and retain consumers.

Research has shown that brand familiarity exerts a significant influence on consumer trust, preference, and purchase intent, particularly with hedonic products, such as luxury goods or experiences, where it enhances the emotional connection with the brand (Völckner & Hofmann, 2017; Sun & Chiou, 2017). Moreover, brand familiarity can act as a quality indicator, reducing perceived risk and increasing the likelihood of a purchase (Batra & Ahtola, 2018). Consumers tend to gravitate toward familiar brands, perceiving them as more reliable and trustworthy, leading to a stronger inclination to choose and invest in these brands. For marketers, understanding the impact of brand familiarity is vital for effectively positioning products and fostering enduring consumer relationships.

While brand familiarity can undoubtedly have positive effects, it also carries the inherent risk of negative consequences, such as boredom, apathy, or brand exhaustion (Hagtvedt & Patrick, 2017). This effect is particularly evident in the context of utilitarian goods, where practical attributes take precedence over emotional appeals (Pons & Latour, 2019). In such cases, customers may actively seek novelty or variety, leading to reduced brand loyalty and a decreased willingness to make repeat purchases (Riefler & Diamantopoulos, 2017). To navigate this delicate balance, marketers must be mindful of finding the right equilibrium between familiarity and novelty to maintain consumer interest and engagement. By continuously refreshing and reinventing their brand messaging, product offerings, and customer experiences, marketers can ensure that brands remain fresh and appealing, thus retaining a loyal customer base for the long term.

The impact of brand familiarity can be contingent on the level of customer involvement or motivation (Eisend & Schuchert-Güler, 2017). High-engagement customers may utilize familiarity as a heuristic or decision-making shortcut. In contrast, less interested or unengaged customers may be more susceptible to feelings of boredom or disengagement (Kardes & Cronley, 2022). To effectively navigate these dynamics, marketers must comprehend the interplay between brand familiarity and customer involvement. By tailoring strategies that resonate with different consumer segments, brands can maintain lasting appeal and relevance. This understanding empowers marketers to craft personalized approaches that capitalize on

familiarity for engaged customers while rejuvenating the brand experience for less involved consumers, ultimately bolstering overall brand loyalty and success.

2.3.3 Sponsorship Disclosure

In influencer marketing and promotion, sponsorship disclosure plays a vital role. Disclosure refers to the practice of informing consumers that the content they are viewing is sponsored or paid for by a brand or company. This crucial practice fosters transparency, builds consumer confidence, and ensures compliance with relevant laws (Campbell & Mohr, 2020). By being transparent about the relationship between influencers and brands, consumers can make more informed decisions, and brands can maintain trust and credibility in their marketing efforts. Implementing effective sponsorship disclosure practices is essential for ethical and successful influencer marketing campaigns.

Extensive research has demonstrated that disclosure of sponsorship significantly impacts consumer behaviour, particularly their attitudes and perceptions toward sponsored content (Chen & Lin, 2018). Consumers tend to perceive disclosed content as more reliable, authentic, and credible, fostering increased brand loyalty and positive word-of-mouth (Milton & Greenhalgh, 2020). Moreover, disclosure plays a critical role in maintaining transparency and trust between influencers and their audiences. When there is a mismatch between the sponsor and the content, disclosure becomes even more crucial, as it helps reduce the impact of influencer persuasion and consumers' cognitive dissonance, ensuring that consumers can make informed decisions and maintain confidence in the authenticity of the content (Smit & Neijens, 2020). Implementing effective sponsorship disclosure practices is thus essential for both ethical influencer marketing and building lasting consumer relationships.

To ensure transparency and compliance with relevant laws and regulations, like those set forth by the Federal Trade Commission (FTC) in the United States, sponsorship disclosure is crucial in influencer marketing (Campbell & Mohr, 2020). Research indicates that consumers generally prefer disclosure and view it as a moral and responsible practice (Liu, Huang, & Zhang, 2021). However, the effectiveness of disclosure can be influenced by various factors, such as the timing, location, and format of the disclosure (Lopez, Hudders, & Cauberghe, 2018). For instance, disclosures placed at the beginning of a sponsored post tend to be more effective than those placed in the middle or at the end. Understanding how these variables impact disclosure efficacy is essential for marketers to optimize transparency and trust among consumers. By implementing disclosure practices that align with consumer preferences and expectations, brands can foster a more authentic and credible influencer marketing approach.

Influencers' and advertisers' disclosure behaviour is subject to various influencing variables, encompassing perceived regulatory pressure, societal norms, and the benefits and risks associated with disclosure (Lopez et al., 2018). Research reveals that the level of regulatory enforcement and pressure significantly impacts disclosure behaviour (Oberst, Proksch & Buhmann, 2019). Additionally, social expectations and norms, such as those established by industry executives or peer influencers, play a role in shaping disclosure behaviour (Milton & Greenhalgh, 2020). Moreover, influencers' perceptions of the advantages and disadvantages of disclosure, such as the possibility of reduced engagement or negative feedback from followers, can significantly sway their disclosure decisions (Smit & Neijens, 2020). Understanding these multifaceted influences is crucial for stakeholders in the influencer marketing ecosystem to navigate the complexities of disclosure, ensuring ethical practices, consumer trust, and regulatory compliance.

2.3.4 Influencer's Expertise

In the contemporary social media and business environments, influencers play a pivotal role. The perceived expertise of influencers in their respective industries or niches significantly influences the effectiveness of influencer marketing campaigns, as highlighted by Duffett (2017) and de Luna-Santos (2020). However, measuring and defining influencer expertise lacks consensus among researchers, as indicated by Huang, Chen, and Chen (2019). Identifying the specific components that comprise influencer expertise and developing standardized methods for its measurement remain essential areas for further exploration and understanding. Such insights are critical for brands and marketers seeking to collaborate with influencers strategically and leverage their expertise for successful and impactful marketing endeavours.

Research on influencer expertise suggests differing perspectives. For some, the size of an influencer's social media following is perceived as a sign of authority and expertise in their niche, as more followers are associated with greater credibility (Park, Lee & Han, 2020). On the contrary, other researchers argue that an influencer's perceived expertise is closely linked to their ability to engage their audience and deliver valuable content (Wang, Chen & Liang, 2019). Consequently, the debate centers on whether follower count or audience engagement and content quality serve as stronger indicators of influencer expertise, warranting further investigation to better understand the complex dynamics of influencer marketing.

The question of whether influencers should be mandated to possess formal training or qualifications in their field remains a subject of debate (Lian, Zhao & Huang, 2021). Advocates argue that formal requirements are essential to ensure that influencers are educated and authorized to provide credible recommendations in their niche. On the other hand, some contend that formal qualifications may not be necessary if the influencer can demonstrate a verified track record of delivering valuable content and effectively engaging their followers (O'Malley & Tynan, 2020). Striking a balance between formal education and proven expertise is a crucial consideration, as it has implications for influencer marketing strategies and the credibility of influencers in the eyes of their audience and industry peers.

Amidst these ongoing debates, the realm of influencer expertise is gradually gaining clarity as an increasing body of research illuminates this complex issue. In-depth examination of influencer knowledge was conducted by Huang et al. (2019), who presented a comprehensive framework for measuring and evaluating it. Their work emphasized the importance of assessing influencer expertise through multiple facets, such as content quality, follower engagement, perceived credibility, and overall impact on their niche. By considering these multifaceted dimensions, brands and marketers can gain deeper insights into an influencer's authority and effectiveness, enabling them to forge more strategic and impactful collaborations to bolster their marketing endeavours.

2.3.5 Trustworthiness

Trustworthiness, as defined by Hsu et al. (2021), is a multidimensional concept encompassing perceived reliability, authenticity, and credibility of a source or individual. Its utmost significance lies in fostering and sustaining positive relationships, as it directly influences people's inclination to believe and rely on information provided by others. Within the realm of influencer marketing, trustworthiness emerges as a fundamental element that underpins successful partnerships. Consumers' trust in influencers plays a pivotal role in shaping their purchasing decisions and fostering brand loyalty. Brands that prioritize authentic and credible influencer collaborations are more likely to gain consumer trust and achieve long-term marketing success.

A plethora of research has underscored the significance of honesty and transparency in cultivating credibility in influencer marketing. Li et al. (2018) highlight that consumers' perceptions of trustworthiness can be significantly enhanced through disclosing sponsored content and offering sincere, honest product recommendations. Similarly, Lim et al. (2021) found that influencers are perceived as more trustworthy when they engage with their followers candidly, showcasing their personalities authentically. Honesty and openness play a pivotal role in establishing a genuine connection between influencers and their audience, building lasting trust that positively influences consumer behaviour and fosters brand loyalty. Brands that prioritize transparency in influencer partnerships can cultivate credibility and forge stronger relationships with their target consumers.

The perceived expertise of influencers plays a crucial role in enhancing credibility in influencer marketing. Research demonstrates that influencers are more likely to gain trust from their followers when they are perceived as knowledgeable and experienced in their field (Hsu et al., 2021; Yao et al., 2020). Additionally, influencers can bolster their perceived credibility by openly sharing their experiences and credentials (Lim et al., 2021). Demonstrating expertise and authenticity strengthens the bond between influencers and their audience, fostering a sense of trust and confidence in the information and recommendations provided, ultimately influencing consumers' attitudes and behaviours toward brands and products.

Influencer marketing credibility can be adversely affected by various factors, such as inauthenticity, lack of transparency, and conflicts of interest. Research has shown that consumers are less likely to trust influencers who endorse products unrelated to their specialized market or have a history of promoting inferior goods (Park & Lee, 2020; Yao et al., 2020). Additionally, consumers perceive influencers as less reliable if they publish paid content covertly or engage in undisclosed product placements (Lim et al., 2021). Maintaining credibility in influencer marketing necessitates genuine alignment between influencers and the products they endorse, as well as transparent and honest communication with their audience. By avoiding practices that compromise authenticity and transparency, influencers can bolster their credibility and solidify the trust of their followers, yielding more effective and ethical influencer marketing campaigns.

In the pursuit of managing trustworthiness in influencer marketing effectively, various strategies have been proposed in the literature. These encompass investing in influencer education and training programs, establishing clear guidelines and standards for sponsored content, and fostering long-term partnerships with influencers (Hsu et al., 2021; Lee et al., 2021). Employing third-party verification and tracking tools is also advocated to enhance transparency and credibility in influencer marketing (Li et al., 2020). By implementing these strategies, brands can build stronger relationships with influencers, ensuring their expertise and alignment with the brand's values, while also promoting authenticity and transparency to cultivate trust among their target audience. The integration of these tactics contributes to an ethical and effective influencer marketing approach that reaps long-term benefits.

2.3.6 Consumer's Purchase Intention

In recent years, influencer marketing has risen to prominence as a highly effective business tactic, fueled by the remarkable impact social media influencers exert on consumers' purchase intentions. Notably, Lee and Youn (2021) discovered that influencers' reliability, expertise, and attractiveness play a pivotal role in shaping consumers' attitudes towards brands and their purchasing intentions. As influencers maintain their sway over audiences, businesses are increasingly acknowledging the significance of collaborating with credible and appealing influencers to enhance consumer engagement, foster brand loyalty, and, ultimately, drive sales. This strategic alignment with influencers allows brands to tap into niche markets, expand their reach, and create more authentic connections with their target audience.

According to Liao and Luo's (2019) study, social media influencers play a sizable role in influencing consumer attitudes and behaviours towards specific goods and businesses. They explicitly stated that when consumers see an influencer promoting a product on social media, they're much more likely to purchase it. Moreover, they discovered that because influencer marketing is considered as being more real and approachable, consumers value it more than traditional styles of advertising. Liao and Luo (2019) also emphasized the significance of developing confidence between influencers and their followers. They pointed out that consumers' purchasing decision are significantly influenced by influencer's authenticity ad credibility. Because of this, companies should pick influencers wisely who share their values and have a strong fan base.

Chen and Xie's (2022) research delves into the relationship between brand identification, perceived value, and purchase intention among Chinese consumers. Employing questionnaires and multiple regression analysis, the study demonstrates that both brand identification and perceived value significantly impact purchase intention, with brand identification exerting a stronger influence. The findings underscore the critical role of fostering strong brand identification and providing perceived value in bolstering purchase intention among Chinese consumers. As businesses seek to expand their presence in the Chinese market, understanding and leveraging these factors can be instrumental in devising effective marketing strategies that resonate with consumers and cultivate lasting brand loyalty.

Kim and Lee's (2022) research investigates the antecedents of consumers' purchase intention in a circular economy, particularly in the fashion industry. The review emphasises the significance of environmental attitudes, perceived value, and trust as important factors influencing consumers' intentions to buy sustainable fashion goods. The authors additionally discuss the barriers and challenges that consumers experience whilst purchasing sustainable fashion, including excessive prices, limited availability of sustainable products, and a lack of knowledge. According to the authors, addressing these demanding situations and growing consumers' knowledge and understanding of sustainable fashion can promote sustainable consumption and increase purchase intention in the fashion industry.

The study conducted by Nguyen et al. (2022) delves into the impact of corporate social responsibility (CSR) on consumer purchase intentions, with a specific focus on the moderating role of product involvement. The authors extensively review existing research on CSR and its effects on consumer behaviour, highlighting the increasing significance of CSR in shaping consumers' purchase intentions. The review emphasizes the critical role of product involvement as a key moderating factor that influences the link between CSR and purchase intention. By comprehending the role of product involvement in the CSR-purchase intention relationship, businesses can formulate more effective CSR strategies that align with consumers' values and preferences. This alignment, in turn, is expected to positively impact purchase intentions, contributing to enhanced consumer loyalty and brand engagement.

2.4 Conceptual Framework

Figure 3: Conceptual Framework
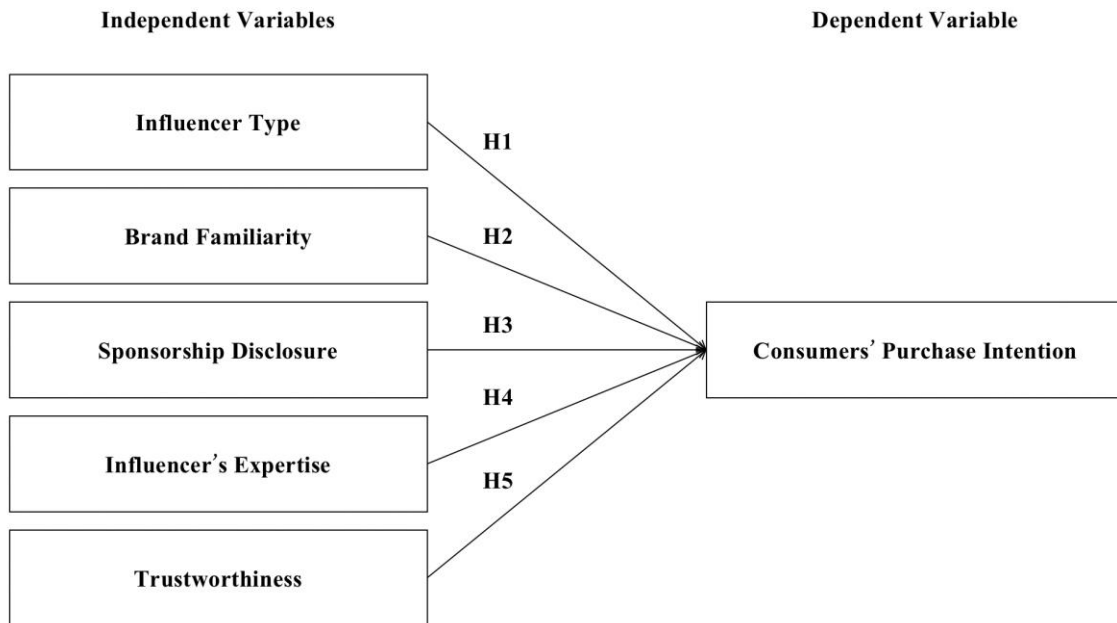
Note. Own development

This research introduces a comprehensive conceptual framework, illustrated in Figure 3, designed to explore the factors influencing consumers' purchase intention in Malaysia. The study identifies five independent variables (IVs) that may impact consumers' purchase intention (DV). These determinants encompass influencer type (IV1), brand familiarity (IV2), sponsorship disclosure (IV3), influencer's expertise (IV4), and trustworthiness (IV5). The research formulates hypotheses to investigate the relationships between consumers' purchase intention (DV) and these five proposed determinants. By examining the interplay of these factors, the study aims to shed light on the influential elements guiding consumers' purchase decisions in the context of influencer marketing in Malaysia. This conceptual framework provides valuable insights for businesses seeking to devise effective marketing strategies and engage consumers in the dynamic landscape of influencer-driven markets.

2.5 Hypothesis Development

2.5.1 Hypothesis regarding the Influence of Influencer Type on Consumers' Purchase Intention

Extensive research has consistently demonstrated the favourable impact of traditional celebrities on consumers' purchase intentions. Erdogan (1999) highlights how celebrities can enhance brand recognition and credibility while positively influencing consumers' attitudes toward a company. Moreover, Kamins et al. (1989) found that celebrity endorsements significantly increase consumers' purchase intention for a product. The persuasive power of traditional celebrities in influencing consumer behaviour remains a compelling aspect for marketers, who can leverage celebrity endorsements strategically to bolster brand perception and effectively drive purchasing decisions. The association with a well-known and admired celebrity can provide a powerful emotional connection and instil confidence in consumers, leading to increased trust and loyalty towards the endorsed brand.

In recent years, the use of micro-celebrities for business endorsements has become increasingly popular. Research by Limbu et al. (2021) has shown that despite having a smaller fan base than traditional celebrities, micro-celebrities exert a favourable influence on consumers' purchase intentions. This is attributed to their higher level of authenticity and trustworthiness, which positively impacts consumers' attitudes toward a company and their intention to make a purchase. The rise of micro-celebrities in influencer marketing reflects their ability to establish genuine connections with their audience and drive favourable consumer behaviours, making them a valuable asset for businesses seeking effective marketing strategies.

In line with this, Lyu and Park's (2019) research discovered that consumers perceive micro-celebrities as highly relatable and trustworthy, surpassing the appeal of conventional celebrities. Consequently, customers are more inclined to follow and believe micro-celebrities on social media, leading to a positive impact on their purchase intentions. The heightened relatability and trustworthiness of micro-celebrities make them influential figures in the digital landscape, attracting a loyal and engaged audience and effectively driving consumer decisions in favour of the products or services they endorse.

Furthermore, Choi et al.'s (2020) research brought to light that micro-celebrities wield a notably positive impact on consumers' purchase intentions, particularly when it comes to niche products. Consumers perceive micro-celebrities as experts in their specialized fields and place a high value on their advice, leading to a favourable influence on their intention to make a purchase. The authority and expertise associated with micro-celebrities contribute significantly to their effectiveness in driving consumer behaviour, particularly in niche markets where their recommendations hold significant weight and credibility. As a result, businesses can strategically leverage micro-celebrities' influence to tap into specific and passionate consumer segments, fostering stronger connections and driving higher conversion rates for products that cater to niche audiences.

Accordingly, we put forward the following hypothesis:

H$_1$: Micro-celebrities will have a positive impact on consumers' purchase intention compared to traditional celebrities.

2.5.2 Hypothesis regarding the Influence of Brand Familiarity on Consumers' Purchase Intention

Recent research strongly supports the positive relationship between brand familiarity and consumers' purchase intentions. Hsu and Chang (2018) conducted a study highlighting the particular significance of brand familiarity, especially for high-involvement products, significantly influencing consumers' intention to buy. Their findings revealed that familiar brands play a vital role in reducing consumers' perceived risk and instilling confidence in the product, thereby increasing the likelihood of purchasing high-involvement items. The trust and familiarity associated with well-known brands create a sense of assurance in consumers, driving them towards confident purchase decisions, especially for products that involve higher levels of consideration and commitment. As a result, businesses can benefit from cultivating brand familiarity and recognition, particularly for products that require a deeper level of consumer involvement, as it enhances consumer trust and facilitates a positive buying experience, ultimately contributing to higher sales and brand loyalty.

In line with the research conducted by Khamitova and Loureiro (2019), their study brought to the forefront the influential role of brand familiarity in shaping customers' perceptions and

purchase behaviour. The findings revealed that a well-established brand has a significantly positive impact on customers' willingness to pay a premium for a product. Brand familiarity serves as a powerful signal of high-quality and dependability to consumers, fostering a perception of greater value and justifying a higher price point. As consumers associate brand familiarity with positive attributes and past experiences, they are more inclined to invest in the perceived benefits and assurances offered by a recognized and reputable brand. This creates a higher willingness to pay a premium price for the product, contributing to the brand's sustained success in the market by driving customer loyalty and reinforcing the brand's position as a trusted and preferred choice among consumers.

In line with Huynh and Nguyen's (2021) research, their study further underscored the substantial influence of brand familiarity on consumers' purchasing decisions. Their findings highlighted that consumers are more confident in making purchases from well-known brands, driven by the perceived reduction in risk and the heightened sense of value associated with these brands. The sense of familiarity and trust that established brands evoke fosters a feeling of security in consumers, encouraging them to choose the perceived benefits and added value offered by these recognized entities. As a result, brand familiarity plays a pivotal role in shaping consumer perceptions and purchase intentions, solidifying the significance of building and maintaining a strong brand presence in the market.

Furthermore, Jabeen and Akhtar's (2022) research shed light on the substantial impact of brand familiarity on consumers' perceptions of value, significantly influencing their purchase intentions. The study demonstrated that consumers are more likely to make purchases from well-known companies, primarily due to the confidence and sense of security instilled by familiar brands. The perceived value associated with established brands creates a favourable environment for consumers, motivating them to engage in purchase behaviour with the belief that they are investing in a reliable and reputable product or service. This positive association with brand familiarity fosters a strong sense of trust and assurance, leading consumers to make purchase decisions more confidently and contributing to the long-term success of these brands in the marketplace.

Accordingly, we put forward the following hypothesis:

H₂: There is a positive relationship between brand familiarity and consumers' purchase intention.

2.5.3 Hypothesis regarding the Influence of Sponsorship Disclosure on Consumers' Purchase Intention

Recent studies have shed light on the negative correlation between sponsorship disclosure and consumers' purchase intentions. Bu, Parkinson, and Thaichon (2022) explored how sponsorship disclosure affects value co-creation behaviour in influencer marketing. Their research revealed that sponsorship disclosure can actually have a positive impact on value co-creation activity by fostering increased trust in both the influencer and the associated company. Transparent sponsorship disclosure enhances consumers' perception of authenticity and credibility, leading to higher trust levels and a more favourable disposition towards engaging with the endorsed products or services.

Similar to this, Lee and Kim's (2020) studies expands on earlier studies on sponsorship disclosure, influencer reputation, and brand credibility. The study looked into how these variables affect the success of Instagram promotional postings. Sponsorship disclosure, influencer credibility, and brand credibility all had a favourable impact on purchase intention, according to the study. However, the effect of sponsorship disclosure was only substantial when the credibility of the influencer was high. According to Lee and Kim's (2020) results, sponsorship disclosure, influencer credibility, and brand credibility are all crucial aspects that can influence the success of Instagram promotional posts. Marketers should keep these aspects in mind while developing influencer marketing initiatives.

In addition to the previous findings, De Jans, Cauberghe, and Geuens (2020) conducted a study that emphasized the significance of sponsorship disclosure in influencer marketing and its impact on consumers' purchase intentions, with a crucial caveat - the influencer's credibility plays a vital role. The research revealed that when consumers perceived the influencer as credible, they were more inclined to view the influencer's recommendation as genuine, even if they were aware of the sponsorship. The influencer's credibility enhances consumers' belief in the authenticity of the endorsement, positively influencing their purchase intentions and highlighting the importance of trustworthy and reliable influencers in influencer marketing

strategies. By partnering with credible influencers, brands can create a more authentic and persuasive brand message, fostering greater trust and connection with consumers, ultimately leading to a more significant impact on purchase behaviour.

In line with the previous research, Jung and Heo (2019) found that sponsorship disclosure can indeed enhance consumers' purchase intentions, but its effectiveness hinges on clarity and conciseness. The study emphasized that when the disclosure was clear and easily accessible, consumers were more likely to trust the influencer's endorsement as authentic, leading to a higher likelihood of making a purchase. On the other hand, when the disclosure was ambiguous or challenging to locate, consumers' trust in the endorsement diminished, resulting in reduced purchase intentions. Ensuring transparent and easily identifiable sponsorship disclosure is crucial for maintaining consumer trust and maximizing the positive impact of influencer marketing.

Accordingly, we put forward the following hypothesis:

H_3: There is a positive relationship between sponsorship disclosure and consumers' purchase intention.

2.5.4 Hypothesis regarding the Influence of Influencer's Expertise on Consumers' Purchase Intention

Recent studies have consistently supported the positive relationship between influencers' expertise and consumers' purchase intentions. Jin and Phua (2018) conducted research indicating that consumers' attitudes toward a product are significantly influenced by the perceived expertise of influencers. When consumers view influencers as knowledgeable and competent in their respective fields, it positively affects their intention to make a purchase. The expertise displayed by influencers instils confidence and credibility in consumers, leading them to perceive the endorsed products or services more favourably and fostering a greater inclination to engage in purchase behaviour.

Similarly, Lee and Kim's (2019) research provided evidence that consumers perceive expert influencers as more reliable and credible, resulting in a positive impact on their purchase intentions. Consumers are more likely to trust and value the recommendations of

knowledgeable influencers, which positively influences their attitudes toward the endorsed product and, consequently, enhances their intention to make a purchase. The expertise exhibited by influencers strengthens consumers' confidence in the quality and appropriateness of the recommended products or services, reinforcing their belief in the value of the offerings and motivating them to act on their purchase intentions. By collaborating with expert influencers who possess in-depth knowledge and expertise in their respective fields, brands can leverage their credibility to connect with consumers more effectively and drive higher engagement and conversions.

Furthermore, Cheng, Chen, and Wang's (2021) research reinforced the notion that consumers' purchase intentions are indeed positively influenced by their perception of influencers' expertise, especially concerning high-involvement products. The study revealed that consumers consider expert influencers as more knowledgeable and reliable, resulting in a favourable impact on their intention to purchase products that require a higher level of involvement. The expertise demonstrated by influencers fosters consumers' confidence in their recommendations, providing reassurance and a sense of reliability, which positively affects their attitudes toward and propensity to buy products that demand a greater degree of consideration and decision-making.

Furthermore, Duan and Zhang's (2021) study offered valuable insights into the positive impact of consumers' perception of influencers' expertise on purchase intentions, especially for those with limited prior product knowledge. The research revealed that consumers tend to rely on expert influencers to provide them with valuable advice and recommendations when making purchasing decisions. This reliance on influencers' expertise becomes particularly crucial for consumers who possess little prior knowledge about the products or services in question. In such instances, expert influencers' recommendations carry greater weight, positively influencing consumers' attitudes and intentions to make a purchase. By collaborating with knowledgeable influencers, brands can bridge the information gap for less-informed consumers, establishing a sense of trust and credibility that enhances their likelihood to engage with the endorsed products or services and ultimately make informed purchase decisions.

Accordingly, we put forward the following hypothesis:

H₄: There is a positive relationship between influencer's expertise and consumers' purchase intention.

2.5.5 Hypothesis regarding the Influence of Trustworthiness on Consumers' Purchase Intention

The favourable correlation between trustworthiness and consumers' purchase intentions has been supported by recent studies. Park, Kim, and Chung (2019) investigated the impact of brand trust and perceived risk on consumers' purchase intentions in communities of brands on the web. According to the research, which polled 312 participants of online brand communities, both brand confidence and perceived risk have a significant impact of consumers' purchase intentions. According to the findings, consumers are more apt to apt to make purchases from brands they trust and perceive to be low-risk. In line with the research, brand trust can help to mitigate the negative effects of perceived risk on purchase intentions. The authors conclude that developing brand confidence is critical for businesses seeking to increase sales and thrive in online brand communities.

Furthermore, Xu, Liu, and Wang (2021) conducted an investigation into the impact of brand trust and perceived risk on customers' purchasing intentions in the context of the sharing economy. Based on the findings from a survey of 433 customers, the research highlighted that brand trust exerts a substantial positive influence on purchase intentions, while perceived risk has a significant negative effect. Additionally, the study revealed that brand trust can partially mitigate the adverse impact of perceived risk on purchase intention. The authors stressed the importance for businesses operating in the sharing economy to focus on building trust with their customers as a means to attract and retain them. This research provides valuable insights into the factors influencing consumers' purchasing intentions in the sharing economy and underscores the significance of establishing brand trust to address the perceived risks associated with sharing services.

Cho and Lee's (2020) study delved into the intricate relationship between brand personality, brand trust, brand affect, and consumers' purchase intentions within the food and beverage industry. Analysing data from a survey of 332 consumers, the research unveiled that brand personality, brand trust, and brand affect collectively hold significant sway over consumers'

purchase intentions. Specifically, the study revealed that brand trust emerged as the most influential factor impacting purchase intention, followed closely by brand affect and brand personality. The authors underscored the vital role of establishing and nurturing trust in a brand, emphasizing that such efforts are paramount for food and beverage businesses seeking to enhance sales and cultivate a loyal customer base. The findings from this research offer valuable insights for businesses in the food and beverage sector, guiding them in formulating effective strategies to bolster consumer engagement and drive purchase decisions.

Hussain, Al Nasser, and Hussain (2017) conducted a comprehensive literature review to investigate the role of trustworthiness in e-commerce consumption. The study examined various research works and identified a strong correlation between trustworthiness and customer purchase intention. Consumers are more inclined to make purchases from brands they perceive as trustworthy. The study also highlighted key factors influencing e-commerce trustworthiness, such as website design, security, privacy, and customer service. Establishing trust with consumers emerged as a significant aspect of e-commerce success, indicating that businesses should prioritize efforts to improve trustworthiness in order to increase sales and thrive in the competitive online market. By addressing these trust-related factors, businesses can build stronger relationships with their customers, leading to enhanced loyalty and sustained growth in the digital realm.

Accordingly, we put forward the following hypothesis:

H_5: There is a positive relationship between trustworthiness and consumers' purchase intention.

CHAPTER 3

METHODOLOGY DESIGN

3.1 Research Design

Research design refers to the structured plan or methodology used to conduct a research study. It encompasses a comprehensive plan outlining the procedures, methods, and techniques that will be utilized to collect and analyze data (Creswell, 2018). In accordance with Creswell (2018), research design involves crucial decisions regarding the research questions, data collection methods, data analysis techniques, and the overall structure of the research study.

3.1.1 Research Philosophy

Research philosophy encompasses the fundamental beliefs, values, and assumptions that serve as the guiding principles for the research process. These philosophical underpinnings influence various aspects of the research, such as the selection of research design, methods, and data analysis techniques (Saunders, Lewis, & Thornhill, 2019). It helps shape the researcher's approach to understanding the research problem and the manner in which knowledge is pursued and generated throughout the study. There are typically two subcategories of research philosophy which are positivism and interpretivism.

The study paradigm of positivism places a strong emphasis on employing empirical methods and scientific principles to comprehend social phenomena. It operates under the assumption that social reality can be observed, quantified, and predicted, enabling unbiased and value-free decision-making (Bryman, 2016). This approach seeks to discover underlying patterns and regularities in human behaviour through systematic data collection and analysis, facilitating a rigorous and objective understanding of the social world. By adhering to rigorous scientific standards, positivism aims to generate reliable and generalizable knowledge to inform various fields of study and practice.

In contrast, the interpretivism study paradigm places significant importance on the individual interpretation of societal phenomena. It contends that social reality is shaped by individual experiences, meanings, and perceptions, underscoring the significance of comprehending these subjective interpretations to understand social phenomena (Denzin & Lincoln, 2018). This approach advocates for qualitative methods that allow researchers to delve into the complexity of human experiences, enabling a deeper and more nuanced understanding of the diverse and multifaceted aspects of the social world.

The research has chosen a positivist approach to examine how influencer marketing influences consumers' purchase intention.

3.1.2 Research Approach

The research approach is the overall strategy or plan utilized by a researcher to conduct a study. Theoretical underpinnings, study design, techniques for gathering and analysing data, and the entire research procedure are all included. The research method directs the researcher's data collection and analysis, conclusion-making, and recommendation-making (Creswell, 2014). Deductive and inductive methods are two of the available techniques.

Deductive reasoning is a logical and analytical method wherein a conclusion is derived from premises that are believed or proven to be true. This form of reasoning moves from general principles to specific instances and is commonly applied in mathematics and philosophy (McGuinness, 2021). By following a systematic process of inference, deductive reasoning enables researchers and thinkers to reach valid and reliable conclusions, enhancing the precision and rigor of their analyses and arguments.

In contrast, inductive reasoning is a logical process that involves drawing general conclusions based on particular observations or examples. In scientific investigations, this form of reasoning, which moves from specific instances to general principles, is commonly employed (Chase, 2020). Inductive reasoning allows researchers to identify patterns, trends, and regularities in data, enabling the formulation of hypotheses and theories. While it may not yield

absolute certainty like deductive reasoning, inductive reasoning plays a crucial role in generating new knowledge and advancing scientific understanding.

In this study, deductive research is employed to verify whether consumers' purchase intentions align with the predictions derived from previous studies.

3.1.3 Methodological Choice

The process of deciding which research methodology, approach, or design is most appropriate to test a given research query or hypothesis is known as methodological choice. It involves considering a number of variables, including the nature of the research issue, the type of data that must be collected, the resources available, and the research objectives (Creswell, 2014). Quantitative and qualitative techniques are both available.

Qualitative research methods encompass a range of approaches utilized to deeply explore social phenomena and subjective experiences. Techniques such as interviews, observations, and focus groups are commonly employed in this method to gain nuanced insights into complex social and psychological aspects (Creswell, 2014). By delving into the intricacies of human behaviour and perceptions, qualitative research enriches our understanding of diverse and multifaceted phenomena, offering valuable context and meaning to the intricacies of the social world.

In contrast, quantitative research methods comprise a range of strategies that entail collecting and analysing numerical data through techniques such as questionnaires, experiments, and statistical analysis. This approach is often employed to test theories, establish causal relationships, and draw broader generalizations about a population or community (Creswell, 2014). By quantifying variables and employing rigorous statistical procedures, quantitative research provides objective and measurable insights that contribute to the systematic understanding of various phenomena in social and scientific studies.

The main aim of this study is to gain a comprehensive understanding of the respondents' perspectives and attitudes. The participants were specifically asked about their views on the association between five independent variables and the consumers' purchase intention,

especially within the context of Malaysia's food and beverage industry, drawing from their personal experiences. To achieve this, a quantitative research design is adopted, emphasizing statistical and numerical analysis of data gathered through a questionnaire administered to the respondents.

3.1.4 Research Strategy

Research strategies encompass the precise methodologies or techniques employed to gather, analyze, and interpret data, enabling the addressing of research questions or testing of hypotheses. Generally speaking, these techniques are typically classified as experimental, polling, case study, anthropological, historical, or archival research (Creswell, 2014). The four major kinds of quantitative research designs are experimental research, casual-comparative research, correlational research, and descriptive research.

Experimental studies involve introducing a change or intervention and observing its effects on the participants. These studies are typically randomized, meaning that participants are assigned to different groups at random to minimize bias and ensure the validity of the results (Shaughnessy, Zechmeister, & Zechmeister, 2019). This rigorous approach allows researchers to establish cause-effect relationships and draw reliable conclusions about the impact of the intervention on the dependent variables under investigation.

Causal-comparative research is a technique used to establish cause-effect relationships between independent and dependent variables by investigating them retrospectively. This approach helps researchers determine the consequences or causes of existing differences among various groups of people (Shaughnessy et al., 2019). By analyzing data from different groups, researchers can gain valuable insights into the potential causal factors influencing specific outcomes, contributing to a deeper understanding of the relationships between variables and aiding in evidence-based decision-making.

A correlational study design is a non-experimental quantitative research approach that investigates relationships between two or more variables without any manipulation by the researcher. As described by Shaughnessy et al. (2019), this method aims to identify associations and patterns between variables, providing valuable insights into the strength and

direction of their relationships in a natural setting. Correlational studies are particularly useful for examining real-world phenomena and establishing connections between variables, guiding further research and hypothesis testing.

Descriptive research is a type of research designed to depict the distribution of one or more variables without exploring causal or other hypotheses. Data collection methods in descriptive studies often include surveys, interviews, and observational techniques, which enable researchers to gather information about the characteristics and patterns of the variables under investigation (Shaughnessy et al., 2019). This approach provides a comprehensive snapshot of the subject being studied, offering valuable insights for future research and decision-making.

In this research, correlational research strategies are utilized.

3.1.5 Time Horizon

In the realm of research design, the time horizon refers to the specific period over which evidence is gathered and examined. As elucidated by Creswell (2014), it is a crucial aspect that outlines the duration or time frame during which the study is conducted. This temporal parameter plays a pivotal role in determining the scope and depth of the research, enabling researchers to focus their investigations within a defined time span and provide valuable context to their findings.

In a longitudinal study, researchers repeatedly observe the same subjects over a specific period to observe any changes that may occur over time (Schaefer and Dillman, 2011). This type of correlational research involves monitoring and collecting data on multiple factors without attempting to manipulate them. Longitudinal studies offer valuable insights into developmental trends, causal relationships, and the effects of time on various variables, contributing to a more comprehensive understanding of the phenomena under investigation.

A cross-sectional study design is an observational research approach where the investigator examines both the outcome and exposures in the study subjects simultaneously. Unlike longitudinal studies that track individuals over time, cross-sectional studies provide a snapshot of data collected at a single point in time. This design allows researchers to explore associations

and correlations between variables in a specific population, providing valuable insights into the prevalence of outcomes and exposures at that particular moment.

For this study, a cross-sectional study design was utilized.

3.2 Sampling Method

3.2.1 Sampling Population

The target population, as defined by Babbie (2016), denotes the complete set of individuals or objects to which this research aims to generalize the research findings. In the context of this study, the target population consists consumers who live in Malaysia and are influenced to make a purchase of a food and beverage product or service through influencer marketing. The research focuses on understanding how influencer marketing impacts their purchase intentions.

3.2.2 Sampling Frame

As stated by Groves et al. (2009), a sampling frame is a comprehensive list or record of the units comprising a community from which a sample is selected. It includes all the individuals, households, or organizations that meet the criteria for inclusion in the sample from that community. However, for this research, it is not feasible to obtain a sampling frame comprising the names of all consumers whose purchase intention is affected by influencer marketing for food and beverage products or services.

3.2.3 Sampling Technique

According to Neuman (2014), a sampling technique is a procedure for selecting a sample from a population. The sampling technique in divided into two broad categories which is the probability sampling and non-probability sampling. According to Bryman (2016), non-probability sampling is any sampling procedure in which the probability of selection of population units is unknown or unequal. Probability sampling, on the other hand, is any sampling procedure in which the probability of selection of population units is known and equal" (Bryman, 2016). Non-probability sampling is selected because of the extensive size of the target population and uncertainty about which members will be selected for the sample,

resulting in responders not having an equal chance of being included. This research employs various non-probability sampling methodologies, including convenient sampling, judgemental sampling, quota sampling, and snowball sampling techniques.

The study employs a convenience sampling methodology for the sample selection. Convenience sampling is a non-probability sampling technique in which subjects are chosen because of their easy accessibility or convenience to the researcher (Neuman, 2014). The rationale behind utilizing convenience sampling technique is because this technique is the common technique that had been practiced in previous studies (Kashif et.al, 2021; Jeong & Ko, 2020; Ching & Mohamad, 2020)

3.2.4 Sampling Size

Selecting an appropriate sample size becomes crucial in research when the target population is too vast to be comprehensively sampled. While a large sample size was recommended for this study to enhance statistical power and representativeness, various factors imposed constraints. Time limitations and resource constraints made it impractical to survey the entire population. Additionally, some participants expressed preferences for shorter survey completion times, necessitating a balance between sample size and feasibility. Despite these challenges, rigorous sampling methods were employed to ensure the chosen sample remains representative and generalizable, allowing meaningful insights to be drawn from the study's findings.

The selection of a suitable sample size is a critical aspect in ensuring the accuracy and reliability of research findings. In this study, the sample size was determined using Hair et al.'s (1995) general rule, which suggests a minimum of 20 cases per variable. This approach considers both the independent and dependent variables to ensure adequate statistical power and enhance the validity of the results, providing a robust foundation for drawing meaningful conclusions from the research.

Considering the inclusion of five independent variables and one dependent variable, a total of six variables must be accounted for in this research. To ensure accurate and reliable results, a minimum of 120 complete samples are needed, adhering to Hair et al.'s (1995) general rule of

20 cases per variable. This sample size will enhance statistical power and bolster the study's validity.

To achieve 120 complete samples, 250 questionnaires will be distributed among consumers from the target population. The sample will comprise individuals who are influenced by influencer marketing in their food and beverage product or service purchases. This approach ensures a representative and diverse sample for the research study.

3.3 Data Gathering Methods

Data gathering involves a methodical method of collecting relevant information to fulfil required purposes. Data can be acquired through two approaches. Firstly, Primary data is gathered by researchers for the first time, with a specific purpose in mind, and it is considered authentic and unanalysed. In contrast, secondary data refers to existing data that was collected by someone else for a different purpose but can be used for new research or analysis.

3.3.1 Primary Data

The researcher in this study has chosen to use a questionnaire as the primary data collection method to gather information on consumer purchase intentions.

Questionnaires are made up of standardized questions with clear responses that allow for accurate and consistent outcomes. They are a cost-effective and efficient method for researchers to collect data, and they can be utilized for analysing both qualitative and quantitative data using statistical analysis. The questionnaire format used in this study is designed with fixed-alternative characteristics that enable for the collection of the most current opinions and thoughts from a large sample size of consumers in the food and beverage industry.

There are three parts to the questionnaire, with section A concentrating on gathering respondents' demographic data. Age, race, gender, education level, monthly income is just a few of the demographic information's components. This research will also include four filtering

questions to ensure the right respondents. This data is essential for analysing the effects of influencer marketing across various customer segments and demographics.

Within the online questionnaire, there are 30 questions in Section B and C combined aimed at evaluating both the dependent and independent variables associated with consumers' purchase intentions. Respondents are asked to indicate their agreement with each of the five items within each subtopic using a 5-point Likert scale that spans from "strongly disagree" to "strongly agree," provides a straightforward and clear means for respondents to express their level of agreement.

The questionnaire includes 39 questions in total, including the demographic information section and the section on purchase intention. The fixed-alternative question format used in the questionnaire ensures consistency in responses and makes data analysis simpler.

3.4 Data Analytics

The data obtained from the questionnaire will be subjected to analysis and interpretation using SPSS in this study. To ensure the reliability of the independent variables, a reliability test will be conducted using SPSS. Furthermore, the researcher will perform descriptive analysis, Pearson Correlation Coefficient analysis, Multiple Linear Regression (MRA) analysis and assumption testing for Multiple Linear Regression (MRA) analysis to analyze the obtained data.

3.4.1 Descriptive Analytics

The major characteristics of a dataset, such as the mean, mode, median, or standard deviation of a variable or the frequency distribution of a categorical variable, can be summarized and described using descriptive analysis, a statistical technique. (Field, 2013). In order to make it simpler to understand and compare data across variables or groups, descriptive analysis aims to present data in a concise and comprehensible way. Descriptive analysis has been used by the researcher in this study to communicate the message provided by the group data in Section A. Particularly, descriptive methods have been used to analyse the sample's demographic profile. Using SPSS software, the study' results will be presented as tables or charts. Overall,

the descriptive analysis offers a thorough summary of the dataset's essential characteristics, enabling the researcher to draw insightful inferences and learn more about the data.

3.4.2 Measurement Scale

The objective of this study is to evaluate the precision and dependability of the sample data using Cronbach's Alpha test. The test examines the correlation between variables, providing insights into the internal consistency and reliability of the variable sets. The consistency values lie within the range of 0 to 1. According to Ursachi, Horodnic, and Zait (2001), a pair of variables is considered reliable if it achieves an alpha (α) value between 0.6 and 0.7. A reliability between 0.7 and 0.8 indicates good consistency. When the alpha (α) value surpasses 0.8, it is regarded as indicating a notably high level of reliability. However, if alpha (α) surpasses 0.95, it may suggest redundancy in the variables.

For the data analysis of Section B, the study will refer to Table 3.1, which presents the reliability strength of the sample data.

Table 3.1: Assessment of Cronbach's Alpha Reliability

Cronbach's Alpha Coefficient	Internal Consistency
More than 0.90	Excellent
0.80-0.89	Good
0.70-0.79	Acceptable
0.60-0.69	Questionable
0.50-0.59	Poor
Less than 0.59	Unacceptable

Note. Adapted from Arof, K.Z.M., Ismail, S., & Saleh, A.L. (2018).

Prior to conducting the primary study, a pilot test was carried out to assess the variable's reliability. The researcher aimed to assess the questionnaire's reliability before implementing it on a larger scale. The pilot test included 34 participants who completed the questionnaire, and the data was subsequently analyzed to determine the internal consistency of the items using Cronbach's alpha coefficient. The findings from this analysis are presented in Table 3.2.

Table 3.2: Results of Cronbach's Alpha Reliability Test (Pilot Study)

The Variables	Coefficient
Influencer Type	0.844
Brand Familiarity	0.534
Sponsorship Disclosure	0.418
Influencer's Expertise	0.845
Trustworthiness	0.830
Consumers' Purchase Intention	0.725

Note. Own development

In reference with Table 3.2, the table depicts that the Cronbach's alpha coefficient of influencer type (0.844) which shows a very good reliability, brand familiarity (0.534) was in a poor reliability, sponsorship disclosure (0.418) was in a poor reliability, influencer's expertise (0.845) was in a very good reliability, trustworthiness (0.830) was in a very good reliability and the consumers' purchase intention (0.725) was in a good reliability.

3.4.3 Inferential Analytics

3.4.3.1 Pearson's Correlation Analysis

The test is commonly used in order to examine potential associative relationship between pairs of variables. This test allows for measuring the extent of the linear relationship between these variables (Reimann et al., 2017). The correlation coefficient typically ranges between -1 (negative one) and +1 (positive one). A negative value signifies an inverse relationship betwee two observed variables, while a positive value suggests a positive relationship (refer to Table 3.2).

The researcher's goal in this study is to assess the degree of correlation between the dependent variable and five of the independent variables. This analysis is based on the information received in Section B of the questionnaire.

Table 3.3: Indicator of Correlation' Strength (Pearson's Correlation Coefficient)

Scale of Correlation Coefficient	Description
$0.00 < r \leq 0.19$	Very Low Correlation
$0.20 < r \leq 0.39$	Low Correlation
$0.40 < r \leq 0.59$	Moderate Correlation
$0.60 < r \leq 0.79$	High Correlation
$0.80 < r \leq 1.00$	Very High Correlation

Note. Adapted from Selvanathan, M., Jayabalan, N., Saini, G. K., Supramaniam, M., & Hussin, N. (2020).

The researcher had performed a pilot test utilizing the Pearson correlation coefficient to investigate the relationship among variables. This analysis involved 34 participants who completed the questionnaire, and the statistical software SPSS was utilized for the calculations. The findings from this pilot test are displayed in Table 3.4.

Table 3.4: Results of Pearson's Correlation Coefficient (Pilot Study)

		IV1	IV2	IV3	IV4	IV5	DV
IV1	Pearson Correlation	1	0.253	0.362*	0.632**	0.741**	0.492**
	Sig. (2-tailed)		0.148	0.035	< 0.001	< 0.001	<0.003
IV2	Pearson Correlation		1	0.695**	0.445**	0.439**	0.636**
	Sig. (2-tailed)			< 0.001	0.008	0.009	<0.001
IV3	Pearson Correlation			1	0.456**	0.466**	0.684**
	Sig. (2-tailed)				0.007	0.006	<0.001
IV4	Pearson Correlation				1	0.849**	0.768**
	Sig. (2-tailed)					< 0.001	< 0.001
IV5	Pearson Correlation					1	0.647**
	Sig. (2-tailed)						< 0.001

Note. Own development

The Pearson's correlation coefficient value of influencer type is 0.492. This value indicates that the influencer type and consumers' purchase intention are positively correlated. Moreover, the Pearson's correlation coefficient value of brand familiarity is 0.636, indicating that the

brand familiarity and consumers' purchase intention also exhibits a positive relationship. An increase in the brand familiarity will lead to an increase in consumers' purchase intention. Sponsorship disclosure and influencer's expertise are having the Pearson's correlation coefficient value of 0.684 and 0.768 with consumers' purchase intention respectively, which means that sponsorship disclosure and influencer's expertise are having positive relationship with consumers' purchase intention too. Lastly, the Pearson's correlation coefficient value for trustworthiness is 0.647, indicating there is a favourable association between trustworthiness and consumers' purchase intention.

3.4.3.2 Multiple Linear Regression (MLR)

Multiple Linear Regression (MLR) is a statistical method used to model the relationship between a dependent variable and two or more independent variables, according to Hair et al. (2010). We will use MLR in the setting of simple regression to evaluate how influencer type (IV1), brand familiarity (IV2), sponsorship disclosure (IV3), influencer's competence (IV4), and trustworthiness (IV5) influence customer purchase intention (DV). Here are the equivalent equations:

$$DV = \beta_0 + \beta_1(IV1) + \beta_2(IV2) + \beta_3(IV3) + \beta_4(IV4) + \beta_5(IV5) + \varepsilon$$

Where,

DV = Consumers' Purchase Intention

IV1 = Influencer Type

IV2 = Brand Familiarity

IV3 = Sponsorship Disclosure

IV4 = Influencer's Expertise

IV5 = Trustworthiness

β = the Intercept

$\beta_1 / \beta_2 / \beta_3 / \beta_4 / \beta_5$ = the coefficient of independent variables

ε = the error term

This study evaluates the relationship between the dependent variable and five independent variables. The Likert Scale is utilized in questionnaire sections B and C, with responses ranging from 1 to 5, representing "strongly disagree" to "strongly agree" for agreeability statements.

Through the application of Multiple Regression Analysis (MRA), the researcher seeks to determine the coefficient values of IV1, IV2, IV3, IV4, and IV5. These coefficient values will reveal the size and the orientation of the relationships between the independent variables and consumers' purchase intention. Additionally, the significance of these relationships will be assessed through the p-value in the t-test.

Another important factor of interest is the R^2 value, which acts as a measure of the extent to which the dependent variable's (consumers' purchase intention) that can be explained by the variation in the independent variables. R^2 values range between 0 and 1, with a higher value indicating a greater extent of explanation. An adjusted version of R^2, known as adjusted R^2, is also considered, which takes into account the quantity of variables within the model. A higher adjusted R^2 value is indicative of the inclusion of more useful variables in the model. It is worth noting that the R^2 value will consistently be higher than or equal to the adjusted R^2.

The researcher carried out a preliminary study using SPSS in order to examine the association between IV1, IV2, IV3, IV4, IV5, and DV. The resulting Table 3.5 contains the extracted beta coefficient, statistically significant p-value, R^2, and adjusted R^2 values.

Table 3.5: Results of Multiple Linear Regression (MLR) (Pilot Study)

Model	Regression Coefficient	T	Sig.
(Constant)	0.563	1.264	0.217
Influencer Type	0.026	0.287	0.776
Brand Familiarity	0.191	1.366	0.183
Sponsorship Disclosure	0.366	2.341	0.027
Influencer's Expertise	0.366	3.672	0.001
Trustworthiness	0.108	-0.845	0.405
R^2	0.752	Adjusted R^2	0.707

Constant: Consumers' Purchase Intention

Note. Own development

The results obtained from Table 3.5 unveil the connections between the independent variables (IVs) and the dependent variable (DV), consumers' purchase intention. To begin with, a positive correlation is evident between the type of influencer (IV1) and consumers' purchase intention (DV) with a coefficient value of 0.026. However, the significant p-value (0.776) is not statistically significant at the 1%, 5%, and 10% levels, suggesting insufficient evidence to support a significant relationship. Similarly, brand familiarity (IV2) shows a positive correlation with consumers' purchase intention (DV) at a coefficient value of 0.191, but the p-value (0.183) exceeds the specified significance levels, lacking significant evidence for the relationship. On the other hand, sponsorship disclosure (IV3) and influencer's expertise (IV4) both exhibit positive relationships with consumers' purchase intention (DV) at coefficient values of 0.366. The analysis confirms a significant relationship at the 5% and 10% significance levels for sponsorship disclosure (p-value = 0.027) and at the 1%, 5%, and 10% levels for influencer's expertise (p-value = 0.001). Lastly, trustworthiness (IV5) also demonstrates a positive relationship with consumers' purchase intention (DV) at a coefficient value of 0.108. However, the p-value (0.405) is greater than the specified significance levels, indicating insufficient evidence to establish a significant relationship. (Refers to Appendix 3.8)

Below is the provided regression model:

$$DV = 0.563 + 0.026(IV1) + 0.191(IV2) + 0.366(IV3) + 0.366(IV4) + 0.108(IV5) + \varepsilon$$

Where,

DV = Consumers' Purchase Intention

IV1 = Influencer Type

IV2 = Brand Familiarity

IV3 = Sponsorship Disclosure

IV4 = Influencer's Expertise

IV5 = Trustworthiness

ε = the error term

The above regression equation exhibits an R^2 value of 0.752, indicating that approximately 75.2% of the variability in consumers' purchase intention (DV) can be explained by the

variations in five of the independent variables, namely, influencer type (IV1), brand familiarity (IV2), sponsorship disclosure (IV3), influencer's expertise (IV4), and trustworthiness (IV5). The adjusted R^2 value is employed to accommodate the number of independent variables in the model, and it stands at 0.707. This adjusted R-squared value signifies that around 70.7% of the variation in consumers' purchase intention can be explained by the variations in the mentioned independent variables. (Refers to Appendix 3.9)

3.4.4 Verification of Assumption

Prior to conducting the multiple linear regression model, it is crucial for the researcher to validate whether the model fulfils four of the requirements of multiple linear regression.

3.4.4.1 Multicollinearity Test

One critical assumption is the absence of multicollinearity, which occurs when there are significant correlations or associations among the independent variables. According to Disatnik and Sivan (2016), multicollinearity can be assessed employing the variance inflation factor (VIF) for the collection of multiple regression variables. A high VIF value, exceeding 10, indicates a strong correlation with other independent variables. To examine multicollinearity, a pilot test was conducted on 34 participants who completed the questionnaire, utilizing SPSS for analysis (Refers to Appendix 3.8). The outcome of this test is presented in Table 3.6.

Table 3.6: Results of Multicollinearity Test

	Influencer Type	Brand Familiarity	Sponsorship Disclosure	Influencer's Expertise	Trustworthiness
VIF Values	2.288	2.080	2.100	3.676	4.909

Note. Own development

In the study's model, the independent variables do not demonstrate significant correlations with each other, as evidenced by the variance inflation factor (VIF) values, all of which are below 10. Hence, there is no issues of multicollinearity among the determinants.

3.4.4.2 Multivariate Normality

Regarding multivariate normality, the multiple regression's assumption focuses on the normal distribution of the model's residuals. Through histogram and Normal P-P-Plot analyses conducted during the pilot test (Refers to Appendix 3.10 and 3.11), it is evident that all the residuals follow a normal distribution, confirming the presence of multivariate normality in the study.

3.4.4.3 Homoscedasticity Test

The assumption of homoscedasticity in multiple linear regression requires that the variance of the error terms remains constant across all levels of the independent variables. The scatterplot of residuals against the dependent variable, examined in the pilot test (Refers to Appendix 3.12), did not reveal any discernible patterns, indicating homoscedasticity in the model.

3.4.4.4 Auto-Correlation Test

The assumption of no autocorrelation in multiple linear regression states that the error terms are not correlated with each other across observations. In the pilot test (see Appendix 3.9), the Durbin-Watson test was used, resulting in a value of 1.914, which does not come close to 0 or 4. Thus, there is no auto-correlation issue in the study's model.

CHAPTER 4

DATA ANALYTICS

4.1 Descriptive Analytics

4.1.1 Demographics

This section will analyze the data collected from respondents regarding different demographic aspects, including their exposure to influencer marketing, gender, age, ethnicity, educational attainment, monthly income, and marital status.

4.1.1.1 Respondents Exposure Towards Influencer Marketing

Table 4.1: Statistics of Respondents Exposure Towards Influencer Marketing

Exposure	Frequency	Percentage (%)
Daily	33	14.35
Several Times a Week	115	50.00
Once a Week	13	5.65
Several Times a Month	53	23.04
Once a Month	5	2.17
Rarely	11	4.79
Total	230	100.00

Note. Own development

Table 4.1 presents the respondents' exposure towards influencer marketing, depicting the frequency of exposure reported by 230 respondents.

According to the statistics, the most prevalent frequency of exposure towards influencer marketing is "Several Times a Week", as revealed by 115 respondents or 50% of the overall

sample. The result shows that a sizable proportion of respondents are exposed to influencer marketing content on a weekly basis.

The next greatest exposure frequency is "Several Times a Month" which was revealed by 53 respondents or 23.04% of the overall sample. Subsequently is the "Daily" exposure which was represented by 33 respondents or 14.35% of the total. This indicates that a significant proportion of the respondents are exposed to influencer advertising and marketing on a regular basis, highlighting the pervasiveness of the influencer content in their everyday life.

On the opposite end of the scale, the result indicates that a few respondents are much less probably to be exposed to influencer marketing. 13 respondents or 5.65% of the overall pattern indicated "once a week" exposure, whereas 5 respondents or 2.17% of the overall sample reported "once a Month" exposure. Furthermore, 4.79% of the overall sample is made up of "rarely" exposed respondents, with 11 people falling into this category.

In conclusion, the result shows that influencer marketing has a large presence in the lives of the respondents, with a sizable proportion being exposed to influencer content several time a week. This indicates that influencer marketing has emerged as a significant and influential channel for brand promotion and customer interaction.

4.1.1.2 Gender and Race

Table 4.2: Gender and Race Statistics of Respondents

Gender	Race	Frequency	Percentage (%)
Male	Malay	8	3.48
	Chinese	88	38.26
	Indian	1	0.43
Female	Malay	6	2.61
	Chinese	121	52.61
	Indian	6	2.61
	Total	230	100.00

Note. Own development

As shown in Table 4.2, a total of 230 questionnaires were distributed in this survey, out of which 97 were completed by males and 133 by females. The data suggests that females are more represented than males, and the majority of respondents are of Chinese origin. To be precise, Chinese females make up 52.61% of the total sample, while Chinese males constitute 38.26%.

Additionally, the Malays obtained the second position in the study, following the Chinese. This research gathered 14 Malays, with 8 Malay males accounting for 3.48% and 6 Malay females accounting for 2.61%. Meanwhile, 7 Indian respondents participated in the research, with Indian males accounting for 0.43% of the whole sample and Indian females accounting for 2.61% of the total.

4.1.1.3 Marital Status and Age

Table 4.3: Marital Status and Age Statistics of Respondents

Marital Status	Age	Frequency	Percentage (%)
Single (Never Married)	< 20 years old	6	2.61
	21-25 years old	71	30.87
	26-30 years old	36	15.65
	31-35 years old	21	9.13
	> 40 years old	1	0.43
Married	21-25 years old	15	6.52
	26-30 years old	31	13.48
	31-35 years old	17	7.39
	36-40 years old	9	3.91
	> 40 years old	22	9.58
Divorced	31-35 years old	1	0.43
	Total	230	100.00

Note. Own development

Table 4.3 presents the data on the respondents' marital status and age composition. The results reveal that the most prominent group of participants is composed of single individuals, totalling 135 respondents, which accounts for 58.69% of the entire sample. This suggests that influencer marketing may have a major impact on the purchase intentions of individuals who are not currently married. It is probable that unmarried people, who may have fewer responsibilities and financial commitment, are more likely to be persuaded by influencer marketing while making purchasing decisions.

Subsequently, married respondents made up of 94 respondents or 40.88% of the overall sample. The prevalence of respondents aged 21-30 years old in the 'Married' category implies that influencer marketing continues to have an impact even among young married people. Influencers in this group have the ability to alter joint purchases as they navigate new lifestyles and make communal consumer choices. As a result, influencer marketing initiatives that

leverage the power of influencers in shaping their purchase intention may successfully attract and engage young married couples.

The data also shows an insignificant percentage of divorced respondents, particularly among those aged 31 to 35.

4.1.1.4 Education Level

Table 4.4: Education Level Statistics of Respondents

Education Level	Frequency	Percentage (%)
Primary Education	1	0.43
Secondary Education	26	11.31
Vocational or Technical Education	4	1.75
Diploma	32	13.91
A Bachelor's Degree	134	58.26
A Master's Degree	26	11.30
A Doctoral Degree	7	3.04
Total	230	100.00

Note. Own development

The education level of the interviewed respondents is shown in Table 4.4. The results depict a wide variation of educational backgrounds among the respondents. The majority of respondents, 58.26% of the total sample, claimed having a bachelor's degree, indicating a higher level of education within the sample.

Furthermore, the presence of respondents with master's and doctoral degrees, which made up 11.30% and 3.04% of the whole sample, respectively, emphasises the inclusion of persons with advanced educational levels in the sample.

Respondents with primary, secondary, vocational, or technical education, and diploma degrees, on the other hand, make up a smaller fraction of the sample, accounting for less than 30% of the total.

4.1.1.5 Monthly Income

Table 4.5: Monthly Income Statistics of Respondents

Monthly Income	Frequency	Percentage (%)
Less than RM 1,000	3	1.30
RM 1,001 - RM 3000	13	5.65
RM 3,001 - RM 5000	67	29.13
RM 5,001 - RM 7000	82	35.65
RM 7,001 - RM 9000	27	11.74
More than RM 9,000	38	16.53
Total	230	100.00

Note. Own development

The monthly income of the respondents is shown in Table 4.5. The findings indicate that respondents have a wide range of income levels, ranging from relatively low to higher income categories.

The presence of respondents with monthly incomes less than RM 1,000 (1.30% of the total) and between RM 1,001 and RM 3,000 (5.65% of the total) suggests the inclusion of low-income individuals. These respondents may be constrained by budgetary constraints, which may influence their purchase decisions and responsiveness to influencer marketing.

The vast majority of respondents (29.13% of the total) reported monthly earnings ranging from RM 3,001 to RM 5,000. This income category accounts for a sizable fraction of the sample and represents a relatively comfortable income range. Individuals in this income category may have some discretionary income to spend, making them suitable candidates for influencer marketing initiatives.

Furthermore, a sizable proportion of respondents reported monthly incomes ranging from RM 5,001 to RM 9,000, with 35.65% falling within this range. These people are more likely to have extra money to spend on various items and services, making them more responsive to influencer marketing messages.

Furthermore, 16.53% of respondents reported monthly earnings of more than RM 9,000, indicating a substantially higher income category. Individuals in this category may have substantial purchasing power and may be appealing candidates for influencer marketing activities that cater to their increased spending capacity.

4.2 Measurement Scale

4.2.1 Reliability Analysis

Reliability analysis using Statistical Package for the Social Sciences (SPSS) software was conducted to assess the consistency and dependability of the independent and dependent variables in the research project. The analysis involved a total of 230 respondents.

Table 4.6: Results of Cronbach's Alpha Reliability Test

Category of Variables	Aspects	Number of Items	Cronbach's Alpha Coefficient	Results of Reliability Test
Independent Variable	Influencer Type	5	0.873	Very Good Reliability
	Brand Familiarity	5	0.935	Very Good Reliability
	Sponsorship Disclosure	5	0.907	Very Good Reliability
	Influencer's Expertise	5	0.903	Very Good Reliability
	Trustworthiness	5	0.859	Very Good Reliability
Dependent Variable	Consumers Purchase Intention	5	0.745	Good Reliability

Note. Own development

As presented in Table 4.6 (Refers to Appendix 4.4, 4.5, 4.6, 4.7, 4.8, 4.9), all five independent variables demonstrated a high level of reliability, each achieving a Cronbach's alpha value exceeding 0.85. Additionally, the dependent variable demonstrated strong reliability, as indicated by a Cronbach's alpha coefficient of 0.745. These results confirm that all the variables are dependable and exhibit a satisfactory level of internal consistency.

Furthermore, it is worth noting that all the independent variables were measured using five items each. The calculated Cronbach's alpha values for influencer type, brand familiarity, sponsorship disclosure, influencer's expertise, and trustworthiness were 0.873, 0.935, 0.907, 0.903, and 0.859, respectively, signifying a very good level of reliability for each variable.

4.3 Inferential Analytics

4.3.1 Pearson's Correlation Coefficient Analytics

Table 4.7: Pearson's Correlation Coefficient

		IV1	IV2	IV3	IV4	IV5	DV
IV1	Pearson Correlation	1	-0.060	0.059	0.442**	0.489**	0.324**
	Sig. (2-tailed)		0.362	0.373	< 0.001	< 0.001	< 0.001
IV2	Pearson Correlation		1	0.623**	-0.056	0.106	0.124
	Sig. (2-tailed)			< 0.001	0.397	0.108	0.061
IV3	Pearson Correlation			1	-0.023	0.092	0.194**
	Sig. (2-tailed)				0.728	0.162	0.003
IV4	Pearson Correlation				1	0.685**	0.440**
	Sig. (2-tailed)					< 0.001	< 0.001
IV5	Pearson Correlation					1	0.416**
	Sig. (2-tailed)						< 0.001

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

Note. Own development

In reference on Table 4.7 (Refers to Appendix 4.13), influencer type displays a positive correlation of 0.324 with consumers' purchase intention, indicating that an increase in

influencer type is associated with a corresponding increase in consumers' purchase intention. The Pearson's correlation coefficient of 0.324 indicates a weak correlation, suggesting a relatively moderate strength of the relationship. Additionally, the significance p-value, which is less than 0.001, is below the alpha value of 0.01, indicating a significant relationship at the 0.01 level.

Subsequently, brand familiarity exhibits a positive correlation of 0.124 with consumers' purchase intention, indicating that higher brand familiarity is linked to increased purchase intention. With a Pearson's correlation coefficient of 0.123, the relationship falls under the category of weak correlation, suggesting a relatively mild association. Nevertheless, the significance p-value of 0.061 surpasses the alpha value of 0.05, signifying an insignificant relationship at the 0.05 level.

Moreover, sponsorship disclosure demonstrates a positive correlation of 0.194 with consumers' purchase intention, suggesting that higher disclosure is associated with greater purchase intention. The Pearson's correlation coefficient of 0.194 shows a weak correlation, signifying a moderate strength in the relationship. Furthermore, the significance p-value of 0.003 is less than the alpha value of 0.01, indicating a significant relationship at the 0.01 level.

Besides, influencer's expertise shows a positive correlation of 0.440 with consumers' purchase intention, signifying that an increase in expertise is linked to higher purchase intention. With a Pearson's correlation coefficient of 0.440, the relationship falls into the category of moderate correlation, indicating a relatively stronger association. Furthermore, the significance p-value, which is less than 0.001, is less than the alpha value of 0.01, implying a significant relationship at the 0.01 level.

Besides, trustworthiness displays a positive correlation of 0.416 with consumers' purchase intention, indicating that greater trustworthiness is associated with increased purchase intention. With a Pearson's correlation coefficient of 0.416, the relationship is categorized as moderate correlation, signifying a relatively stronger connection. Moreover, the significance p-value, which is less than 0.001, is less than the alpha value of 0.01, validating a significant relationship at the 0.01 level.

4.3.2 Multiple Linear Regression Analysis

A Multiple Linear Regression (MLR) Analysis was employed in order to explore the connection among the five independent variables, namely Influencer Type (IV1), Brand Familiarity (IV2), Sponsorship Disclosure (IV3), Influencer's Expertise (IV4), and Trustworthiness (IV5), and the dependent variable, Consumers' Purchase Intention (DV). The R^2 value is utilized to gauge the variation in the dependent variable. In cases where there are multiple independent variables in the study model, the adjusted R^2 value is preferred as it provides a more accurate measure compared to the standard R^2 value.

To assess the relationship between DV and IV1, IV2, IV3, IV4, and IV5, the Likert Scale is used in questionnaire agreeability statements, where responses range from 1 (strongly disagree) to 5 (strongly agree) (Refer to Appendix A for details). Subsequent to the Multiple Linear Regression (MLR) analysis, the researcher seeks to investigate the coefficient values of IV1, IV2, IV3, IV4, and IV5 to determine the size and direction of the relationships with consumers' purchase intention. Additionally, the significance of these relationships will be evaluated using the significance p-value utilized in the t-test.

Table 4.8: Analysis of Variance (ANOVA) for Multiple Linear Regression (MLR)

Model	SS	Degree of Freedom	MS	F-Value	P-Value
Regression	10.254	5	2.051	15.872	< 0.001
Residual	28.943	224	0.129		
Total	39.197	229			

a. Dependent Variable: DV

b. Independent Variables: IV1, IV2, IV3, IV4, IV5

Note. Own development

In reference to the ANOVA table (Table 4.8), the significance p-value is lower than 0.001. This suggests that the model has a high level of statistical significance. This significance is also reflected in the significant F value. Based on the results, the model exhibits a robust relationship between the predictor variables and the outcome variable. (Refers to Appendix 4.12)

Table 4.9: Summary of the Model

Model	R	R^2	Adjusted R^2	Standard Error of the Estimate
1	0.511	0.262	0.245	0.35946

a. Dependent Variable: DV

b. Independent Variables: IV1, IV2, IV3, IV4, IV5

Note. Own development

R^2 is the amount of variability in consumers' purchase intentions that can be accounted for by influencer type, brand familiarity, sponsorship disclosure, influencer expertise, and trustworthiness. Table 4.9 shows that the R^2 is 0.262 (26.20%). It demonstrates that five of the independent variables clarified 26.20%. Other variables are responsible for the remaining 73.80%.

After accounting for the degree of freedom, adjusted R Square illustrates how much variance in consumers' purchase intentions is explained by independent factors. The modified R Square of 0.245 implies that influencer type, brand familiarity, sponsorship disclosure, influencer competence, and trustworthiness can account for 24.50% of the variability in consumers' purchase intention.

Table 4.10: Results of Multiple Linear Regression (MLR) Analysis

Independent Variables	Degree of Freedom	Unstandardized B	Standard Errors of Coefficients	Standardized Coefficients Beta	t-statistics	p-values
Intercept	1	1.901	0.209		9.089	< 0.001
Influencer Type	1	0.075	0.043	0.118	1.740	0.083
Brand Familiarity	1	0.017	0.038	0.034	0.446	0.656
Sponsorship Disclosure	1	0.090	0.042	0.161	2.176	0.031
Influencer's Expertise	1	0.195	0.052	0.302	3.727	< 0.001
Trustworthiness	1	0.102	0.065	0.133	1.576	0.117

Note. Own development

The regression equation is expressed below:

$$DV = \beta 0 + \beta 1(IV1) + \beta 2(IV2) + \beta 3(IV3) + \beta 4(IV4) + \beta 5(IV5) + \varepsilon$$

Where,

DV = Consumers' Purchase Intention

IV1 = Influencer Type

IV2 = Brand Familiarity

IV3 = Sponsorship Disclosure

IV4 = Influencer's Expertise

IV5 = Trustworthiness

β = the Intercept

$\beta 1/ \beta 2/ \beta 3/ \beta 4/ \beta 5$ = the coefficient of independent variables

ε = the error term

Thus, the complete regression equation will be as follows:

$$DV = 1.901 + 0.075(IV1) + 0.017(IV2) + 0.090(IV3) + 0.195(IV4) + 0.102(IV5) + \varepsilon$$

Influencer Type

The coefficient value of 0.075 signifies a positive correlation between influencer type and consumers' purchase intention. This means that as influencer type increases, consumers' purchase intention also tends to increase. On average, for each 1 unit increase in influencer type, consumers' purchase intention is expected to increase by 0.075 units, assuming all other factors remain constant. However, the p-value for influencer type is 0.083, which is greater than the significance level of 0.05. Consequently, there is insufficient evidence to establish a statistically significant relationship between influencer type and consumers' purchase intention.

Brand Familiarity

The coefficient value of 0.017 signifies a positive correlation between brand familiarity and consumers' purchase intention. As brand familiarity increases, consumers' purchase intention also tends to increase. On average, with each 1 unit rise in brand familiarity, consumers' purchase intention is expected to increase by 0.017 units, assuming all other variables remain constant. Nevertheless, the p-value for brand familiarity is 0.656, exceeding the significance level of 0.05. Therefore, there is insufficient evidence to indicate a statistically significant relationship between brand familiarity and consumers' purchase intention.

Sponsorship Disclosure

The coefficient value of 0.090 signifies a positive correlation between sponsorship disclosure and consumers' purchase intention. A higher level of sponsorship disclosure is associated with an increased consumers' purchase intention. On average, for every 1 unit increase in sponsorship disclosure, consumers' purchase intention is predicted to increase by 0.090 units, assuming all other variables remain constant. The p-value for sponsorship disclosure is 0.031, which is less than the significance level of 0.05, indicating sufficient evidence to establish a statistically significant relationship between sponsorship disclosure and consumers' purchase intention at the 5% significance level.

Influencer's Expertise

The coefficient value of 0.195 signifies a positive correlation between influencer's expertise and consumers' purchase intention. As influencer's expertise increases, consumers' purchase intention tends to increase as well. On average, for each 1 unit increase in influencer's expertise, consumers' purchase intention is expected to increase by 0.195 units, assuming all other variables remain constant. The p-value for influencer's expertise is less than 0.001, which is below the significance level of 0.05. Consequently, there is sufficient evidence to establish a statistically significant relationship between an influencer's expertise and consumers' purchase intention at the 5% significance level.

Trustworthiness

The coefficient value of 0.102 signifies a positive correlation between trustworthiness and consumers' purchase intention. An increase in trustworthiness is associated with higher consumers' purchase intention. On average, for each 1 unit rise in trustworthiness, consumers' purchase intention is expected to increase by 0.102 units, assuming all other factors remain constant. However, the p-value for trustworthiness is 0.117, which is greater than the significance level of 0.05. Therefore, there is insufficient evidence to establish a statistically significant relationship between trustworthiness and consumers' purchase intention.

In conclusion, the multiple linear regression (MLR) analysis conducted in the research indicates that among the examined determinants, Influencer's Expertise emerges as the most influential factor in influencing consumers' purchase intention. This conclusion is supported by the standardized beta coefficient of 0.302 assigned to "Influencer's Expertise" in the regression model.

4.4 Assumption Verification

Prior to conducting the multiple linear regression (MLR) model, it is essential to verify that the research's model meets the four prerequisites of multiple regression.

4.4.1 Multicollinearity Test

The data from 230 respondents in the questionnaire were subjected to a multicollinearity test using SPSS analysis (Refers to Appendix 4.10). The outcome of the test is presented in Table 4.11.

Table 4.11: Multicollinearity Test

Independent Variables	VIF Values
Influencer Type	1.389
Brand Familiarity	1.713
Sponsorship Disclosure	1.663
Influencer's Expertise	1.993
Trustworthiness	2.155

Note. Own development

The findings demonstrate that there is no significant correlation among the independent variables in the study. This is evidenced by the variance inflation factor (VIF) values, which are below 10 for all five independent variables. Thus, there is no significant multicollinearity issue among the independent variables, and there is no need to be concerned about potential collinearity problems.

4.4.2 Multivariate Normality

In multiple regression analysis, it is assumed that the residuals in the model follow a normal distribution. To assess the normality of the residuals, a histogram of regression residuals was examined. The findings, presented in Appendix 4.10, indicate that the residuals in the study exhibit a regular distribution, confirming the assumption of normality.

4.4.3 Homoscedasticity Test

In multiple regression analysis, homoscedasticity is a prerequisite, which implies that the variability of error terms should remain constant across various values of independent variables. To assess homoscedasticity, the residuals were plotted against the dependent variable in a scatterplot. If the scatterplot exhibits discernible patterns, it indicates heteroscedasticity in the data. However, in the present study (Refers to Appendix 4.15), the scatterplot did not display any evident patterns, suggesting that the data adheres to homoscedasticity assumptions in the model.

4.4.4 Auto-Correlation Test

The assumption of no autocorrelation in multiple linear regression (MLR) states that the error terms are not correlated with each other across different observations. In other words, the residuals should not exhibit any systematic patterns or trends over time or across data points. Researchers often employ the Durbin-Watson test to examine autocorrelation. This test produces values ranging from 0 to 4, where approximately 2 suggests minimal autocorrelation, while values nearing 0 or 4 indicate higher levels of autocorrelation. In this study (Refers to Appendix 4.11), the Durbin-Watson test resulted in a value of 1.836, which is not significantly close to 0 or 4. This finding indicates that there is no issue of autocorrelation in the model.

CHAPTER 5

DISCUSSIONS, CONCLUSIONS AND IMPLICATIONS

5.1 Discussions of Key Discoveries

For this segment, the study examined the impacts of five independent variables (IV) on consumers' purchase intention (DV) in Malaysia. A questionnaire was distributed to a total of 230 target respondents to gauge their agreement levels concerning Influencer Type (IV1), Brand Familiarity (IV2), Sponsorship Disclosure (IV3), Influencer's Expertise (IV4), and Trustworthiness (IV5), as well as their respective impact on Consumers' Purchase Intention (DV). The Multiple Linear Regression (MLR) model is utilized to investigate the relationship between the five determinants and the dependent variable. The primary conclusion drawn was that Influencer Type (IV1), Sponsorship Disclosure (IV3) and Influencer's Expertise (IV4) were found to be clearly and strongly connected with consumers' purchase intention while there is insufficient evidence to show that Brand Familiarity (IV2) and Trustworthiness (IV5) were strongly connected with consumers' purchase intention.

Table 5.1: Confirmation of Hypothesis Statements

Hypothesis	Statement	Result
H1	Micro-celebrities will have a positive impact on consumers' purchase intention compared to traditional celebrities.	Reject
H2	There is a positive relationship between brand familiarity and consumers' purchase intention.	Reject
H3	There is a positive relationship between sponsorship disclosure and consumers' purchase intention.	Do not reject
H4	There is a positive relationship between influencer's expertise and consumers' purchase intention.	Do not reject
H5	There is a positive relationship between trustworthiness and consumers' purchase intention.	Reject

Note. Own development

5.1.1 Hypothesis 1: Influencer Type

Based on the literature review and the analysis of the research findings, the hypothesis suggesting a positive impact of micro-celebrities on consumers' purchase intention compared to traditional celebrities was not fully supported. The reviewed studies present a mixed perspective on the relationship between influencer type and consumers' purchase intention, highlighting the complexities of this dynamic.

Traditionally, research has emphasized the favorable influence of traditional celebrities on consumers' purchase intentions. Erdogan (1999) and Kamins et al. (1989) found that celebrity endorsements can increase brand recognition, credibility, and positively impact consumers' attitudes toward a company, leading to a higher likelihood of purchase. These findings align with the long-standing practice of using well-known celebrities to endorse products and create a sense of familiarity and trust among consumers.

However, in recent years, the use of micro-celebrities for business endorsements has gained popularity. The studies by Limbu et al. (2021) and Lyu and Park (2019) indicate that micro-celebrities, despite having a smaller fan base, can have a favorable effect on consumers'

purchase intentions. They are perceived as more authentic, trustworthy, and relatable, which enhances consumers' attitudes toward a company and their intention to buy. Customers are more inclined to follow and believe micro-celebrities on social media, leading to a positive impact on their purchase intentions.

Moreover, Choi et al. (2020) discovered that micro-celebrities can have a positive impact on consumers' purchase intentions, especially when it comes to niche products. This is because customers perceive micro-celebrities as experts in their specific fields and highly value their recommendations, which significantly influences their intention to make a purchase.

However, it is important to note that the findings from the reviewed studies do not provide conclusive evidence to fully support the hypothesis. While micro-celebrities demonstrate favorable effects on consumers' purchase intentions, the impact of traditional celebrities cannot be dismissed. The research by Erdogan (1999) and Kamins et al. (1989) highlights the positive influence of traditional celebrities on consumers' attitudes and purchase intentions. Moreover, the reviewed studies reveal that the relationship between influencer type and purchase intention is complex and can be influenced by various contextual factors.

For instance, the effectiveness of influencer type may vary across industries, products, and target audiences. Different consumer segments may respond differently to traditional celebrities and micro-celebrities, suggesting that the impact of influencer type on purchase intention is contingent on specific contexts. Additionally, the dynamic nature of the influencer landscape and evolving consumer behavior further complicates the relationship. As social media platforms evolve and trends change, the effectiveness of different influencer types may shift.

Given these complexities, future research should continue to explore the connections between influencer type and consumers' purchase intention. Studies should consider the influence of contextual factors, such as industry, product type, and target audience, to gain a more comprehensive understanding. Additionally, investigating the potential synergistic effects of combining traditional celebrities and micro-celebrities in influencer marketing strategies could provide valuable insights.

In conclusion, the review of the literature suggests that, while micro-celebrities have distinct advantages in terms of authenticity, trustworthiness, and relatability, there is no conclusive evidence to support the claim that they have a greater positive impact on consumers' purchase intentions than traditional celebrities. The relationship between influencer type and buy intention is complicated, as it is influenced by a variety of contextual circumstances. Future research should continue to explore this dynamic to provide a deeper understanding of how different influencer types influence consumers' purchase decisions.

5.1.2 Hypothesis 2: Brand Familiarity

Based on the literature review and the analysis of the research findings, the hypothesis that there is a positive relationship between brand familiarity and consumers' purchase intention was not supported. The results of this study diverge from previous research that has consistently emphasized the favourable correlation between brand familiarity and consumers' intention to buy.

Traditionally, research has shown that brand familiarity plays a crucial role in shaping consumers' purchase intentions, particularly for high-involvement products. Hsu and Chang (2018) found that familiar brands lower consumers' perceived risk and increase their belief in the product, thereby influencing their likelihood to purchase high-involvement items. Similarly, Khamitova and Loureiro (2019) highlighted that brand familiarity impacts consumers' willingness to pay a higher price for a product, as a well-known brand conveys a sense of high quality and dependability.

However, the findings of this study present a contrasting perspective. Despite the theoretical expectations and previous research suggesting a positive link between brand familiarity and consumers' purchase intention, the data did not support a statistically significant connection in this particular study. While this may appear counterintuitive, several factors, such as sample characteristics, product type, or cultural differences, could explain the deviation from the established literature. Further investigation is necessary to fully comprehend the complex relationship between brand familiarity and consumers' purchase intentions.

Firstly, it is important to consider the specific context and sample characteristics of the study. The present research may have included a unique sample with varying preferences and attitudes towards brand familiarity, leading to different outcomes. The diversity in consumer behaviour and individual perceptions can contribute to variations in the relationship between brand familiarity and purchase intention. Additionally, factors such as product type or industry could play a role in influencing consumers' purchase decisions, further adding complexity to the observed results. It is crucial to acknowledge these nuances and conduct further research to gain a comprehensive understanding of the interplay between brand familiarity and purchase intention in different contexts.

Additionally, the influence of other factors in the decision-making process cannot be overlooked. While brand familiarity has been regarded as an important determinant, consumers' purchase intentions are influenced by a multitude of other variables, such as product quality, price, personal preferences, and social influences. These factors may interact and overshadow the direct impact of brand familiarity on purchase intention, leading to the observed result. Moreover, individual differences in consumers' cognitive and emotional responses to different brands and products can further contribute to the complexity of the relationship between brand familiarity and purchase intention. Further research is needed to explore these interactions and provide a more comprehensive understanding of consumers' decision-making processes.

Furthermore, the research conducted by Huynh and Nguyen (2021) and Jabeen and Akhtar (2022) further supports the notion that brand familiarity may not always have a statistically significant impact on the dependent variable, consumers' purchase intention. Huynh and Nguyen found that brand familiarity primarily affects consumers' confidence in a brand rather than directly influencing their intention to purchase. Similarly, Jabeen and Akhtar discovered that brand familiarity mainly impacts consumers' perceptions of value, which indirectly influences their intention to buy.

In light of these findings, it is evident that the relationship between brand familiarity and consumers' purchase intention is complex and may be influenced by various contextual and individual factors. The absence of a significant relationship in this study suggests that other factors may have a stronger influence on consumers' purchase decisions, overshadowing the

impact of brand familiarity. Therefore, it is crucial for marketers and researchers to consider these multiple factors and their interactions to gain a comprehensive understanding of consumers' purchasing behaviour in different situations and markets.

5.1.3 Hypothesis 3: Sponsorship Disclosure

Based on the literature review and the analysis of the research findings, the hypothesis that there is a positive relationship between sponsorship disclosure and consumers' purchase intention was supported. The results of this study align with recent research that has emphasized the detrimental correlation between sponsorship disclosure and consumers' purchase intentions.

Research conducted by Bu, Parkinson, and Thaichon (2022) examined the influence of sponsorship disclosure on value co-creation behavior in influencer marketing. Their findings demonstrated that sponsorship disclosure can have a beneficial impact on value co-creation activity by increasing trust in both the influencer and the company. This suggests that when consumers are aware of the sponsorship arrangement, they perceive the influencer's endorsement as more genuine and are more likely to engage in value co-creation activities, which positively impacts their purchase intentions.

Similarly, Lee and Kim's (2020) study expanded on the relationship between sponsorship disclosure, influencer credibility, and brand credibility. Their research revealed that sponsorship disclosure, along with influencer credibility and brand credibility, significantly influenced consumers' purchase intentions in the context of Instagram promotional postings. Notably, the effect of sponsorship disclosure was particularly substantial when the credibility of the influencer was high. These findings highlight the importance of transparency in sponsorship disclosure and the role of influencer credibility in shaping consumers' purchase intentions.

Furthermore, De Jans, Cauberghe, and Geuens (2020) explored the impact of sponsorship disclosure on consumers' purchase intentions, considering the perceived credibility of the influencer. Their study indicated that sponsorship disclosure can increase consumers' purchase intention, but only when the influencer is perceived as credible. Consumers were more inclined

to believe that the influencer's recommendation was genuine, even if they were aware of the sponsorship arrangement. This underscores the significance of influencer credibility in mediating the relationship between sponsorship disclosure and purchase intentions. Influencers who are perceived as trustworthy and knowledgeable are more likely to maintain their audience's confidence and positively influence their purchase decisions, even when disclosing sponsorship arrangements.

Additionally, Jung and Heo's (2019) research emphasized the importance of clear and succinct sponsorship disclosure. Their study revealed that when sponsorship disclosure was ambiguous or difficult to locate, consumers were less likely to trust the influencer's endorsement, leading to a decrease in purchase intentions. This highlights the need for transparent and easily accessible sponsorship disclosure practices to foster trust and positively impact consumers' purchase intentions. By providing straightforward and visible disclosures, influencers can enhance their credibility and reassure consumers, ultimately encouraging them to make informed and confident purchase decisions.

In conclusion, the findings of this study provide empirical evidence supporting the hypothesis that there is a positive relationship between sponsorship disclosure and consumers' purchase intention. The research aligns with previous studies that have emphasized the detrimental correlation between sponsorship disclosure and purchase intentions. The results underscore the significance of transparency, influencer credibility, and clear disclosure practices in influencer marketing campaigns. By prioritizing open and honest communication with consumers, brands and influencers can cultivate trust and enhance the effectiveness of their marketing efforts.

5.1.4 Hypothesis 4: Influencer's Expertise

Based on the literature review and the analysis of the research findings, the hypothesis that there is a positive relationship between influencers' expertise and consumers' purchase intentions was supported. The results of this study align with recent research that highlights the favourable correlation between influencers' expertise and consumers' purchase intentions.

Research conducted by Jin and Phua (2018) examined the impact of influencers' perceived expertise on consumers' attitudes toward the product and their intention to make a purchase.

Their findings demonstrated that consumers' attitudes toward the product were favourably influenced by influencers' perceived expertise, which in turn positively impacted their purchase intentions. This suggests that consumers are more inclined to trust and follow influencers who are perceived as knowledgeable and competent in their respective fields. Influencers' expertise enhances their credibility and authority, leading consumers to view their recommendations as reliable and valuable, thereby motivating them to make purchasing decisions based on the influencer's advice.

Similarly, Lee and Kim's (2019) study delved into the influence of expert influencers on consumers' purchase intentions. Their research revealed that consumers perceive expert influencers as more reliable and credible, leading to a favourable effect on their intention to make a purchase. Consumers are more likely to listen to and trust knowledgeable influencers, which positively affects their attitudes toward the product and their intent to buy. Expert influencers are seen as authorities in their fields, and their endorsements carry weight, making consumers more receptive to their product recommendations and increasing the likelihood of converting their intentions into actual purchases.

Additionally, Cheng, Chen, and Wang's (2021) research focused on the perception of influencers' expertise and its influence on consumers' purchase intentions, particularly for high-involvement products. Their study found that consumers consider expert influencers as more knowledgeable and reliable, which has a positive impact on their intention to purchase products that require a higher level of involvement. This highlights the importance of expert influencers in shaping consumers' purchase intentions, especially for products that require more consideration and evaluation. Consumers seek guidance and advice from experts to make informed decisions when faced with complex and significant purchases, and expert influencers play a crucial role in providing the necessary information and assurance to sway consumers toward making the desired purchase.

Furthermore, Duan and Zhang's (2021) study explored the relationship between consumers' perception of an influencer's expertise and their purchase intentions, particularly when consumers have limited prior product knowledge. Their findings revealed that consumers rely on experts to provide them with advice and recommendations, which positively influences their intention to make a purchase. This emphasizes the role of influencers' expertise in guiding and

influencing consumers' purchasing decisions, particularly when consumers lack sufficient product knowledge. In such situations, consumers may feel more confident and reassured in their choices when they receive recommendations from influencers who are perceived as knowledgeable and credible in the specific field, leading to a higher likelihood of making the intended purchase.

In conclusion, this study offers empirical evidence to support the hypothesis of a positive link between influencers' expertise and consumers' purchase intentions. The findings are consistent with prior research that has emphasized the favourable association between influencers' expertise and purchase intentions. The results emphasize the significance of influencers' perceived expertise in influencing consumers' attitudes, trust, and their inclination to make a purchase.

5.1.5 Hypothesis 5: Trustworthiness

Based on the literature review and the analysis of the research findings, the hypothesis that there is a positive relationship between trustworthiness and consumers' purchase intentions was not supported. Although trustworthiness has consistently been recognized as a significant factor in consumer behaviour, the findings of this study suggest a different outcome.

Several studies highlighted the positive correlation between trustworthiness and consumers' purchase intentions. Park, Kim, and Chung's (2019) research conducted in online brand communities found that brand trust and perceived risk significantly influenced consumers' purchase intentions. The study indicated that consumers are more likely to make purchases from brands they trust and perceive as low-risk. Similar findings were observed by Xu, Liu, and Wang (2021) in the sharing economy, where brand trust positively impacted purchase intentions and mitigated the negative effect of perceived risk. Cho and Lee (2020) also found a significant positive relationship between brand trust and consumers' purchase intentions in the food and beverage industry.

However, the results of this study diverged from the aforementioned studies by Wang et al. (2022) which mentioned that it is the brand trustworthiness which positively affect the consumers' purchase intention, as the hypothesis of a positive relationship between

trustworthiness and purchase intentions was rejected. Several reasons could account for this discrepancy. Firstly, the context of the study may differ from the previous research. Factors such as the industry (Aggad, Ahmad & Kamarudin, 2021), product type, or target audience (Purwanto, 2021; Aggad, Ahmad & Kamarudin, 2021) could influence the relationship between trustworthiness and purchase intentions.

Furthermore, while trustworthiness is widely acknowledged as a crucial factor in consumer decision-making, its impact may vary depending on other variables or moderators. The dynamic interaction between trustworthiness and factors like brand familiarity, perceived quality, or price might significantly shape consumers' purchase intentions. Thus, it is imperative for future research to encompass these potential moderating variables to gain a comprehensive and nuanced understanding of the intricate relationship between trustworthiness and its effects on purchase intentions.

Even though the hypothesis was not supported in this study, the practical implications of the findings remain noteworthy. The lack of a significant relationship between trustworthiness and purchase intentions indicates that businesses should not place exclusive emphasis on building trust to drive consumer purchase behavior. Instead, they must take into account various other critical factors, including product quality, brand reputation, well-designed marketing strategies, and competitive pricing. By carefully considering and integrating these elements, businesses can effectively influence consumers' purchase intentions and make informed decisions to enhance overall sales and success.

In conclusion, while previous studies have consistently identified a positive connection between trustworthiness and purchase intentions, the findings of this study indicate a different outcome. Several potential reasons for this discrepancy were discussed, including contextual differences, methodological variations, and the potential influence of other variables. Future research should explore these factors in more detail to gain a comprehensive understanding of the relationship between trustworthiness and purchase intentions. Businesses should also take into account the importance of other influencing factors and tailor their marketing strategies accordingly to effectively drive consumer purchase intentions.

5.2 Implications

5.2.1 Practical Implication

The study's findings have substantial practical implications for marketers and influencer marketing practitioners. Although only sponsorship disclosure and influencer expertise exhibited a statistically significant relationship with consumers' purchase intentions, the variables that showed insignificant relationships should not be overlooked. These factors still hold value and deserve attention in crafting effective influencer marketing strategies. A comprehensive approach, considering both significant and non-significant variables, will lead to a more informed and impactful influence on consumers' purchase intentions.

The influence of influencer's expertise on consumers' purchase intention highlights the importance of collaborating with influencers who possess domain-specific knowledge and expertise. By partnering with influencers who are perceived as experts in their respective fields, marketers can enhance their credibility and increase the likelihood of influencing consumers' purchase decisions. Practitioners should also recognize the significance of sponsorship disclosure in influencing consumers' purchase intention. This implies that transparent and clear disclosure of brand partnerships and sponsored content by influencers is crucial for maintaining consumer trust and credibility. Marketers should prioritize ensuring that such disclosures are prominently and ethically communicated to consumers, as it can positively impact their purchase intentions.

While influencer type, brand familiarity, and trustworthiness did not demonstrate a statistically significant relationship with purchase intention, they remain important considerations for marketers. These variables might still exert influence on consumer perceptions and behaviours, albeit in a more nuanced manner. Acknowledging their potential impact, marketers should incorporate these factors into their influencer marketing strategies. Leveraging influencer type, brand familiarity, and trustworthiness can help enhance brand awareness, recognition, and trust among consumers. Taking a comprehensive approach will enable marketers to optimize the effectiveness of their influencer campaigns and build stronger connections with their target audience.

In conclusion, the study underscores the importance of sponsorship disclosure and influencer expertise in influencing consumers' purchase intentions. Nonetheless, the non-significant variables remain relevant and should not be overlooked. Marketers and practitioners should prioritize transparent sponsorship disclosures and collaborate with knowledgeable influencers to optimize the impact of influencer marketing on consumers' purchase intentions. Taking these factors into account will lead to more effective and informed influencer marketing strategies.

5.2.2 Theoretical Implication

Despite the lack of sufficient evidence to support the claim that micro-celebrities will have a more favourable impact on consumers' purchase intention, this study has provided valuable insights from a theoretical perspective. The application of the Theory of Reasoned Action (TRA) in this research sheds light on the role of attitudes and subjective norms in influencing consumers' purchase intentions. According to the TRA, individuals' behavioural intentions are shaped by their attitudes towards the behaviour and subjective norms. The theoretical implications of this study underscore the significance of attitudes and subjective norms in affecting consumers' purchase intentions. Although the findings do not strongly support the superiority of micro-celebrities over traditional celebrities, they do suggest that micro-celebrities can have a beneficial impact on consumers' purchase intentions. These practical consequences imply that consumers' perceptions towards micro-celebrities are more favourable, resulting in higher purchase intentions. Furthermore, despite the fact that the association between brand familiarity and consumers' purchase intention was found to be minor, the theoretical implications suggest that consumers' opinions about brand familiarity may not be the fundamental driver of purchase intention. This suggests that in the context of influencer marketing, other criteria such as influencer's expertise may have a bigger influence on consumers' purchase intentions, overshadowing the impact of brand familiarity.

The second theory that the researcher had applied is the Theory of Planned Behaviour. The TPB expands on the TRA by adding perceived behavioural control as a factor influencing behavioural intentions. The research's theoretical implications coincide with the TPB paradigm, taking into account the influence of sponsorship disclosure, influencer expertise, and trustworthiness on consumers' purchase intentions. The TPB is supported by the favourable association between sponsorship disclosure and consumer purchase intention. The practical

consequences indicate that explicit and transparent sponsorship disclosure improves consumers' perceived behavioural control, which in turn increases their purchase intention. Brands and influencers give consumers with the information they need to make informed decisions by openly revealing sponsorships, empowering them to exert control over their purchasing behaviour. The positive association between influencer's expertise and consumers' purchase intention, as well as the insignificant relationship between trustworthiness and consumers' purchase intention, have theoretical significance in the context of the TPB. The practical consequences show that consumers' attitudes and perceived behavioural control have a greater impact on purchase intention than trustworthiness alone. When making purchase decisions, consumers may depend more on influencers' expertise and the perceived value of their recommendations rather than just on trustworthiness.

5.3 Limitations

During the research process, the researcher encountered certain limitations and constraints.

Time constraints. One limitation of the current study is the time constraints imposed on the research process. Conducting a cross-sectional study within a short time period due to limited time availability can restrict the depth and breadth of the investigation. This may lead to challenges in data collection, analysis, and interpretation, potentially impacting the overall quality and generalizability of the findings. Furthermore, the use of convenience sampling, driven by time limitations, may introduce biases and limit the representativeness of the sample. Therefore, it is important to acknowledge the potential limitations stemming from time constraints in this study.

Generalizability. One limitation of the current study is its limited generalizability as it was conducted exclusively in Malaysia. The use of non-probability sampling further restricts the ability to generalize the findings to a larger population. Non-probability sampling methods, such as convenience sampling, may introduce biases and lack representativeness, making it difficult to draw broader conclusions. The study's findings should be interpreted within the context of the specific region and caution should be exercised when applying them to other populations or geographic areas. Future research could use large and more diverse samples to enhance the generalizability of the findings.

Research context. The study's focus on influencer marketing and its impact on consumers' purchase intention is vital. However, it is crucial to acknowledge that consumer behaviour is influenced by a myriad of factors beyond the scope of this study. Other marketing methods, cultural variations, and evolving consumer trends can all contribute to shaping purchase intentions. Therefore, caution should be exercised when generalizing the findings to all marketing scenarios without considering these broader factors. Additionally, the R-square result of 26.2% suggests that the independent variables examined in this study explain only a limited portion of the observed variance in consumers' purchase intention. Further research is needed to explore additional influential factors and enhance our understanding of consumer behaviour in relation to marketing strategies.

Single method and data source. The study's reliance on a single research method, namely the questionnaire, and data source may raise concerns about the dependability and validity of the data. Employing multiple methodologies such as surveys, interviews, and observations, along with diverse data sources like consumer panels and social media analytics, could enhance the study's comprehensiveness and robustness. This approach would offer a more well-rounded and thorough analysis of the research issue, allowing for a deeper understanding of the relationships between influencers' expertise, sponsorship disclosure, and consumers' purchase intentions.

5.4 Recommendation for Future Research

In conclusion, the research has concluded, acknowledging the presence of barriers and limitations. Nonetheless, the researcher has provided a comprehensive outcome analysis for the benefit of the public. Moving forward, it is recommended that future investigations address these limitations and explore new directions to further enhance understanding in this area. By doing so, the field of influencer marketing can continue to evolve and contribute valuable insights to marketers, practitioners, and researchers alike.

First and foremost, future research should focus on expanding the study to include multiple geographical areas or diverse cultural contexts to enhance the generalizability of findings. Conducting a comparative investigation on how influencer marketing influences consumer purchase intentions across various locations would allow for a deeper understanding of the

impact while considering differences in consumer preferences, cultural norms, and market dynamics. This broader approach would contribute valuable insights to the field and aid marketers in crafting more effective and targeted influencer marketing strategies worldwide.

Furthermore, implementing longitudinal research would be instrumental in identifying causal linkages and tracking changes in customer attitudes and behaviours over time. By investigating the lasting impacts of influencer marketing on consumers' purchase intentions, researchers can gain valuable insights into the long-term effects of this marketing strategy. Understanding how influencer-driven perceptions evolve and influence purchasing decisions over extended periods would provide a more comprehensive view and aid marketers in devising sustainable and impactful influencer marketing campaigns.

Moreover, it is essential for future research to explore the role of potential mediating or moderating variables in the relationship between influencer marketing and purchase intent. Variables like consumer trust, social influence, or perceived value could act as mediators or attenuators, shaping the impact of influencer marketing on customers' decision-making processes. Identifying and understanding these elements would offer valuable insights for marketers seeking to enhance their influencer strategy. Pinpointing the mechanisms through which influencer marketing influences consumer behaviour would enable more targeted and effective approaches, fostering better engagement and higher conversion rates in influencer campaigns.

Furthermore, expanding the research to include additional industries or product categories could yield valuable insights into the varying effectiveness of influencer marketing across different contexts. Comparing the impact of influencer marketing in industries like fashion, cosmetics, and technology can offer valuable knowledge on industry-specific dynamics and guide marketers in determining the most effective strategies for distinct product categories. This broader analysis would help marketers tailor their influencer campaigns to specific industries, maximizing their reach and impact within targeted consumer segments.

By incorporating these recommendations into future studies, a deeper understanding of influencer marketing and its impact on consumer purchase intentions can be achieved. This

valuable insight will empower marketers to design more efficient marketing strategies, optimize influencer collaborations, and make informed decisions in the rapidly evolving digital ecosystem. Embracing these research directions will enhance the effectiveness of influencer marketing campaigns and enable businesses to stay ahead in a competitive and dynamic market landscape.

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APPENDICES

Pilot Test Study

Appendix 3.1: Reliability Test of Influencer Type

Reliability Statistics

Cronbach's Alpha	N of Items
.844	5

Appendix 3.2: Reliability Test of Brand Familiarity

Reliability Statistics

Cronbach's Alpha	N of Items
.534	5

Appendix 3.3: Reliability Test of Sponsorship Disclosure

Reliability Statistics

Cronbach's Alpha	N of Items
.418	5

Appendix 3.4: Reliability Test of Influencer's Expertise

Reliability Statistics

Cronbach's Alpha	N of Items
.845	5

Appendix 3.5: Reliability Test of Trustworthiness

Reliability Statistics

Cronbach's Alpha	N of Items
.830	5

Appendix 3.6: Reliability Test of Consumers' Purchase Intention

Reliability Statistics

Cronbach's Alpha	N of Items
.725	5

Appendix 3.7: Pearson Coefficient Correlations

Correlations

		Influencer Type	Brand Familiarity	Sponsorship Disclosure	Influencer's Expertise	Trustworthiness	Consumers' Purchase Intention
Influencer Type	Pearson Correlation	1	.253	.362*	.632**	.741**	.492**
	Sig. (2-tailed)		.148	.035	<.001	<.001	.003
	N	34	34	34	34	34	34
Brand Familiarity	Pearson Correlation	.253	1	.695**	.445**	.439**	.636**
	Sig. (2-tailed)	.148		<.001	.008	.009	<.001
	N	34	34	34	34	34	34
Sponsorship Disclosure	Pearson Correlation	.362*	.695**	1	.456**	.466**	.684**
	Sig. (2-tailed)	.035	<.001		.007	.006	<.001
	N	34	34	34	34	34	34
Influencer's Expertise	Pearson Correlation	.632**	.445**	.456**	1	.849**	.768**
	Sig. (2-tailed)	<.001	.008	.007		<.001	<.001
	N	34	34	34	34	34	34
Trustworthiness	Pearson Correlation	.741**	.439**	.466**	.849**	1	.647**
	Sig. (2-tailed)	<.001	.009	.006	<.001		<.001
	N	34	34	34	34	34	34
Consumers' Purchase Intention	Pearson Correlation	.492**	.636**	.684**	.768**	.647**	1
	Sig. (2-tailed)	.003	<.001	<.001	<.001	<.001	
	N	34	34	34	34	34	34

*. Correlation is significant at the 0.05 level (2-tailed).

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

Appendix 3.8: Coefficients of Variables / Multicollinearity Test

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	.563	.446		1.264	.217		
	Influencer Type	.026	.091	.041	.287	.776	.437	2.288
	Brand Familiarity	.191	.139	.186	1.366	.183	.481	2.080
	Sponsorship Disclosure	.366	.156	.320	2.341	.027	.476	2.100
	Influencer's Expertise	.366	.100	.663	3.672	.001	.272	3.676
	Trustworthiness	-.108	.127	-.176	-.845	.405	.204	4.909

a. Dependent Variable: Consumers' Purchase Intention

Appendix 3.9: R-Square of Model / Autocorrelation Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	Change Statistics F Change	Change Statistics df1	Change Statistics df2	Change Statistics Sig. F Change	Durbin-Watson
1	.867[a]	.752	.707	.20676	.752	16.945	5	28	<.001	1.914

a. Predictors: (Constant), Trustworthiness, Brand Familiarity, Sponsorship Disclosure, Influencer Type, Influencer's Expertise

b. Dependent Variable: Consumers' Purchase Intention

Appendix 3.10: Histogram / Normality Test

Histogram
Dependent Variable: Consumers' Purchase Intention

Mean = -6.18E-16
Std. Dev. = 0.921
N = 34
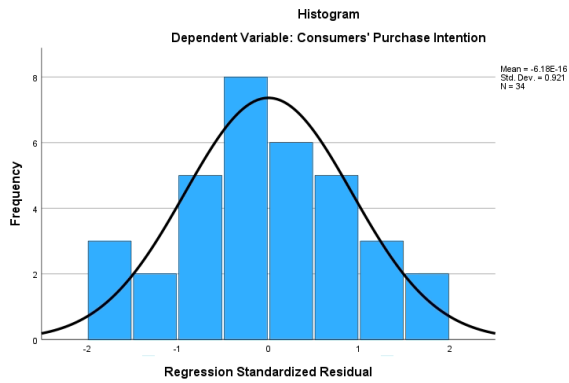
Appendix 3.11: Normal P-P-Plot / Normality Test

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Consumers' Purchase Intention
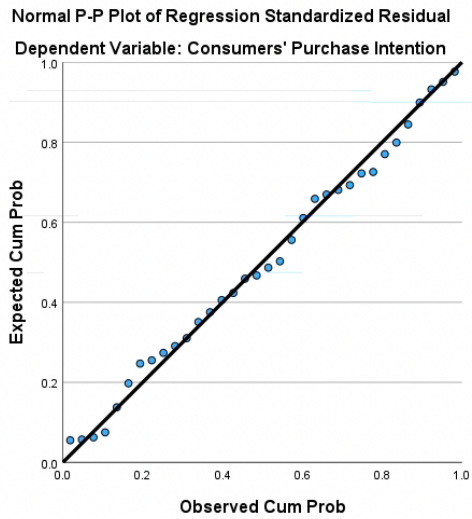
Appendix 3.12: Scatterplot

Scatterplot
Dependent Variable: Consumers' Purchase Intention
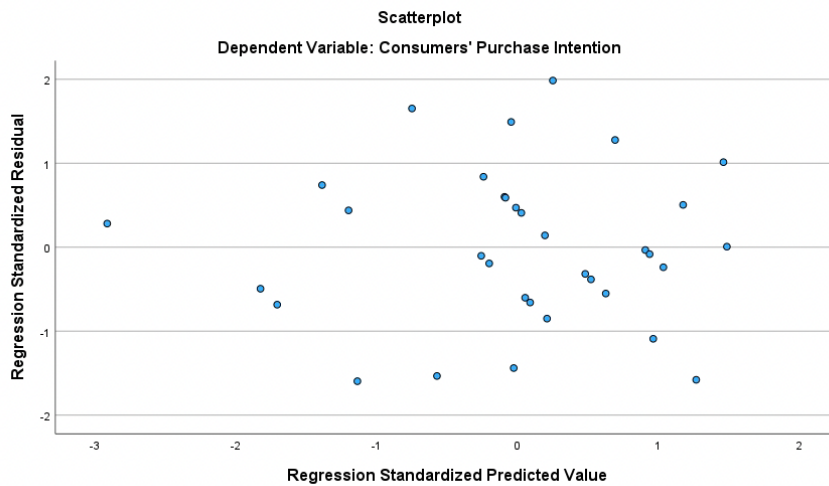
Descriptive Analysis

Appendix 4.1: Statistics of Demographic Profile

Demographic Factors	Categories	Frequency	Percentage (%)
Exposure Towards Influencer Marketing	Daily	33	14.35
	Several Times a Week	115	50.00
	Once a Week	13	5.65
	Several Times a Month	53	23.04
	Once a Month	5	2.17
	Rarely	11	4.79
	Never	0	0.00
	Total		
Gender	Male	97	42.17
	Female	133	57.83
	Total		
Age	< 20 years old	6	2.61
	21-25 years old	86	37.39
	26-30 years old	67	29.13
	31-35 years old	39	16.96
	36-40 years old	9	3.91
	> 40 years old	23	10.00
	Total		
Race	Malay	14	6.09
	Chinese	209	90.87
	India	7	3.04
	Total		
Education Level	No Formal Education	0	0.00
	Primary Education	1	0.43
	Secondary Education	26	11.31

	Vocational or Technical Education	4	1.75
	Diploma	32	13.91
	Bachelor's Degree	134	58.26
	Master's Degree	26	11.30
	Doctoral Degree	7	3.04
	Total		
Monthly Income	Less than RM1,000	3	1.30
	RM 1,001-RM 3,000	13	5.65
	RM 3,001-RM 5,000	67	29.13
	RM 5,001-RM 7,000	82	35.65
	RM 7,001-RM 9,000	27	11.74
	More than RM 9,000	38	16.53
	Total		
Marital Status	Single (Never Married)	135	58.70
	Married	94	40.87
	Divorced	1	0.43
	Widowed	0	0.00
	Total		

Appendix 4.2: Respondents' Agreeability on Independent Variables' Statements

Influencer Type

IV11 - I am more familiar with micro-celebrities compared to traditional celebrities.

Agreeability	Frequency	Percentage (%)
Strongly Disagree	2	0.87
Disagree	7	3.04
Neutral	28	12.17
Agree	130	56.52
Strongly Agree	63	27.39

IV12 - I trust the opinions or recommendations of micro-celebrities compared to traditional celebrities.

Agreeability	Frequency	Percentage (%)
Strongly Disagree	1	0.43

Disagree	10	4.35
Neutral	66	28.70
Agree	96	41.74
Strongly Agree	57	24.78

IV13 - I believe that micro-celebrities are more relatable to consumers than traditional celebrities.

Agreeability	Frequency	Percentage (%)
Strongly Disagree	1	0.43
Disagree	6	2.61
Neutral	48	20.87
Agree	103	44.78
Strongly Agree	72	31.30

IV14 - I think micro-celebrities are more likely to engage with their followers compared to traditional celebrities.

Agreeability	Frequency	Percentage (%)
Strongly Disagree	1	0.43
Disagree	4	1.74
Neutral	37	16.09
Agree	103	44.78
Strongly Agree	85	36.96

IV15 - I believe that micro-celebrities are more authentic in their product endorsements than traditional celebrities.

Agreeability	Frequency	Percentage (%)
Strongly Disagree	2	0.87
Disagree	5	2.17
Neutral	48	20.87
Agree	122	53.04
Strongly Agree	53	23.04

Brand Familiarity

IV21 - I know the advertised brand.

Agreeability	Frequency	Percentage (%)
Strongly Disagree	2	0.87
Disagree	49	21.30
Neutral	133	57.83
Agree	42	18.26
Strongly Agree	4	1.74

IV22 - When it comes to the advertised product or service, I can immediately recall the brand.

Agreeability	Frequency	Percentage (%)
Strongly Disagree	31	13.48
Disagree	98	42.61
Neutral	57	24.78
Agree	38	16.52
Strongly Agree	6	2.61

IV23 - I can quickly remember some characteristics of the advertised product or services.

Agreeability	Frequency	Percentage (%)
Strongly Disagree	23	10.00
Disagree	97	42.17
Neutral	68	29.57
Agree	37	16.09
Strongly Agree	5	2.17

IV24 - I can quickly remember the symbol or logo of the advertised product or service.

Agreeability	Frequency	Percentage (%)
Strongly Disagree	18	7.83
Disagree	98	42.61
Neutral	69	30.00
Agree	35	15.22

Agreeability	Frequency	Percentage (%)
Strongly Agree	10	4.35

IV25- I can recognize advertised product or service among other competing brands.

Agreeability	Frequency	Percentage (%)
Strongly Disagree	16	6.96
Disagree	99	43.04
Neutral	65	28.26
Agree	44	19.13
Strongly Agree	6	2.61

Sponsorship Disclosure

IV31 - The influencer I had experienced clearly conveyed the product or brand that was being promoted

Agreeability	Frequency	Percentage (%)
Strongly Disagree	4	1.74
Disagree	51	22.17
Neutral	125	54.35
Agree	47	20.43
Strongly Agree	3	1.30

IV32 - The influencer I had experienced made the name of the advertiser very obvious.

Agreeability	Frequency	Percentage (%)
Strongly Disagree	10	4.34
Disagree	75	32.61
Neutral	97	42.17
Agree	45	19.57
Strongly Agree	3	1.30

IV33 - The influencer I had experienced mentioned it was sponsored.

Agreeability	Frequency	Percentage (%)
Strongly Disagree	10	4.34
Disagree	64	27.83

Neutral	97	42.17
Agree	51	22.17
Strongly Agree	8	3.48

IV34 - The post was labelled as advertising.

Agreeability	Frequency	Percentage (%)
Strongly Disagree	12	5.22
Disagree	53	23.04
Neutral	95	41.30
Agree	64	27.83
Strongly Agree	6	2.61

IV35 - The hashtag showed that the post was an endorsement.

Agreeability	Frequency	Percentage (%)
Strongly Disagree	14	6.09
Disagree	56	24.35
Neutral	94	40.87
Agree	62	26.96
Strongly Agree	4	1.74

Influencer's Expertise

IV41 - I consider influencers are expert.

Agreeability	Frequency	Percentage (%)
Strongly Disagree	2	0.87
Disagree	20	8.70
Neutral	97	42.17
Agree	108	46.96
Strongly Agree	3	1.30

IV42 - I consider influencers are experienced.

Agreeability	Frequency	Percentage (%)
Strongly Disagree	2	0.87

Disagree	4	1.74
Neutral	23	10.00
Agree	105	45.65
Strongly Agree	96	41.74

IV43 - I consider influencers are knowledgeable.

Agreeability	Frequency	Percentage (%)
Strongly Disagree	1	0.43
Disagree	6	2.61
Neutral	21	9.13
Agree	124	53.91
Strongly Agree	78	33.91

IV44 - I consider influencers are qualified.

Agreeability	Frequency	Percentage (%)
Strongly Disagree	1	0.43
Disagree	7	3.04
Neutral	42	18.26
Agree	116	50.43
Strongly Agree	64	27.83

IV45 - I consider influencers are skilled.

Agreeability	Frequency	Percentage (%)
Strongly Disagree	1	0.43
Disagree	6	2.61
Neutral	40	17.39
Agree	118	51.30
Strongly Agree	65	28.26

Trustworthiness

IV51 - I consider influencers are dependable.

Agreeability	Frequency	Percentage (%)

Strongly Disagree	1	0.43
Disagree	2	0.87
Neutral	32	13.91
Agree	169	73.48
Strongly Agree	26	11.30

IV52 - I consider influencers are honest.

Agreeability	Frequency	Percentage (%)
Strongly Disagree	1	0.43
Disagree	16	6.96
Neutral	109	47.39
Agree	80	34.78
Strongly Agree	24	10.43

IV53 - I consider influencers are reliable.

Agreeability	Frequency	Percentage (%)
Strongly Disagree	1	0.43
Disagree	3	1.30
Neutral	23	10.00
Agree	147	63.91
Strongly Agree	56	24.35

IV54 - I consider influencers are sincere.

Agreeability	Frequency	Percentage (%)
Strongly Disagree	1	0.43
Disagree	3	1.30
Neutral	24	10.43
Agree	147	63.91
Strongly Agree	55	23.91

IV55 - I consider influencers are trustworthy.

Agreeability	Frequency	Percentage (%)

Strongly Disagree	1	0.43
Disagree	6	2.61
Neutral	39	16.96
Agree	149	64.78
Strongly Agree	35	15.22

Appendix 4.3: Respondents' Agreeability on Dependent Variable's Statements

Consumers' Purchase Intention

DV1 - I would consider buying the endorsed product or service.

Agreeability	Frequency	Percentage (%)
Strongly Disagree	1	0.43
Disagree	0	0.00
Neutral	30	13.04
Agree	182	79.13
Strongly Agree	17	7.39

DV2 - I have no intention to buy the endorsed product or service.

Agreeability	Frequency	Percentage (%)
Strongly Disagree	64	27.83
Disagree	119	51.74
Neutral	0	0.00
Agree	46	20.00
Strongly Agree	1	0.43

DV3 - It is possible that I would buy the endorsed product or service.

Agreeability	Frequency	Percentage (%)
Strongly Disagree	1	0.43
Disagree	0	0.00
Neutral	28	12.17
Agree	151	65.65
Strongly Agree	50	21.74

DV4 - I will purchase the endorsed product or service the next time I need.

Agreeability	Frequency	Percentage (%)
Strongly Disagree	1	0.43
Disagree	0	0.00
Neutral	20	8.70
Agree	131	56.96

Strongly Agree	78	33.91

DV5 - If I am in need, I would buy the endorsed product or service.

Agreeability	Frequency	Percentage (%)
Strongly Disagree	1	0.43
Disagree	0	0.00
Neutral	21	9.13
Agree	131	56.96
Strongly Agree	77	33.48

Actual Study

Appendix 4.4: Reliability Test of Influencer Type

Reliability Statistics

Cronbach's Alpha	N of Items
.873	5

Appendix 4.5: Reliability Test of Brand Familiarity

Reliability Statistics

Cronbach's Alpha	N of Items
.935	5

Appendix 4.6: Reliability Test of Sponsorship Disclosure

Reliability Statistics

Cronbach's Alpha	N of Items
.907	5

Appendix 4.7: Reliability Test of Influencer's Expertise

Reliability Statistics

Cronbach's Alpha	N of Items
.903	5

Appendix 4.8: Reliability Test of Trustworthiness

Reliability Statistics

Cronbach's Alpha	N of Items
.859	5

Appendix 4.9: Reliability Test of Consumers' Purchase Intention

Reliability Statistics

Cronbach's Alpha	N of Items
.745	5

Appendix 4.10: Coefficient of Variables / Multicollinearity Test

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	1.901	.209		9.089	<.001		
	Influencer Type	.075	.043	.118	1.740	.083	.720	1.389
	Brand Familiarity	.017	.038	.034	.446	.656	.584	1.713
	Sponsorship Disclosure	.090	.042	.161	2.176	.031	.601	1.663
	Influencer's Expertise	.195	.052	.302	3.727	<.001	.502	1.993
	Trustworthiness	.102	.065	.133	1.576	.117	.464	2.155

a. Dependent Variable: Consumers' Purchase Intention

Appendix 4.11: R Square of Model / Autocorrelation Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.511[a]	.262	.245	.35946	1.836

a. Predictors: (Constant), Trustworthiness, Sponsorship Disclosure, Influencer Type, Brand Familiarity, Influencer's Expertise

b. Dependent Variable: Consumers' Purchase Intention

Appendix 4.12: ANOVA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.254	5	2.051	15.872	<.001[b]
	Residual	28.943	224	.129		
	Total	39.197	229			

a. Dependent Variable: Consumers' Purchase Intention

b. Predictors: (Constant), Trustworthiness, Sponsorship Disclosure, Influencer Type, Brand Familiarity, Influencer's Expertise

Appendix 4.13: Pearson Correlation

Correlations

		Influencer Type	Brand Familiarity	Sponsorship Disclosure	Influencer's Expertise	Trustworthiness	Consumers' Purchase Intention
Influencer Type	Pearson Correlation	1	-.060	.059	.442**	.489**	.324**
	Sig. (2-tailed)		.362	.373	<.001	<.001	<.001
	N	230	230	230	230	230	230
Brand Familiarity	Pearson Correlation	-.060	1	.623**	-.056	.106	.124
	Sig. (2-tailed)	.362		<.001	.397	.108	.061
	N	230	230	230	230	230	230
Sponsorship Disclosure	Pearson Correlation	.059	.623**	1	-.023	.092	.194**
	Sig. (2-tailed)	.373	<.001		.728	.162	.003
	N	230	230	230	230	230	230
Influencer's Expertise	Pearson Correlation	.442**	-.056	-.023	1	.685**	.440**
	Sig. (2-tailed)	<.001	.397	.728		<.001	<.001
	N	230	230	230	230	230	230
Trustworthiness	Pearson Correlation	.489**	.106	.092	.685**	1	.416**
	Sig. (2-tailed)	<.001	.108	.162	<.001		<.001
	N	230	230	230	230	230	230
Consumers' Purchase Intention	Pearson Correlation	.324**	.124	.194**	.440**	.416**	1
	Sig. (2-tailed)	<.001	.061	.003	<.001	<.001	
	N	230	230	230	230	230	230

**. Correlation is significant at the 0.01 level (2-tailed).
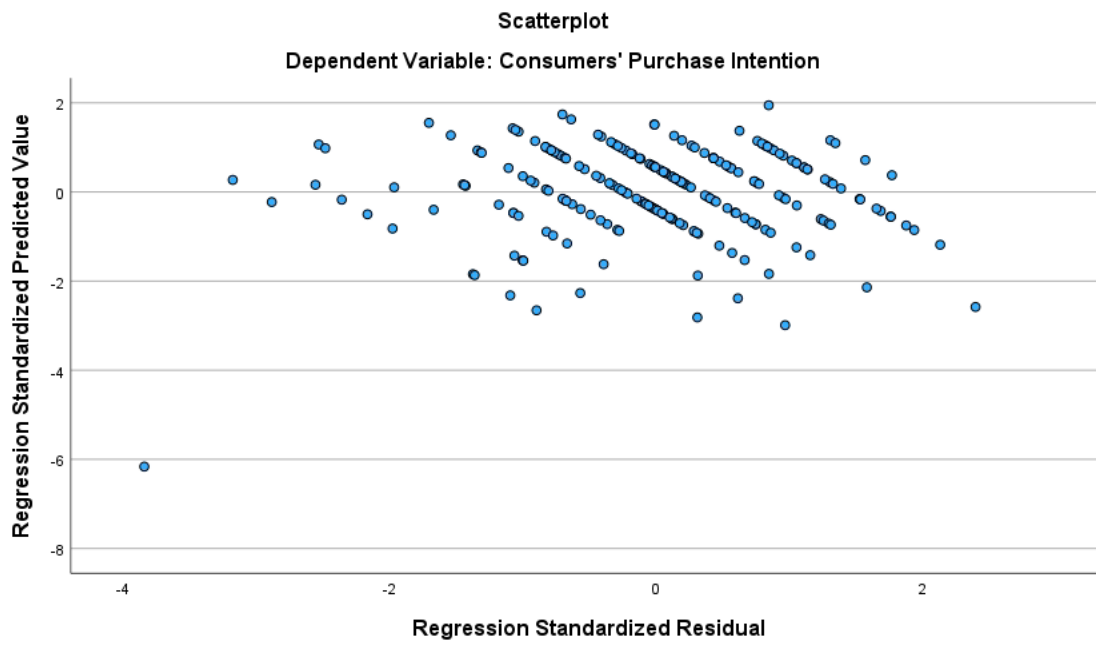
Appendix 4.14: Histogram of Actual Study / Normality Test
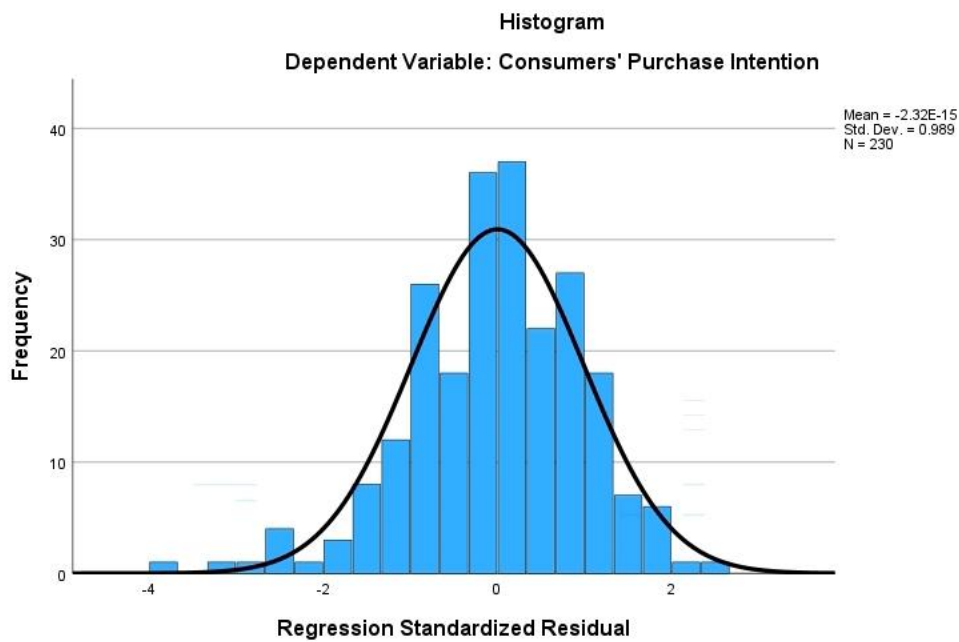
Appendix 4.15: Normal P-P-Plot / Normality Test
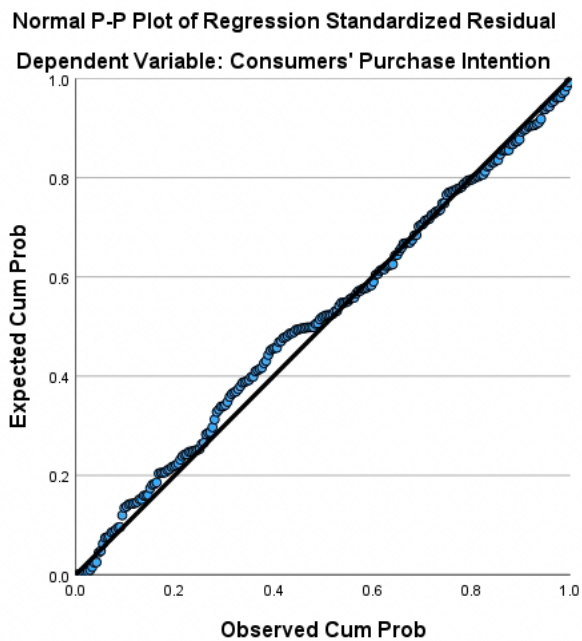
Appendix 4.16: Scatterplot of Actual Study / Homoscedasticity Test

Appendix A: Questionnaire

QUESTIONNAIRE FORM

IMPACT OF INFLUENCER MARKETING ON CONSUMERS' PURCHASE INTENTION

Dear Consumer,

The purpose of this study is to identify the impact of influencer marketing on consumers' purchase intention in the food and beverage industry.

There are three (3) sections.

I would be grateful if you could spend 15 minutes to fill the questionnaire. Your answers are extremely valuable and certainly make an important contribution to this study. All the information and the statement provided will only be for educational purposes and will be formatted confidential.

Thank you.

Conducted By:

SECTION A: DEMOGRAPHIC DATA

This section requests your background information. Please tick (√) the appropriate answers.

1. Have you ever purchased a food and beverage product or service that was promoted by an influencer on social media?

   ☐ Yes

   ☐ No

2. Are you currently residing in Malaysia?

   ☐ Yes

   ☐ No

3. How often are you exposed to influencer marketing related to food and beverage industry?

   ☐ Daily

   ☐ Several times a week

   ☐ Once a week

   ☐ Several times a month

   ☐ Once a month

   ☐ Rarely

   ☐ Never

4. Gender:

   ☐ Male

   ☐ Female

5. Age:

   ☐ Below 20

   ☐ 21 – 25 years old

☐ 26 – 30 years old

☐ 31 – 35 years old

☐ 36 – 40 years old

☐ > 40 years old

6. Race:

☐ Malay

☐ Chinese

☐ India

☐ Others (Please specify: _____)

7. Education Level:

☐ No Formal Education

☐ Primary Education

☐ Secondary Education

☐ Vocational or Technical Education

☐ Diploma

☐ Bachelor's Degree

☐ Master's Degree

☐ Doctoral Degree

☐ Others (Please specify: _____)

8. Monthly Income:

☐ Less than RM 1,000

☐ RM 1,001 to RM 3,000

☐ RM 3,001 to RM 5,000

☐ RM 5,001 to RM 7,000

☐ RM 7,001 to RM 9,000

☐ More than RM 9,000

9. Marital Status:

☐ Single (Never Married)

☐ Married

☐ Divorced

☐ Widowed

☐ Others(Please specify: _____)

Section B
Please select appropriate responses that best describe the impact of influencer marketing on your purchase intention.
Please indicate your level of agreement or disagreement on the following statements from 1 (Strongly disagree) to 5 (Strongly agree) regarding the impact of influencer marketing on your purchase intention. Kindly circle the answer according to your preference.

No		Strongly Disagree				Strongly Agree
	Influencer Type					
1.	I am more familiar with micro-celebrities compared to traditional celebrities.	1	2	3	4	5
2.	I trust the opinions or recommendations of micro-celebrities compared to traditional celebrities.	1	2	3	4	5
3.	I believe that micro-celebrities are more relatable to consumers than traditional celebrities.	1	2	3	4	5
4.	I think micro-celebrities are more likely to engage with their followers compared to traditional celebrities.	1	2	3	4	5
5.	I believe that micro-celebrities are more authentic in their product endorsements than traditional celebrities.	1	2	3	4	5

No		Strongly Disagree				Strongly Agree
	Brand Familiarity					
6.	I know the advertised brand.	1	2	3	4	5
7.	When it comes to the advertised product or service, I can immediately recall the brand.	1	2	3	4	5
8.	I can quickly remember some characteristics of the advertised product or services.	1	2	3	4	5
9.	I can quickly remember the symbol or logo of the advertised product or service.	1	2	3	4	5

No		Strongly Disagree				Strongly Agree
10.	I can recognize advertised product or service among other competing brands.	1	2	3	4	5

No		Strongly Disagree				Strongly Agree
	Sponsorship Disclosure					
11.	The influencer I had experienced clearly conveyed the product or brand that was being promoted	1	2	3	4	5
12.	The influencer I had experienced made the name of the advertiser very obvious.	1	2	3	4	5
13.	The influencer I had experienced mentioned it was sponsored.	1	2	3	4	5
14.	The post was labelled as advertising.	1	2	3	4	5
15.	The hashtag showed that the post was an endorsement.	1	2	3	4	5

No		Strongly Disagree				Strongly Agree
	Influencer's Expertise					
16.	I consider influencers are expert.	1	2	3	4	5
17.	I consider influencers are experienced.	1	2	3	4	5
18.	I consider influencers are knowledgeable.	1	2	3	4	5
19.	I consider influencers are qualified.	1	2	3	4	5
20.	I consider influencers are skilled.	1	2	3	4	5

No		Strongly Disagree				Strongly Agree

	Trustworthiness					
21.	I consider influencers are dependable.	1	2	3	4	5
22.	I consider influencers are honest.	1	2	3	4	5
23.	I consider influencers are reliable.	1	2	3	4	5
24.	I consider influencers are sincere.	1	2	3	4	5
25.	I consider influencers are trustworthy.	1	2	3	4	5

Section C
Please indicate your level of agreement or disagreement on the following statements from 1 (Strongly Disagree) to 5 (Strongly Agree) regarding the Consumers' Purchase Intention statement. Kindly circle the answer according to your preference.

No		Strongly Disagree				Strongly Agree
Consumers' Purchase Intention						
26.	I would consider buying the endorsed product or service.	1	2	3	4	5
27.	I have no intention to buy the endorsed product or service.	1	2	3	4	5
28.	It is possible that I would buy the endorsed product or service.	1	2	3	4	5
29.	I will purchase the endorsed product or service the next time I need.	1	2	3	4	5
30.	If I am in need, I would buy the endorsed product or service.	1	2	3	4	5

~ Thank you for completing this questionnaire ~

Appendix B: Personal Data Protection Statement

PERSONAL DATA PROTECTION STATEMENT

Please be informed that in accordance with Personal Data Protection Act 2010 ("PDPA") which came into force on 15 November 2013, Universiti Tunku Abdul Rahman ("UTAR") is hereby bound to make notice and require consent in relation to **collection, recording, storage, usage and retention of personal information.**

Notice:
1. The purposes for which your personal data may be used are inclusive but not limited to:-
   - For assessment of any application to UTAR
   - For processing any benefits and services
   - For communication purposes
   - For advertorial and news
   - For general administration and record purposes
   - For enhancing the value of education
   - For educational and related purposes consequential to UTAR
   - For the purpose of our corporate governance
   - For consideration as a guarantor for UTAR staff/ student applying for his/her scholarship/ study loan

2. Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.

3. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.

4. UTAR is committed in ensuring the confidentiality, protection, security and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete, not misleading and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes.

Consent:
1. By submitting this form you hereby authorise and consent to us processing (including disclosing) your personal data and any updates of your information, for the purposes and/or for any other purposes related to the purpose.

2. If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfil our obligations or to contact you or to assist you in respect of the purposes and/or for any other purposes related to the purpose.

3. You may access and update your personal data by writing to us at _____.

<u>Acknowledgment of Notice</u>

[ ] I have been notified by you and that I hereby understood, consented and agreed per UTAR above notice.

[ ] I disagree, my personal data will not be processed.

…………………………
Name:
Date:

<u>Note</u>:

The guidelines stated in this research project manual are subject to change. Students shall be notified in advance of any changes.

Appendix C: Approval Letter to Conduct Survey

UNIVERSITI TUNKU ABDUL RAHMAN DU012(A)

Wholly owned by UTAR Education Foundation   Co. No. 578227-M

Re: U/SERC/95/2023

6 April 2023

Dr Lee Kwee Fah
Department of Accountancy
Faculty of Accountancy and Management
Universiti Tunku Abdul Rahman
Jalan Sungai Long
Bandar Sungai Long
43000 Kajang, Selangor

Dear Dr Lee,

Ethical Approval For Research Project/Protocol

We refer to your application for ethical approval for your research project (Master student's project) and are pleased to inform you that your application has been approved under Expedited Review.

The details of your research project are as follows:

Research Title	Impact of Influencer Marketing on Consumers' Purchase Intention
Investigator(s)	Dr Lee Kwee Fah Yeo Xin Yi (UTAR Postgraduate Student)
Research Area	Social Sciences
Research Location	Klang Valley
No of Participants	120 participants (Age: 18 - 65)
Research Costs	Self-funded
Approval Validity	6 April 2023 - 5 April 2024

The conduct of this research is subject to the following:

(1) The participants' informed consent be obtained prior to the commencement of the research,

(2) Confidentiality of participants' personal data must be maintained,

(3) Compliance with procedures set out in related policies of UTAR such as the UTAR Research Ethics and Code of Conduct, Code of Practice for Research Involving Humans and other related policies/guidelines; and

(4) Written consent be obtained from the institution(s)/company(ies) in which the physical or/and online survey will be carried out, prior to the commencement of the research.