

THE EFFECT OF SOCIAL MEDIA INFLUENCER ON
YOUTH ONLINE BUYING BEHAVIOUR IN KLANG
VALLEY

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THE EFFECT OF SOCIAL MEDIA INFLUENCER ON YOUTH
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BY

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LIST OF ABBREVIATIONS

SPSS	Statistical Package for Social Sciences
ANOVA	Analysis of Variance
SP	Perceived Social Proof
SN	Subjective Norms
IWS	Identification with Social Media Influencer
PI	Purchase Intention

PREFACE

To complete the undergraduate studies, students of the Bachelor of International Business (HONOURS) in Universiti Tunku Abdul Rahman are required to take UKEZ3016 Research Project by the Department of Accountancy and Management from October 2023 to May 2024. The topic of this research project is “The Effect of Social Media Influencer on Youth Online Buying Behaviour in Klang Valley”.

With the exponential growth of social media users and the rise of platforms like TikTok, Facebook, and YouTube, individuals are increasingly turning to find social media influencers for product recommendations and solutions. As a result, more and more companies are turning to influencer marketing to take advantage of these trends. So, companies need to understand the effect of social media influencer that influence youth online buying behaviour.

There are relatively few studies on the specific effect of social media influencers influence on youth online buying behavior, which has prompted this topic to be studied in depth in order to seek how social media influencers influence youth online buying behavior and how in the evolving social environment to optimize the company's marketing strategy.

ABSTRACT

Nowadays, many companies use social media influencer marketing as their marketing strategy. This is because the rise of social media platforms has led to many people find the product recommendation and solution through social media influencers. Many companies will find the social media influencer to endorse their products. Therefore, it is important for company to know the effect of social media influencers on youth online buying behaviour. This research aims to study the effect of social media influencer on youth online buying behaviour within the context of social media influencer marketing in Klang Valley. The independent variables in this research are subjective norms, identification with influencer, and perceived social proof which is based on the theory of planned behaviour and social influence theory. The target population of this research is the youth aged between 15 to 30 years old. Data were collected from 199 youth in Klang Valley and their data were analysed by using Statistical Package for Social Sciences (SPSS). The findings revealed that the identification with influencer and perceived social proof have a significant relationship on youth online buying behaviour within the context of social media influencer marketing in Klang Valley. Overall, this research help to better understand on youth buying behaviour within the context of social media influencer marketing in Klang Valley.

CHAPTER 1: RESEARCH OVERVIEW

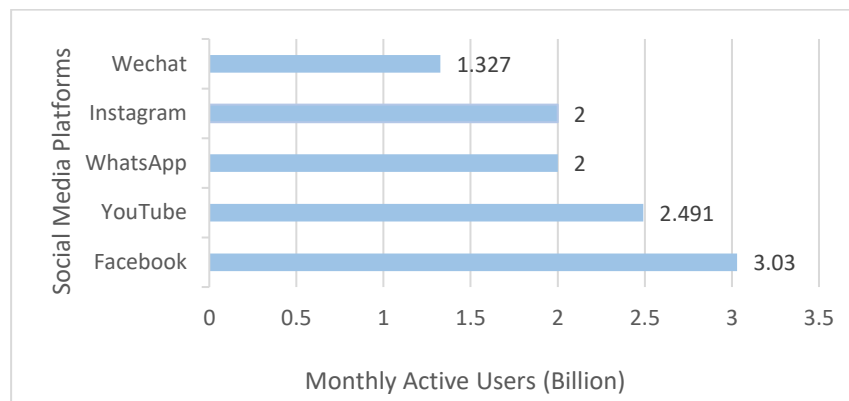
1.0 Introduction

This chapter introduces the effect of social media influencers on youth online buying behaviour at Klang Valley. The research's purpose is to investigate how social media influencers affect the online buying behaviour of youth. Besides that, research background, problem statement, research objective, research questions, and research significance will be discussed in this chapter.

1.1 Research Background

Nowadays, many people use social media platform and it has experienced a surge. Most of the people have social media, and some people have more than one social media. Social media is slowly infiltrating into everyone's lives and becoming an important part of the daily life. According to Kepios team (2023), in the world, 4.95 billion people are active in the vast social media field, accounting for 61.4% of the total global population. As time goes by, social media users continue to surge. The data in the past 12 months shows that the number of new users of social platforms reached 215 million (Kemp, 2023). This equates to 6.8 new users joining social media every second. Facebook, YouTube, WhatsApp, Instagram, and WeChat rank in the top five respectively among many social media platforms which based on their monthly active users (Dixon, 2023).

Figure 1.1: Top 5 Social Media Platforms



The proliferation of social media platforms has resulted in a surge in the quantity of individuals who are now considered social media influencers. Different from the traditional celebrities, social media influencers become famous and gain their followers through social media platform. For example, the social media platform like TikTok, Facebook, YouTube, etc. Most companies will cooperate with social media influencers and use their credibility and popularity to reach targeted customers. The companies leverage the connection and trust between influencers and followers, turning the followers into consumers.

The data from Shopee shows that 75% of Malaysian online customers rely on influencers to find solutions and product knowledge (News Hub Asia, 2022). This illustrates the importance of influencers in the Malaysian market and the effectiveness of influencer marketing in meeting consumer needs and driving product sales. As many companies gradually transform traditional marketing strategies into social media influencer marketing, companies must understand the factors of social media influencers that affect consumer buying behaviour.

1.2 Problem Definition

Everyone thinks that social media influencers are a high-paying profession. This is because social media influencers will share their newly bought luxury cars, big houses, or their traveling lives in their content, which makes the public think that being social media influencers can make a lot of money. And this is also true. The more fans a social media influencer has, the higher the distribution income they will receive. When companies want to find social media influencers to promote their products, they will still find social media influencers with more fans even though the companies need to pay more because they will have higher exposure. According to a report by Noodou (2023), the advertising expenses of well-known Chinese social media influencers in Malaysia start at RM 10,000. Take Lizz Chloe and Phei Yong as examples. Their advertising expenses are about RM 10,000 (Momoco, 2021).

There is a reason why the endorsement fee for influencer marketing is so high. This is because endorsement of social media influencers can not only help increase product exposure but also convert their followers into purchasing power. According to Shopee (2022) found that 75% of Malaysian online consumers rely on social media influencers when they encounter problems or want to know about a product (News Hub Asia, 2022). This is because consumers trust the advice and recommendations of influencers. Besides that, the survey in 2021 showed that 34% of Malaysian consumers will refer to products recommended by influencers before making buying decisions on social media (Gross, 2022). This illustrates consumers' dependence on and trusts in influencers. However, social media influencers still have some negative effect on consumer buying behaviour. Some consumers feel that social media influencers do not really use the products they endorse. Consumers feel that influencers recommend products to earn advertising fees rather than sincerely finding them useful. These two contradictory results indicate that the effectiveness and usefulness of social media influencers on youth online buying behaviour are not fully understood, so further understanding is needed. Beyond this, the influencer marketing literature related to influencing consumer behaviour has mostly focused on social media platforms' general use (Naranjo-Zolotov et al., 2021), but specific activities' roles like following social media influencers' buying

behaviour have not been further explored, thus further understanding about this is needed.

Since the age groups of online consumers and followers are concentrated in younger age groups, we study the effect of social media influencers on the online buying behaviour of consumers aged 15 to 30 which is youth (Yunus & Landau, 2019). According to the study in the Malaysian Reserve, 66% of the age group of online consumers is between 18 and 34 years old. This data is one of the reasons why we focus our research on youth (Suhaidi, 2022).

1.3 Research Questions

1.3.1 General Question

What is the effect of social media influencers on youth online buying behaviour within the context of social media influencer marketing in Klang Valley?

1.3.2 Specific Questions

1. How do subjective norms affect the youth online buying behaviour within the context of social media influencer marketing in Klang Valley?

2. How does identification with the influencer affect the youth online buying behaviour within the context of social media influencer marketing in Klang Valley?
3. How does perceived social proof affect the youth online buying behaviour within the context of social media influencer in Klang Valley?

1.4 Research Objectives

1.4.1 General Objective

The main objective of this research is to study the effect of social media influencer on youth online buying behaviour within the context of social media influencer marketing in Klang Valley.

1.4.2 Specific Objectives

1. To study the relationship between subjective norms and youth online buying behaviour within the context of social media influencer marketing in Klang Valley
2. To study the relationship between identification with the influencer and youth online buying behaviour within the context of social media influencer marketing in Klang Valley
3. To study the relationship between perceived social proof and youth online buying behaviour within the context of social media influencer marketing in Klang Valley

1.5 Research Significance

This research is of great significance in today's digital age. With the rapid growth of social media, many social media influencers have appeared, and these social media influencers have affected youth buying behaviour. Most of the consumers' buying behaviour rely on the suggestion of social media influencer. Therefore, many companies' marketing strategies more focus on social media. They will find the social media influencer endorsing and advertising their product or find a social media influencer to sell their product during a live stream. This research will help the company understand how social media influencers affect youth buying behaviour. Thus, the companies can optimize their marketing strategies for the market.

1.6 Conclusion

After the research purpose is determined, the research direction is also determined and established. Research significance establishes the usefulness of the study and its contribution to the companies. In the following chapter, the proposed conceptual framework and variables will be further reviewed.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

This chapter is to explain the concept of social media influencer and social media influencer marketing as well as the theory related to youth online buying behaviour and social media influencer marketing. Besides that, this chapter also explains the conceptual framework.

2.1 Social Media Influencer

Social media influencers are people who have many followers on social media like Instagram, YouTube, TikTok, etc. Social media influencers gain followers through their knowledge, personality, and expertise in specific areas. They regularly publish posts and videos about their profession or daily life on social media and attract many social media users to pay attention to their views.

Social media influencer has categorised into 4 types which are mega influencers, macro influencers, micro influencers, and nano influencers. First up, there are mega influencers. Mega influencers have a big following on social media. Their followers are more than a million people. Most of the mega influencers are the celebrities like movie stars and athletes who have become famous offline. However, still have a part of mega-influencers have gained large followings through their social or online activities (Geysler, 2023a). Next are the Macro-influencers. Social media influencer have between 100,000 and 1 million followers is categories as Macro-influencers.

Macro-influencers are divided into two types. The first type is B-level celebrities, which are artists with relatively low popularity. The second type is the successful online expert. The number of Macro-influencers is very large, so it is easier for companies or brands to find influencers who are willing to cooperate with them. Therefore, most of the companies usually look for Macro-influencers to cooperate (Geysler, 2023a).

The third type of social media influencer is Micro-influencers. Social media influencer who have 10,000 to 100,000 followers is categorized as Micro-influencer. They are people popular for their knowledge of certain areas of expertise. As a result, they usually gain a large social media following among enthusiasts in the field. This type of influencer has fewer followers but has high engagement and a good relationship with their followers. Not only that, but micro-influencers are also wary of collaborating with companies or brands. This is because if they recommend products that are inappropriate or harmful to their followers, this can harm their relationship with their followers (Geysler, 2023a). The last one is a recently recognized new type of influencer, Nano influencers. They have anywhere from 1,000 to 10,000 followers. These people are usually experts in some complex or highly specialized field. Therefore, their followers are enthusiastic and willing to interact with nano-influencers and listen to their opinions. Many brands think nano-influencers are irrelevant to their products, but for companies that produce niche products and are highly specialized, they can be very important (Geysler, 2023a).

2.2 Social Media Influencer Marketing

The cooperation between a brand or company and a social media influencer to promote the brand or company's products is known as social media influencer marketing (McKinsey & Company, 2023). A brand or company will find a social media influencer that fits with their product to promote the product. Social media influencers will integrate the products they cooperate with into their daily videos or

shoot a video specifically to recommend the product. Some social media influencers will also introduce products in their social media post by including the ingredients and benefits of the product and recommending it to their followers. In the past five years, the influencer marketing market size has continued to increase worldwide. In 2019, the influencer marketing market size worldwide was 6.5 billion U.S. dollars. It was 9.7 billion dollars in 2020, 13.8 billion dollars in 2021, and 16.4 billion dollars in 2022, respectively. In this year, year 2023, it reached 21.1 billion U.S. dollars (Dencheva, 2023). In addition, the expectation of influencer marketing market size worldwide in the year 2028 is to increase to 84.8 billion U.S. dollars (Geysler, 2023b). It is precisely because of the growth of influencer marketing market size worldwide that many companies' marketing strategies now focus more on influencer marketing, and Malaysia is no exception.

The evidence that influencer marketing is feasible for Malaysian citizens is the amount of time Malaysian Internet users spend roaming on the Internet every day. The study found that approximately 26.8 million users in Malaysia spend 2 hours and 47 minutes on the Internet every day, which means that Malaysian social media users spend nearly 20 hours using social media in a week (Husain & Husin, 2023). Not only that, but Malaysia also ranks sixth among the countries most addicted to the Internet and social media (Lifestyle Asia Kuala Lumpur, 2022). These data prove that Malaysians are very dependent on and frequently use social media. This is one of the reasons why many companies use social media influencer marketing. Since Malaysians frequently use social media, companies can effectively and easily reach many potential customers by using social media influencer marketing. The high data on Malaysians' Internet usage, Malaysians' dependence on social media, and ranking of social media addiction, these factors prove the feasibility of influencer marketing in the Malaysian market.

2.3 Theory of Planned Behaviour

The theory of planned behaviour is a cognitive theory proposed by Ajzen in the year 1985 which states that individuals predict their decision to engage in a specific behaviour based on their intention to engage in that behaviour. There are three variables that determine consumer buying behaviour: subjective norms, personal attitude, and perceived behavioural control (Brookes, 2023). First, personal attitude. This variable describes an individual's positive or negative attitude toward a specific behaviour. This attitude is based on personal values, knowledge, and beliefs. For example, some people think that smoking is relaxing and pleasurable, but some people think that smoking will affect their health and increase unnecessary financial expenses. If individuals' attitudes toward smoking are positive, they will engage in the behaviour and vice versa. The second is subjective norms. This variable describes an individual's perception of others regarding a specific behaviour (Brookes, 2023). For example, family and friends' opinions about smoking may influence an individual's attitudes and intentions toward smoking. When family and friends feel that smoking is bad behaviour, individuals will also feel that smoking is bad behaviour and will not participate in this behaviour. Finally, there is perceived behavioural control (Brookes, 2023). This variable describes the belief of an individual that he or she can control a specific behaviour. This depends on their perception of internal factors and external factors. Internal factors mean their abilities and determination while external factors like resources or support they receive. For example, a smoker doesn't believe he can quit, so the more times he fails to quit, the less likely he is to try to quit later.

For the theory of planned behaviour, only one variable was used in this research which is subjective norm as the first independent variable. This is because other research has shown that personal attitudes and perceived behavioural control are positively related to online purchase intentions. However, some research showed a positive relationship between subjective norm and online purchase intention while some research has shown that subjective norms are negatively related to online purchase intention. Therefore, subjective norms are selected and used in this research for further study.

According to Table 2.1, most of the research will use theory of planned behaviour as their theory as long as the research are related to purchase intention or buying behaviour. So, this research is no exception, theory of planned behaviour was chosen as the theory of this research.

Table 2.1 Theory Used in the Research that Related to Purchase Intention

Research Title	Year	Theory used
Application of the extended theory of planned behaviour model to investigate purchase intention of green products among Thai consumers	2016	Theory of planned behaviour
Analysis of the effective factors on online purchase intention through theory of planned behaviour	2014	Theory of planned behaviour
Exploring purchase intention of green skincare products using the theory of planned behaviour: Testing the moderating effects of country of origin and price sensitivity	2017	Theory of planned behaviour
Elucidating the effect of antecedents on consumers' green purchase intention: an extension of the theory of planned behaviour	2020	Theory of planned behaviour

2.4 Social Influence Theory

Social influence theory was a framework for understanding how people are affected by the environment around them that was developed by Herbert Kelman. The three types of social influence in social influence theory include internalization, identification, and compliance (McLeod, 2023). The first type of social influence is compliance. Compliance is when a person does what is required, like a person who agrees with everyone's ideas in public, but privately has a different view than others (McLeod, 2023). For instance, when a group of friends go to the movies, most of them like comedy movies but a small number of people like action movies. People who like action movies will still choose to watch comedy movies with everyone and agree with everyone that comedy movies are good, but privately they have different opinions and would rather watch action movies. This shows that everyone will abide by the preferences and choices of the large group in public places.

The second type of social influence is identification, which refers to a person or a group effect on a person. When a person believes that they are related to or similar to a person or group, they will follow that person or group (McLeod, 2023). For example, when every friend of an individual recommends a newly released movie, even though the individual is not very interested in it at first, because friends keep recommending and discussing it, the individual begins to feel that he should watch the movie because he hopes to understand their perspectives and opinions and discuss the plot together.

The last thing is internalization. Internalization is the process by which a person or group adopts their own attitudes, behaviours, or values. When a person comes to believe that the values of a person or group are correct, he/she will be influenced to follow the behaviours or attitudes of those whom he/she believes to have the correct

values (McLeod, 2023). For example, in a family, parents have always emphasized that respecting others is a very important value and have always demonstrated to their children how to respect others. Over time, children will internalize this value and respect others whether in public or private.

Lastly, the second independent variables, identification with social media influencers is based on identification and internalization variables from social influence theory. When youth identify with a social media influencer, they will think that what he/she does is right. So, whenever a social media influencer recommends a product to them, they will also follow the social media influencer to buy that product. Perceived social proof as the last independent variable is based on the variable from social influence theory which is compliance. When youth see a lot of people like, share and leave positive reviews on a social media influencer's post recommending a product, they will want to buy the product. This is because they think those likes, shares, and positive reviews are people who have purchased the product and think it is useful.

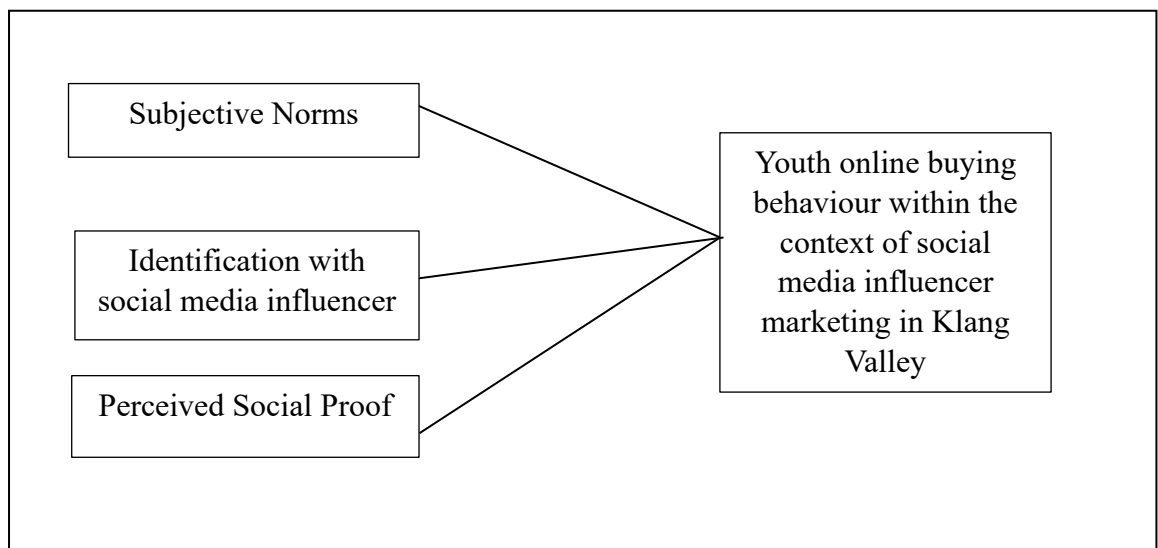
According to table 2.2, research on social media influencers will use social influence theory. Not only that, but research on social media influencers will also have the keyword social influence. Therefore, in this research, social influence theory was selected as the second theory.

Table 2.2 Theory Used in the Research that Related to Social Media Influencer

Research Title	Year	Theory used
The influence of social media influencer (SMI) and social influence on purchase intention among young consumers	2023	Social influence theory & TEARS model

<p>Can social media influencer (SMI) power influence consumer brand attitudes? The mediating role of perceived SMI credibility</p>	<p>2021</p>	<p>Social influence theory, market signaling theory, and consumer socialization</p>
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2.5 Conceptual Framework



This conceptual framework shows the relationship between independent variables and dependent variables. For the research, the independent variables include subjective norms, identification with the influencer, and perceived social proof. The dependent variable is youth online buying behaviour within the context of social media influencer in Klang Valley. These independent variables affect youth online buying behaviour within the context of social media influencer marketing in Klang Valley.

2.6 Conclusion

In conclusion, this chapter discusses the four types of social media influencer and the growth of social media influencer marketing. Besides that, this chapter also discusses the theory of planned behaviour, and social influence theory which used in this research. This chapter also provides the conceptual framework to study the relationship of subjective norms, identification with social media influencers, perceived social proof and youth online buying behaviour within the context of social media influencer marketing in Klang Valley.

CHAPTER 3: RESEARCH METHODOLOGY

3.0 Introduction

This chapter will cover the hypothesis development and research design. This chapter also will discuss the sampling design which include the target population, sampling frame used, sampling technique, and sample size. Besides that, the method of data collection, pilot test and the proposed data analysis also will be explained in this chapter.

3.1 Hypothesis Development

3.1.1 Relationship between subjective norm and youth online buying behaviour within the context of social media influencer marketing in Klang Valley

According to the theory of planned behaviour, subjective norms have a significant effect on youth online purchasing behaviour through social media influencer marketing. Subjective norms represent the perceived social expectations or pressure that individuals feel to engage in specific behaviors. (Ham et al., 2015). Young people develop purchase intentions when they believe their peers or social media influencers want them to buy something. Nor and Pearson (2008) stated that as subjective norms, friends, family, and coworkers have a positive effect on personal online shopping.

For example, if a social media influencer that an individual likes creates a popular and fashionable image related to a pair of sneakers, and friends and family around that individual also follow this trend and purchase the pair of sneakers, then in this case, the individual perceives a subjective norm, meaning the individual feels pressure or expectation from the influencer and her friends to use the sneakers. Due to this social influence and the positive attitude of influencers and peers, the individual decides to purchase this sneaker because the individual will feel that it fits the social circle and is in line with what is popular in the social circle. In addition, Chuchinprakarn (2005) proved that subjective norms and youth online buying behaviour have a positive relationship which means subjective norms will affect youth online buying behaviour, but the effect is small compared with other variables. Taylor and Todd (1995) also state that subjective norms greatly influence consumers' online shopping behaviour. According to multiple studies, the opinions and social pressure of friends and family are the main factors that affect the buying decision or buying intention of consumers. (Dean et al., 2012; Ha & Janda, 2012).

Therefore, it is reasonable to assume that there is a positive relationship between subjective norms and youth purchasing behaviour in social media influencer marketing. The greater the social pressure brought by subjective norms, the stronger the adolescents' buying behaviour (Ajzen, 1991). This relationship is consistent with subjective norms in the theory of planned behaviour, which is that when people feel that others around them like the same item, people will also be interested in the item.

H1: There is a significant relationship between subjective norms and youth online buying behaviour within the context of social media influencer marketing in Klang Valley.

3.1.2 Relationship between identification with the influencer and youth online buying behaviour within the context of social media influencer marketing in Klang Valley

According to social influence theory, in influencer marketing, identification with social media influencers has a great effect on consumer purchasing behaviour. Consumers' identification with social media influencers based on factors such as the influencer's expertise, attractiveness, and credibility (McCracken, 1989; Ohanian, 1990). Lou and Yuan (2019) also mentioned that during the promoting products and services process, influencer credibility is crucial. Their credibility depends on how social network users perceive them. (Spry et al., 2011) also demonstrated that influencers with high credibility have a positive effect on consumer attitudes toward advertising. Data shows that consumers are more likely to try a brand's products if they are endorsed by the influencers they follow. In addition, the things recommended by influencers are useful, and the good character of the influencers themselves can gain them recognition from consumers, which will make it very easy for them to turn followers into purchasing power. This is because customers' attitudes and purchasing choices are heavily influenced by the credibility of the influencer. (Chakraborty & Bhat, 2018; Chin et al., 2020). The more of these characteristics an influencer exhibits, the greater his influence on social network users and the greater his followers' desire to purchase.

Therefore, it is reasonable to assume that there is a positive relationship between influencer endorsement and consumer purchasing behaviour in influencer marketing. In particular, the more consumers identify with an influencer, the more likely they are to follow the influencer's recommendations to purchase a product. This relationship is consistent with the social identity mechanism of social influence theory, which states that people are more likely to follow the actions of those they consider to be members of their group.

H2: There is a significant relationship between identification with social media influencer and youth online buying behaviour within the context of social media influencer marketing in Klang Valley.

3.1.3 Relationship between perceived social proof and youth online buying behaviour within the context of social media influencer marketing in Klang Valley

Through influencer marketing, perceived social proof can have a significant effect on young people's buying behaviour. Perceived social proof refers to consumers' perceptions based on the opinions of others. Cheung and Thadani (2012) found that perceived social proof positively affects consumer attitudes and purchase intentions for products advertised on social media platforms. Similarly, Lu, Chang, and Chang (2014) found that perceived social proof significantly affects online purchasing behaviour. When consumers perceive that others use, praise, and support a product, they may increase their recognition and purchase intention of the product or service. For example, young people may evaluate the quality of a product and purchase it based on comments and likes on recommended videos or posts posted by social media influencers (Xu et al., 2017). If some consumers purchase a product recommended by a social media influencer, most consumers will post comments to agree or refute the social media influencer's recommendation. When young people see videos and posts about products recommended by social media influencers and receive positive reviews, they develop a desire to purchase (Mudambi and Schuff, 2010). Not only that, when people search for products, they usually look for many similar products and read their customer reviews, and in the end, they choose to buy the product with the highest reviews. This is because reviews and ratings are important sources of information for consumers about

products (Lackermair et al., 2013). Similarly, Bae and Lee (2011) also concluded that product reviews from social media have an important effect on consumers seeking product information and reviews and this is the most credible conclusion for them.

Therefore, it is reasonable to assume that there is a positive relationship between perceived social evidence of influencer marketing and consumer buying behaviour. The more positive reviews the product recommended by the social media influencer has, the higher the youth's purchase intention. This relationship corresponds to internalization in social influence theory, in which when an individual comes to believe that an individual's or group's attitudes, values, or behaviours are correct or valid, the individual will follow their behaviour.

H3: There is a significant relationship between perceived social proof and youth online buying behaviour within the context of social media influencer marketing in Klang Valley.

3.2 Research Design

Research design is a plan used to carry out a study (Marczyk et al, 2010). Research design also is a framework to collect and analyse the data and information based on the research objectives (Sileyew, 2019). The types of research design can be categorised into two main types which are qualitative research and quantitative research. Qualitative research is typically conducted using open-ended interview questions and verbally stated observations while quantitative research uses statistical methods (Marczyk et al, 2010). The most common methods used in this kind of study are questionnaire, surveys and experiments (Craighead et al, 2011). The type of research design that used in this research is quantitative research. The

data collected through past literature and research serve as the basis in this research, and then the relationship between variables is further studied through questionnaire. The questionnaire conducts from 19 March 2024 until 5 April 2024. The total respondents collected through the questionnaire is 215.

Quantitative research has categorised into four main types which are descriptive, correlational, causal-comparative, and experimental research. The objectives of this research are to study the relationship between subjective norms and youth online buying behaviour within the context of social media influencer marketing in Klang Valley, to study the relationship between identification with the influencer and youth online buying behaviour within the context of social media influencer marketing in Klang Valley, and to study the relationship between perceived social proof and youth online buying behaviour within the context of social media influencer marketing in Klang Valley. Therefore, the correlational method is suitable for this research. This is because the correlational method is used to evaluate the relationship between two or more variables (Seeram, 2019).

3.3 Sampling Design

The strategy to select a sample that is used by the researchers from a certain population is known as sampling design (Guest, 2014). It is important for the researcher to select or use a reliable and suitable sampling design for their research.

3.3.1 Target Population

The group of people on whom the study is conducted, and conclusions made is known as the target population. (Pentz, 1994). For this research, the target population is the youth. Youth is the people aged 15 to 30 years old. The youth was chosen as the target population for this research because this research focuses on online buying behaviour and 66% of the age group of online consumers is between 18 and 34 years old (Malaysian Reserve, n.d.).

3.3.2 Sampling Frame Used

The list of items by the researcher from which a sample is taken is known as sampling frame (Guest, 2014). The respondents of this research are the youth aged between 15-30 years old at Klang Valley. The Klang Valley is a highly urbanized area, so this can promote a lot of online participation among young people. Not only that, studying this group of people provides a unique opportunity to understand the online purchasing behaviour of young people influenced by social media influencer in a bustling urban environment.

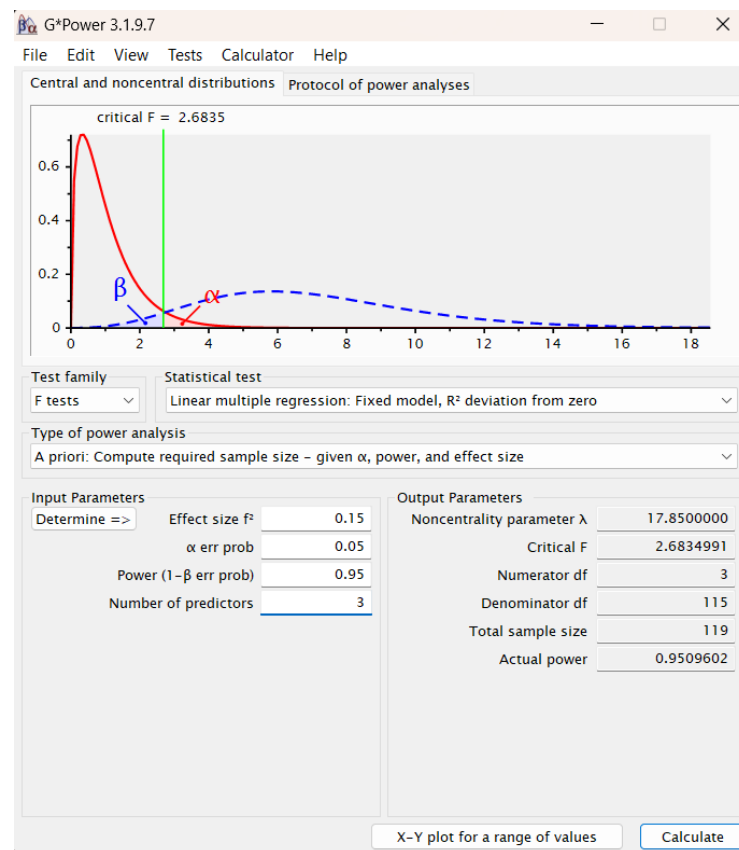
3.3.3 Sampling Technique

Convenience sampling used as the sampling technique in this research. People or elements in the sample are selected based on their accessibility and availability (Qualtrics, 2023). The survey will be distributed to those willing to fill in the questionnaire in Klang Valley. Convenience sampling is the most straightforward method because it requires minimal planning and can therefore be implemented quickly.

3.3.4 Sample Size

The sample size is the number of participants in the research and involved in the questionnaire. Most of the research uses G Power to calculate the sample size, and so does this study (Kang, 2021). In this research, the minimum sample size that G Power calculated is 119 and the actual sample size that had been collected is 215. But the actual sample size used to analyse the data is 199. Data from 15 respondents are excluded because they are not the target population. Some of them are over 30 years old or are not from the Klang Valley. There is one respondent are excluded because its outlier, case number 150. The purpose of remove outliers is to improve the accuracy by reducing variance, bias, and error (Rayana, 2016).

Figure 3.1: Sample Size Calculated by G Power



3.4 Data Collection Methods

Research will use primary data or secondary data to answer hypotheses and research questions. Primary data refers to the original information collected first hand by the researcher themselves while the secondary data encompasses information that has already been collected and possibly analysed by other researchers or organizations for purposes other than the current research project (Kumari, 2022). Research can obtain primary data through survey, questionnaire, and personal interview while secondary data is obtained through government publications, websites, and journal articles.

This research collects primary data and the method of collecting data is through questionnaire. The target group of this research is the youth of Klang Valley. This questionnaire has a total of 4 sections, namely Section A, Section B, Section C, and Section D. For the section A in this research is about demographic information of respondents like gender, age, race, highest education level, and current living area. Section B, C and D are about subjective norms, identification with the influencer, and perceived social proof. Finally, the data of respondents which collected through the questionnaire will be analysed using Statistical Package for Social Sciences Version (SPSS) in order to obtain accurate results.

3.4.1 Research Instrument (survey or questionnaire)

A research instrument is a tool to collect the data in the research. The most common research instruments are interviews, secondary data, observations, and questionnaires (Oben, 2021). The questionnaire is used in this research

as the research instrument while the survey administration software used to create the questionnaire is Google Forms. The questionnaire was distributed to the respondents through social media like Instagram, and WhatsApp. Other than that, the google forms was converting into a QR code and distribute it to individuals in Klang Valley to fill it out.

3.4.2 Pilot Test

Before distributing the questionnaire, the pilot test is conducted as preliminary work which used to determine the feasibility of proposed larger-scale studies. The respondents of the pilot test are suggested around 10-30 respondents (Hill, 1998; Isaac & Michael, 1995). Therefore, in this research, the middle range will be taken which is 20 respondents. The data from these 20 respondents will used to test the reliability of the test items by using Cronbach Alpha Value. In this pilot test, the Cronbach Alpha Values of subjective norms, identification with the influencer, and perceived social proof are 0.845, 0.817, and 0.831, respectively which means very reliable.

Figure 3.2 Cronbach Alpha Value of Subjective Norms

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.845	.847	5

Figure 3.3 Cronbach Alpha Value of Identification with Social Media Influencer

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.817	.807	5

Figure 3.4 Cronbach Alpha Value of Perceived Social Proof

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.831	.838	5

3.5 Proposed Data Analysis Tool

The tool or software used to analyse the data that was collected through the questionnaire is called data analysis tool. In order to analyse the statistical data, the Statistical Package for the Social Sciences (SPSS) was the program utilized in this research. A variety of data types can be analysed using SPSS including survey results, Google Analytics, scientific research results, and organizational customer databases (TechTarget, 2018).

3.5.1 Major Statistical Techniques

The major statistical techniques that were applied in this research are descriptive analysis and inferential analysis.

3.5.1.1 Descriptive Analysis

Descriptive statistical analysis provides information presented by describing the data in some way, such as a chart or graph (Yao et al, 2022). But it simply summarises information and is not used to conclude.

3.5.1.2 Inferential Analysis

Inferential statistical analysis is a technique employed to draw conclusions about a population based on data collected from a sample of that population. (Hightower & Scott, 2012). This method takes a sample from a sample and uses it to infer trends in a larger group to draw conclusions about the entire population. The type of inferential analysis used in this study is multiple linear regression analysis. Multiple linear regression analysis is used in this research. This is because it is used to understand the relationship between the independent variable and dependent variable (Orme & Combs-Orme, 2009).

3.6 Conclusion

In conclusion, for the pilot test, the Cronbach Alpha Values of subjective norms, identification with the influencer, and perceived social proof are very reliable. Besides that, the target population in this research is the youth who aged 15 years old to 30 years old in Klang Valley. The data is collected through the questionnaire. After the data is collected, the data will be analysed using Statistical Package for Social Sciences (SPSS). The result of data analysis will be discussed in chapter 4.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

In this chapter, the data of 199 respondents collected by questionnaires will be analysed in this research. Descriptive analysis, reliability analysis, and inferential analysis like multiple regression analysis are used to analyse the data that collected through questionnaires. The descriptive analysis is used to summarise the demographic data of respondents while the reliability analysis is used to test the reliability of the data. Inferential analysis is used to draw the conclusion of the data.

4.1 Descriptive Analysis

4.1.1 Gender

Table 4.1: Gender of Respondents

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Female	110	55.3	55.3	55.3
Male	89	44.7	44.7	100.0
Total	199	100.0	100	

The table above shows the frequency and percentage of female and male respondents in this research. In this research, there are 110 female respondents and 89 male respondents. The total number of respondents are 199 which include 55.3% female respondents and 44.7% of male respondent.

4.1.2 Age

Table 4.2: Age of Respondents

Age	Frequency	Percent	Valid Percent	Cumulative Percent
15-22 years old	136	68.3	68.3	68.3
23-30 years old	63	31.7	31.7	100.0
Total	199	100.0	100.0	

Table 4.2 shows the frequency and percentage of respondents. The total of respondents who aged 15-22 years old are 136 which is 68.3%. The number of respondents who are 23 – 30 years old are 63 which is 31.7%. In this research, the target population is youth which the people who aged between 15 to 30 years old. Therefore, in this research, the total youth respondents are 199.

4.1.3 Race

Table 4.3: The Race of Respondents

Race	Frequency	Percent	Valid Percent	Cumulative Percent
Chinese	127	63.8	63.8	63.8
Indian	15	7.5	7.5	71.4
Malay	56	28.1	28.1	99.5
Sikh	1	0.5	0.5	100.0
Total	199	100.0	100.0	

The Table 4.1.3 shows the race of respondents. The Chinese respondents are the most in this research which accounting for 127 out of 199 which is 63.8%. Next, the total of Malay respondents is 56 which is 28.1% while the total of Indian respondents is 15 which is 7.5%. The Sikh respondent has only one which accounting for 0.5%.

4.1.4 Highest Educational Qualification

Table 4.4: The Highest Educational Qualification of Respondents

Highest Educational Qualification	Frequency	Percent	Valid Percent	Cumulative Percent
Degree	76	38.2	38.5	38.2
Diploma	52	26.1	26.0	64.3
Foundation	67	33.7	33.5	98.0
SPM	4	2.0	2.0	100.0
Total	199	100.0	100.0	

The Table 4.1.4 shows the highest educational qualification of respondents. 76 of respondents' highest educational qualification is degree which accounting for 38.2%. Next, the respondents from foundation have 67 which

is 33.7% while the respondents from diploma have 52 which is 26.1%. The respondents from Sijil Pelajaran Malaysia (SPM) have 4 which accounting for 2%.

4.1.5 Current Living Area

Table 4.5: The Current Living Area of Respondents

Current Living Area	Frequency	Percent	Valid Percent	Cumulative Percent
Batu Caves	1	0.5	0.5	0.5
Cheras	82	41.2	41.2	41.7
Damansara	1	0.5	0.5	42.2
Kajang	2	1.0	1.0	43.2
Klang	2	1.0	1.0	44.2
Kuala Lumpur	21	10.6	10.6	54.8
Petaling Jaya	35	17.6	17.6	72.4
Puchong	12	6.0	6.0	78.4
Putrajaya	5	2.5	2.5	80.9
Selangor	1	0.5	0.5	81.4
Shah Alam	7	3.5	3.5	84.9
Subang Jaya	30	15.1	15.1	100.0
Total	199	100.0	100.0	

Table 4.1.5 shows the current living area of respondents. All the 199 respondents are from Klang Valley. The most of respondents which are 82 respondents which is 41.2% are from Cheras while 35 respondents are from Petaling Jaya which is 17.6%. Then, the 30 respondents are from Subang Jaya which is 15.1% while the respondents from Kuala Lumpur have 21

which is 10.6%. The Puchong respondents have 12 which is 6%. The respondents from Putrajaya have 5 which is 2.5%. Besides that, 7 respondents from Shah Alam which accounting for 3.5%. There are two respondents each from Kajang and Klang while there is one respondent each from Batu Caves, Damansara, and Selangor.

4.2 Reliability Analysis

Table 4.6: Reliability Test

Variables	Cronbach's Alpha	Number of Items
DV: Purchase Intention	0.551	2
IV: Subjective Norms	0.828	5
IV: Identification with social media influencers	0.675	5
IV: Perceived Social Proof	0.668	3

Table 4.6 shows the Cronbach's Alpha value of the research which to test the reliability of the dependent variable and independent variable. Cronbach's Alpha value range from 0.0 to 0.2 is considered less reliable while 0.2 to 0.4 is rather reliable. Cronbach's Alpha value range from 0.4 to 0.6 is quite reliable. The range from 0.6 to 0.8 of Cronbach's Alpha value is reliable for the research while the range from 0.8 to 1.0 is very reliable (Ahdika, n.d). According to the table above, the purchase intention is quite reliable. The identification with social media influencers and perceived social proof are reliable for the research. Lastly, for the subjective norms is very reliable.

4.3 Inferential Analysis

4.3.1 Multiple Regression Analysis

Table 4.7: Multiple Regression Analysis of The Research

Model	R	R Square	Adjusted R Square	Std Error of the Estimate	Durbin-Watson
1	0.594 ^a	0.353	0.343	0.52486	2.119

- a. Predictors: (Constant), Perceived Social Proof (SP), Subjective Norms (SN), Identification with Social Media Influencer (IWS)
- b. Dependent Variable: Purchase Intention (PI)

The Table 4.7 demonstrates that the multiple regression analysis of the research. R also known as correlation coefficient which is used to measure the strength of the relationship between the predictors and dependent variable. The R value in multiple regression analysis of this research is 0.594 which indicates the relationship between predictors and dependent variable are moderately correlated. Next, R Square also known as coefficient of determination. It is the percentage of the dependent variable's variance that the independent variables can account for (Laerd Statistics, n.d.). The R Square in this research is 0.353 which means 35.3% of variance in the purchase intention can be explained by the perceived social proof, subjective norms, and identification with social media influencers.

4.3.2 ANOVA

Table 4.8: Analysis of Variance (ANOVA)

Model		Sum of Squares	df	Mean Square	F	Sig
1	Regression	29.257	3	9.752	35.402	< 0.001 ^b
	Residual	53.718	195	0.275		
	Total	82.975	198			

Table 4.8 shows the analysis of variance (ANOVA) table of the research. The F ratio in ANOVA table is used to test the overall regression model if good fit for the data. The F ratio in ANOVA table of this research is 35.402 which greater than 1. This means the good fit for data (Chetty & Jain, 2019).

4.3.3 Coefficient

Table 4.9: Coefficients Table

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Tolerance	Statistics VIF
		B	Std. Error	Beta				
1	(Constant)	1.872	0.331		5.661	<0.001		
	SN	0.040	0.049	0.050	0.808	0.420	0.862	1.161
	IWS	0.676	0.072	0.607	9.396	<0.001	0.795	1.258
	SP	-0.138	0.069	-0.124	-1.999	0.047	0.865	1.156

Table 4.9 demonstrates that the coefficients of the research. The significance value in the coefficients table also known as p-value (Laerd Statistics, n.d.).

The p-value for subjective norms (SN) is 0.420, because its p value bigger than significant level of 0.05, so it is not statistically significant. The p-value for Identification with Social Media Influencer (IWS) is less than 0.001, which indicating strong statistical significance. The p-value for Perceived Social Proof (SP) is 0.047, also indicating statistical significance because its p value lesser then 0.05.

4.4 Conclusion

In conclusion, descriptive analysis used to summarise the demographic data of respondents while the reliability analysis is used to test the reliability of the data. Inferential analysis is used to draw the conclusions of the data.

CHAPTER 5: CONCLUSION

5.0 Introduction

This chapter will discuss the results of the results and the summary of the analysis from chapter 4. This chapter will also discuss the discussions of major findings like the relationship of independent variable and youth online buying behaviour within the context of social media influencer marketing in Klang Valley. Besides that, this chapter also will discuss the practical implications and theoretical implications of this research. This chapter also will discuss the limitations and recommendations of future research.

5.1 Discussions of Major Findings

Table 5.1 Hypothesis Testing

Hypothesis	Result
H1: There is a significant relationship between subjective norms and youth buying behaviour within the context of social media influencer marketing in Klang Valley.	H1 is rejected.
H2: There is a significant relationship between identification with social media influencer and youth buying behaviour within the context of social media influencer marketing in Klang Valley.	H2 is supported.

H3: There is a significant relationship between perceived social proof and youth buying behaviour within the context of social media influencer marketing in Klang Valley.	H3 is supported.
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5.1.1 Relationship between subjective norms and youth online buying behaviour within the context of social media influencer marketing in Klang Valley

H₁ is rejected, $\beta = 0.050$, $P = 0.420 > 0.05$

Subjective norms does not has a significant correlation to youth online buying behaviour in social media influencer marketing. Based on Table 5.1, P value of subjective norms is 0.420 and it is greater than significant level of 0.05. This means that the subjective norms have negative relationship with youth online buying behaviour in social media influencer marketing. Subjective norms that do not significantly influence the youth online buying behaviour are also supported by research Miller (2005). According to Miller (2005), subjective norms are the influence of external factors on customer intentions. Since subjective norms do not originate from personal will, so they do not significantly affect purchasing behaviour.

5.1.2 Relationship between identification with social media influencer and youth online buying behaviour within the context of social media influencer marketing in Klang Valley

H2₁ is supported, $\beta = 0.607$, $P < 0.001 < 0.05$

According to Table 5.1, identification with social media influencer has a significant correlation to youth online buying behaviour in social media influencer marketing. This is because the P value of identification with social media influencer is less than 0.001 which less than significance level of 0.05. Therefore, identification with social media influencer has a positive relationship with youth online buying behaviour in social media influencer marketing. Consumers' identification with social media influencers based on factors such as the influencer's expertise, attractiveness, and credibility (McCracken, 1989; Ohanian, 1990). According to Chin et al (2020), the credibility of influencer will heavily influence the buying behaviour.

5.1.3 Relationship between perceived social proof and youth online buying behaviour within the context of social media influencer marketing in Klang Valley

H3₁ is supported, $\beta = -0.124$, $P = 0.047 < 0.05$

Based on Table 5.1, perceived social proof has a significant correlation to youth online buying behaviour in social media influencer marketing. This is because the P value of perceived social proof is 0.047 which less than significance level of 0.05. Therefore, perceived social proof has a positive relationship with youth online buying behaviour in social media influencer marketing. The study by Cheung and Thadini (2012) also found that perceived social proof positively affects consumer purchase intentions for products advertised on social media platforms.

5.2 Implications of the Study

5.2.1 Practical Implications for Practitioners

The results of this research provide valuable insights for practitioners seeking to develop more impactful marketing strategies, particularly in the social media influencer marketing. For example, it highlights the significant influence of social media influencers and online consumer reviews in shaping young people's buying behaviour. Practitioners can tailor their marketing efforts to effectively leverage these factors.

For example, if young consumers have high trust in credible social media influencers and value the opinions of other consumers, practitioners can strategically tailor their endorsement strategies to these preferences. Companies can collaborate with social media influencers who have credibility and expertise in relevant fields to ensure their endorsements truly resonate with their target audiences. Additionally, companies also can showcase positive reviews and testimonials from satisfied customers to promote their products.

By understanding how these factors influence the online buying behaviour of youth, companies can improve their social media influencer marketing strategy. Ultimately, this can lead to greater success and market competitiveness, as satisfied customers are more likely to advocate and repurchase the product, thus contributing to the overall growth and prosperity of the business.

5.2.2 Theoretical Implications from Academic Perspective

In this research, the theory of planned behaviour was applying on youth online buying behaviour within the context of social media influencer marketing in Klang Valley. This theory shows that the subjective norms have positive relationship on youth buying behaviour. However, the findings of this research oppose this theory. The finding shows that the family, friends, and coworkers does not really affect youth online buying behaviour within the context of social media influencer marketing in Klang Valley. Subjective norms do not originate from oneself or is not their own volition. So, the subjective norms do not significantly influencer purchasing intention.

Other than that, the social influence theory also applies on youth online buying behaviour within the context of social media influencer marketing in Klang Valley in this research. This theory shows that the identification with social media influencers have positive relationship on youth buying behaviour. The finding shows that when young people see a social media influencer they recognize endorsing or recommending a product, they will want to buy it. This is consistent with the social influence theory, which show that people are influenced by the words and actions of people they identify of.

The social influence theory also shows that the perceived social proof has positive relationship on youth buying behaviour. This finding shows if there are many likes, shares, and positive reviews under posts about products recommended by social media influencers, customers will feel that many people like this product and use it. Then they will buy that product. This is consistent with the social influence theory, which show that people are influenced by the perceived social proof.

Lastly, this research contributes to consumer behaviour theory by highlighting the importance of identification with social media influencers, and perceived social proof in shaping buying behaviour. This highlights the need to incorporate social influence mechanisms into existing consumer behaviour models in order to better understand and predict consumer buying behaviour. This research also helps researchers understand why people buy things by showing that what others think and say affects their decisions. For example, if people or youth see their favourite influencers using or recommending a certain product, they may be more likely to purchase it themselves. This means that when researchers study how people decide what to buy, researchers need to focus on these social influences, such as what other people think or do, to better understand why people make the choices they do.

5.3 Limitations of the Study

Convenience sampling has added bias into the sample. This is because respondents who are easily accessible or willing to participate in this research may not be representative of the entire youth population in the Klang Valley. This may limit the generalizability of the findings to the wider youth population. Not only that, the number of respondents in various areas of the Klang Valley is also uneven. This also shows the sampling bias in this research. For example, most of the responders were from Cheras, but only one was from Klang. Some areas are over-represented in the sample, while other areas are under-represented. This also illustrates that the respondents in our research may not be representative of the entire youth population in the Klang Valley.

Another limitation in this research is limited range of variables. The R Square in this research is 0.353 which means 35.3% of variance in the purchase intention can be explained by the perceived social proof, subjective norms, and identification with social media influencers. This means while the study focused on subjective norms, identification with social media influencers, and perception of social proof as predictors of online purchasing behaviour, there may be other important variables that were not taken into account. Limited range of variables may lead to incomplete or misleading conclusions. This may undermine the effectiveness of marketing strategies that will be developed based on the research results.

5.4 Recommendations for Future Research

To solve the limitation of sampling bias, future research could employ more representative sampling techniques, such as stratified sampling, which ensures that each subgroup within the population is adequately represented in the sample (Crossman, 2020). Additionally, conducting the research across a wider range of geographical locations within the Klang Valley could provide a more comprehensive understanding of youth online buying behaviour in diverse contexts. For instance, researchers can utilize the social media platforms like Instagram, Xiaohongshu, Facebook by distributing the online survey to the respondents. It could potentially reach a more diverse and representative sample of youth in every area of Klang Valley. Other than that, the researchers can collaborate with community organizations or educational institutions to access a broader range of respondents like the youth from each area of Klang Valley. This is because a broader range of respondents can help to mitigate sampling bias.

Lastly, to solve the limitation of limited range of variables in future research, it is important to expand the scope of independent variables. For instance, future research can incorporate the additional factors that may influence youth online buying behaviour, such as degree of similarity between the youth and social media

influencer. The example of degree of similarity between youth and social media influencer are their lifestyle and interests. When young consumers believe that influencers have similarities to themselves, they may be more inclined to trust or follow their recommendations and this will affect their buying behaviour. By incorporate additional variable into future research, researcher can gain more comprehensive understanding of the factors or elements influencing young consumers' behaviour in the online market.

5.5 Conclusion

In today's digital environment, social media influencer marketing has become a common tactic used by many companies instead of traditional marketing. Companies leverage the popularity and reach of social media influencers to effectively promote their products. Therefore, understanding the impact of social media influencers on the online purchasing behaviour of young people has become an important aspect for companies striving to develop successful marketing strategies.

For example, the extent to which young consumers identify with an influencer can profoundly influence their purchasing decisions. By identifying the social media influencers, young people are more likely to trust their recommendations and tend to purchase endorsed products. Therefore, businesses must carefully select the social media influencers who more credible and trustworthy. Additionally, perceived social proof plays a key role in shaping teenagers' online purchasing behaviour. When young consumers observe posts about products recommended by social media influencers, there are many positive reviews, likes and shares. They will see this as social proof of the product's quality and appeal. Therefore, they are more inclined to follow suit and make similar purchasing decisions. Overall, this research reveals the relationship between social media influencer identification and perceived social proof and youth online buying behaviour.

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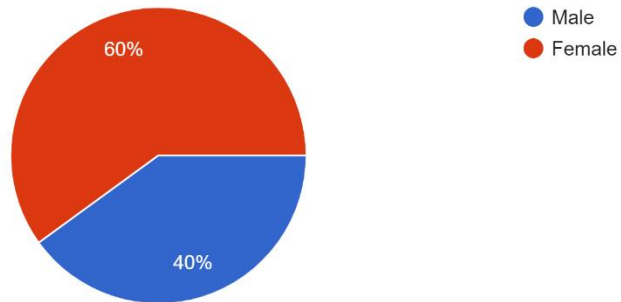
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APPENDIX

1.1 Pilot Test Responses

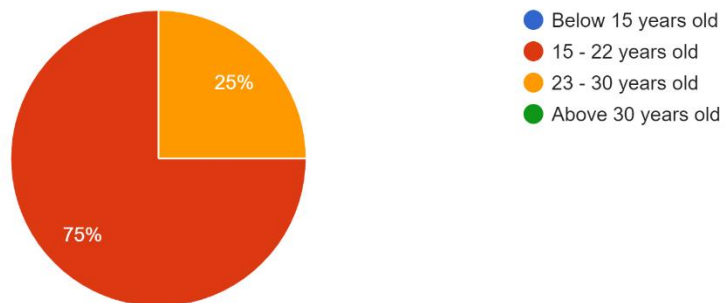
1. What is your gender?

20 responses



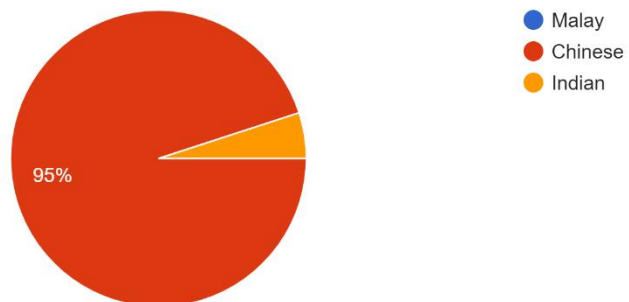
2. What is your age?

20 responses



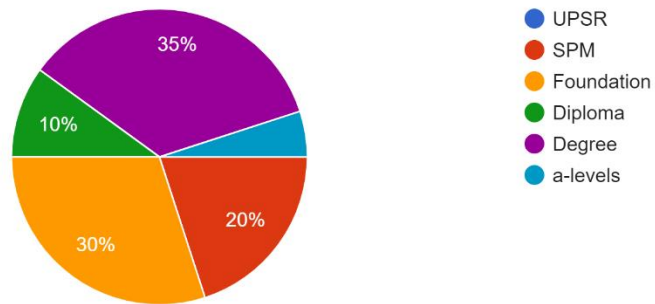
3. What is your race?

20 responses



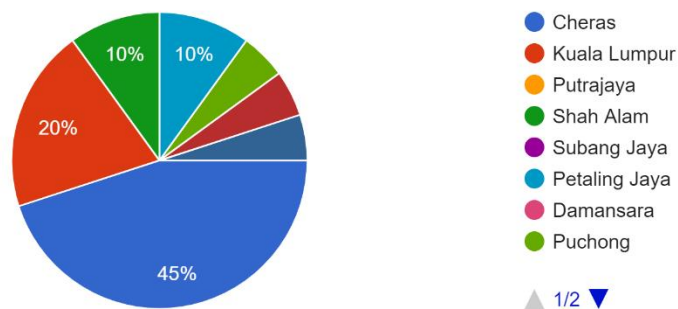
4. What is your highest educational qualification?

20 responses



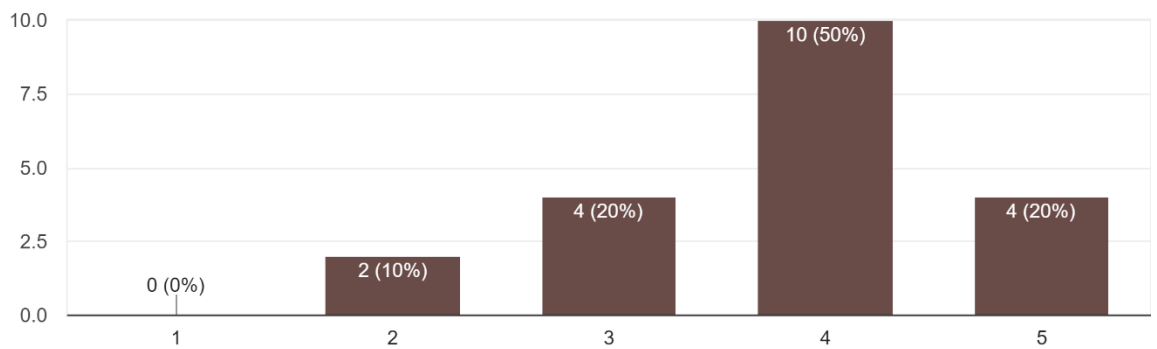
5. Where is your current living area?

20 responses



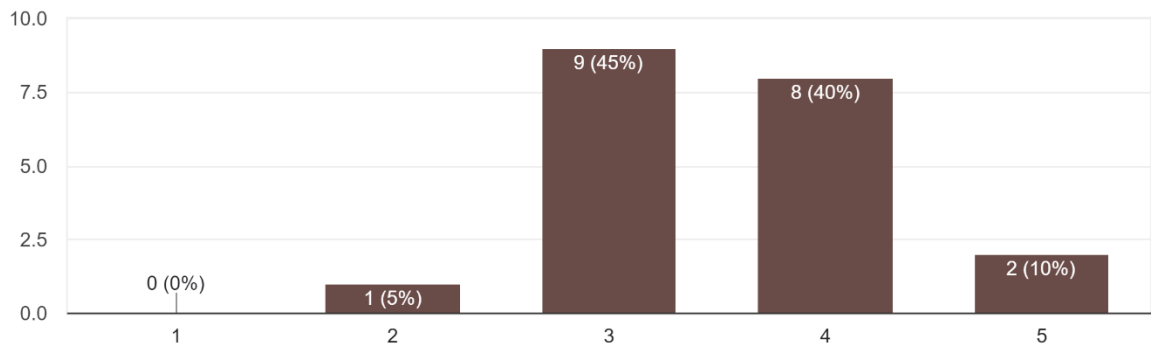
1. My online purchase decisions are influenced by the opinions and suggestions of family and friends.

20 responses



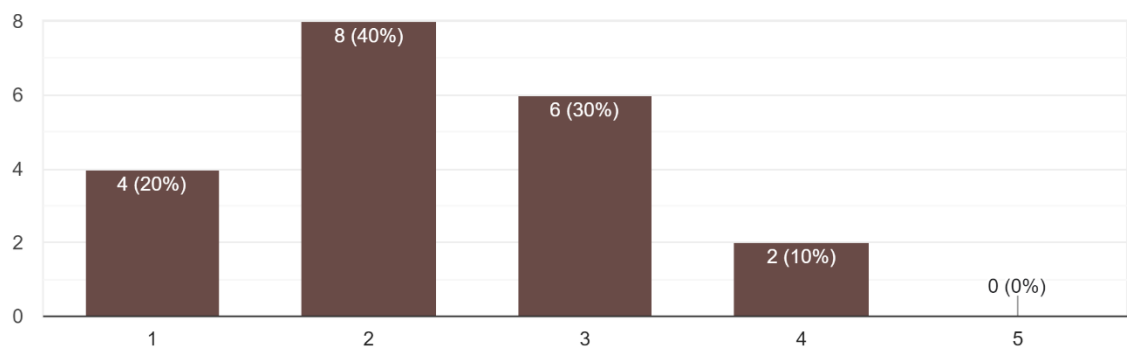
2. My family and friends will buy trendy products recommended by social media influencers.

20 responses



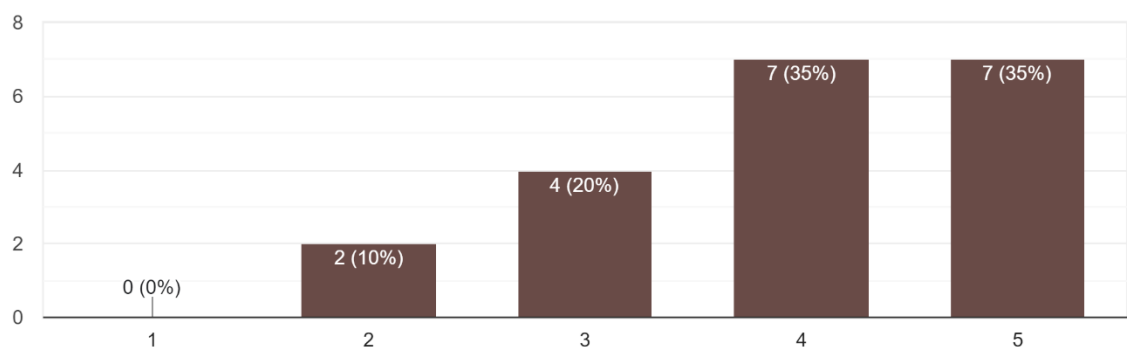
3. When my family and friends are buying a trendy products, I feel pressure and feel that I should buy it too.

20 responses



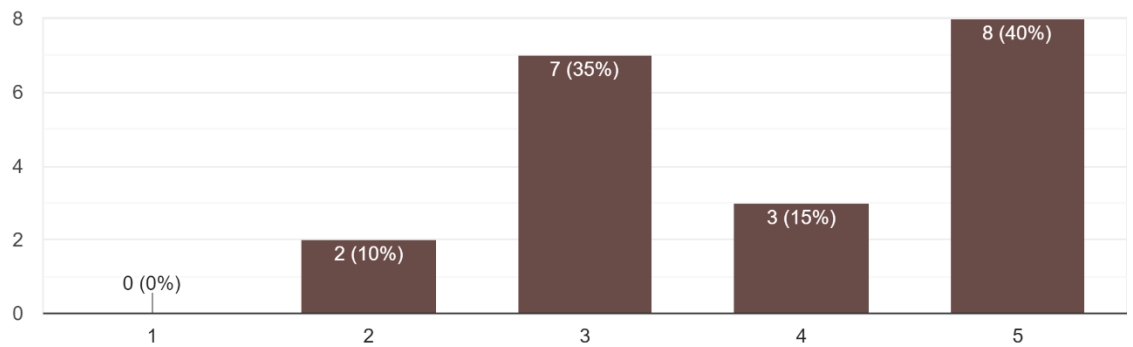
4. My family and friends will highly recommend the product they buy to me.

20 responses



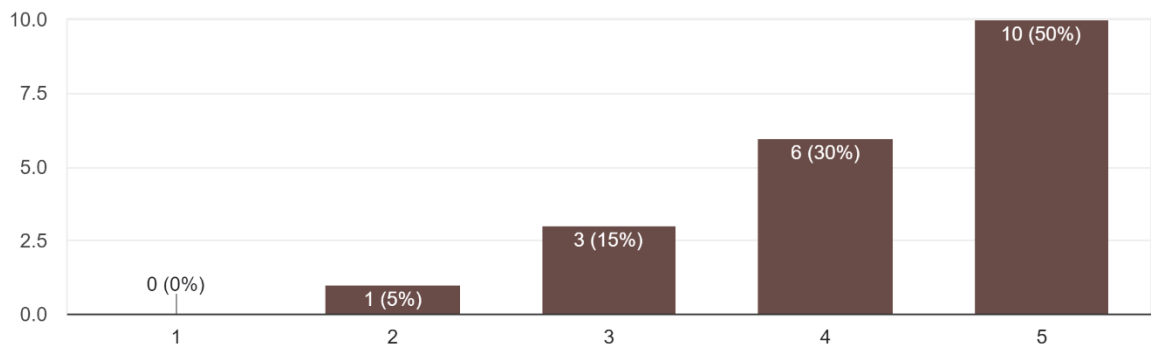
5. I buy the product recommended to me by my family and friends.

20 responses



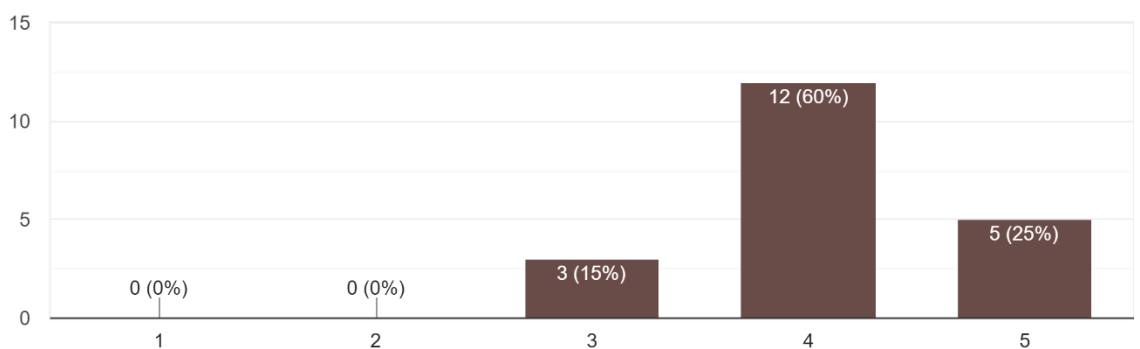
1. I identify a social media influencer based on their expertise, credibility, and trustworthiness.

20 responses



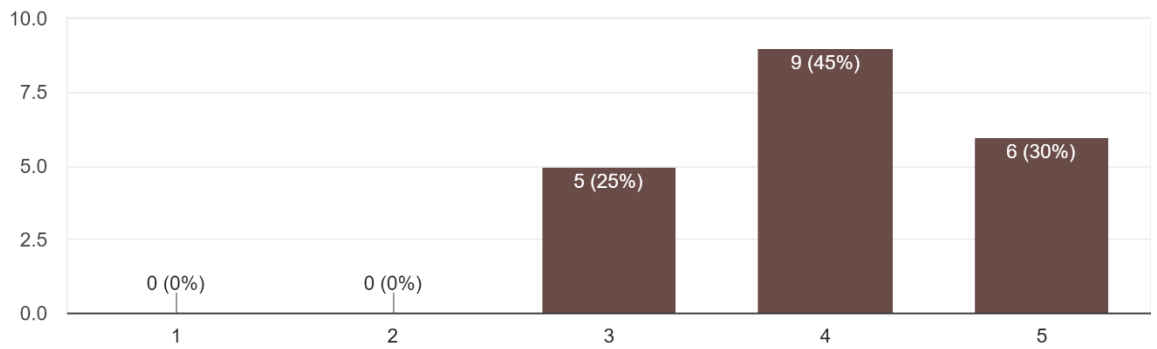
2. The influencer's expertise and character will influence my purchase intention.

20 responses



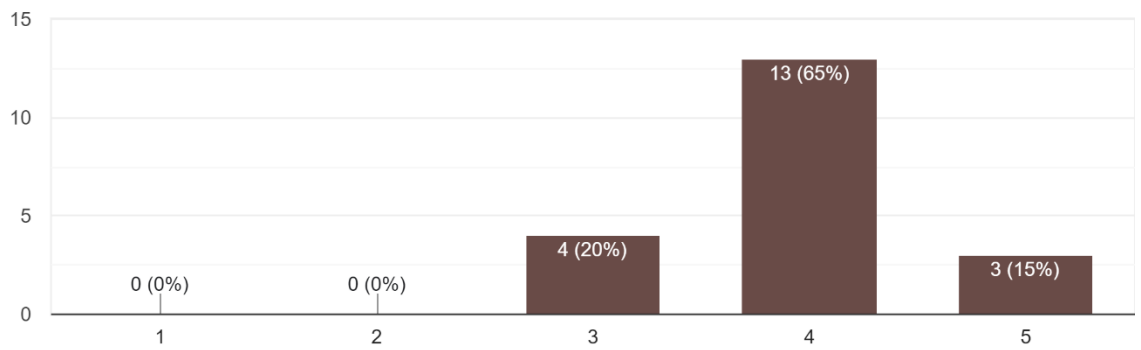
3. I will only buy products from social media influencers that I think are trustworthy.

20 responses



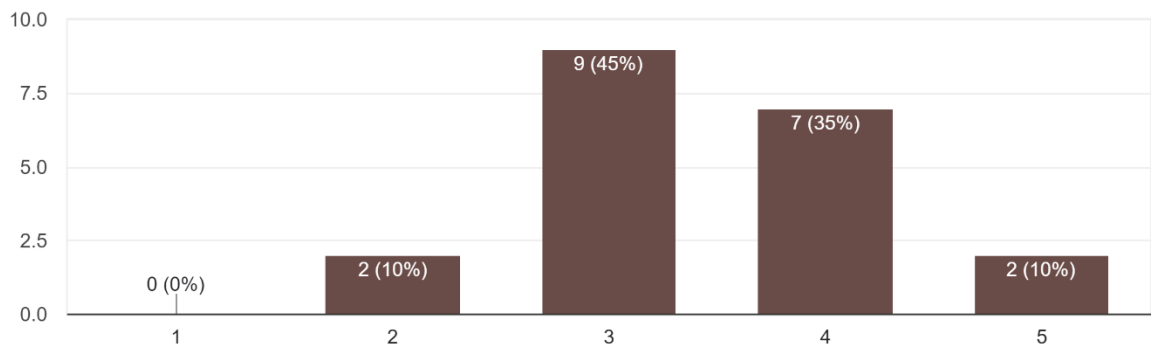
4. I think buying products recommended or endorsed by reputable social media influencers will reduce the risk of being scammed.

20 responses



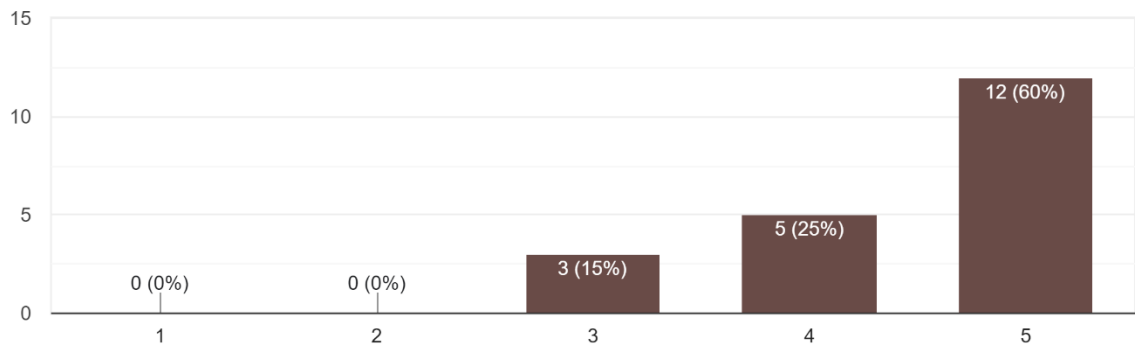
5. The products recommended by influencers have been useful to me so far.

20 responses



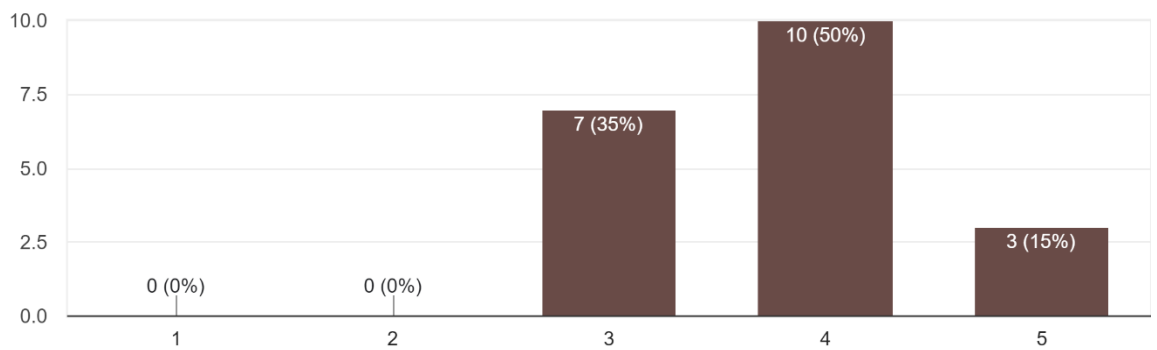
1. Before purchasing a product endorsed by social media influencer, I will refer the comments about the product under the influencer's posts or video.

20 responses



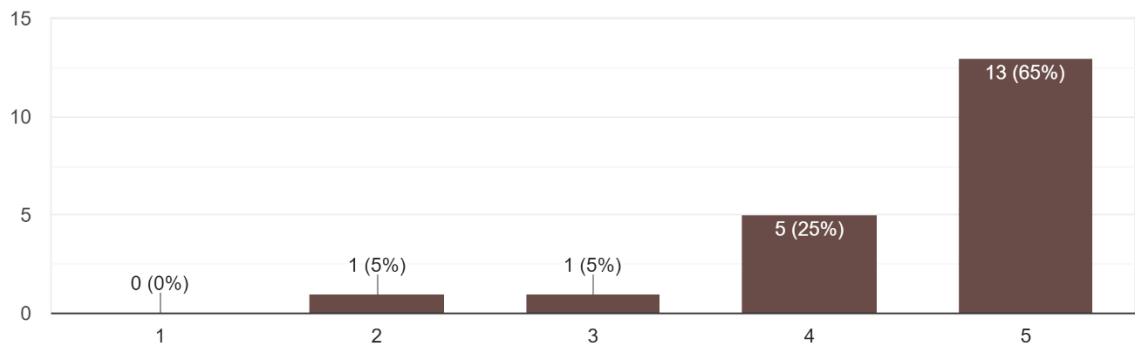
2. The number of likes and shares of the influencer's post and video is a factor when I consider buying the product.

20 responses



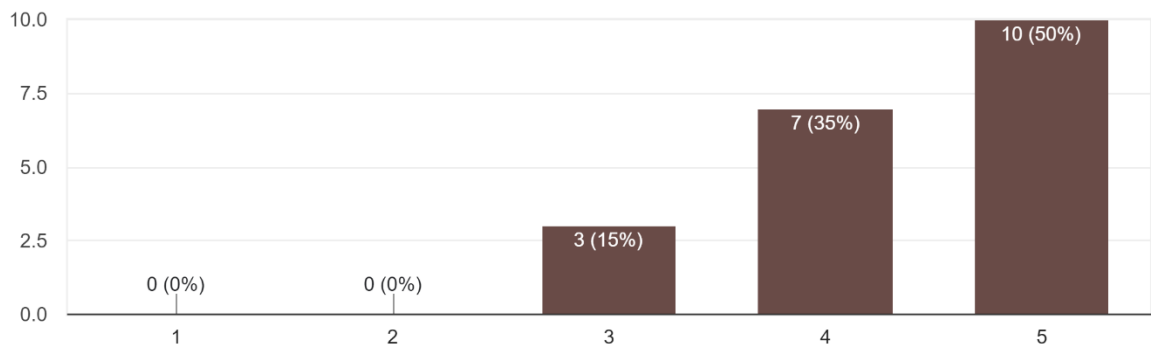
3. I will buy products with high ratings and positive reviews.

20 responses



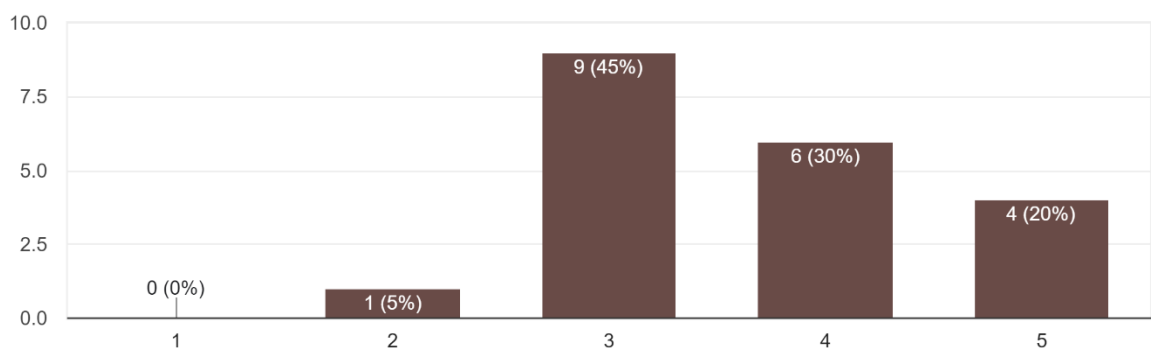
4. Comments and ratings of a products are important sources of information about products to me.

20 responses



5. I prefer to buy products recommended by influencers with many followers or subscribers

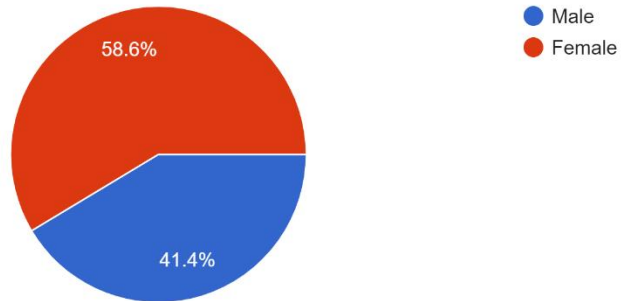
20 responses



1.2 Questionnaire Respondents

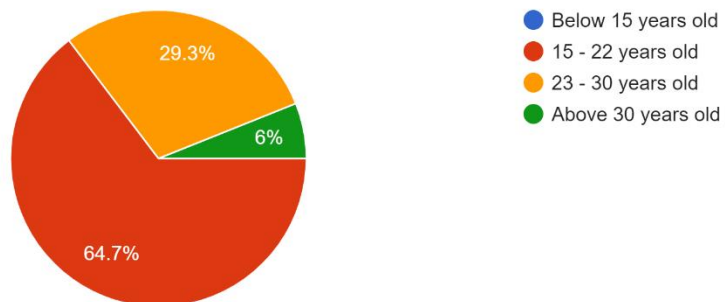
1. What is your gender?

215 responses



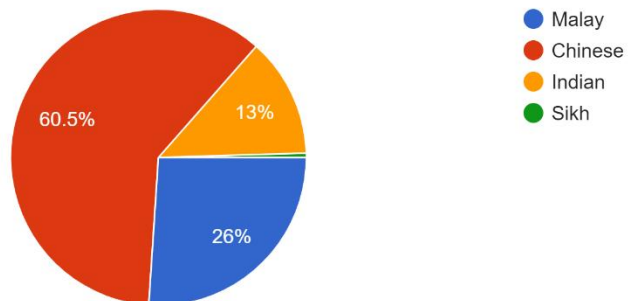
2. What is your age?

215 responses



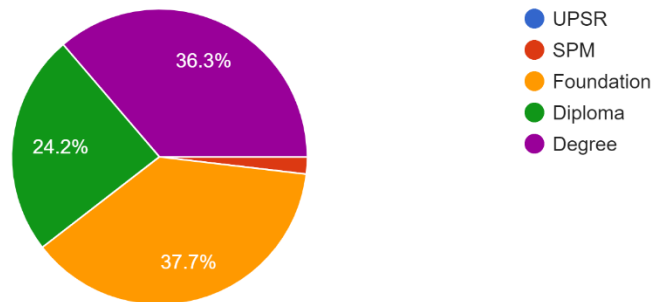
3. What is your race?

215 responses



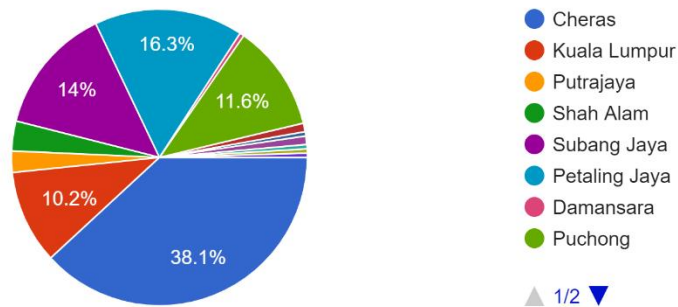
4. What is your highest educational qualification?

215 responses



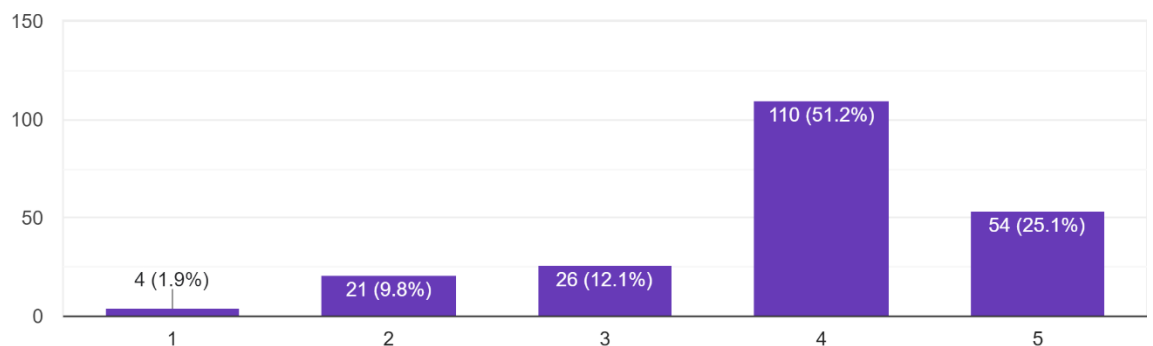
5. Where is your current living area?

215 responses



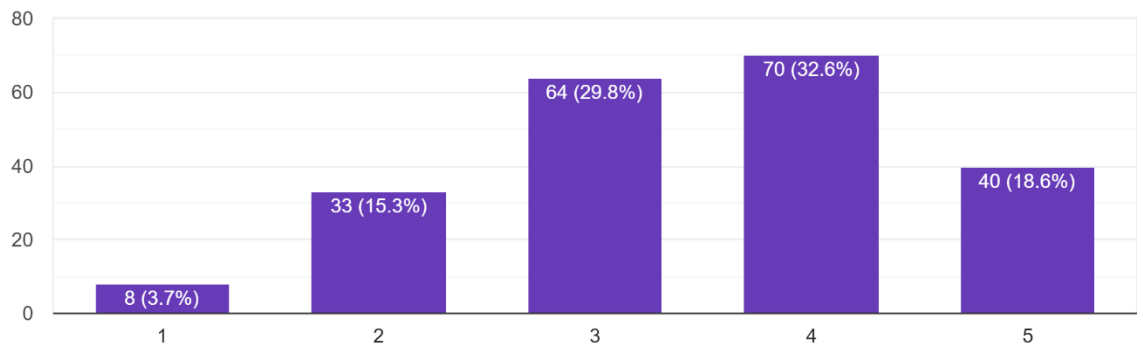
1. My online purchase decisions are influenced by the opinions and suggestions of family and friends.

215 responses



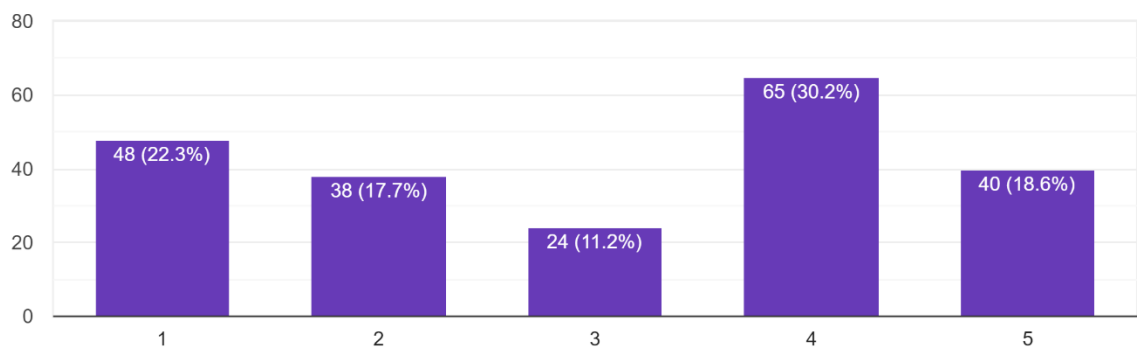
2. My family and friends will buy trendy products recommended by social media influencers.

215 responses



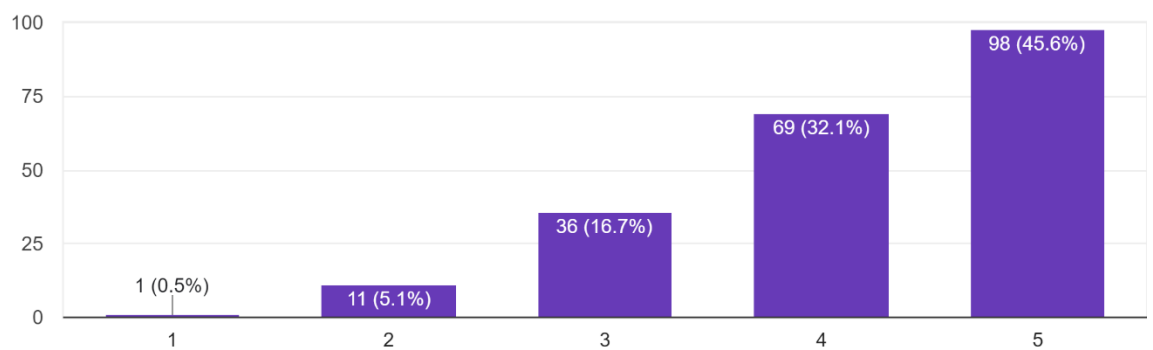
3. When my family and friends are buying a trendy products, I feel pressure and feel that I should buy it too.

215 responses



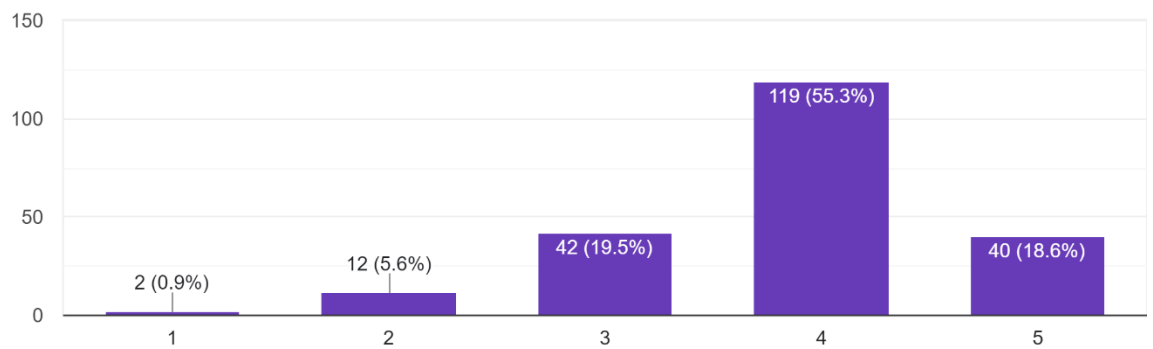
4. My family and friends will highly recommend the product they buy to me.

215 responses



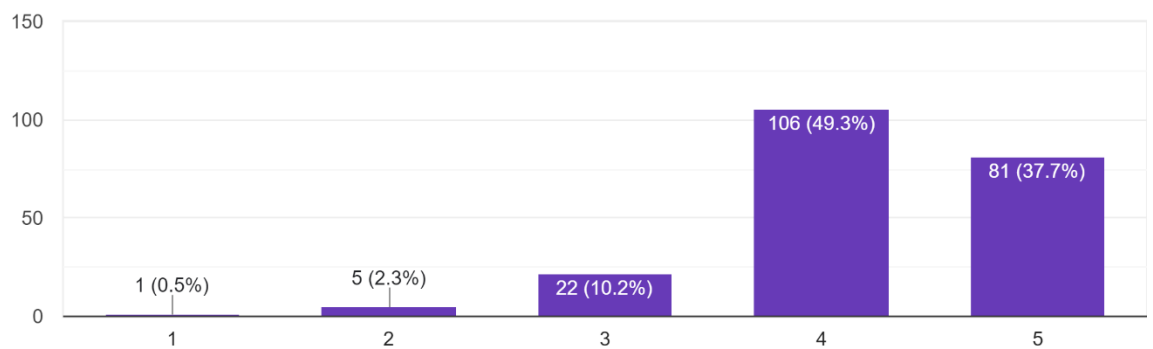
5. I buy the product recommended to me by my family and friends.

215 responses



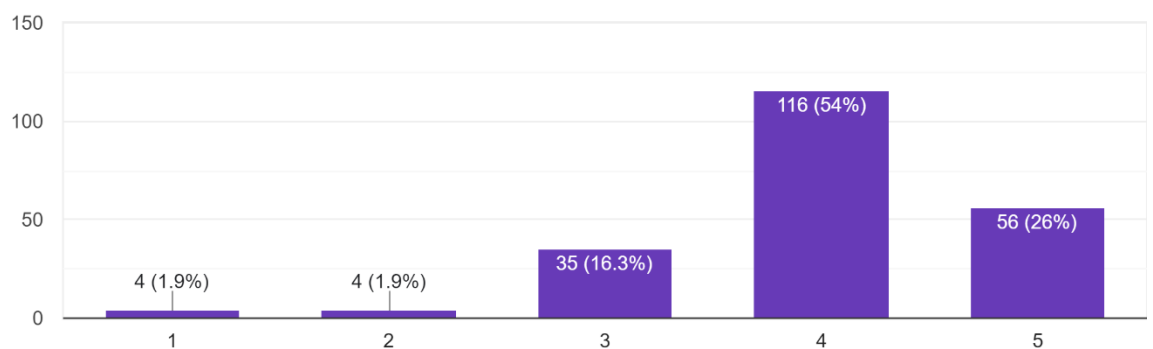
1. I identify a social media influencer based on their expertise, credibility, and trustworthiness.

215 responses



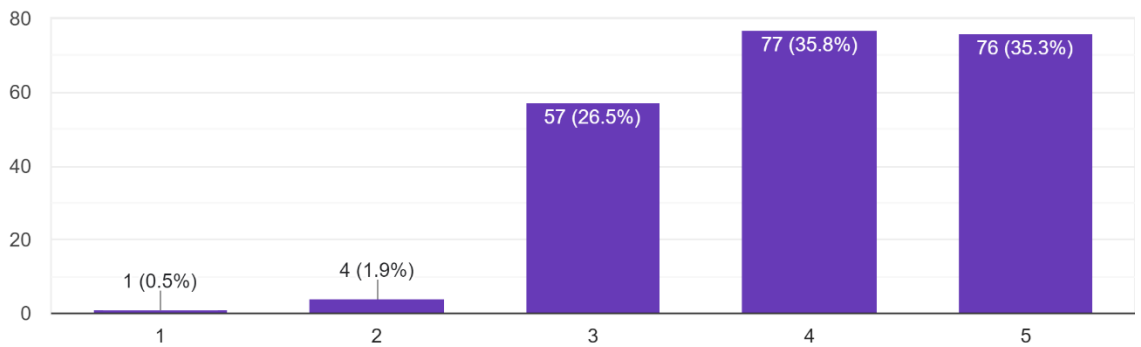
2. The influencer's expertise and character will influence my purchase intention.

215 responses



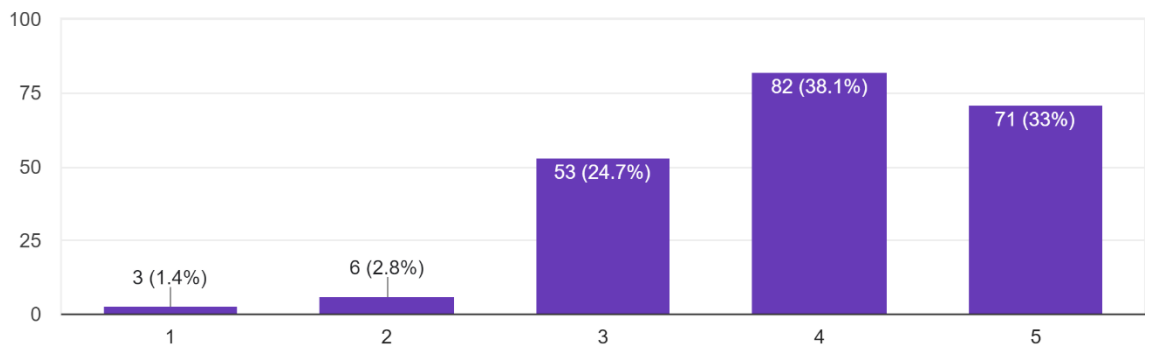
3. I will only buy products from social media influencers that I think are trustworthy.

215 responses



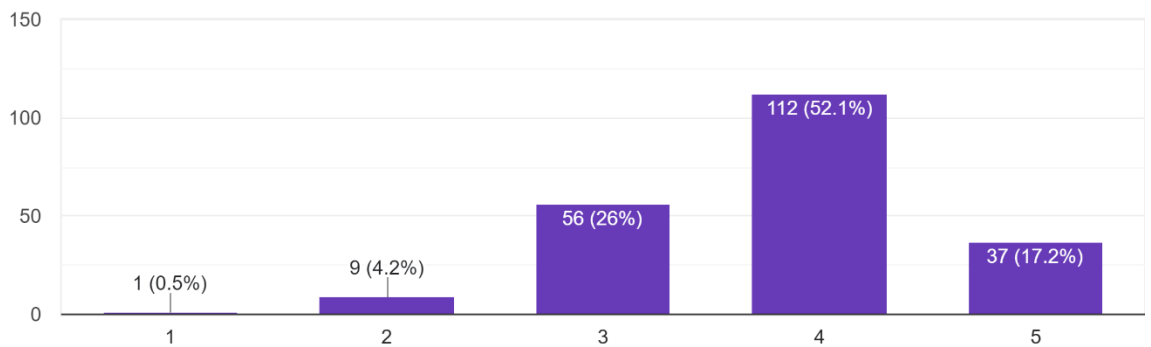
4. I think buying products recommended or endorsed by reputable social media influencers will reduce the risk of being scammed.

215 responses



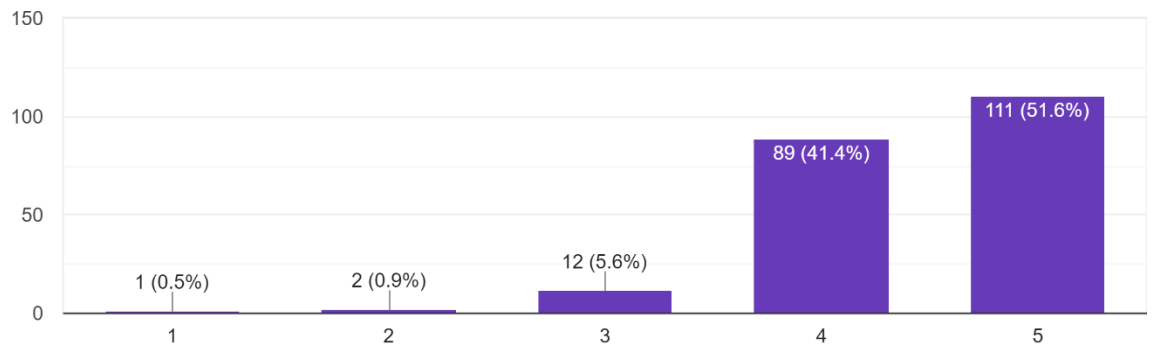
5. The products recommended by influencers have been useful to me so far.

215 responses



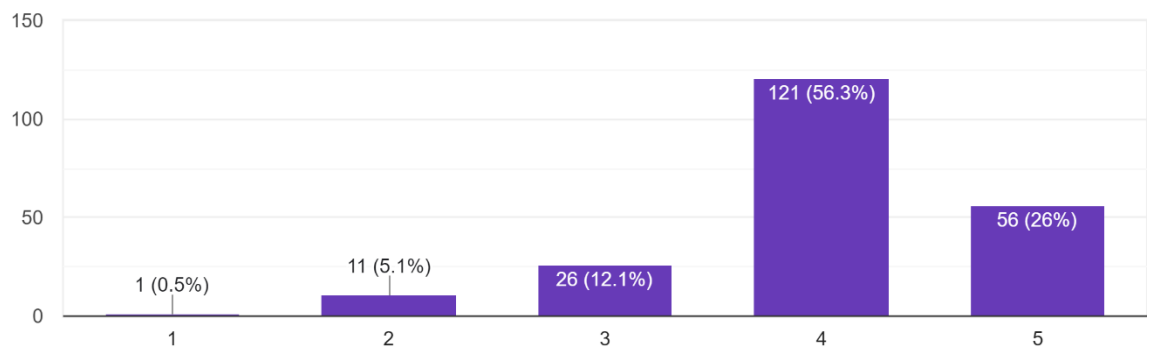
1. Before purchasing a product endorsed by social media influencer, I will refer the comments about the product under the influencer's posts or video.

215 responses



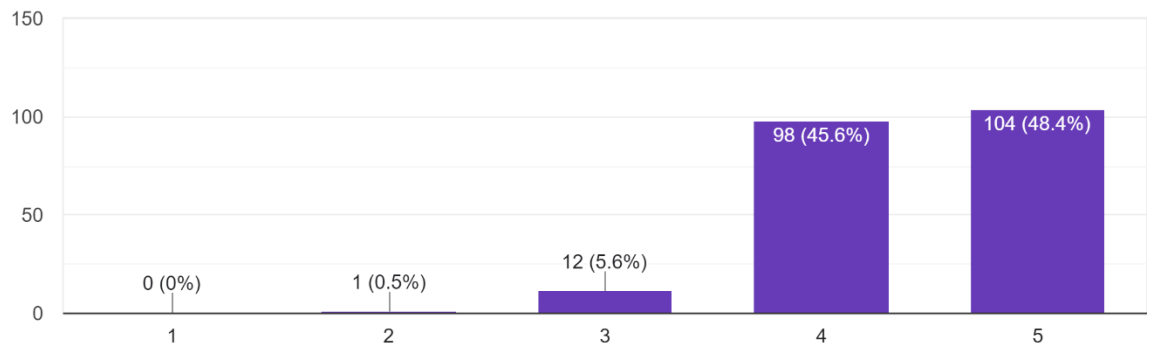
2. The number of likes and shares of the influencer's post and video is a factor when I consider buying the product.

215 responses



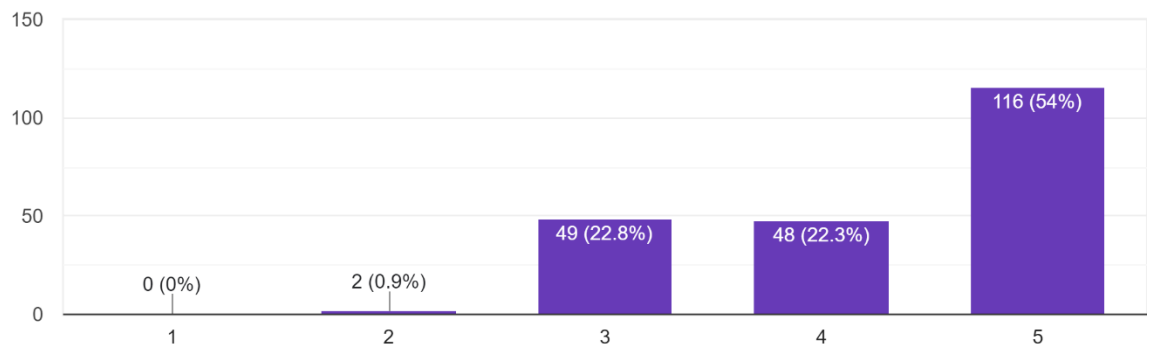
3. I will buy products with high ratings and positive reviews.

215 responses



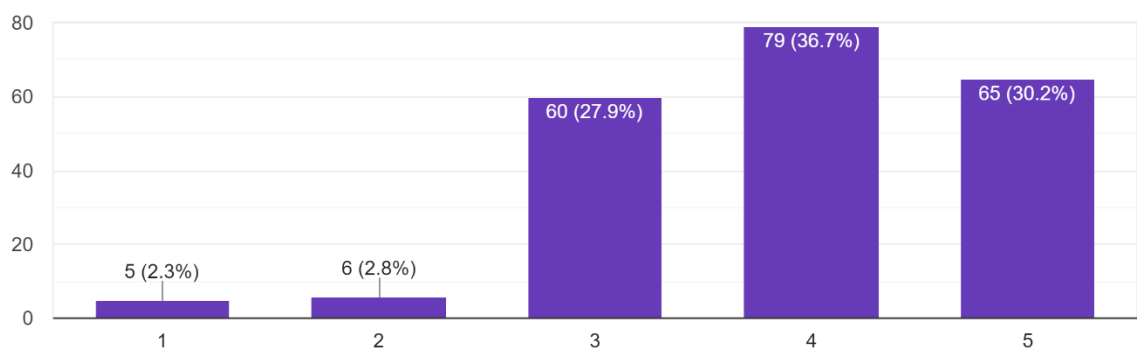
4. Comments and ratings of a products are important sources of information about products to me.

215 responses



5. I prefer to buy products recommended by influencers with many followers or subscribers.

215 responses



1.3 Reliability Analysis

Reliability Statistics

Cronbach's Alpha	N of Items
.551	2

Reliability Statistics

Cronbach's Alpha	N of Items
.668	3

Reliability Statistics

Cronbach's Alpha	N of Items
.675	5

Reliability Statistics

Cronbach's Alpha	N of Items
.828	5

1.4 SPSS Multiple Regression Analysis

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.594 ^a	.353	.343	.52486	2.119

a. Predictors: (Constant), SP, SN, IWS

b. Dependent Variable: dv2

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.257	3	9.752	35.402	<.001 ^b
	Residual	53.718	195	.275		
	Total	82.975	198			

a. Dependent Variable: dv2

b. Predictors: (Constant), SP, SN, IWS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.872	.331		5.661	<.001		
	SN	.040	.049	.050	.808	.420	.862	1.161
	IWS	.676	.072	.607	9.396	<.001	.795	1.258
	SP	-.138	.069	-.124	-1.999	.047	.865	1.156

a. Dependent Variable: dv2

1.5 Google Form Questionnaire

The Impact of Social Media Influencer on Youth Online Buying Behaviour in Klang Valley

Dear Respondent,

Sincere greetings!

I am Goh Pieh Ling, a student from Universiti Tunku Abdul Rahman (UTAR), Faculty of Accountancy and Management, pursuing degree in Bachelor of International Business (Honours). Currently, I am conducting a research on "**The impact of social media influencers on youth online buying behaviour in Klang Valley**" for my final year project. The purpose of this survey is to examine the factors that affect youth online buying behaviour in the context of social media influencer marketing in Klang Valley.

The questionnaire contains 20 questions and is divided into four sections which are Section A, Section B, Section C, and Section D. It will take approximately 3-5 minutes to complete the questionnaire. There are no right or wrong answers. Your responses to all questions are based on your own experiences and views. Your answer will be kept PRIVATE and CONFIDENTIAL and used solely for academic purposes.

Your voluntary participation to complete the questionnaire will be greatly appreciated. Neither your personal information nor personal identity will be revealed. Your participation will be anonymous and all the information will be kept confidential and for academic purposes only. If you have any doubts or questions, please do not hesitate to reach out to me.

I highly appreciate and thank you for your time to complete this questionnaire.

Yours sincerely,
Goh Pieh Ling
011-36828137
shabbbb456@utar.my

shabbbb456@utar.my [Switch account](#)

Not shared


* Indicates required question


Acknowledgement of Notice *

I have been notified and that I hereby understand, consented and agreed per UTAR above notice.

I disagree, my personal data will not be processed.

The Impact of Social Media Influencer on Youth Online Buying Behaviour in Klang Valley

shabbbb456@1utar.my [Switch account](#) 

 Not shared

* Indicates required question

Section A: Demographic Information

This section aims to collect the demographic information of the respondent. This part consists of 5 questions. You are requested to answer ALL the questions.

1. What is your gender? *

Male

Female

2. What is your age? *

Below 15 years old

15 - 22 years old

23 - 30 years old

Above 30 years old

3. What is your race? *

Malay

Chinese

Indian

Other: _____

4. What is your highest educational qualification? *

UPSR

SPM

Foundation

Diploma

Degree

Other: _____

5. Where is your current living area? *

Cheras

Kuala Lumpur

Putrajaya

Shah Alam

Subang Jaya

Petaling Jaya

Damansara

Puchong

Other: _____

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Google Forms

Section B: Subjective Norms

The purpose of this section is to explore how the social pressure and expectation influence your online buying behaviour. This part consists of five questions. For this part, the question will be measured with five-point Likert scale (1=strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree). Please provide the rating based on your experience.

1. My online purchase decisions are influenced by the opinions and suggestions of family and friends. *

	1	2	3	4	5	
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	
Strongly Disagree						Strongly Agree

2. My family and friends will buy trendy products recommended by social media influencers. *

	1	2	3	4	5	
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	
Strongly Disagree						Strongly Agree

3. When my family and friends are buying a trendy products, I feel pressure and feel that I should buy it too. *

	1	2	3	4	5	
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	
Strongly Disagree						Strongly Agree

4. My family and friends will highly recommend the product they buy to me. *

	1	2	3	4	5	
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	
Strongly Disagree						Strongly Agree

5. I buy the product recommended to me by my family and friends. *

	1	2	3	4	5	
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	
Strongly Disagree						Strongly Agree

Section C: Identification with the influencer

This section aims to understand how the expertise, credibility, and attractiveness of influencer influence your online buying behaviour. This part consists of five questions. For this part, the question will be measured with five-point Likert scale (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree). Please provide the rating based on your experience.

1. I identify a social media influencer based on their expertise, credibility, and trustworthiness. *

1 2 3 4 5

Strongly Disagree Strongly Agree

2. The influencer's expertise and character will influence my purchase intention. *

1 2 3 4 5

Strongly Disagree Strongly Agree

3. I will only buy products from social media influencers that I think are trustworthy. *

1 2 3 4 5

Strongly Disagree Strongly Agree

4. I think buying products recommended or endorsed by reputable social media influencers will reduce the risk of being scammed. *

1 2 3 4 5

Strongly Disagree Strongly Agree

5. The products recommended by influencers have been useful to me so far. *

1 2 3 4 5

Strongly Disagree Strongly Agree

Section D: Perceived Social Proof

This section is to study how the online comment, reviews, ratings influence your buying behaviour. This part consists of five questions. For this part, the question will be measured with five-point Likert scale (1=strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree).

1. Before purchasing a product endorsed by social media influencer, I will refer ^{*} the comments about the product under the influencer's posts or video.

1 2 3 4 5

Strongly Disagree Strongly Agree

2. The number of likes and shares of the influencer's post and video is a factor when I consider buying the product.

1 2 3 4 5

Strongly Disagree Strongly Agree

3. I will buy products with high ratings and positive reviews. ^{*}

1 2 3 4 5

Strongly Disagree Strongly Agree

4. Comments and ratings of a products are important sources of information ^{*} about products to me.

1 2 3 4 5

Strongly Disagree Strongly Agree

5. I prefer to buy products recommended by influencers with many followers or ^{*} subscribers.

1 2 3 4 5

Strongly Disagree Strongly Agree

1.6 Ethical Approval for Questionnaire



UNIVERSITI TUNKU ABDUL RAHMAN DU012(A)
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Re: U/SERC/78-212/2024

13 January 2024

Dr Fitriya Binti Abdul Rahim
Head, Department of International Business
Faculty of Accountancy and Management
Universiti Tunku Abdul Rahman
Jalan Sungai Long
Bandar Sungai Long
43000 Kajang, Selangor

Dear Dr Fitriya,

Ethical Approval For Research Project/Protocol

We refer to your application for ethical approval for your students' research project from Bachelor of International Business (Honours) programme enrolled in course UKMZ3016. We are pleased to inform you that the application has been approved under Expedited Review.

The details of the research projects are as follows:

No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
1.	The Motivation for Purchasing Souvenirs Among the Domestic Tourists	Wan Shiuan Ling	Ms Annie Yong Ing Ing	13 January 2024 – 12 January 2025
2.	Factor Affecting Healthy Food Purchase Behaviours of Generation Z	Pe Kai Wen		
3.	Factors Affecting Customer Satisfaction Among Online Shoppers	Dion Teh Jee Wei		
4.	The Factors Influences on Customer Satisfaction and Loyalty in Business Performance	Tang Wei Ping		
5.	The Impact of Social Media Influencer on Youth Online Buying Behaviour in Klang Valley	Goh Pieh Ling	Ms Chin Wai Yin	
6.	A Study on E-commerce Factors that Influence Post-purchase Behaviour of Young Adults in Malaysia	Chan Chiew Kong	Dr Corrinne Lee Mei Jyin	
7.	Factors and Barriers to Attaining Mental Health Services	Chan Pei Xin		
8.	Factors Influencing the Customer Intention in Adopting Autonomous Vehicles (AVs)	Chiye Chi Ern	Dr Eaw Hooi Cheng	
9.	Applying the Fraud Triangle Theory to Examine Fraudulent Cases from the Perspective of Working Adults	Alex Lau Chin Yeh		
10.	Examining the Influential Factors of Financial Fraud on Social Media from the Perspective of University Students	Bryan Wee Xin Jie		
11.	Factors Affecting Financial Fraud Awareness Among University Students	Liew Yoon Ler		
12.	The Impact of ChatGPT on E-commerce: The Case of Platform-based Business	Lee Siu Ying	Pn Ezatul Emilia Binti Muhammad Arif	

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Website: www.utar.edu.my



No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
13.	Adoption Rate of Digital Channel among MSMEs Entrepreneurs. (A Comparison Between Social Commerce and E-Commerce Platforms)	Law Yung Khan	Pn Ezatul Emilia Binti Muhammad Arif	13 January 2024 – 12 January 2025
14.	Factor Affecting Consumers Behavioral Intention to Share Digital Footprints on Social Media	Jenny Leong Siew Yee	Pn Farida Bhanu Binti Mohamed Yousoof	
15.	Factors Affecting the Unemployment Crisis Among Fresh Graduate in Malaysia	Lim Say Siang		
16.	The Buying Behaviour on Green Products - From A Consumer Perspective	Lim Xiao Xuan	Dr Foo Meow Yee	
17.	Factor Affecting Consumer Brand Loyalty on Personal Care Product	Ooi Xin Yi		
18.	Drivers of Employee Retention: A Case Study in Health and Beauty Industry	Tan Chi Ying		
19.	Factors of Remote Work Influencing Remote Work Productivity of Employees in Malaysia	Lee YanZheng	Ms Hooi Pik Hua @ Rae Hooi	
20.	Exploring University Students' Readiness for the Industrial Revolution 4.0: A Conceptualised Framework	Poh Joe Yee	Dr Jayamalathi a/p Jayabalan	
21.	The Role of Artificial Intelligence on the Overall Success of SMEs in the E-Commerce Sector	Low Wai Ying	Ms K Shamini a/p T Kandasamy	
22.	Understanding the Impact of Short Video Advertising on Youth Consumer Behavior	Celine Tia Hui Lin	En Khairul Anuar Bin Rusli	
23.	Influence of Corporate Social Responsibility (CSR) on Consumer Purchase Intention	Yeo Ai Ping		
24.	The Impact of Green Marketing of Food and Beverages on Consumers' Purchase Intention	Yong Xin En		
25.	Factors that Influence the Acceptance of QR Payment Among Customers in Malaysia	Lee Hai Wen	Dr Komathi a/p Munusamy	
26.	To Study the Influences of Compensation, Work Environment, Motivation on Employee Satisfaction Among Industrial Trainees	Sam Li Ixing		
27.	The Influence of Celebrity Endorsements on Consumers' Purchase Intention Toward Sports Equipment	Chong Wei Ni		
28.	Investigating the factors of online payment technology in influencing consumer purchase behavior	Chua Jun Quan		
29.	The Impact of Utilizing ChatGPT in Higher Education	Lee Zi Wei	Dr Law Kian Aun	
30.	The Effectiveness of Duolingo's AI-Powered Language Learning Platform in Improving Second Language Acquisition Among Malaysia's Tertiary Students	Oh Fang Yan		
31.	The Effects of AI Tools on Undergraduates' Academic Writing Proficiency	Ng Shi Zhe		
32.	Consumer's Coping Strategies Toward Packaging Waste in Food Delivery Service	Tan Shin Rhu	Mr Lee Yoon Heng	
33.	Securing User Trust: A Study on Social Media Privacy, Information Protection, User Education, and Platform Reliability	Lim Jing	Ms Logeswary a/p Maheswaran	
34.	User Acceptance of Neobanks in Malaysia	Tang Sze Jun	Ms Loh Yin Xia	
35.	The Interplay of Digital Financial Literacy, Capability, Autonomy in the Financial Decision-making in Today's Digital Age	Wong Zheng Wah	Dr Low Mei Peng	
36.	Effects of In-store Factors Influencing Consumer Impulse Buying Behavior in Shopping Mall	Soh Xin Jie	Dr Malathi Nair a/p G Narayana Nair	
37.	Examining the Impact of Generation Z's Attitude Towards Counterfeit Footwear in Malaysia	Lim Su Kim		
38.	Young Adults' Intention to Use Mobile Payment in Malaysia	Alvin Chow Mun Sing		
39.	Consumer Motivation to Repurchase Organic Personal Care Products	Crystal Chow Weng Yann		

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No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
40.	The Impact of Worklife Balance on Employee Performance in Private Universities in Malaysia	Yeo Jing Wen	Dr Omar Hamdan Mohammad Alkharabsheh	13 January 2024 – 12 January 2025
41.	Determinants of Student's Satisfaction on AI Usage in Education	Chang Charng Jie	Ms Puvaneswari a/p Velloo	
42.	How Artificial Intelligence (AI) is Transforming Tourism Industry	Boon Yi Jean	Pn Raja Nurul Aini Binti Raja Aziz	
43.	Factors Affecting the Consumption Pattern of Fast Fashion Products Among Generation Z	Evelyn Chow Sum Yee	Dr Sia Bee Chuan	
44.	Antecedents and Consequences of Beauty and Cosmetic Products Impulse Purchase on TikTok	Kong Chi Kei	Dr Tang Kin Leong	
45.	Examining the Antecedents of Perceived Enjoyment and Flow Experience in Impulsive Buying Behaviour: A Study from the Perspective of TikTok User	Tan Hong Qing		
46.	Understanding the Determinants of Online Hotel Booking Intentions	Sharon Lian Sin Yee	Dr Tiong Kui Ming	
47.	A Study of Eco-Conscious Consumer Behavior on Green Products	Tan Sze Ting		
48.	Brand Loyalty Among Generation Z Towards Samsung Products in Malaysia	Chey Xin Hui	Dr Yeong Wai Mun	
49.	Factors Influencing the Adoption of Touch 'n Go eWallet Among Consumers in Malaysia	Lim Si Ting		

The conduct of this research is subject to the following:

- (1) The participants' informed consent be obtained prior to the commencement of the research;
- (2) Confidentiality of participants' personal data must be maintained; and
- (3) Compliance with procedures set out in related policies of UTAR such as the UTAR Research Ethics and Code of Conduct, Code of Practice for Research Involving Humans and other related policies/guidelines.
- (4) Written consent be obtained from the institution(s)/company(ies) in which the physical or/and online survey will be carried out, prior to the commencement of the research.

Should the students collect personal data of participants in their studies, please have the participants sign the attached Personal Data Protection Statement for records.

Thank you.

Yours sincerely,



Professor Ts Dr Faidz bin Abd Rahman
Chairman
UTAR Scientific and Ethical Review Committee

c.c Dean, Faculty of Accountancy and Management
Director, Institute of Postgraduate Studies and Research

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