

FACTORS OF SOCIAL MEDIA INFLUENCER ON
ONLINE PURCHASE INTENTION AMONG
GENERATION Z

BY

SOONG VAI VEN

A final year project submitted in partial fulfilment of the
requirement for the degree of

BACHELOR OF INTERNATIONAL BUSINESS
(HONOURS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT
DEPARTMENT OF INTERNATIONAL BUSINESS

DECEMBER 2023

Copyright @ 2023

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

DECLARATION

I hereby declare that:

- (1) This undergraduate FYP 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 FYP 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) Sole contribution has been made by me in completing the FYP.
- (4) The word count of this research report is 10816.

Name of Student:

Student ID:

Signature:

Soong Vai Ven

2001050



Date: 13-12-2023

ACKNOWLEDGEMENT

I would like to take the opportunity to express my deepest gratitude to my research project supervisor, Dr Sia Bee Chuan, who supervised me thoroughly and patiently. The completion of this research paper would not have been possible without her valuable guidance, suggestions, and encouragements. Thanks to her dedicated supervision, I was able to stay on the right track throughout the research period, ultimately bringing the research project to fruition.

Besides, I also wanted to thank my research project coordinator, Dr Yeong Wai Mun, for providing me with the opportunity to conduct this research. In addition, she had provided all the necessary information to the students so that we would not encounter any major issues in the course of conducting the research project.

Furthermore, I also would like to express my gratitude towards all the respondents who willingly invested their time and effort in participating in the survey. Without their valuable inputs, this research may not be completed within the allocated time frame.

DEDICATION

TUNKU ABDUL RAHMAN

For providing me an opportunity to conduct this research project.

Dr. Sia Bee Chuan

Supervisor who provides me with a lot of insightful feedback, opinions, and assistances in order to ensure that I am on the right path throughout the process of this research project.

250 Survey Respondents

To all respondents who spent their precious time to complete the questionnaire for this research project.

Dear Friends and Family

To Friends and Family who gives me their valuable support, encouragement and helping hand in completing this research project.

Thank You.

List of Tables

	Page
Table 3.1 Pilot Test Reliability Analysis	35
Table 3.2 Coefficient of Cronbach's Alpha Value	35
Table 3.3 Development of Questionnaire	36
Table 4.2.1 How long have you been using social media?	42
Table 4.2.2 Frequency of buying online.	43
Table 4.2.3 Have you bought a product or service recommended by social media influencers before.	44
Table 4.2.4 Which social media platforms do you mostly follow social media influencers?	45
Table 4.3 Demographic Profile of the Respondents	46
Table 4.4 Descriptive Statistics	48
Table 4.3 Reliability Test	49
Table 4.4 Model Summary	50
Table 4.5 Multiple Linear Regression Analysis (ANOVA)	50
Table 4.6 Multiple Linear Regression Analysis (Coefficients)	51
Table 5.1 Summary of Hypotheses Findings	52

List of Figures

	Page
Figure 1 (Overview of Social Media use)	12
Figure 2 Conceptual Framework	23
Figure 3.1 - Figure 4.7	Appendix

List of Abbreviations

PT – Perceived Trust

PE – Perceived Expertise

PC – Perceived Credibility

PR – Parasocial Relationship

OPI – Online Purchase Intention

TAM – Technology Acceptance Model

TRA – Theory of Reasoned Action

SPSS – Statistical Package for Social Science

List of Appendixes

	Page
Table 3.1 Nominal & Ordinal Scale	86
Table 3.4 Data Coding	87
Figure 3.1 G*Power Sample Size	88
Figure 3.2 Reliability Test (Pilot Test)	88
Figure 4.1 General Questions	89
Figure 4.2 Demographic Question	90
Figure 4.3.1 Reliability Test	91
Figure 4.4 Descriptive Statistics	92
Figure 4.5 Multiple Linear Regression Analysis (Model Summary)	92
Figure 4.6 Anova a	93
Figure 4.7 Coefficients a	94

Contents

Copyright.....	I
DECLARATION	II
ACKNOWLEDGEMENT.....	III
DEDICATION	IV
List of Tables.....	V
List of Figures	VI
List of Abbreviations.....	VII
List of Appendixes	VIII
Preface.....	XII
Abstract	XIII
CHAPTER 1: RESEARCH OVERVIEW	1
1.1 Research Background	1
1.2 Research Problem.....	3
1.3 Research Objectives	4
1.3.1 General Objective.....	4
1.3.2 Specific Objective:.....	5
1.4 Research Questions	5
1.5 Research Significance.....	6
CHAPTER 2: LITERATURE REVIEW	7
2.1 Underlying theories	7
2.2.1 Online Purchase Intention	8
2.2.2 Perceived Expertise	9
2.2.3 Perceived Trust.....	10
2.2.4 Perceived Influencer Credibility	11
2.2.5 Parasocial Relationship.....	12
2.3 Proposed Conceptual Framework	13
2.4 Hypotheses Development	14
2.4.1 The relationship between social media influencers perceived expertise and online purchase intention among Gen Z	14
2.4.2 The relationship between social media influencers perceived trust and online purchase intention among Gen Z	16
2.4.3 The relationship between perceived social media influencer credibility and online purchase intention among Gen Z	17
2.4.4 The relationship between social media influencers parasocial relationship and online purchase intention among Gen Z.....	17

CHAPTER 3: METHODOLOGY	18
3.1 Research Design.....	19
3.1.1 Descriptive research	19
3.1.2 Quantitative research	20
3.2 Sampling Design	20
3.2.1 Target Population.....	20
3.2.2 Sampling Frame & Location	21
3.2.3 Sampling Technique.....	22
3.2.4 Sample Size	23
3.3 Data Collection Methods.....	23
3.3.1 Primary data	23
3.3.2 Secondary Data.....	24
3.3.3 Research Instrument	24
3.3.3.1 Questionnaire Design	25
3.3.3.2 Measurement Scale.....	25
3.3.3.3 Construct Measurement	26
3.3.4 Pilot Test.....	27
3.3.5 Reliability Test.....	27
3.3.6 Origin of Data	28
3.4 Data Processing	30
3.4.1 Data Checking	30
3.4.2 Data Editing	30
3.4.3 Data Coding	31
3.4.4 Data Entry.....	31
3.5 Proposed Data Analysis Tool.....	32
3.5.1 Descriptive Analysis	32
3.5.2 Inferential Analysis	33
3.5.3 Regression Analysis.....	33
CHAPTER 4: DATA ANALYSIS.....	34
4.1 Introduction	34
4.2.1 Descriptive Analysis: General Questions	35
4.2.1.1 Respondents' duration of using social media.....	35
4.2.1.2 Respondents' frequency of buying online.....	35
4.2.1.3 Respondents' engaging in purchasing product recommended by social media influencers.	36

4.2.1.4 Respondents' most used social media platforms to follow social media influencers.	37
4.2.2 Descriptive Analysis: Demographic Profile of Respondents.....	37
4.2.3 Central Tendencies Measurement of Constructs.....	40
4.3 Reliability Analysis.....	40
4.4 Inferential Analysis	41
4.4.1 Multiple Linear Regression Analysis.....	41
CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATION	44
5.1 Discussions of Major Findings	44
5.1.1 Perceived Expertise	45
5.1.2 Perceived Trust.....	46
5.1.3 Perceived Credibility.....	47
5.1.4 Parasocial Relationship.....	47
5.2 Implication of the Study.....	48
5.3 Limitations of the Study.....	49
5.4 Recommendations for Future Research	50
5.5 Conclusion.....	50

Preface

A major change in consumer behavior has been brought about by the rise of the digital age, with Generation Z emerging as a generation that is heavily reliant on the internet. Social media platforms have become an essential part of these digital natives' everyday lives as they traverse the vast expanse of the internet, shaping their thoughts, inclinations, and, most importantly, their purchasing decisions. The emergence of social media influencers is a singular phenomenon that has taken center stage in this dynamic digital ecosystem.

This study offered on these pages aims to identify the variables that control how social media influencers affect Generation Z's online purchase intention. This study attempts to unravel the complex dynamics that underlie the relationships between influencers and their Gen Z audience, with a focus on perceived expertise, perceived credibility, perceived trust, and parasocial relationship. Using a thorough research methodology that blends qualitative interviews with quantitative surveys, we explore the intricacies of influencer marketing tactics and their applicability to this particular group of people.

In conclusion, this study is evidence of how consumer online purchase intention has changed in the digital age and how important social media influencers are in influencing Generation Z's purchasing choices.

Abstract

The Objective of this research is to investigate the factors of social media influencer on online purchase intention among generation z. Factors such as perceived trust, perceived expertise, perceived credibility and parasocial relationships, and is there a relationship between these factors to online purchase intention among gen z.

A total of 250 respondents has been collected and the respondent data will be used to analysis using the Statistical Package for Social Science (SPSS) software version 27. The analysis can help to identify whether the factors have a relationship with the online purchase intention. It can also identify which does not have a relationship with online purchase intention.

In conclusion, factors such as perceived trust, perceived credibility and parasocial relationships have a relationship with online purchase intention among generation z. It has a significant relationship with the online purchase intention. However, there is no significant relationship between perceived expertise and online purchase intention among gen z. This research could also provide some insights to the academic community and also to the business industry.

CHAPTER 1: RESEARCH OVERVIEW

1.1 Research Background

Over the past couple of years, there has been an obvious rise in the rate of people in developing countries who own mobile phones and use the internet (Poushter, 2016). With the rise in smartphone increases, the usage of social media has also increase dramatically and it has changed the lifestyles of many people. According to Kepios Analysis (2023), it is stated that in April 2023, there are a total of 4.80 billion social media users in the world which is 59.9% of the world population (Figure 1.1). The reason of using social media now has increased from just communicating with friends and family, entertainment and to observe and follow the trends to business using social media to advertise and promote their products and brand. Business has now started to shift from traditional marketing to digital marketing in order to cope with the new trend and it also brings more benefits to it such as lower cost, the ability to target a segment of people and the ability to constantly change as the data and information is always changing (Johnson, 2023). 59.5% of internet users in Malaysia uses internet to search for brand information (Statista, 2021b). Not only that, but marketing is also shifting to digital marketing as a result of the users and the popularity of using social media increase for the past years (Chaffey, 2021). The outcome also led to the rise of influence of social media influencers.

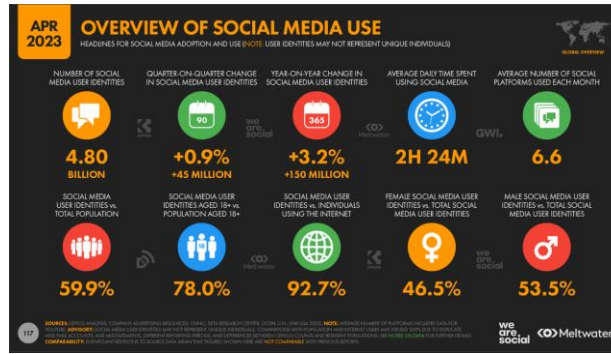
Online shopping is the activity or action of purchasing any goods or services online. It entails using the internet to find a seller's website or application software, making choice of goods what people want, and making arrangements for delivery (Nordqvist, 2019). Consumer knows, and trusts have a tendency to have a big impact on their purchasing decisions. In order to lower the risk of purchasing a new product, many

online shoppers prefer to wait for the feedback of early buyer before making a decision (Kim & Srivastava, 2007). The term "social media" is referred to the online interactions among individuals, encompassing their various ways of engaging in and as well as disseminating information, knowledge, and opinions through web-based applications for communication (Safko & Brake, 2009). According to Sekhon et al. (2016), compared to recommendations from their families or friends, product recommendations from social media influencers were to be more trusted, which led to 40% of consumers buying the products used by these influencers.

A social media influencer is defined as an individual who has established credibility, authority, and a substantial following on one or more social media platforms. The use of social media influencers marketing is becoming more and more popular and demanding in social media marketing promotions and campaigns (De Veirman et al., 2016). With the evolution of technology and the increase users in social media helped social media influencers to rise, businesses, retailers and marketers are now using the influencers to help boost the sales and revenue (Glucksman, 2017; Vodak et al., 2019; Rupchandani, 2020). According to Jin et al. (2019), social media influencers are used to affect the consumers' purchasing intention.

With the usage of utilizing internet and social media increasing, it will eventually lead to a higher use of online shopping. Generation Z (Gen Z), which is those that are born after the year 1996 and these generation are known for its use of doing things online with the use of technology. Not only that, Gen Z are significantly influenced by social media as it allows the users to provide information or feedback on the goods and services that they have used (Thomas et al., 2018). According to Copeland et al. (2023), Gen Z has no consumer brand loyalty even though they have a high expectation, and they are concerned about the experience of shopping and the use of technology.

Figure 1.1(Overview of Social Media use)



Source: Kepios Analysis. (2023)

1.2 Research Problem

As of today, the users in online purchasing increases for the past few years causing marketers, retailers, and businesses to shift to digital marketing. One of the best marketing strategies to promote products or services is to promote using social media as the users of social media has increased from 4.48 billion people to 4.80 billion in 2023 (Dean, 2023). As social media is getting more renowned, social media influencers rise along social media making them famous, this grant businesses an idea to use social media influencers to help them promote the products or services that it offers (Grin, 2023). This can help the business to increase brand awareness and increase reach of audience (Andreani et al., 2021).

Even though the research that have been conducted on the impact of social media influencers on online purchase intention among Gen Z, there are still some research gaps that have yet to be researched. One of the main limitations of it is the credibility regarding the social media influencers as it can affect the purchasing intention of the consumers (Belanche et al., 2021). Credibility which can also be described as the quality of being trusted or having the capacity to be believed (Saima & Khan, 2020). According to the Association of National Advertisers (2018), 75% of consumers that

is engaged with influencer marketing, but only 36% were convinced that it was effective.

Other than that, perceived trust is a commonly known thing to know when purchasing a product or services that is said by others as trust is supported to have some effect on online purchasing intention (Li et al., 2007). Therefore, believing social media influencer can affect purchasing intention on consumer as it is stated that if trust towards a product or service online, the higher chances of purchasing the product or service online (Lee et al., 2014). Even though social media influencers can affect the online purchase intention on consumers, if the social media influencers advertise a product that they are not an expert in that area, consumer will be more unlikely to buy the product as the consumers will not be convinced that the product or services that the influencers recommend is good (AlFarraj et al., 2021). This is because that if the social media influencers are knowledgeable and is an expert of using the product, this can make the consumers believe that the product is good.

1.3 Research Objectives

1.3.1 General Objective

The main objective of this research is to investigate the factors of social media influencers' impact on online purchase intention among Gen Z.

1.3.2 Specific Objective:

- 1) To identify if social media influencers perceived expertise can influence consumers' online purchasing intention among Gen Z.
- 2) To identify if social media influencers perceived trust can influence consumers' online purchasing intention among Gen Z.
- 3) To identify if perceived social media influencers credibility can influence consumers' online purchasing intention among Gen Z.
- 4) To identify if parasocial relationship of social media influencers can influence consumers' online purchasing intention among Gen Z.

1.4 Research Questions

- 1) Is there a relationship between social media influencers perceived expertise and consumers' online purchasing intention among Gen Z?
- 2) Is there a relationship between social media influencers perceived trust and consumers' online purchasing intention among Gen Z?
- 3) Is there a relationship between perceived social media influencers credibility and consumers' online purchasing intention among Gen Z?

4) Is there a relationship between social media influencers parasocial relationship and consumers' online purchasing intention among Gen Z?

1.5 Research Significance

The aim of this research is to explore the factors of social media influencers' impact on consumers' online purchasing intention among Gen Z. In this research it can benefit the consumers, marketers, and other researchers because consumers will buy something that is recommended by someone they know and trust and if the social media influencers is someone that the consumer is familiar with. Therefore, it can increase the purchasing intention of the consumers.

Furthermore, this research can provide a more detailed comprehension for the marketers and the businesses as it brings forth a better understanding of online purchasing intention of the consumers. Choosing the right influencers can affect the business as some social media influencers can persuade their followers on some things but not at other things. For example, followers of a model influencer in Instagram will be more likely to buy a fashion product that the model promote rather than a book that the model promote. Stated by Ledbetter and Redd (2016), credibility on the social media relies on a variety of things such as characteristics, particularly social status, because it is simple to determine just by looking at the user's social media profile. As a result, choosing a suitable influencer can help businesses and marketers to meet the consumers' requirements and also increase the persuasiveness of the consumers' purchasing intention.

Besides that, this study can help to contribute to other academic research because online purchasing intention is a topic that has lots of variables that can affect it. The social

media influencers can help to increase the online purchasing intention of the consumers. Therefore, this research can be used as a reference for any possible related research topic.

CHAPTER 2: LITERATURE REVIEW

2.1 Underlying theories

As this is to study the factors of social media influencers impact on online purchase intention among Gen Z, the theories that will be used are the perceived credibility. According to Ohanian (1990), perceived credibility is a source that could be defined as a positive trait of the source that can influence the recipient to accept the message. It can study how is the information that is shared by the social media influencers is believable or credible. In order to clarify the result of whether the social media influencers information shared are credible, it can be studied by using the factors of expertise, trust and credibility of the social media influencers.

Furthermore, the study on parasocial relationships is also being studied using the parasocial interaction theory by Horton and Wohl (1956). The theory parasocial interaction theory explains that a parasocial relationship is a type of psychological connection that audiences have with performers they interact with through media. Although there are mediated and one-sided, parasocial relationships psychologically look similar to the face-to-face interactions.

Lastly is the study of theory of reasoned action (TRA), it is a study that research on how the consumer comprehend and develop their personal perspective and attitudes to make purchase intention towards the online shopping. Likewise, this study helps to examine the concerns of online purchase intention and it provides recommendations and strategies (Delafrooz et al., 2011).

2.2.1 Online Purchase Intention

According to Salisbury et al. (2001), online purchase intention in the ecommerce or in the web environment will identify how likely the consumers will purchase a product or services using the internet. Online purchase intention can also be defined as the circumstances when a customer wants to or intends to be involved in an online transaction (Pavlou, 2003). Purchase intention is the final stage when purchasing a product or services during an online transaction. According to Raza et al (2014), purchase intention is an agreement between a buyer and the seller when the buyer is prepared to close a deal with the seller. Moreover, purchasing intention is counted as a consumer behavior, thus the theory of reasoned action can be used.

In addition, the theory of reasoned action offers and proposed that the consumer behavior could be predicted from the intention of the behavior such as the action (Fishbein & Ajzen, 1980). Other definition for online purchase intention according to Meskaran et al. (2014), is that it is when the customers' is willing to make an online purchase through the internet. It can also be defined as the intention of online consumers on the internet to purchase any products or services using the internet or even virtual shopping carts (Li &Zhang 2002). According to Laroche et al. (1996), the purchase intention of the consumer can be studied or can be measured by the consumers' review of the product or service and also the expectations that the consumers have for the product or service.

According to Schivinski and Dąbrowski (2014), the purchase intention of a consumer can be significantly influenced by social media influencers. Not only that, influencers usually have the power to influence the consumers about a brand or products (Francalanci & Hussain, 2014). Moreover, according to Chung and Cho (2014), it is said that the social media influencers can increase the purchase intention of the social media users.

2.2.2 Perceived Expertise

Perceived Expertise is one of the factors contributing to the credibility and expertise is defined as the person is perceived to be an experienced, qualified and also a knowledgeable source of information (Martiningsih & Setyawan, 2022). Furthermore, according to Xiao et al. (2018), perceived expertise can also be defined as the degree to which the person who shares information is considered as a source with credibility. A person's perceived expertise can be increase by having a considerable amount of experiences, having a good educational experience or when the person has a established or reputable degree such as a doctor degree (Le et al., 2021).

According to Schouten et al. (2019), it is said that the person's perceived expertise can significantly influenced the process of a person's behavior, and the audience will be more likely to agree to the person with a high perceived expertise and knowledgeable about the product or service they are recommending. It can also be said that when a person's perceived expertise on the product or service is higher, the more influence it will have on the audience for that product or service, while a lower perceived expertise will have less influence on the audience as the audience will be claimed that it is less credible (Dwivedi et al., 2014).

According to R. A. Hayes and Carr (2015), some studies has shown that the perceived expertise of influencers can greatly influence the consumers' attitudes and also their behavior towards a brand or product. Moreover, the higher the expertise of the influencers is, the more the consumers trust the influencers and it can lead to change of their attitude and also the purchase intention of the consumers (Smith et al., 2005).

2.2.3 Perceived Trust

Perceived Trust can also be known as trustworthiness, is defined as the how much does the audience believe in a source to be truthful and honest about the information they shared or post, and how likely will the audience believe that the information that is shared is not influenced by someone else or has been manipulated. For example, the audience will believe that the information that is shared can be trusted if the person is reliable. According to Martiningsih and Setyawan (2022), it can be also meant that source trustworthiness is how the audience perceived the source as honest and unbiased. It can also be defined as trust is the will or willingness of the audience to rely and depend on the person that shared the information in the context of online shopping (Jarvenpaa et al., 2006).

Perceived trust plays an important role in the process of purchase intention because it can influence the audience through their interaction and eventually leading to purchase intention (Lisichkova, 2017). Influencer that promotes products or services can increase their perceived trust by recommending or advertising the products or services honestly, genuine and real. Not only that, posting a product or service that have been tried themselves can also be seemed to be more trustworthy as them demonstrate it themselves (Schouten et al., 2019).

According to Chetioui et al. (2020), the more trustworthy the social media influencers is, the more the consumer will trust the influencers and when the influencers is acknowledged as a trustable person, the better the influence on the consumers' purchase intention towards the influencers' recommendations. Furthermore, when a consumer trusts the social media influencers, the more likely the consumer will believe in the influencers' recommendations and it can also change the consumers' opinion of the products or services (Hsu et al., 2013).

2.2.4 Perceived Influencer Credibility

Perceived Credibility can be defined as how the audience receive the positive and good things or feature about the products and services (Ohanian, 1990). According to Hass (1981), perceived credibility can also be defined as how the audience perceives the recommendation that is being shared as believable, truthful and unbiased. Not only that, some researchers have also discovered that when the higher the credibility of a source is, the more persuasive it is (Petty & Cacioppo, 1986). The information credibility can influence and affect the behavior of the audience such as their behavior, beliefs, and also their opinions. Not only that, perceived credibility has a positive relationship with purchasing intention (Hsu & Tsou, 2011). For example, online information related to health can be influenced by the perceived information credibility of the website thus affecting the behavior of the audience (Wang et al., 2008).

According to Ao et al. (2023), social media influencers' perceived credibility is an important factor that can influence consumers' intention to purchase any products or services. Moreover, it is studied that the effectiveness of a business to promote their products or services is by relying on how well the consumers access the information

and information can be obtained by the influencers. Thus, it is important for businesses to utilize the social media influencers to surpass or exceed the consumers' expectations for the business.

According to Nguyen et al. (2022), consumers will believe and trust the social media influencers if the influencer has been perceived as credible to the consumers and this will affect the purchase intention of the consumers. Furthermore, it is said that consumers purchase intention can be influenced by the perceived credibility of the influencers as it could increase the purchase intention of the consumers (Chu & Kamal, 2008).

2.2.5 Parasocial Relationship

According to Horton and Wohl (1956), parasocial relationships (PSR) can be defined as a long-term relationship between the consumer and a mediated performer. It can also mean that it is a one-sided bonds or relationship formed with the media performer such as influencers and it is when there isn't any reciprocity or real-life interaction, but the consumer can still feel a connection to and attachment to the media performer such as the social media influencers. While some defined parasocial relationships as a one-sided communication relationship and the person that shares such as the influencers creates the impression of intimacy with a well-known or recognized person (Sokolova & Kefi, 2020). Moreover, some referred as a situation that the interaction between the media performer and the consumer is an irregular interaction (Dibble et al., 2015).

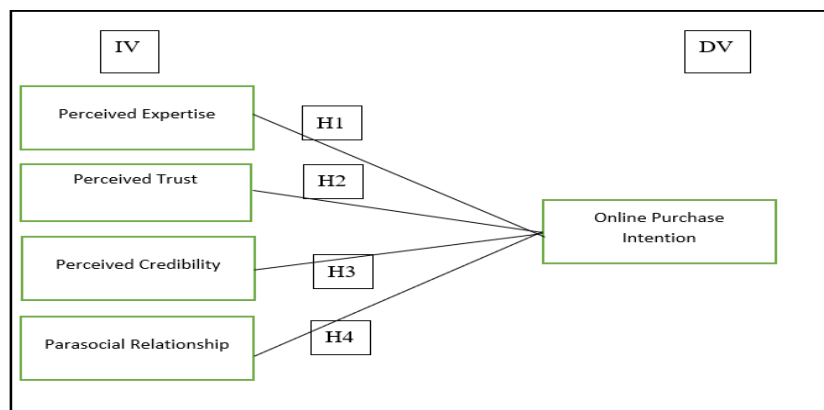
According to Yuksel and Labrecque (2016), social media influencers have a positive relationship with parasocial relationship and social media influencers intentionally use the power to influence to encourage the behavior and the relationship with the

consumer, thus it builds a parasocial relationship. Therefore, this will influence an effort or decision that consumer will need to make to define their relationship with the social media influencers in order to meet the consumers' needs.

According to Lee and Watkins (2016), social media influencers have an influence on purchase intention because parasocial relationship will affect the brand impression and studies has shown that good parasocial relationships with influencer will increase the intention of purchasing a recommendation from the influencers. Moreover, Kim et al. (2015) stated that social media platforms and the parasocial relationships with the social media influencers has a positive relationship and the social media influencers can increase the relationship with the consumer by becoming subscriber or follower in their social media platforms.

2.3 Proposed Conceptual Framework

Figure 2.1



The figure 2.1 above is the proposed conceptual framework in order to identify the factors of social media influencers impact on online purchase intention among Gen Z. There are a few variables of social media influencers that influence the purchase intention such as perceived expertise, perceived trust, perceived influencer credibility and also parasocial relationships. For this research, the online purchase intention is from the theory of reasoned action (TRA) from Azjen & Fishbein (1975), and perceived expertise has been used for this research as some studies have shown that perceived expertise can influence the purchase intention among Gen Z (Xiao et al., 2018). Other variables like perceived trust have been adopted from (Wiedmann & Von Mettenheim, 2020), and perceived credibility has also been adopted from (Nguyen et al., 2022). Lastly is the parasocial relationship that is adopted from Masuda et al. (2022). These are all the variables in this research that will be related to the online purchase intention among Gen Z.

2.4 Hypotheses Development

2.4.1 The relationship between social media influencers perceived expertise and online purchase intention among Gen Z

Perceived expertise is defined as the extent to which the person who shares which in this case is the social media influencers, has the necessary knowledge, skills and experience in that particular field to promote the products or services to the consumers (Van Der Walddt et al., 2011). According to Bergkvist et al. (2015), social media influencers perceived expertise has a significant influence on purchase intention as it

might affect the consumers' behaviors and attitudes towards the recommendations of the influencers, and it can influence the purchase intention of the consumers. Some researchers have stated that perceived expertise might be the most important factors when it comes to influencing purchase intention. For example, Daneshvary & Schwer, (2000) has study the relationship between the perceived expertise and purchasing intention, and they stated that there is a positive relationship when it comes to the purchase intention and perceived expertise.

Not only that, Woodside and Davenport (2004) have stated in his research that the more knowledge, experience and skills a person has, the more the consumer will purchase the product that is recommended by the perceived expertise person. According to Jamil & Hassan (2014), the result of their research has been proven that influencers' expertise has a significant influence on the purchase intention. Likewise, Roy et al. (2013) has also proved that the more expertise the social media influencers is, the more the consumer will trust and purchase from the recommendation that the influencers provide. The relationship between social media influencers perceived expertise and online purchase intention among Gen Z has also been studied and it stated that there is indeed a positive relationship between it, meaning that the more expertise the influencers is, the more likely consumer will purchase the product or recommendation form the influencers among Gen Z (Nugroho et al., 2022).

H1: There is a significant positive relationship between social media influencers perceived expertise and online purchase intention among Gen Z

2.4.2 The relationship between social media influencers perceived trust and online purchase intention among Gen Z

According to Nugroho et al. (2022), social media influencers perceived trust is an important factor for consumer when purchasing the recommendation from the influencers. The more the consumer trust the social media influencers, the more likely the consumer will purchase the recommendation. Furthermore, some studies have demonstrated that the relationship between perceived trust of the social media influencers and the online purchase intention among Gen Z can be improved if the consumer develop or increase the amount of trust towards the influencers (Balog et al., 2008). In addition, consumer will collect data when purchasing online and information can be obtained by social media influencers, thus when a consumer trusts the influencers when purchasing online, it will increase the purchase intention among Gen Z (Pornpitakpan, 2004).

There are more studies that support that the perceived trust of social media influencers has an influence on the online purchase intention among Gen Z. According to Tzoumaka et al. (2014), the result of researching the relationship between social media influencers perceived trust and online purchase intention has shown that social media influencers have in fact has a significant influence on purchase intention. According to (Nugroho et al., 2022), the relationship between social media influencers perceived trust and online purchase intention among Gen Z has a positive and significant relationship thus, the more trustworthy the influencers is, the more likely consumer will purchase. On top of that, Khong and Wu (2013) research has proven that the credibility of social media influencers can change the consumer behavior positively if the credibility of the influencers is trusted.

H2: There is a significant positive relationship between social media influencers perceived trust and online purchase intention among Gen Z.

2.4.3 The relationship between perceived social media influencer credibility and online purchase intention among Gen Z

According to Nguyen et al. (2022), perceived credibility which can be defined as how well the consumer or audience believes the information that they receive and do they trust the information shared. Moreover, according to Hussain A & Ali Z (2021), perceived credibility plays an important role in the process of purchase intention and the study has been proven that perceived credibility of social media influencers have a positive impact on purchase intention. Not only that, Nguyen et al. (2022) has research about the perceived social media influencer credibility on online purchase intention among Gen Z, and it has proved that it has a relationship, and it has an influence on it. Furthermore, the research that was conducted by Sesar et al. (2022), has stated that there is an influence on perceived influencer credibility on purchase intention. One of the major factors that might affect consumer purchase intention is the influencer credibility as it will greatly influence the consumer behavior or attitude which leads to purchasing intention Chetioui et al. (2020).

In addition, some researchers have conducted a research based on certain areas and it has also been stated that the influencers credibility plays a significant role in the process of online purchasing intention (Nam & Dân, 2018).

H3: There is a significant positive relationship between perceived social media influencers credibility and online purchase intention among Gen Z

2.4.4 The relationship between social media influencers parasocial relationship and online purchase intention among Gen Z

Parasocial relationship is defined as the relationship between the influencer or even an actor and their audience. According to Hwang and Zhang (2018), social media influencer parasocial relationships has a significant influence on online purchase intention. The higher level of relationship is the consumer feels towards the influencers, the more likely the consumer trust the influencer and thus increasing the intention to purchase from the recommendation of the social media influencers. Other studies such as Aw et al. (2022), has also been proven that influencer parasocial relationship and online purchase intention has a positive relationship. Yudha (2023) has stated that the influencer parasocial relationship has a significant impact on the purchase intention of consumers. Consumer will trust and be more at ease and view the social media influencers as friend thus purchasing the recommended products or services from the influencers. According to Conde and Casais (2023), when the relationship between the consumer and the social media influencers increases, the more power and influence it is to persuade the consumer.

Furthermore, when a social media influencer and the consumer that follows the influencer has a close parasocial relationship, the influencer is shown to be someone whom the consumers want to emulate, which lead to increase in purchase intention for the recommendation from the influencers (Yuan & Lou, 2020).

H4: There is a significant positive relationship between social media influencers parasocial relationship and online purchase intention among Gen Z

CHAPTER 3: METHODOLOGY

3.1 Research Design

Research design is defined as the strategies, outlines, plans, design that indicate and establish the method to be implemented to research about the questions and to test the hypothesis of the research (Al-Hussami, 2015). According to Zikmund et al. (2013), research design is the detailed and in-depth strategy that set forth the techniques, methods and also tools to be applied to help gather and collect the data and also to analyze the data that is required. While research methodology is also part of the research, and it is the collection of research methods. It is basically giving a direction and guidance for when conducting research. The research methodology describes the method and also analyze it in order to further improve the research and it helps to indicate and clarify the research problems and also to shows the limitation of the research (Igwenagu, 2016).

3.1.1 Descriptive research

The research design that is to be used in this research is descriptive research. According to Igwenagu (2016), descriptive research is a type of research that includes analyzing a particular circumstance to determine if general theories could be conclude from any existing research. There are also other definitions to define descriptive research which is to find out more about the relationship between the variables in the research and how it can solve the research questions. Descriptive research can be used because in this research, it studies a group of people which is the Gen Z. As described, descriptive research can be used to study and obtain information on issues or characteristic of a group of people, and it can also help to identify a specific situation. Thus, it can help to answer how social media influencers can affect the online purchase intention among Gen Z.

3.1.2 Quantitative research

This research has also adopted the quantitative research design, it is described as the numerical representation and controlling and manipulating the research in order to solve and explain the phenomena (Sukamolson, 2007). While according to Cohen (2002), quantitative research design can be described as using statistical techniques and statistical claims or data to solve the problems. As this research involves in data collection, thus quantitative research design is chosen as it might be able to study and measure the phenomenon using the data collected (Watson, 2015).

3.2 Sampling Design

According to Kabir (2016), sampling design is the design or strategies to be implemented to when deciding on a sample from a specific target population alongside with the calculated statistic to further support the relationship between the variables. Furthermore, sampling design can be counted as the representative for the larger population of the target population.

3.2.1 Target Population

Target population is the group of people that is being targeted to conduct the research in order to collect the wanted and desired information. The reason when using target population is because the population that is suitable is too large thus making the information hard to analyze and is hard to collect that much information (Draugalis & Plaza, 2009). The reason why the chosen targeted population is to be used is because

to obtain any specific information to study the research and the environment of achievable with the time frame, cost-effective way (Maqableh et al., 2015).

For this research, the targeted population is the people that uses social media, and they are using influencer information to purchase online among Gen Z which is, people who are born between the year of 1995 to 2010 Veybitha et al. (2021). Th research is to determine the insight of how social media influencers can affect consumers' online purchase intention among Gen Z. Moreover, the respondents that are given the questionnaire related to the research will answer the variables of how it affects the consumers' online purchase intention. The variables that are given are the social media influencer perceived expertise, social media influencer perceived trust, social media influencer perceived credibility and also social media influencer parasocial relationships and also does it affect the online purchase intention of the consumers.

3.2.2 Sampling Frame & Location

Sampling can be defined as a technique that can be calculated and systematically choose a smaller amount of people from the targeted population in order to collect the data needed for the research (Sharma, 2017). Researcher will use sampling is because it is hard to collect data from the large population, thus researcher will use sampling to reduce amount of the population. According to Bhardwaj (2019), there are two type of sampling which is called probability sampling and non-probability sampling. There are types of probability sampling such as simple random sampling, systematic sampling, stratified sampling and much more. While non-probability sampling has like quota sampling, purposive sampling, snowball sampling and others. Probability sampling is the when the researchers chose the sample from a population through randomization. While non-probability sampling is the method of selecting the sample from a

population (Berndt, 2020). In this research, non-probability sampling will be chosen thus no sampling frame will be required.

The online questionnaire survey for this research will be conducted through Google Form as it is a platform which is accessible to everyone, and it is a free online survey platform to be used. The Google form will be distributed through different kind of platforms such as Microsoft Teams, Instagram, Twitter and also Facebook. Respondent will receive either a google form link from the researcher or by a QR code that leads to the online questionnaire survey for this research.

3.2.3 Sampling Technique

As mentioned above, non-probability is chosen for this research and there are few types of sampling techniques. In this research, purposive sampling technique will be use as the sampling technique. According to (Sharma, 2017), purposive sampling technique is also known as judgmental sampling technique is a technique that requires the researchers to judge whether the targeted population can be used to study. Other definition of purposive sampling technique is that the target population is to be chosen because of the qualities, standard and condition that the targeted population has (Etikan et al., 2016). The benefits of using purposive sampling as the sampling technique used in this research is because of it is time effective and time effective.

The reason why purposive sampling is used in this research is because that this research will be to gather data on the respondent of Generation Z that has uses social media influencers to purchase online. The research is not a probability sampling, and it targeted a specific group of people, thus purposive sampling or also known as

judgmental sampling is an appropriate sampling technique to be used in this research (Campbell et al., 2020).

3.2.4 Sample Size

According to Memon et al. (2020), researchers have stated that a sample size that has between 30 to 500 respondents can be considered acceptable. G*Power is a computer software tool that analyze statistical results of a research and it could also determine and compute the sample size of a research (Faul et al., 2009). In this research, G*Power has been used to calculate the minimum sample size need for the research so that it will have an accurate result. The minimum sample size calculated from the G*Power is stated in the appendix as figure 3.1.

3.3 Data Collection Methods

3.3.1 Primary data

Primary data collection method is a data collection method that is the data that is collected from the researchers in order to identify and answer for a specific research problem (Hox, 2005). Primary data collection methods have different type of it such as through experiment, social survey, questionnaire and other more. For this research on the topic of factors of social media influencers impact on online purchase intention

among gen z, questionnaire has been used to help collect data to identify the research problem. Questionnaire is a helpful and useful tool to gather data from different kind of people. Furthermore, questionnaire is a helpful because it can gather data from people that are dispersed over a large area or people that are challenging to reach in person (Mazhar, 2021).

3.3.2 Secondary Data

Secondary data is the data that has already been conducted and has already collected data before from the researchers. It can also be defined as any further research of an already existing data which provides interpretations, conclusions to other research (Johnston, 2014). Secondary data has the advantage of being convenient as the data sources has already been researched by other researchers thus the data is existed already and available. This can lead to research can being done more efficiently and quicker (Sørensen et al., 1996). In this research topic on the factors of social media influencers impact on online purchase intention, many secondary data have been adopted to further support the research problem.

3.3.3 Research Instrument

Questionnaire survey via online google form will be applied as the research instrument in this research. Questionnaire survey is a primary data collection method that is able to give a good amount of control to the researchers in order to modify the survey questions that is to be asked from the targeted respondent (Feng et al., 2021).

3.3.3.1 Questionnaire Design

The questionnaires that are given has a total of three sections which is general question, demographics question and last but not least is the variables questions. The questionnaire that been modified from original sources in order to better fit to the research. The modified questions that are in the study will be shown and listed in the appendix. Online questionnaire survey has tons of benefit which one of the best is because it is less cost, using online survey can reduce the amount of money that it to spent on the research as traditional survey will cost the researchers more because of the printing cost (Lefever et al., 2007). In order to have a good questionnaire, questions should be easy for the respondents to answer so that the respondents will not be confused and should not be asking multiple questions in the same sentence or question as it will affect the scale of the responds.

Furthermore, online questionnaire survey can lead to good quality answer as it provides the respondents with time so that they can read the questions carefully to answer it properly while having the time to think. Moreover, the question that are asked has the reference of other research similar to the current research in order to support the research (Regmi et al., 2017).

3.3.3.2 Measurement Scale

In this research, the 5-point Likert scale with multiple-choice questionnaire will be applied in the questionnaire for the respondents to answer the question about the factors of social media influencers on online purchase intention among Gen Z. The factors such as the perceived trust, perceived expertise, perceived credibility and parasocial relationships. The questionnaire in the section c which is the section that has the question related to the variables, will be based a close ended questionnaire with the 5-

point Likert scale method that has the options from Strongly Disagree to Strongly Agree.

According to Barua (2013), Likert scale method is a frequently utilized in research using survey questionnaire. The respondents will be given the choice of level of agreement or disagreement for the given questions in the survey. Likert scale is able to study the respondent feel about a particular situation which in this case is the social media influencers. Not only that, Likert scale has lots of benefits for researchers as it can contribute the data quickly, cost effective and it also ease the work for the researchers as it can let the researchers analyze the data easier (Nemoto, 2014).

3.3.3.3 Construct Measurement

The questionnaire survey comprises of 3 sections, and the scale for the section B demographic question which use the scale of ordinal scale and nominal scale. Table 3.1 in appendix shows the use of scale used in the section B demographic question in the research questionnaire survey which include 5 nominal and ordinal scale question. Nominal scale can also be known as category scale is a measurement scale that can be used when it does not include numerical (Brown, 2011) such in this research which is gender that has the options of male and female, race with the options of Chinese, Malay, and Indian and employment status which have fulltime, part time and student. According to Brown (2011), ordinal scale is a measurement that uses order to classify the scale. Furthermore, it can mean according to a particular concept of an object holds and it can be based on a ranking (Zikmund et. al, 2013). For questionnaire survey, questions in this research that are being utilized are the ordinal scale of measurement is the age range and also the educational level.

3.3.4 Pilot Test

According to Biocca (2001), pilot test is the test that measure the data collected in order to evaluate and to also support the measured data to potentially improve the study of the research design. For this research, the pilot test will be conducted, and it will collect data from a total of 30 respondents. Pilot test will be conducted from the questionnaire survey via online Google Form. Additionally, results for the Cronbach's alpha value will be in the appendix as figure 3.2 and so on.

Table3.1 Pilot Test Reliability Analysis

No	Construct	Cronbach's Alpha Value	N of Item
1	Perceived Expertise	0.866	5
2	Perceived Trust	0.943	5
3	Perceived Influencer Credibility	0.935	5
4	Parasocial Relationship	0.824	5
5	Online Purchase Intention	0.892	3

Source: Developed from this research

3.3.5 Reliability Test

According to Carmines and Zeller (1979), reliability is a measurement for when the result of the data is stable and is consistent. A reliability test can be affected by some result being repeated as it the same result of the data measured. Furthermore, the test for reliability is important in research as it shows how consistent is the data collected (Taherdoost, 2016). For this research, the reliability test will be conducted from a commonly used test measurement tool which is the Cronbach's alpha. Table 3.2 shows the internal consistency value.

Table 3.2 Coefficient of Cronbach's Alpha Value

Cronbach's Alpha Value	Internal Consistency
$0.5 < \alpha < 0.6$	Poor
$0.6 \leq \alpha < 0.7$	Acceptable
$0.7 \leq \alpha < 0.9$	Good
$\alpha \geq 0.9$	Excellent

Source: Selwin et al. (2017)

3.3.6 Origin of Data

Table 3.3 Development of Questionnaire

Construct	Adapted Items	Source
IV 1: Social Media Influencer Expertise (Perceived Credibility)	The social media influencers I follows has good knowledge in their field	(Xiao et al., 2018)
	The social media influencers I follows has good expertise in their field	
	The social media influencers I follows are experienced in their field	
	The social media influencers I follows are skilled in their field	
	The social media influencers I follows are qualified to promote	
	The social media influencers I follows has good knowledge in their field	
IV 2: Social Media	The social media influencers I follow are truthful	(Wiedmann & Von Mettenheim, 2020)
	The social media influencers I follow are honest	
	The social media influencers I follow are reliable	

Influencer Trust (Perceived Credibility)	The social media influencers I follow are sincere	
	The social media influencers I follow are dependable	
IV 3: Social Media Influencers Credibility (Perceived Credibility)	The social media influencers I follows gives believable information	(Xiao et al., 2018)
	The social media influencers I follows gives credible information	
	The social media influencers I follows gives accurate information	
	The social media influencers I follows gives reliable information	
	The social media influencers I follows gives trustworthy information	
IV 4: Parasocial Relationship (Parasocial Interaction Theory)	I get inspired by social media influencers which make me feel at ease as if it was a friend	(Masuda et al., 2022)
	I get inspired by social media influencers that I believe are friendly	
	I get inspired by social media influencers that relate about things that I would want to learn	
	I get inspired by social media influencers that I would want to meet in real life	
	I get inspired by social media influencers that I find charismatic	
DV: Online Purchase Intention	I will use internet to purchase a product or services	(Hille, Walsh & Cleveland 2015)
	I would use the internet to purchase in the future	
	If there is a product or service that I would want to purchase, I would use internet.	

among Gen Z (TRA)		
-------------------------	--	--

3.4 Data Processing

With the completion of the online questionnaire survey, the data collection is collected in order to analyze with the use of computer software. According to Egger (2008), the objective of data processing is to further enhance the data to better understand it. Furthermore, the steps included in the data processing includes data coding, data entry, cleaning and checking (Smith, 1992).

3.4.1 Data Checking

According to Morse et al. (2002), data checking is when the researchers inspect and scan the research to identify if there are any errors in the research. Moreover, it will provide insight into whether the research could be acceptable or has the standard because some errors might occur in the research and might affect the overall quality and optimum results. When there is an error in the research, the research will need to be sorted out and cleaned in order for the results to be reliable and accurate.

3.4.2 Data Editing

The next step of data processing is the data editing, the happening of errors appearing in the data research, the process of checking the error and modify to correct the obtained data research will be conducted (De Waal et al., 2011). Some circumstances that error will occur will be such as the respondent will not provide the answer due to them not understanding the questions.

3.4.3 Data Coding

The process of data coding is when the raw qualitative data that the researcher collected will turn to a code. Coding will turn the respondent answer to a numerical number in order to group it together (Linneberg & Korsgaard, 2019). Furthermore, according to Lindgren (2020), numerous researcher that conducted research have use coding as it brings lots of benefits such as easier analysis and a further accurate data. For this research, the gender will be coded as “1” while female will be coded as “2”. Moreover, for the section c of the online questionnaire survey, the Likert scale will be converted to numerical from strongly disagree as the number “1”, disagree as “2”, neutral as “3”, agree as “4” and strongly agree as “5”. The coding for the research will be displayed in the appendix under table 3.2 data coding.

3.4.4 Data Entry

According to Shannon (2000), data entry is the process of entering the collected data to the computer system to analyze it. One of the computer software that can be used to analyze is SPSS data editor, the software will be able to analyze the data collected for continue this research.

3.5 Proposed Data Analysis Tool

Data analysis is defined as a process of summarizing the collected data information from the targeted respondent (Zikmund et al., 2013). It analyzes the collected data and show whether is there relationships between the variables. In this research, the data analysis tool that will be used is through SPSS as it will produce the type of analysis such as descriptive, inferential, regression and also the Pearson correlation coefficient analysis.

3.5.1 Descriptive Analysis

According to Kemp et al. (2018), descriptive analysis is the first stage of analysis when the collection of data from the respondent is done. It is the summarizing and analyzing of the data and it assists the researcher to gather insights to their data. There are different types of descriptive analysis such as central tendency, variability, frequency distribution and also summary tables. The measure of central tendency is the mean, median and mode while the measure of variabilities is range, variance and also the standard deviation Zikmund et al. (2013). For this research, the central tendency, variability, table and frequency distribution has been applied as the Cronbach's alpha is calculated using standard deviation and also mean, table and frequency distribution has been applied in the online questionnaire survey.

3.5.2 Inferential Analysis

According to Andereck (2011), inferential analysis is the summary and analysis of the targeted population, inferential analysis can also statistically predict a speculation about the research. Furthermore, inferential analysis is conducted in this research in order to draw a conclusion about this research. The result will be affected when the by the total sample size of a research.

3.5.3 Regression Analysis

According to Rachev et al. (2010), regression analysis is also a type of inferential analysis, and it is a statistical method to study the relationship of the variables. Furthermore, when a researcher would like to study the relationship between the variables, the researcher will need to gather data that is related or relevant information in order to calculate the quantitative results of the research. For this research, the relationship of the variables such as perceived expertise, perceived trust, perceived credibility and parasocial relationships will need to be calculate for the purpose of identifying the relationship with the online purchase intention among Gen Z. The general formula to multiple regression analysis is:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \dots + \beta_nX_n$$

Whereas the letter Y is the dependent variables, the symbol α is a constant, β_1 to β_n is the correlation coefficient for the independent variables and X1 to Xn is the independent variables.

For this research the multiple regression analysis will look like this:

$$PI = \alpha + \beta_1(PE) + \beta_2(PT) + \beta_3(PC) + \beta_4 (PR)$$

Y= Online Purchase Intention Among Gen Z

X1 = Perceived Expertise (PE)

X2 = Perceived Trust (PT)

X3 = Perceived Influencer Credibility (PC)

X4 = Parasocial Relationship (PR)

CHAPTER 4: DATA ANALYSIS

4.1 Introduction

For this chapter of this research, the analysis of the data that has been collected has been converse to a more detailed summary of the results. The total of 250 responses collected from the questionnaire distributed and the data will be analyzed using the Statistical Package of Social Science (SPSS) software version 27.0 in order to conduct the types of descriptive analysis, coefficient analysis and regression analysis.

4.2.1 Descriptive Analysis: General Questions

4.2.1.1 Respondents' duration of using social media.

Table 4.2.1 How long have you been using social media?

	Frequency	Percentage
Less than 1 year	0	0
Between 1-2 years	51	20.4%
More than 2 years	199	79.6%
Total	250	100%

Source: Developed for the research

According to the table 4.2.1, there are 250 respondents and 51 of the respondents have been using social media between 1 to 2 years which is 20.4% of the overall respondents. While 199 of the respondents have been using social media for more than 2 years which contributes to 79.6% of the respondents.

4.2.1.2 Respondents' frequency of buying online.

Table 4.2.2 Frequency of buying online.

	Frequency	Percentage
Once a week	4	1.6%
Once every 2 weeks	37	14.8%
Once a month	128	51.2%
Once more than 1 month	81	32.4%
Total	250	100%

Source: Developed for the research

The table 4.2.2 shows the frequency of respondents buying online. A total of 4 respondents has a frequency of buying online once a week which contributes 1.6% of the total respondents while 37 purchase once every 2 weeks, 128 once a month, and 81 once more than 1 month. This contributes to a 14.8%, 51.2%, 32.4% to the total respondent accordingly.

4.2.1.3 Respondents' engaging in purchasing product recommended by social media influencers.

Table 4.2.3 Have you bought a product or service recommended by social media influencers before.

	Frequency	Percentage
Yes	208	83.2%
No	42	16.8%
Total	250	100%

Source: Developed for the research

Based on the table 4.2.3, 83.2% of the respondents has bought products or service recommended by social media influencers and 16.8% of the respondents has voted no in.

4.2.1.4 Respondents' most used social media platforms to follow social media influencers.

Table 4.2.4 Which social media platforms do you mostly follow social media influencers?

	Frequency (out of 250)	Percentage (out of 100%)
Instagram	246	98.4%
Facebook	163	65.2%
Twitter	41	16.4%
Tik Tok	200	80%

Source: Developed for the research

According to the table 4.2.4, majority of the respondent uses Instagram, follow up with Tik Tok and Facebook while twitter is the least social media platform that respondents follow social media influencers. A total of 246 of respondent uses Instagram which is a total of 98.4% of the total respondents and Tik Tok has a total of 200 which is 80%, Facebook with 163 respondent which is 65.2% and Twitter with 41 which is 16.4% of the total respondents.

4.2.2 Descriptive Analysis: Demographic Profile of Respondents

Table 4.3 Demographic Profile of the Respondents

	Frequency	Percentage
<u>Gender</u>		
Male	131	52.4%
Female	119	47.6%
<u>Age</u>		
9-17	69	27.6%
18-24	181	72.4%
<u>Race</u>		
Chinese	126	50.4%
Malay	57	22.8%
Indian	67	26.8%
<u>Education Level</u>		
High School	8	3.2%
Foundation/ STPM/ Diploma	67	26.8%
Undergraduate: Bachelor's degree	173	69.2%
Postgraduate: Master / PhD	2	0.8%
<u>Employment Status</u>		
Full Time	3	1.2%
Part Time	23	9.2%
Student	224	89.6%
<u>Monthly Income</u>		
Below RM 1,000	217	86.8%
RM1,000 - RM2,999	30	12%
RM3,000 - RM3,999	2	0.8%
More than RM4,000	1	0.4%

Source: Developed for the research

Based on table 4.3 of demographic profile of the respondents, the first question is about the gender which the majority of the respondent is male. There are 131 male respondent

which is 52.4% of the total respondents and 119 are female and contributed 47.6% of the overall respondents.

Next question is regarding the age of the respondent which a majority are between the age of 18-24 years old as 181 contributed to a 72.4% of the overall respondent while 69 are between the age of 9-17 which is 27.6% of the total respondents.

Furthermore, the next demographic question is about the race of the respondents. A total 126 are Chinese while 57 are Malay and 67 are Indian. Overall, Chinese are the majority respondents as 50.4% is more than Malay which has a total of 22.85 and Indian has 26.8% of the overall respondents.

Education level is the upcoming demographic question and the options provided are high school, foundation/ STPM/ Diploma, Undergraduate: Bachelor's degree and Postgraduate: Master / PhD. High school has a total of 8 respondents and foundation/ stpm/ diploma has a total 67, while the majority of 173 respondents are in the undergraduate: bachelor's degree and lastly a total of 2 respondents are in the postgraduate: master/PhD. High school took 3.2% of the overall respondents while foundation took 26.8%, undergraduate took 69.2% and postgraduate took 0.85 of the total respondents.

Employment has also been included in the question and there are 3 full time respondents, 23 part time and a majority of 224 respondents are student. A total of 1.2%, 9.2% and 89.6% contributed to the overall respondents accordingly.

Last question of the demographic profile of the respondents are about the monthly income which the majority of 217 respondents has below RM1,000 while RM1,000-RM2,999 has a total of 30 respondent, RM3,000-RM3,999 has 2 respondents and only

1 respondent has more than RM4,000 monthly income. A total of 86.8%, 12%, 0.8% and 0.4% accordingly.

4.2.3 Central Tendencies Measurement of Constructs

Table 4.4 Descriptive Statistics

	N	Sum	Mean	Std. Deviation
Perceived Expertise	250	969.33	3.8773	0.74868
Perceived Trust	250	993.40	3.9736	0.66618
Perceived Credibility	250	946.00	3.7840	0.72305
Parasocial Relationship	250	961.20	3.8448	0.69160
Online Purchase Intention	250	935.80	3.7432	0.64563
Valid N(listwise)	250			

Source: Data generated by SPSS Statistic 27

In this research, each construct was evaluated by using a 5-point Likert-type scale, covering from "strongly disagree" (1) to "strongly agree" (5). Table 4.4 indicates that perceived trust has the highest mean compared to other variables which is (3.9736), this concludes that the average agreement level regarding perceived trust tends to be in the "agree" range. Furthermore, the lowest mean is online purchase intention which has a 3.7432 value, which suggests that the average responses lean slightly towards the "agree" category. Last but not least, the remaining constructs exhibit a comparable level of agreement, with the mean scores slightly towards the "agree." In summary, the average levels of agreement across all constructs fall within the "agree" range.

4.3 Reliability Analysis

Table 4.3 Reliability Test

No	Construct	Cronbach's Alpha	No. of items	Strength of Association
1	Perceived Expertise	0.850	5	Good
2	Perceived Trust	0.851	5	Good
3	Perceived Credibility	0.861	5	Good
4	Parasocial Relationship	0.826	5	Good
5	Online Purchase Intention	0.800	3	Good

Source: Data generated from SPSS Statistic 27

In this research, a total of 23 items are being analyzed in the reliability test, which is shown in table 4.3. The mode of reliability test is the perceived credibility, which has a Cronbach's Alpha value of 0.861. This illustrate that this variable demonstrates the highest internal consistency, providing a reliable and accurate measurement of the variable under consideration. Furthermore, are the other variables such as perceived expertise (0.850), perceived trust (0.851), parasocial relationships (0.826) and online purchase intention (0.800).

The variables that have been used can be considered as reliable and consistent, it is due to the Cronbach's alpha being higher than 0.7 which is the minimum value in order to consider the variables as reliable and consistent. Therefore, the questionnaire that has been used to collect data was considered that it was good and have an internal consistent.

4.4 Inferential Analysis

4.4.1 Multiple Linear Regression Analysis

Table 4.4 Model Summary

Model	R	R square	Adjusted R Square	Std Error of the Estimation
1	.860a	.739	.735	.38524

a. Predictors: (Constant), PR, PE, PC, PT

Source: Data generated from SPSS Statistic 27

Table 4.4 shows the R square value of 0.739, which indicates 73% of the variance in online purchase intention have a relationship with the four independent variables (perceived expertise, perceived trust, perceived credibility and parasocial relationship). However, the remaining 27% (100-73%) explains about the unknown factors regarding the online purchase intention.

Table 4.5 Multiple Linear Regression Analysis (ANOVA)

Model	Sum of Squares	df	Mean Square	F	Sig
1 Regression	103.212	4	25.803	173.864	0.000 ^b
Residual	36.360	245	0.148		
Total	139.572	249			

a. Dependent Variable: OPI

b. Predictors: (Constant), PR, PE, PC, PT

Source: Data generated from SPSS Statistic 27

Table 4.5 above shows that the linear regression model in this study is significant. The demonstrate that the p-value is 0,000, which is lower than 0.05. This means that the overall significance of the linear regression model to study the influence of perceived expertise, perceived trust, perceived credibility and parasocial relationship on online

purchase intention are statically significant because consumers intention to make online purchases can be influenced by at least one of the independent variables.

Table 4.6 Multiple Linear Regression Analysis (Coefficients^a)

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	0.392	0.182		2.153	0.032
	Perceived Expertise	0.053	0.042	0.047	1.278	0.203
	Perceived Trust	0.164	0.041	0.158	3.964	<0.001
	Perceived Credibility	0.410	0.052	0.379	7.961	<0.001
	Parasocial Relationship	0.497	0.055	0.429	9.016	<0.001

a. Dependent Variable: OPI

Source: Data generated from SPSS Statistic 27

The coefficients linked to particular independent variables in the above Table 4.6 demonstrate statistical significance concerning the customer's intention to make online purchases. Notably, some of these coefficients exhibit values below 0.05 in the results. Firstly, the value of perceived trust is shown to be lower than 0.05, this indicates that perceived trust has a significant relationship with the consumer online purchase intention. Furthermore, perceived credibility and parasocial relationship has also a value that is lower than 0.05 which also indicates that it has a significant relationship with consumer online purchase intention. However, perceived expertise has a significant value of 0.203 which is not lower than 0.05, this indicates that perceived expertise does not have a significant relationship with consumer online purchase

intention. Apart with it, parasocial relationship has the highest value of standardized coefficient value (β -value) compared to the other independent variables, which is 0.429. This show that parasocial relationship is the most important independent variable that influence consumer online purchase intention among Gen Z.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATION

5.1 Discussions of Major Findings

Table 5.1 Summary of Hypotheses Findings

Hypotheses	Significant Level (P- value)	Results
H1: There is a significant positive relationship between perceived expertise and online purchase intention.	0.203	Not Supported
H2: There is a significant positive relationship between perceived trust and online purchase intention.	<0.001	Supported
H3: There is a significant positive relationship between perceived credibility and online purchase intention.	<0.001	Supported
H4: There is a significant positive relationship between parasocial relationship and online purchase intention.	<0.001	Supported

Source: Developed for the research

5.1.1 Perceived Expertise

H1: Perceived expertise has no positive relationship on consumer online purchase intention among Gen Z

The primary objective of this study is to uncover the connection between perceived expertise and the online purchasing intentions of Generation Z. The correlation between perceived expertise and consumer online purchase intention is substantiated by the multiple linear regression analysis (coefficient). The findings reveal a p-value of 0.203, which falls above the conventional threshold of 0.05. Thus, it means that perceived expertise does not have a positive relationship on online purchase intention. Hence, H3 is not supported as the value of p-value is not lower than 0.05.

Other studies however have a different result and stated that social media influencer perceived expertise has a positive relationship, and it also means that perceived expertise can influence on consumer online purchase intention (Yudha, 2023). Further studies have also mention that the higher perceived expertise a social media influencer has, the more likely the consumer online purchase intention (Chen et al., 2021)

5.1.2 Perceived Trust

H2: Perceived trust has a positive relationship on consumer online purchase intention among Gen Z

The second objective for this research is to identify the relationship between perceived trust and consumer online purchase intention among Gen Z. The relationship between perceived trust and consumer online purchase intention has been supported by the multiple linear regression analysis (coefficient) and the results has been indicate that the p-value is less than 0.001 and this can indicate that there is a significant relationship between perceived trust and consumer online purchase intention. This conclude that H2 will be accepted and proved to have a positive relationship.

Furthermore, there are also study that support with this research and it has also stated that perceived trust has relationship with online purchase intention, and it can be influence by it (Yudha, 2023). According to Belanche et al. (2021), it has also been suggested that influencer with a higher perceived trust can influence the consumer online purchase intention as the consumer will believe what the social media influencer have said.

5.1.3 Perceived Credibility

H3: Perceived credibility has a positive relationship on consumer online purchase intention among Gen Z.

The third objective in this research is to identify the relationship between perceived credibility and consumer online purchase intention among Gen Z. The relationship between perceived credibility and consumer online purchase intention has been supported by the multiple linear regression analysis (coefficient) and the results has been indicate that the p-value is less than 0.001 and this can indicate that there is a significant relationship between perceived credibility and consumer online purchase intention. This conclude that H3 will be accepted and proved to have a positive relationship.

There has also been other research that has been research, and it has also been shown that social media influencer perceived credibility has a relationship with consumer online purchase intention (Yudha, 2023). It has also been stated that perceived credibility can influence consumer online purchase intention (Shimp, 2014).

5.1.4 Parasocial Relationship

H4: Parasocial relationship has a positive relationship on consumer online purchase intention among Gen Z.

The fourth objective in this research is to identify the relationship between parasocial relationship and consumer online purchase intention among Gen Z. The relationship

between parasocial relationship and consumer online purchase intention has been supported by the multiple linear regression analysis (coefficient) and the results has been indicate that the p-value is less than 0.001 and this can indicate that there is a significant relationship between parasocial relationship and consumer online purchase intention. This conclude that H4 will be accepted and proved to have a positive relationship.

According to Chen et al. (2021), parasocial relationship has an influence and relationship with consumer online purchase intention. Furthermore, there are more studies that have stated that parasocial relationship is an influential instrument for nurturing these connections in society as social media is getting more worldwide and leading to more social media influencers. The more the consumer trust the social media influencer, the more the consumer is more likely to purchase online (Yudha, 2023).

5.2 Implication of the Study

Prior studies that have focused on perceived expertise, perceived trust, perceived credibility, and parasocial relationships in investing consumer online purchase intentions among Gen Z. The aim of this research and investigation is to provide organizations and also practitioners with insights into the types of variables such as perceived expertise, perceived trust, perceived credibility, and parasocial relationships that could impact and influence consumer online purchase intentions. Further trough this research, organization can capture what is the biggest influence on consumer online purchase intentions among Gen Z leading to a better effective result and also to increasing the performance of the organizations.

Furthermore, this study has been applied using the theory of reasoned action (TRA), which was developed by Ajzen (1975). This is because the theory of reasoned action studies the behavior of a person and also the attitude. For this research, perceived expertise, perceived trust, perceived credibility, and parasocial relationships can be

counted as an attitude or behavior that influence the consumer to act in a certain way which in this case is the online purchase intention. In addition, the proposed framework for this research might be useful for future reference research for other researchers to understanding more on the factors that might influence the consumer online purchase intention.

5.3 Limitations of the Study

For this research, there are a few limitations that cause difficulties to find. Firstly, is the difficulty to find respondent for the questionnaire as a lot of people refused to reply to the questionnaire that has been sent through Microsoft teams and other platforms. Moreover, the Chinese respondent consist of half the respondent compared to Indians and also Malays. This leads lesser accurate result has different culture of people might have a different way to act for example, Chinese might get more detailed about a product or services before purchasing compared to Indians and Malays.

Other than that, the respondent consists of mostly Selangor area, and this might be different compared to the other states of Malaysia. This might also lead to a different result. The respondent that has answer consists of mostly university students thus also leading to a different result as Gen Z age range is between 9- 24, while the respondent has the option of choosing either 9-17 or 18-24. This means that most respondent is towards the 18-24 age group, and there might be different outcome if the 9-17 age group has more respondent.

5.4 Recommendations for Future Research

Three recommendation for future research is that the questionnaire can be obtain through a face-to-face option rather than using online platforms and also spread the questionnaire more equally as the age group have different behavior. Furthermore, expand the area of questionnaire as Malaysia is a big area to cover and this research has mostly Selangor area.

Moreover, questionnaire is the only primary data collection method in the current research, so for future research, researchers could adopt interview-based method to provide a more thorough information on the future research.

Furthermore, to study the factors of online purchase intention, respondents that is working or has the ability to earn money because most respondents are students, and they might not have the ability to purchase products or services. Finding more part-time or respondent that have a stable income and has a good amount of purchasing power.

Additionally, as mentioned above that perceived expertise does not have a relationship with online purchase intention in this research, other studies however have different statements and results. For future research, it is recommended to investigate it in more detailed to prove that it has a positive relationship.

5.5 Conclusion

In conclusion, this research examines the relationship between factors such as perceived expertise, perceived trust, perceived credibility and parasocial relationship with consumer online purchase intention among Gen Z. Every hypothesis has been shown to have a relationship with the factors such as perceived trust, perceived credibility and parasocial relationships. However perceived expertise has been rejected due to the p-value lower than 0.05, but recommendation has been suggested for future research and it could help prevent any similar results. As the use of social media still being wider and wider, social media influencer will eventually increase thus leading to the factors for this research. To conclude, this research shows and demonstrates the factors of social media influencer on online purchase intention among Generation Z.

Questionnaire



UNIVERSITI TUNKU ABDUL RAHMAN (UTAR)

FACULTY OF ACCOUNTANCY AND MANAGEMENT (FAM)

Bachelor of International Business (HONS)

**Factors of Social Media Influencer on Online Purchase Intention among
Generation Z.**

Dear respondent,

Hello, I am Soong Vai Ven, and I am an undergraduate student pursuing Bachelor Degree in International Business (HONS) at Universiti Tunku Abdul Rahman (UTAR). Currently, I am conducting a study on “Factors of social media influencer on online purchase intention among Generation Z” for my final year project. The objective of this research is to investigate the factors of social media influencers which lead to consumers online purchasing intention among generation Z.

This questionnaire consists of two sections and will take approximately 5 to 10 minutes to complete. Please be informed that this survey is strictly for academic purposes and all the information collected will be kept **PRIVATE AND CONFIDENTIAL**. Your participation will be highly appreciated.

Thank you for your time and effort in completing this survey questionnaire.

Student Name	Student ID
Soong Vai Ven	2001050

Section A: General Question

Kindly tick in the box given.

1) How long have you been using social media?

(Less than 1 year)

(Between 1 -2years)

(More than 2 years)

2) Frequency of buying online

(Once a week)

(Once every 2 weeks)

(Once a month)

(Once more than 1 month)

3) Have you bought a product or service recommended by social media influencers before?

(Yes)

(No)

**4) Which social media platforms do you mostly follow social media influencers?
(You may Choose more than one)**

(Instagram)

(Facebook)

(Twitter)

(Tik-Tok)

(Others)

Section B: Demographic Question

Kindly tick in the box given.

1) Gender

(Male)

(Female)

2) Age Range

(9 -17)

(18 -24)

3) Race

(Chinese)

(Malay)

(Indian)

(Others)

4) Educational Level

(High School)

(Foundation / STPM / Diploma)

(Undergraduate: Bachelor's degree)

(Postgraduate: Master / PhD)

5) Employment Status

(Full Time)

(Part Time)

(Student)

(Others)

Section C: Specific Question

In this section, I would like to seek your opinions regarding the factors of social media influencers and user generated content that influence your online purchasing intention. Please indicate the extent to which you agree (5) or disagree (1) with each of the statement below using 5-point Likert scale.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Social Media Influencer Expertise

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The social media influencers I follows has good knowledge in their field	1	2	3	4	5
The social media influencers I follows has good expertise in their field	1	2	3	4	5
The social media influencers I follows are experienced in their field	1	2	3	4	5
The social media influencers I follows are skilled in their field	1	2	3	4	5
The social media influencers I follows are qualified in their field	1	2	3	4	5

Social Media Influencer Trust

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The social media influencers that I followed are truthful	1	2	3	4	5
The social media influencers that I followed are honest	1	2	3	4	5
The social media influencers that I followed are reliable	1	2	3	4	5
The social media influencers that I followed are sincere	1	2	3	4	5
The social media influencers I follow are dependable	1	2	3	4	5

Social Media Influencers Credibility

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The social media influencers I follows gives believable information	1	2	3	4	5
The social media influencers I follows gives credible information	1	2	3	4	5
The social media influencers I follows gives accurate information	1	2	3	4	5
The social media influencers I follows gives reliable information	1	2	3	4	5
The social media influencers I follows gives trustworthy information	1	2	3	4	5

Parasocial Relationship

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I get inspired by social media influencers which make me feel at ease as if it was a friend	1	2	3	4	5
I get inspired by social media influencers that I believe are friendly	1	2	3	4	5
I get inspired by social media influencers that relate about things that I would want to learn	1	2	3	4	5
I get inspired by social media influencers that I would want to meet in real life	1	2	3	4	5
I get inspired by social media influencers that I find charismatic	1	2	3	4	5

Online Purchase Intention among Gen Z

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I would use internet to purchase a product or services	1	2	3	4	5
I would use internet to purchase a product or services in the future	1	2	3	4	5
If there is a product or service that I would want to purchase, I would use internet.	1	2	3	4	5

REFERENCE

Advertisers Love Influencer Marketing: *ANA Study*. (n.d.). About the ANA | ANA. <https://www.ana.net/content/show/id/48437>

- Akoglu, H. (2018). User's guide to correlation coefficients. *Turkish Journal of Emergency Medicine*, 18(3), 91–93. <https://doi.org/10.1016/j.tjem.2018.08.001>
- AlFarraj et al., (2021). Examining the impact of influencers' credibility dimensions: attractiveness, trustworthiness and expertise on the purchase intention in the aesthetic dermatology industry. *Review of International Business and Strategy*, 31(3), 355–374. <https://doi.org/10.1108/ribs-07-2020-0089>
- Al-Hussami, M. (2015). Quantitative Research design. ResearchGate. <https://doi.org/10.13140/RG.2.1.3539.6001>
- Andereck, K. L. (2011). Inferential analysis of data. In *Research methods for leisure, recreation and tourism* (pp. 213-225). Wallingford UK: CABI.
- Andreani, F., Gunawan, L., & Haryono, S. (2021). Social media influencer, brand awareness, and purchase decision among generation Z IN Surabaya. *Jurnal Manajemen Dan Kewirausahaan (Ejournal)* <https://doi.org/10.9744/jmk.23.1.18-26>
- Ao, L., Bansal, R., Pruthi, N., & Khaskheli, M. B. (2023). Impact of social media influencers on customer engagement and purchase Intention: A Meta-Analysis. *Sustainability*, 15(3), 2744. <https://doi.org/10.3390/su15032744>
- Aw, E. C., Tan, G. W., Chuah, S. H., Ooi, K., & Hajli, N. (2022b). Be my friend! Cultivating parasocial relationships with social media influencers: findings from PLS-SEM and fsQCA. *Information Technology & People*, 36(1), 66–94. <https://doi.org/10.1108/itp-07-2021-0548>
- Balog, K., De Rijke, M., & Weerkamp, W. (2008). Bloggers as experts. Bloggers as Experts. <https://doi.org/10.1145/1390334.1390486>
- Barua, A. (2013). Methods for Decision-Making in survey questionnaires based on Likert scale. *Journal of Asian Scientific Research*, 3(1), 35–38. <http://www.aessweb.com/pdf-files/35-38.pdf>

- Belanche, D., Casaló, L. V., Flavián, M., & Ibáñez-Sánchez, S. (2021). Building influencers' credibility on Instagram: Effects on followers' attitudes and behavioral responses toward the influencer. *Journal of Retailing and Consumer Services*, 61, 102585. <https://doi.org/10.1016/j.jretconser.2021.102585>
- Bergkvist, L., Hjalmarson, H., & Mägi, A. W. (2015). A new model of how celebrity endorsements work: attitude toward the endorsement as a mediator of celebrity source and endorsement effects. *International Journal of Advertising*, 35(2), 171–184. <https://doi.org/10.1080/02650487.2015.1024384>
- Berndt, A. (2020). Sampling methods. *Journal of Human Lactation*, 36(2), 224–226. <https://doi.org/10.1177/0890334420906850>
- Biocca, F., Harms, C., & Gregg, J. (2001, May). The networked minds measure of social presence: Pilot test of the factor structure and concurrent validity. In 4th annual international workshop on presence, Philadelphia, PA (pp. 1-9).
- Brorsson, A., & Plotnikova, V. (2017). Choosing the right social media influencer. : A quasi-experiment to explore the impact of influencers' different characteristics. <http://lnu.diva-portal.org/smash/record.jsf?pid=diva2:1107811>
- Bhardwaj, P. (2019). Types of sampling in research. *Journal of the Practice of Cardiovascular Sciences*, 5(3), 157. https://doi.org/10.4103/jpcs.jpcs_62_19
- Campbell, S., Greenwood, M., Prior, S., Shearer, T., Walkem, K., Young, S., Bywaters, D., & Walker, K. (2020). Purposive sampling: complex or simple? Research case examples. *Journal of Research in Nursing*, 25(8), 652–661. <https://doi.org/10.1177/1744987120927206>
- Carmines, E. G., & Zeller, R. A. (1979). Reliability and validity assessment. In SAGE Publications, Inc. eBooks. <https://doi.org/10.4135/9781412985642>

- Chaffey, D. (2021, July 23). Global social media statistics research summary 2021. Smart Insights. <https://www.smartinsights.com/social-media-marketing/social-mediastrategy/new-global-social-media-research/>
- Cheong, H. J., & Morrison, M. A. 2008. Consumers' Reliance on Product Information and Recommendations found in UGC. *Journal of Interactive Advertising*, 8(2), 1–30.
- Chetioui, Y., Benlafqih, H., & Lebdaoui, H. (2020). How fashion influencers contribute to consumers' purchase intention. *Journal of Fashion Marketing and Management*, 24(3), 361–380. <https://doi.org/10.1108/jfmm-08-2019-0157>
- Chu, S., & Kamal, S. (2008). The effect of perceived blogger credibility and argument quality on message elaboration and brand attitudes. *Journal of Interactive Advertising*, 8(2), 26–37. <https://doi.org/10.1080/15252019.2008.10722140>
- Chung, S., & Cho, H. (2014). Parasocial relationship via reality TV and social media. *Parasocial Relationship via Reality TV and Social Media: Its Implications for Celebrity Endorsement*. <https://doi.org/10.1145/2602299.2602306>
- Cohen, L., Manion, L., & Morrison, K. (2002). Research methods in education. In Routledge eBooks. <https://doi.org/10.4324/9780203224342>
- Conde, R., & Casais, B. (2023). Micro, macro and mega-influencers on instagram: The power of persuasion via the parasocial relationship. *Journal of Business Research*, 158, 113708. <https://doi.org/10.1016/j.jbusres.2023.113708>
- Copeland, L., Bhaduri, G., & Huang, O. (2023). Understanding Chinese Gen Z and their online shopping intentions through TAM. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/apjml-03-2022-0241>
- Daneshvary, R., & Schwer, R. K. (2000). The association endorsement and consumers' intention to purchase. *Journal of Consumer Marketing*, 17(3), 203–213. <https://doi.org/10.1108/07363760010328987>

- Dean, B. (2023, March 27). *How many people use Social Media in 2023? (65+ statistics)*. Backlinko. <https://backlinko.com/social-media-users>
- Delafrooz, N., Paim, L., & Khatibi, A. (2011). Understanding consumers internet purchase intention in Malaysia. *African Journal of Business Management*, 5(7), 2837–2846. <https://doi.org/10.5897/ajbm10.1266>
- De Waal, T., Pannekoek, J., & Scholtus, S. (2011). *Handbook of Statistical Data Editing and Imputation*. <https://doi.org/10.1002/9780470904848>
- De Veirman, M., Cauberghe, V. and Hudders, L. (2016). Marketing through Instagram influencers: impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*. 36(5), 798-828
- Dibble, J. L., Hartmann, T., & Rosaen, S. F. (2015). Parasocial Interaction and parasocial Relationship: conceptual clarification and a critical assessment of measures. *Human Communication Research*, 42(1), 21–44. <https://doi.org/10.1111/hcre.12063>
- Draugalis, J. R., & Plaza, C. M. (2009). Best practices for survey research reports revisited: implications of target population, probability sampling, and response rate. *The American Journal of Pharmaceutical Education*, 73(8), 142. <https://doi.org/10.5688/aj7308142>
- Dwivedi, A., McDonald, R. E., & Johnson, L. W. (2014). The impact of a celebrity endorser's credibility on consumer self-brand connection and brand evaluation. *Journal of Brand Management*, 21(7–8), 559–578. <https://doi.org/10.1057/bm.2014.37>
- Egger, A. E., & Carpi, A. (2008). *Data: analysis and interpretation*. Visionlearning, (1).

- Etikan, İ., Musa, S. A., & Alkassim, R. S. (2016). Comparison of convenience sampling and purposive sampling. *American Journal of Theoretical and Applied Statistics*, 5(1), 1. <https://doi.org/10.11648/j.ajtas.20160501.11>
- Faul, F., Erdfelder, E., Buchner, A., & Lang, A. (2009). Statistical power analyses using G*Power 3.1: Tests for correlation and regression analyses. *Behavior Research Methods*, 41(4), 1149–1160. <https://doi.org/10.3758/brm.41.4.1149>
- Feng, Y., Duives, D. C., Daamen, W., & Hoogendoorn, S. P. (2021). Data collection methods for studying pedestrian behaviour: A systematic review. *Building and Environment*, 187, 107329. <https://doi.org/10.1016/j.buildenv.2020.107329>
- Fishbein, M. & Ajzen (1980). Reasoned Action, Theory of. *The International Encyclopedia of Communication*. <https://doi.org/10.1002/9781405186407.wbiecr017>
- Francalanci, C., & Hussain, A. (2014). A visual analysis of social influencers and influence in the tourism domain. In Springer eBooks (pp. 19–32). https://doi.org/10.1007/978-3-319-14343-9_2
- Gefen, D., Karahanna, E., & Straub, D. W. (2003). Trust and TAM in Online Shopping: An Integrated Model. *Management Information Systems Quarterly*, 27(1), 51. <https://doi.org/10.2307/30036519>
- Global Social Media Statistics — DataReportal – Global Digital Insights. (n.d.). Retrieved July 7, 2023, from <https://datareportal.com/social-media-users>
- Glucksman, M. (2017). The Rise of Social Media Influencer Marketing on Lifestyle Branding: A Case study of Lucie Fink. *Elon Journal of Undergraduate Research in Communications*. 8(2), 77-87.
- Grin. (2023, June 12). Why Influencer Marketing Is Important | GRIN. *GRIN - Influencer Marketing Software*. <https://grin.co/blog/why-influencer->

[marketing/#:~:text=Collaborating%20with%20influencers%20can%20help,use%20it%20to%20their%20advantage.](#)

Hayes, R. A., & Carr, C. T. (2015). Does being social matter? Effects of enabled commenting on credibility and brand attitude in social media. *Journal of Promotion Management*, 21(3), 371–390.
<https://doi.org/10.1080/10496491.2015.1039178>

Horton, D., & Wohl, R. (1956). Mass Communication and Para-Social Interaction. *Psychiatry MMC*, 19(3), 215–229.
<https://doi.org/10.1080/00332747.1956.11023049>

Hox, J. J., & Boeijs, H. R. (2005). Data collection, primary versus secondary.

Hsu, C., Lin, J. C., & Chiang, H. (2013). The effects of blogger recommendations on customers' online shopping intentions. *Internet Research*, 23(1), 69–88.
<https://doi.org/10.1108/10662241311295782>

Hsu, H. Y., & Tsou, H. (2011). Understanding customer experiences in online blog environments. *International Journal of Information Management*, 31(6), 510–523.
<https://doi.org/10.1016/j.ijinfomgt.2011.05.003>

Hussain, A., & ALI, Z. (2022). Examining the impact of social media influencer's credibility dimensions on consumer behavior.

Hwang, K., & Zhang, Q. (2018). Influence of parasocial relationship between digital celebrities and their followers on followers' purchase and electronic word-of-mouth intentions, and persuasion knowledge. *Computers in Human Behavior*, 87, 155–173. <https://doi.org/10.1016/j.chb.2018.05.029>

Igwenagu, C. (2016). Fundamentals of research methodology and data collection. ResearchGate.
https://www.researchgate.net/publication/303381524_Fundamentals_of_research_methodology_and_data_collection

- Jamil, R. A., & Hassan, S. R. U. (2014). Influence of celebrity endorsement on consumer purchase intention for existing products: a comparative study. *Journal of Management Info*, 1(4), 1–8. <https://doi.org/10.31580/jmi.v4i1.18>
- Jarvenpaa, S. L., Tractinsky, N., & Saarinen, L. (2006). Consumer trust in an internet store: a Cross-Cultural Validation. *Journal of Computer-Mediated Communication*, 5(2), 0. <https://doi.org/10.1111/j.1083-6101.1999.tb00337.x>
- Jin, S. V., Muqaddam, A., & Ryu, E. (2019). Instafamous and social media influencer marketing. *Marketing Intelligence & Planning*, 37(5), 567-579. <https://doi.org/10.1108/MIP-09-2018-0375>
- Johnson, T. (2023, March 16). *The shift from traditional marketing to digital marketing campaigns*. The Marketing Folks. <https://themarketingfolks.com/the-shift-from-traditional-marketing-to-digital-marketing-campaigns/>
- Johnston, M. P. (2014). Secondary data analysis: A method of which the time has come. *Qualitative and quantitative methods in libraries*, 3(3), 619-626.
- Kabir, S. M. S. (2016). Sample and Sampling Designs. ResearchGate. https://www.researchgate.net/publication/325846982_SAMPLE_AND_SAMPLING_DESIGNS
- Kemp, S. E., Ng, M., Hollowood, T., & Hort, J. (2018). Introduction to Descriptive Analysis. *Descriptive Analysis*, 1–39. <https://doi.org/10.1002/9781118991657.ch1>
- Khong, K. W., & Wu, Y. (2013). Measuring the impact of celebrity endorsement on consumer behavioural intentions: a study of Malaysian consumers. *International Journal of Sports Marketing & Sponsorship*, 14(3), 2–22. <https://doi.org/10.1108/ijsms-14-03-2013-b002>
- Kim, W. G., Lim, H., & Brymer, R. A. (2015). The effectiveness of managing social media on hotel performance. *International Journal of Hospitality Management*, 44, 165–171. <https://doi.org/10.1016/j.ijhm.2014.10.014>

- Kim, Y., & Srivastava, J. (2007). *Impact of social influence in e-commerce decision making*. <https://doi.org/10.1145/1282100.1282157>
- Laroche, M., Kim, C., & Ling, Z. (1996). Brand familiarity and confidence as determinants of purchase intention: An empirical test in a multiple brand context. *Journal of Business Research*, 37(2), 115–120. [https://doi.org/10.1016/0148-2963\(96\)00056-2](https://doi.org/10.1016/0148-2963(96)00056-2)
- Le, T. V., Alang, T., & Tran, Q. T. (2021). How YouTube influencers impact customers' purchase intention: An empirical study of cosmetic brands in Vietnam. *Journal of Asian Finance, Economics and Business*, 8(9), 101–111. <https://doi.org/10.13106/jafeb.2021.vol8.no9.0101>
- Lee, H.S.S., Khong, K.W. & Hong, J.L. (2014). *Influence of Online Shopping Enjoyment and Trust towards Purchase Intention in Social Commerce Sites*. Malaysia Handbook on the Emerging Trends in Scientific Research. Malaysia: PAK Publishing Group. [http://www.conscientiabeam.com/ebooks/ICETSR-92-%20\(355-362\).pdf](http://www.conscientiabeam.com/ebooks/ICETSR-92-%20(355-362).pdf)
- Lee, J. E., & Watkins, B. (2016). YouTube vloggers' influence on consumer luxury brand perceptions and intentions. *Journal of Business Research*, 69(12), 5753–5760. <https://doi.org/10.1016/j.jbusres.2016.04.171>
- Ledbetter, A. M., & Redd, S. M. (2016). Celebrity Credibility on social Media: A Conditional process analysis of online self-disclosure attitude as a moderator of posting frequency and para social interaction. *Western Journal of Communication*, 80(5),601–618. <https://doi.org/10.1080/10570314.2016.1187286>
- Lefever, S., Dal, M., & Matthíasdóttir, Á. (2007). Online data collection in academic research: advantages and limitations. *British Journal of Educational Technology*, 38(4), 574–582. <https://doi.org/10.1111/j.1467-8535.2006.00638.x>
- Li, R., Kim, J. N., & Park, J. Y. (2007). THE EFFECTS OF INTERNET SHOPPERS'

TRUST ON THEIR PURCHASING INTENTION IN CHINA. *Journal of Information Systems and Technology Management*, 4(3), 269–286. <https://doi.org/10.4301/s1807-17752007000300001>

Li, N., & Zhang, P. (2002). Consumer online shopping attitudes and behavior: An assessment of research. AMCIS 2002 proceedings, 74.

Linneberg, M. S., & Korsgaard, S. (2019). Coding qualitative data: a synthesis guiding the novice. *Qualitative Research Journal*, 19(3), 259–270. <https://doi.org/10.1108/qrj-12-2018-0012>

Lindgren, C. (2020). Writing with Data: A study of coding on a Data-Journalism team. *Written Communication*, 38(1), 114–162. <https://doi.org/10.1177/0741088320968061>

Lisichkova, N. (2017). The impact of influencers on online purchase intent. DIVA. <https://www.diva-portal.org/smash/record.jsf?pid=diva2%3A1109584&dswid=1420>

Malaysia population (2023) - Worldometer. (2023). <https://www.worldometers.info/world-population/malaysia-population/#:~:text=The%20current%20population%20of%20Malaysia,of%20the%20total%20world%20population.>

Manap, K. H. A., & Adzharudin, N. A. 2013. The Role of User Generated Content (UGC) in social media for Tourism Sector. In West East Institute International Academic Conference Proceedings (pp. 52–58).

Martiningsih, D. A., & Setyawan, A. (2022). The impact of influencers' credibility towards purchase intention. ResearchGate. <https://doi.org/10.2991/aebmr.k.220602.025>

Maqableh, M., Rajab, L., Quteshat, W., Masa'deh, R., Khatib, T., & Karajeh, H. (2015). The impact of social media networks websites usage on students' academic performance. *Communications and Network*, 07(04), 159–171. <https://doi.org/10.4236/cn.2015.74015>

- Mazhar, S. A. (2021). Methods of data collection: a fundamental tool of research. *Journal of Integrated Community Health*, 10(01), 6–10. <https://doi.org/10.24321/2319.9113.202101>
- Memon, M. A., Ting, H., Cheah, J., Ramayah, T., Chuah, F., & Cham, T. (2020). Sample size for survey research: Review and recommendations. *Journal of Applied Structural Equation Modelling*, 4(2), i–xx. [https://doi.org/10.47263/jasem.4\(2\)01](https://doi.org/10.47263/jasem.4(2)01)
- Meskaran, F., Shanmugamm, B., & Ismail, Z. (2014). Factors affecting on security perception in online purchase intention. *Advanced Science Letters*. <https://doi.org/10.1166/asl.2014.5627>
- McFadden, D., & Train, K. (1996). Consumers' Evaluation of New Products: Learning from Self and Others. *Journal of Political Economy*, 104(4), 683–703. <https://doi.org/10.1086/262038>
- Morse, J. M., Barrett, M., Mayan, M., Olson, K., & Spiers, J. (2002). Verification strategies for establishing reliability and validity in qualitative research. *International Journal of Qualitative Methods*, 1(2), 13–22. <https://doi.org/10.1177/160940690200100202>
- Nam, L. G., & Dân, H. T. (2018). Impact of social media Influencer marketing on consumer at Ho Chi Minh City. *The International Journal of Social Sciences and Humanities Invention*, 5(5), 4710–4714. <https://doi.org/10.18535/ijsshi/v5i5.10>
- Nemoto, T., & Beglar, D. (2014). Likert-scale questionnaires. In *JALT 2013 conference proceedings* (pp. 1-8).
- Nordqvist, C. (2019). Online shopping – definition and meaning. *Market Business News*. <https://marketbusinessnews.com/financial-glossary/online-shopping-definition-meaning/>
- Nguyen, C., Nguyen, T. N., & Luu, V. (2022). Relationship between influencer marketing and purchase intention: focusing on Vietnamese Gen Z consumers.

- Independent Journal of Management & Production, 13(2), 810–828.
<https://doi.org/10.14807/ijmp.v13i2.1603>
- Nugroho, S. D. P., Rahayu, M., & Hapsari, R. (2022). The impacts of social media influencer’s credibility attributes on gen Z purchase intention with brand image as mediation. *International Journal of Research in Business and Social Science*, 11(5), 18–32. <https://doi.org/10.20525/ijrbs.v11i5.1893>
- Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers’ perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, 19(3), 39–52. <https://doi.org/10.1080/00913367.1990.10673191>
- Pavlou, P. A., & Fygenson, M. (2006). Understanding and Predicting Electronic Commerce adoption: An extension of the theory of planned Behavior. *Management Information Systems Quarterly*, 30(1), 115. <https://doi.org/10.2307/25148720>
- Pavlou, P. A. (2003). Consumer Acceptance of Electronic Commerce: Integrating Trust and Risk with the Technology Acceptance Model. *International Journal of Electronic Commerce*, 7(3), 101–134. <https://doi.org/10.1080/10864415.2003.11044275>
- Petty, R. E., & Cacioppo, J. T. (1986). The elaboration likelihood model of persuasion. In Elsevier eBooks (pp. 123–205). [https://doi.org/10.1016/s0065-2601\(08\)60214-2](https://doi.org/10.1016/s0065-2601(08)60214-2)
- Pornpitakpan, C. (2004). The Persuasiveness of source Credibility: A critical review of five decades’ evidence. *Journal of Applied Social Psychology*, 34(2), 243–281. <https://doi.org/10.1111/j.1559-1816.2004.tb02547.x>
- Poushter, J. (2016). Smartphone ownership and internet usage continues to climb in emerging economies. *Pew research center*, 22(1), 1-44. https://www.diapoimansi.gr/PDF/pew_research%201.pdf
- Rachev, S. T., Höchstötter, M., Fabozzi, F. J., & Focardi, S. M. (2010). Introduction to Regression Analysis. *An Introduction to Regression Analysis*, 129–152. <https://doi.org/10.1002/9781118267912.ch6>

- Regmi, P. R., Waithaka, E., Paudyal, A., Simkhada, P., & Van Teijlingen, E. (2017). Guide to the design and application of online questionnaire surveys. *Nepal Journal of Epidemiology*, 6(4), 640–644. <https://doi.org/10.3126/nje.v6i4.17258>
- Roy, A., Guay, F., & Valois, P. (2013). Teaching to address diverse learning needs: development and validation of a Differentiated Instruction Scale. *International Journal of Inclusive Education*, 17(11), 1186–1204. <https://doi.org/10.1080/13603116.2012.743604>
- Saima, & Khan, M. I. (2020). Effect of Social Media Influencer Marketing on Consumers' Purchase Intention and the Mediating Role of Credibility. *Journal of Promotion Management*, 27(4), 503-523. <https://doi.org/10.1080/10496491.2020.1851847>
- Salisbury, W. D., Pearson, R. A., Pearson, A. W., & Miller, D. W. (2001). Perceived security and World Wide Web purchase intention. *Industrial Management and Data Systems*, 101(4), 165–177. <https://doi.org/10.1108/02635570110390071>
- Schivinski, B., & Dąbrowski, D. (2014). The effect of social media communication on consumer perceptions of brands. *Journal of Marketing Communications*, 22(2), 189–214. <https://doi.org/10.1080/13527266.2013.871323>
- Schober, P., Boer, C., & Schwarte, L. A. (2018). Correlation Coefficients: appropriate use and interpretation. *Anesthesia & Analgesia*, 126(5), 1763–1768. <https://doi.org/10.1213/ane.0000000000002864>
- Schouten, A., Janssen, L., & Verspaget, M. (2019). Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit. *International Journal of Advertising*, 39(2), 258–281. <https://doi.org/10.1080/02650487.2019.1634898>
- Schwartz et al., (2013). Personality, Gender, and Age in the Language of social media: The Open-Vocabulary Approach. *PLOS ONE*, 8(9), e73791. <https://doi.org/10.1371/journal.pone.0073791>
- Sedgwick, P. (2012). Pearson's correlation coefficient. *BMJ*, 345(jul04 1), e4483. <https://doi.org/10.1136/bmj.e4483>

- Sekhon T., Bickart B., Trudel R., Fournier S. (2016). Being a likable braggart: How consumers use brand mentions for self-presentation on social media. *Psychology in a Social Media World*, 23-39.
- Selwin, M., Selvan, S., & Sivaraman, B. (2017). CRONBACH ALPHA VALIDATION AND CORRELATION ANALYSIS OF WORK PRACTICES MEDIATION MODEL.
- Sesar, V., Martinčević, I., & Boguszewicz-Kreft, M. (2022). Relationship between Advertising Disclosure, Influencer Credibility and Purchase Intention. *Journal of Risk and Financial Management*, 15(7), 276. <https://doi.org/10.3390/jrfm15070276>
- Sharma, G. (2017). Pros and cons of different sampling techniques. *International journal of applied research*, 3(7), 749-752.
- Shannon, D. M. (2000). *Using SPSS (R) To Solve Statistical Problems: A Self-Instruction Guide*. Prentice-Hall, Inc., One Lake St., Upper Saddle River, NJ 07458.
- Smith, D. N., Menon, S., & Sivakumar, K. (2005). Online peer and editorial recommendations, trust, and choice in virtual markets. *Journal of Interactive Marketing*, 19(3), 15–37. <https://doi.org/10.1002/dir.20041>
- Sorensen, H. T., Sabroe, S., & Olsen, J. (1996). A framework for evaluation of secondary data sources for epidemiological research. *International Journal of Epidemiology*, 25(2), 435–442. <https://doi.org/10.1093/ije/25.2.435>
- Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services*, 53, 101742. <https://doi.org/10.1016/j.jretconser.2019.01.011>
- Statista (2021a). Number of social network users worldwide from 2017 to 2025. <https://www.statista.com/statistics/278414/number-of-worldwide-social-networkusers/>
- Sukamolson, S. (2007). *Fundamentals of quantitative research*. Language Institute Chulalongkorn University, 1(3), 1-20.

- Taher, S. S., Chan, T. J., Zolkepli, I. A., & Sharipudin, M. S. (2022). Mediating role of parasocial relationships on social media influencers' reputation signals and purchase intention of beauty products. *Romanian Journal of Communication and Public Relations*, 24(3), 45–66. <https://doi.org/10.21018/rjcpr.2022.3.348>
- Taherdoost, H. (2016). Validity and reliability of the research instrument; How to test the validation of a Questionnaire/Survey in a research. *Social Science Research Network*. <https://doi.org/10.2139/ssrn.3205040>
- Thomas, M., Kavya, V., & Monica, M. (2018). Online website cues influencing the purchase intention of Generation Z mediated by trust. *Indian Journal of Commerce and Management Studies*, IX(1), 13. <https://doi.org/10.18843/ijcms/v9i1/03>
- Tjiptono, F., Khan, G., Yeong, E. S., & Kunchambo, V. (2020). Generation Z in Malaysia: The four 'E' generation. In Emerald Publishing Limited eBooks (pp. 149–163). <https://doi.org/10.1108/978-1-80043-220-820201015>
- Tzoumaka, E., Tsiotsou, R. H., & Siomkos, G. J. (2014). Delineating the role of endorser's perceived qualities and consumer characteristics on celebrity endorsement effectiveness. *Journal of Marketing Communications*, 22(3), 307–326. <https://doi.org/10.1080/13527266.2014.894931>
- Van Der Walldt, D., Van Loggerenberg, M. M., & Wehmeyer, L. (2011). Celebrity endorsements versus created spokespersons in advertising: a survey among students. *South African Journal of Economic and Management Sciences*, 12(1), 100–114. <https://doi.org/10.4102/sajems.v12i1.263>
- Veybitha, Y., Lizar, A., Muhartini, S., & Darta, E. (2021). Critical Review: Factors Affecting Online Purchase Intention Generation Z. *Journal of International Conference Proceedings*, 4(1), 354–363. <https://doi.org/10.32535/jicp.v4i1.1162>
- Yudha, A. (2023). A source Effect Theory perspective on how opinion leadership, parasocial relationship, and credibility influencers affect purchase intention.

- Jurnal Manajemen Teori Dan Terapan, 16(2), 240–253.
<https://doi.org/10.20473/jmtt.v16i2.48099>
- Wang, Z., Walther, J. B., Pingree, S., & Hawkins, R. P. (2008). Health information, credibility, homophily, and influence via the internet: web sites versus discussion groups. *Health Communication*, 23(4), 358–368.
<https://doi.org/10.1080/10410230802229738>
- Watson, R. (2015). Quantitative research. *Nursing Standard*, 29(31), 44–48.
<https://doi.org/10.7748/ns.29.31.44.e8681>
- Woodside, A. G., & Davenport, J. W. (2004). The effect of salesman similarity and expertise on consumer purchasing behavior. *Journal of Marketing Research*, 11(2), 198. <https://doi.org/10.2307/3150562>
- Xiao, M., Wang, R., & Chan-Olmsted, S. M. (2018). Factors affecting YouTube influencer marketing credibility: a heuristic-systematic model. *Journal of Media Business Studies*, 15(3), 188–213.
<https://doi.org/10.1080/16522354.2018.1501146>
- Yuan, S., & Lou, C. (2020). How Social Media Influencers Foster Relationships with Followers: The Roles of Source Credibility and Fairness in Parasocial Relationship and Product Interest. *Journal of Interactive Advertising*, 20(2), 133–147. <https://doi.org/10.1080/15252019.2020.1769514>
- Yudha, A. (2023). A Source Effect Theory Perspective on How Opinion Leadership, Parasocial Relationship, and Credibility Influencers Affect Purchase Intention.
- Yuksel, M., & Labrecque, L. I. (2016). “Digital buddies”: parasocial interactions in social media. *Journal of Research in Interactive Marketing*, 10(4), 305–320.
<https://doi.org/10.1108/jrim-03-2016-0023>
- Zikmund, W. G., Babin, B. J., Carr, J.C. & Griffin, M. (2013). *Business research methods* (9th ed.). New York: South-Western/Cengage Learning

Appendix

Table 3.1 Nominal & Ordinal Scale

No	Demographic Question	Scale
1	Gender <input type="checkbox"/> Male <input type="checkbox"/> Female	Nominal
2	Age Range <input type="checkbox"/> 9- 17 <input type="checkbox"/> 18-24	Ordinal
3	Race <input type="checkbox"/> Chinese <input type="checkbox"/> Malay <input type="checkbox"/> Indian <input type="checkbox"/> Others	Nominal
4	Educational Level <input type="checkbox"/> High School <input type="checkbox"/> Foundation/ STPM/ Diploma <input type="checkbox"/> Undergraduate (bachelor's degree) <input type="checkbox"/> Postgraduate (Masters/ PhD) <input type="checkbox"/> Others	Ordinal
5	Employment Status <input type="checkbox"/> Full Time <input type="checkbox"/> Part Time <input type="checkbox"/> Student <input type="checkbox"/> Others	Nominal

Table 3.4 Data Coding

No	Demographic Question	Coding
1	Gender	<input type="checkbox"/> Male” coded as 1 <input type="checkbox"/> Female” coded as 2
2	Age Range	<input type="checkbox"/> 9- 17” coded as 1 <input type="checkbox"/> 18-24” coded as 2
3	Race	<input type="checkbox"/> Chinese” coded as 1 <input type="checkbox"/> Malay” coded as 2 <input type="checkbox"/> Indian” coded as 3 <input type="checkbox"/> Others” coded as4
4	Educational Level	<input type="checkbox"/> High School” coded as 1 <input type="checkbox"/> Foundation/ STPM/ Diploma” coded as 2 <input type="checkbox"/> Undergraduate (bachelor’s degree) ” coded as 3 <input type="checkbox"/> Postgraduate (Masters/ PhD) ” coded as 4 <input type="checkbox"/> Others” coded as5
5	Employment Status	<input type="checkbox"/> Full Time” coded as 1 <input type="checkbox"/> Part Time” coded as 2 <input type="checkbox"/> Student” coded as 3 <input type="checkbox"/> Others” coded as4
6	Monthly Income	<input type="checkbox"/> Below RM1,000” coded as 1 <input type="checkbox"/> RM1,500 – RM2,999” coded as 2 <input type="checkbox"/> RM3,000 – RM3,999” coded as 3 <input type="checkbox"/> More than RM4,000” coded as 4

Figure 3.1 G*Power Sample Size

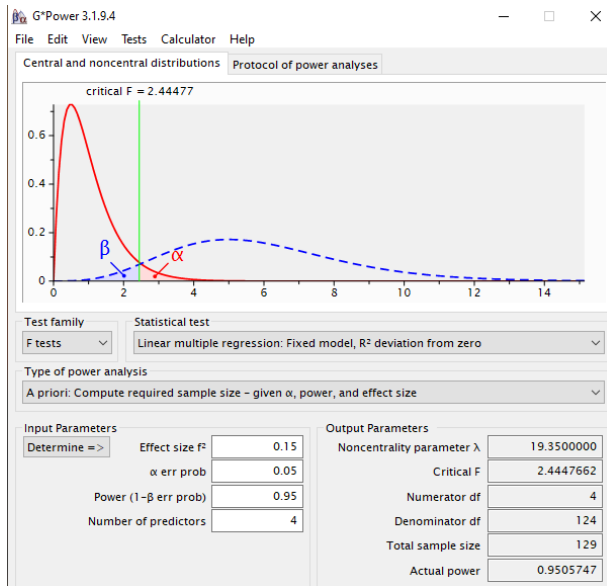


Figure 3.2 Reliability Test for Perceived Expertise (Pilot Test)

Reliability Statistics

Cronbach's Alpha	N of Items
.866	5

Figure 3.3 Reliability Test Perceived Trust (Pilot Test)

Reliability Statistics

Cronbach's Alpha	N of Items
.943	5

Figure 3.4 Reliability Test Perceived Influencer Credibility (Pilot Test)

Reliability Statistics

Cronbach's Alpha	N of Items
.935	5

Figure 3.5 Reliability Test Parasocial Relationship (Pilot Test)

Reliability Statistics	
Cronbach's Alpha	N of Items
.824	5

Figure 3.6 Reliability Test Online Purchase Intention (Pilot Test)

Reliability Statistics	
Cronbach's Alpha	N of Items
.892	3

Figure 4.1 General Questions

Figure 4.1.1 Respondents' duration of using social media.

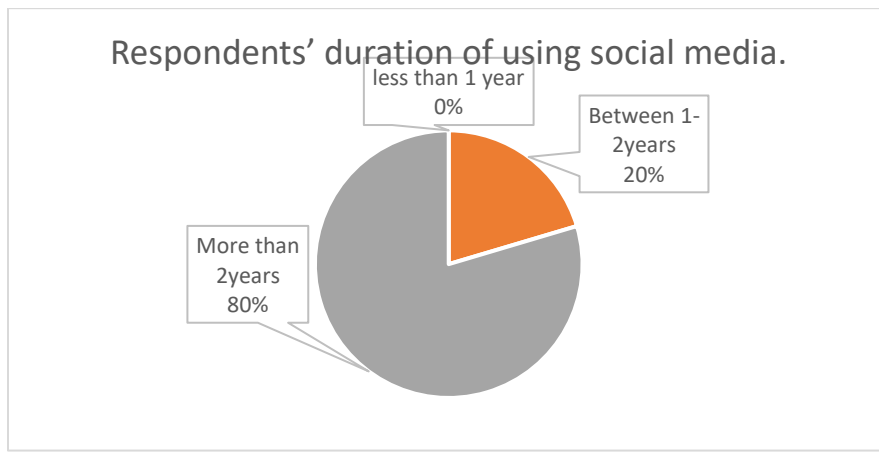


Figure 4.1.2 Respondents' frequency of buying online.

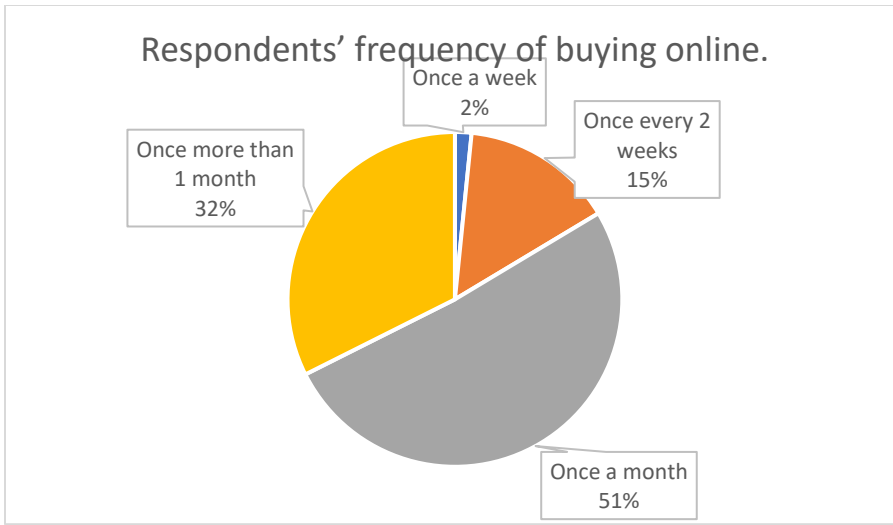


Figure 4.1.3 Respondents' engaging in purchasing product recommended by social media influencers.

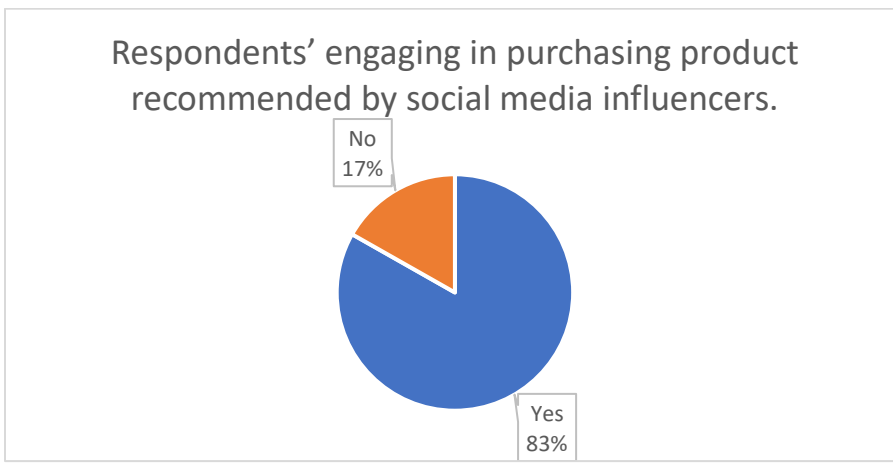


Figure 4.1.4 Respondents' most used social media platforms to follow social media influencers.

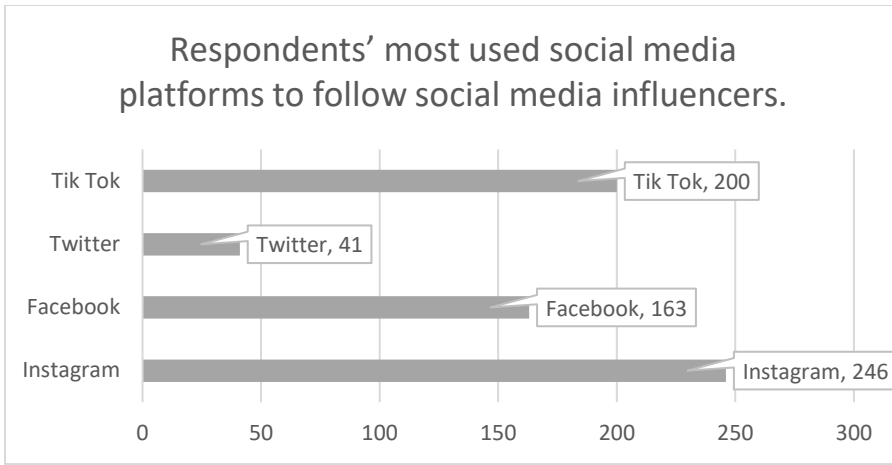


Figure 4.2 Demographic Question

Figure 4.2.1 Respondents' Gender

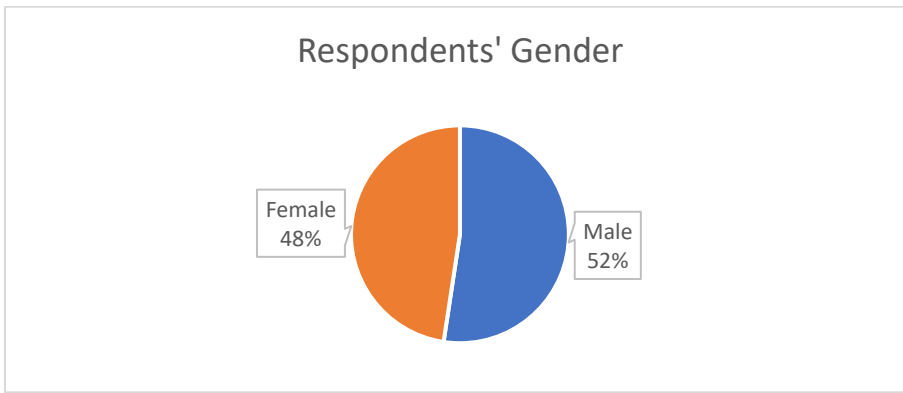


Figure 4.2.2 Respondents' Age

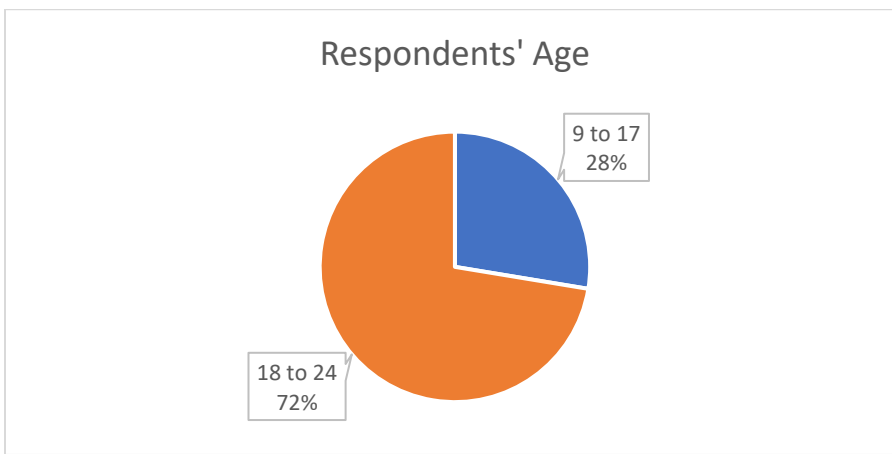


Figure 4.2.3 Respondents' Race

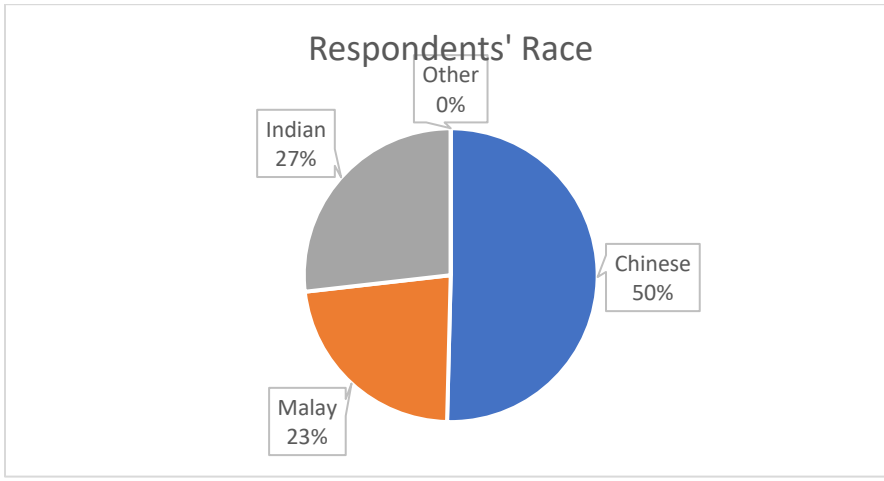


Figure 4.2.4 Respondents' Education level

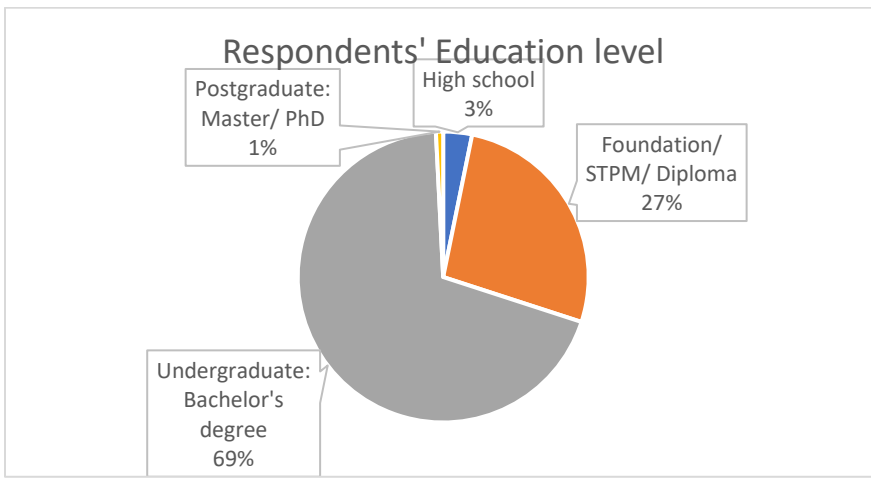


Figure 4.2.5 Respondents' Employment status

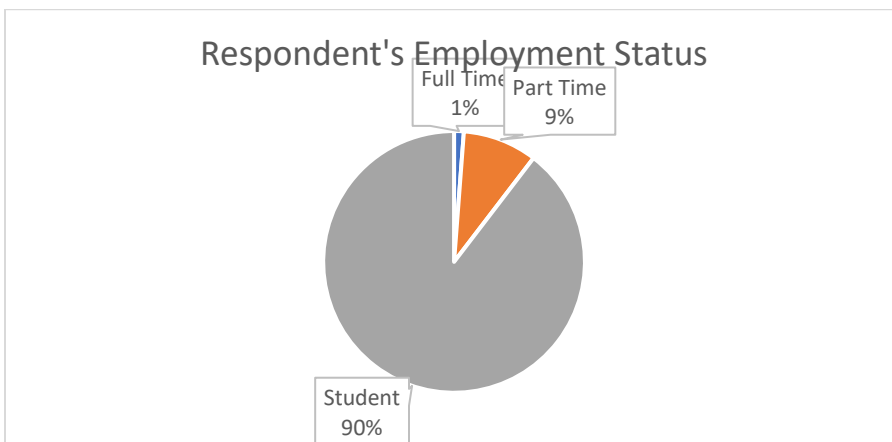


Figure 4.2.6 Respondents' Monthly income

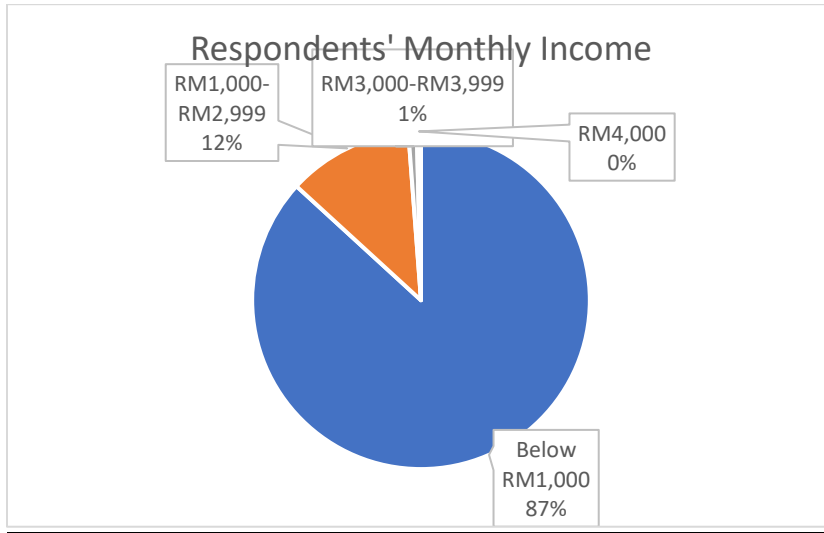


Figure 4.3.1 Reliability Test for Perceived Expertise

Cronbach's Alpha	N of Items
.850	5

Figure 4.3.2 Reliability Test Perceived Trust

Cronbach's Alpha	N of Items
.851	5

Figure 4.3.3 Reliability Test Perceived Influencer Credibility

Cronbach's Alpha	N of Items
.861	5

Figure 4.3.4 Reliability Test Parasocial Relationship

Reliability Statistics	
Cronbach's Alpha	N of Items
.826	5

Figure 4.3.5 Reliability Test Online Purchase Intention

Reliability Statistics	
Cronbach's Alpha	N of Items
.800	3

Figure 4.4 Descriptive Statistics

Descriptive Statistics				
	N	Sum	Mean	Std. Deviation
OPI	250	969.33	3.8773	.74868
PE	250	993.40	3.9736	.66618
PT	250	946.00	3.7840	.72305
PC	250	961.20	3.8448	.69160
PR	250	935.80	3.7432	.64563
Valid N (listwise)	250			

Figure 4.5 Multiple Linear Regression Analysis (Model Summary)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.860 ^a	.739	.735	.38524

a. Predictors: (Constant), PR, PE, PT, PC

Figure 4.6 Anova ^a

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	103.212	4	25.803	173.864	.000 ^b
	Residual	36.360	245	.148		
	Total	139.572	249			

a. Dependent Variable: OPI

b. Predictors: (Constant), PR, PE, PT, PC

Figure 4.7 Coefficients^a

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.392	.182		-2.153	.032
	PE	.053	.042	.047	1.278	.203
	PT	.164	.041	.158	3.964	<.001
	PC	.410	.052	.379	7.961	<.001
	PR	.497	.055	.429	9.016	<.001

a. Dependent Variable: OPI