THE IMPACT OF INFLUENCERS' ENDORSEMENT ON MALAYSIAN YOUNG ADULTS' ATTITUDES TOWARD ADVERTISING AND THEIR PURCHASE INTENTIONS

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TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

ABSTRACT

Social media influencers have significantly altered consumer behavior, particularly among young adults, as they have become more prominent in digital advertising. With more sponsored content and more people being sceptical of influencer endorsement, people are questioning whether or not they are real. The purpose of this study is to investigate the connection between young adults' purchase intentions in Malaysia and their opinions toward influencer endorsements in advertisements. In Malaysia, there is limited research on how influencer endorsements impact their attitudes toward advertising. Rising scepticism about the authenticity of these endorsements, particularly with the increase in sponsored content, challenges their effectiveness. Factors like influencer credibility, compatibility, and perceived authenticity are crucial in determining their impact on consumer behavior, making it important to explore how these elements influence Malaysian young adults' purchase intentions. An online survey was used to gather data from 50 respondents, who were young adults in Malaysia between the ages of 18 and 30, using a quantitative research technique. The association between influencer endorsements' congruence, trustworthiness, and attractiveness and their effect on consumer behavior was assessed statistically. By offering insights into how influencer endorsements can successfully impact purchase decisions, this study adds to the increasing corpus of research on digital marketing and consumer behaviours. It has practical ramifications for marketers looking to increase the success of influencer-driven initiatives in Malaysia's youth market.

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CHAPTER 1: INTRODUCTION

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1.0 Introduction

An overview of Malaysian young people' views regarding advertising and their intention to buy will be given by the study presented in this chapter. The aim of this study is to investigate and identify the key elements that affect young adults' perceptions of influencer endorsements in commercials and how these elements affect their intention to buy. The following topics are covered in detail in this chapter: the study's background, importance, issue statement, research purpose, research questions, and word definitions.

1.1 Background of Study

Historically, advertising companies have employed celebrities to endorse their products and services. This is due to the fact that celebrities share common characteristics, such as attractiveness (Schlecht, 2003). The utilisation of celebrities as spokespersons stems from their significant capacity to influence and their ability to garner a greater degree of attention and remember due to their fame (Schlecht, 2003). Customers view them as more engaging, they raise brand recognition, and they foster good attitudes towards businesses (Solomon 2002).

Nevertheless, the advent of technology has altered every part of our lives, and advertising is no exception. As media evolves, advertising agencies seize the chance to promote their products and services using a variety of marketing methods including social media marketing (Guruge, 2008). A newly created category of independent third-party endorsers, and social media influencers, utilises blogs, tweets, and other social media platforms to significantly influence audience attitudes (Freberg et al., 2011). Social media influencers (SMIs) are increasingly popular as many companies resort to social media influencers to endorse their brands (Marwick, 2005). While celebrities gain their

recognition and fame through their profession, social media influencers on the other hand gain fame by successfully branding themselves as expert on social media platforms by sharing self-generated content on specific topics such as beauty, food and fashion (Khamis et al., 2016).

Within digital consumers, social media influencers have been identified as powerful sources of information (Vrontis et al., 2021). To leverage the notoriety of the influencer for brand-building initiatives, marketers strategically select influencers as brand endorsers to create shareable content, including articles, photos, and videos (Vrontis et al., 2021). Influencers marketing is the term used to describe this practice, in which influencers are provided with monetary rewards or cash-in-kind for posting brand-embedded images, videos, articles, and reviews on social media platforms like Facebook, Instagram, and YouTube (Zhou et al., 2021). Recent research found that positive attitudes toward social media influencers and the endorsed brand are effectively influenced by the brand-embedded content shared by these influencers (Cheung et al., 2022). The idea behind consumer-influencer engagement behaviour is to provide a means for individuals to engage with influencers and express their desire to both consume and contribute to content created by influencers (Cheung et al., 2022). The fact that consumer-influencers engagement behaviour exists is evidence of the influence and popularity of influencers, which in turn increases the likelihood that consumers will remain loyal to businesses that have their support (Hughes et al., 2019).

With a sizable population actively using social media, Malaysia's digital landscape is expanding quickly. According to Kemp (2024), Malaysian young adults, who are defined as those aged 18 to 30, are among the most active consumers of these platforms. Digital trends significantly impact this demographic, which prioritizes peer opinions in their decision-making processes. Thus, influencers shape their opinions and purchase

intentions (Lim et al., 2017). Young individuals in Malaysia are more likely to have good purchase intentions when they feel that the influencers they follow correspond with their personal beliefs, interests, and aesthetics. This is because these consumers perceive influencers as relatable figures who offer genuine recommendations, rather than merely as marketers (Mukherjee & Banerjee, 2017). To engage young adults in Malaysia and shape their intent to make purchases, influencer marketing is an effective technique that may be utilized.

1.2 Problem Statement

Communication between brands and their target audiences has been significantly altered by the rapid expansion of digital media, particularly among young adults. Through their content, social media influencers (SMIs) have become influential third-party endorsers who influence consumer perceptions, attitudes, and purchase intentions. Although influencer marketing is becoming increasingly prevalent, there is still a lack of research regarding how these endorsements specifically influence the attitudes of Malaysian young adults toward purchase intention in advertising. The advent of influencer marketing has put pressure on the effectiveness of traditional advertising tactics that have relied on celebrity endorsements to build brand recognition and encourage great customer attitudes. The capacity of influencers to form personal relationships with their followers is a fundamental distinction between them and traditional celebrities. These connections are frequently characterized by a feeling of authenticity, connection, and transparency (Lou & Yuan, 2019). Nevertheless, research on how these characteristics influence young adults' purchase intentions in Malaysia is lacking. Additionally, not all endorsements result in favourable consumer outcomes, and not all influencers are equally persuasive. Several aspects can significantly impact the

effectiveness of an endorsement, including the standard of the product, the influencer's perceived credibility, and how well the influencer's image aligns with the brand's values. Influencers who connect with their audience on a personal level, for example, are more likely to win over their trust and encourage more purchases (Ki & Kim, 2019). Influencers might, however, have less of an influence on customer behaviour if they actively promote products regularly or if their information comes out as false (Audrezet et al., 2018). Hence, it is crucial to determine the influencer traits that have the greatest impact on the attitudes and purchasing intentions of young people in Malaysia.

Furthermore, challenges associated with transparency, authenticity, and consumer scepticism are prevalent in the ever-changing digital advertising landscape. As influencer marketing becomes more prevalent, concerns regarding the authenticity of endorsements and the disclosure of sponsored content have resulted in increased scrutiny. More and more, consumers—particularly younger ones—can tell the difference between influencer recommendations that are truly authentic and sponsored advertisements (Campbell & Farrell, 2020). This scepticism can affect the effectiveness of influencer marketing, as consumers may question the motives behind endorsements and whether influencers truly believe in the products they promote. In Malaysia, where young adults value peer recommendations and authenticity, the perceived authenticity of influencer endorsements could be a critical determinant of their impact on purchase intentions.

The effectiveness of influencer endorsements is largely determined by factors like the influencer's attributes and how customers see the influencer's sincerity and reliability. This study aims to fill these gaps by investigating how endorsements from influencers affect the attitudes of young adults in Malaysia towards advertisements that induce a purchase intention. This study looks at the main influences on successful endorsements and the moderating effect of attribute criteria to give marketers useful information for

optimizing influencer campaigns in the Malaysian market.

1.3 Research Objectives

The objectives of this study are:

RO1: To investigate the factors that influence Malaysian young adults' attitudes toward influencers' endorsement in advertisements.

RO2: To investigate the relationship between Malaysian young adults' attitudes towards influencers' endorsement in advertisement and their purchasing intention.

1.4 Research Questions

The research questions in this study are:

RQ1: What are the key factors of influencers that influence Malaysian young adults' attitudes toward influencers' endorsement in advertisement?

RQ2: What is the relationship between Malaysian young adults' attitudes toward influencers' endorsement in advertisement and their purchase intention?

1.5 Significance of Study

Companies today employ influencer endorsements as a marketing strategy to disseminate brand information and image to their audiences. Although there have been previous studies on the link between customers and influencers, there is a dearth of research studies on this subject in Malaysia, which has resulted in significant gaps in our understanding of the particular components that drive these outcomes. Further insight into the attitudes of Malaysian young adults and the topic of influencers' endorsements in advertisements may be gained through this investigation. Understanding the perspectives of young people on the endorsement of influencers is essential for marketers, the advertising industry, and businesses to build advertising strategies that are more engaging and innovative.

Examining particularly how influencer endorsements affect young individuals' purchase intentions in Malaysia, the study adds to the increasing database of research on influencer marketing. Even though the majority of the research that has been done thus far has been on Western contexts, there is a need for studies that investigate similar dynamics within diverse cultural settings, such as Malaysia. By providing insights into the specific traits that impact Malaysian young adults' responses to influencer endorsements, this study fills a major gap in the literature. It also advances our understanding of how social and cultural aspects impact consumer behaviour in digital marketing.

Overall, this study offers a thorough grasp of the variables affecting young adults in Malaysia when it comes to the success of influencer endorsements, with important implications for influencers, marketers, and academics. This research contributes to a

more profound and nuanced understanding of digital marketing strategies in Malaysia by investigating the intersection of influencer attributes and consumer attitudes.

1.6 Definition of Terms

The definition below is to further explain the concept and term used in this study.

Social Media Influencer

According to Cambridge Dictionary (2024), an influencer is a person who can influence other people's decisions and behavior. According to De Veirman et al. (2017), social media influencers, also known as digital influencers, are individuals who have amassed sizable social networks of followers, and the number of followers on these networks is a good indicator of their popularity.

Social Media Marketing

Cambridge Dictionary define that social media marketing as a method of advertising products and services using the internet by attracting the interest of a group (*Social Media Marketing*, 2024). According to Hayes (2024), social media marketing refers to the usage of social media to increase brand awareness, grow sales and increase website traffic.

Influencers' Endorsement

According to the Cambridge Dictionary, an influencer refers to a person who can influence other people on how to behave and endorsement refers to the act of support or approval of something or someone (*Endorsement & Influencer*, **2024).** Influencers endorsement refers to a product or service marketed by a well-known individual, who has a huge number of followers on social media and this persona is called a social media influencer (Shaw, 2024).

1.7 Chapter Layout

This research paper consists of five chapters as follows:

Chapter 1 will provide an overview of this chapter and will be an introduction to this study. Research in this area, both analytical and experimental, will provide the framework for future studies. It includes the problem statement, the research objectives, the research questions, the research background, the significance of the study, the definition of words, and the framework of this research project.

Chapter 2 consists of the relevant literature reviews from previous studies. This chapter presents the suggested conceptual framework and hypotheses, and it concludes with the provision of a conclusion.

Chapter 3 will cover the methodology where the method and procedure will be used in the study. Research instruments, construct management, data processing, data analysis, sample design, data collecting techniques, data analysis, and conclusion are all included.

Chapter 4, we will examine and analyse the questionnaire responses that are pertinent to the study objectives, research questions, and hypotheses. These replies will be presented in the form of figures, tables, or text. Based on the data gathering, we will talk about descriptive analysis and variable reliability. At the chapter's end, the conclusion will be discussed.

Chapter 5 is an overview of the entire study project's statistical analysis will be covered. In conjunction with the hypotheses, the findings of this investigation will be examined. The findings, discussion, limitations, and recommendations for future research are all included in this chapter. The chapter will conclude with a discussion of the overall conclusion in light of the study's goals.

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CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

This chapter enhances and expands upon the study on the efficacy of influencer endorsements, attitudes toward purchase intention, and the social learning theory by including relevant literature and studies.

2.1 Advertisement

Advertisement refers to public communication to promote a product or service, typically attracting engagement and sales (Adjust, 2022). According to Indeed (2021), advertisement is a powerful tool to help businesses engage with audiences, build trust with consumers, and additionally boost sales. Advertisements can have an immediate impact on engagement and sales depending on how the ads were created and how much was spent on the advertisement itself.

Traditional advertisements such as newspapers, billboards, and radio advertisements no longer function as much as they used to thanks to technology. Nonetheless, when the Internet became an everyday need, digital media such as social media, digital advertising, and so on began to develop (Kumar & Gupta, 2016). With the advancement of technology, advertising has also developed by adjusting to digital media advertisement. Facebook, Instagram, and TikTok are social media platforms that provide several digital media formats, enabling advertisers to successfully convey content to specific audiences. Since the consumers for different social media apps differ from one another and different messages need to be conveyed, the rise of these applications has influenced how advertising is advertised. Digital media advertisement such as TikTok Ads, Facebook Ads, and Instagram Ads, takes many forms such as images, videos, and graphics (Maryville University, 2020).

Ultimately, advertising is an essential strategy employed in a company primarily to build relationships with consumers and enhance sales. The effectiveness of advertising relies not just on the creativity of its implementation, but also on how the messages are conveyed to the intended audiences within the specific context. Advertising remains relevant in the marketplace as consumer behaviour evolves following technological advancements.

2.2 Social Media Marketing (SMM)

Social media refers to the digital technology that allows people to connect and share information without any restriction. It is not only limited to the text but also incorporates visual information. People engage by liking, commenting, and sharing the information that they find interesting and relate to them. Every platform serves a different target, and choosing the right platform will be an advantage in maximizing engagement with the target audience (Dollarhide, 2024). For example, if one brand targets people who like fashion and beauty, they should find social media apps that do not focus on posting a lengthy message and caption but rather social media applications that focus on visuals such as short video platforms, TikTok, or Instagram.

Social media marketing (SMM), or digital marketing, involves using social media sites like TikTok to promote products and services. According to Vinerean and Opreana (2021), the purpose of social media marketing is different for every platform. For example, TikTok is for a small snippet, Instagram allows businesses to have a professional profile and many more. As proposed by Kim and Ko (2012), brand businesses can gain exposure and enhance the relationship between a consumer and the brand. Additionally, one-way communication is no longer relevant in the new technology era due to too many restrictions on time, place, and medium. Unlike the current media, which provides two-way

communication with customers, businesses can improve their products and services by getting feedback directly from the consumer.

The latest survey provided by OOSGA, (2023) indicates that in Malaysia, there will be about 30.8 million active social media users in 2022, an 8% increase from 2021. The key drivers of using social media in Malaysia are "Looking For Things To Do or Buy" at 40%, "Finding Product to Purchase" at 38%, and "Celebrities and Influencers" at 29%. Businesses must create efficient strategies using statistical information to create trending content and generate engagement. Creating engaging content is difficult, so companies must make good content that aligns with their products (Imoto, 2022). That is why, social media marketing (SMM) is significant to this research project as influencer endorsement, best known as influencer marketing, is part of businesses' strategies.

2.3 Influencers' Endorsement

Influencer marketing has become a popular and effective online marketing strategy. It is not surprising that marketers are using the power of well-known social media personalities for promotional reasons, considering the large number of internet users who frequently utilize social media platforms for inspiration, amusement, and product recommendations.

According to Geyser (2024), an influencer is an individual who possesses the ability to influence the purchasing decisions of others due to their expertise, position, or connection with their audience. They maintain an engaged following within a specific niche, with the size of their audience varying according to the niche's topic. Influencers are important social connection assets that businesses may collaborate with to accomplish their marketing objectives; they are more than simply marketing tools.

Despite the similarities with traditional celebrity endorsement, influencer endorsement has a key difference. According to Influencity (2023), the key difference is that

consumers are aware that celebrities only promote the product because they have contracts and they have to do so. On the other hand, social media influencers will never endorse something that will tarnish their brand identity, and followers trust people who have studied a product and the genuineness of the value. Ideally, every influencer has their niche and is an expert in their field. This will increase the credibility and authentication of the influencers; thus, the followers will trust what they say (Influencity, 2023).

Several studies have investigated the impact of influencer endorsements on consumer behaviour. For instance, Diena Dwidienawati et al. (2020) found that of 187 participants, 104 were influenced by influencer endorsement rather than customer reviews. For influencer marketing, there are several types of campaign approaches such as guest posting as a blog, sponsored content as content creation by companies or collaborations with influencers, giveaways, mentions, and many more.

The effectiveness of influencer endorsement is due to several factors such as attractiveness, credibility, and congruence. This is supported by Torres et al. (2019) who examined the effect of digital influencers' attractiveness and the effect of the congruence between a digital influencer and a brand on consumer attitudes and purchase intentions. Another study by Kiss (2021) studied how the influencers' expertise, attractiveness, trustworthiness, and similarity affect their follower's purchase intention.

2.4 Attitudes Toward Influencers' Endorsement and Purchase Intention

An individual's attitude is characterized as his or her appraisal, emotional sentiments, and actions towards appearances, things, thoughts, and behaviours. The attitude towards the brand is defined by Mitchell and Olson (1981, p. 318) as an "individual's internal evaluation of the brand.", this simply means that an attitude is an internal state.

According to Bagozzi et al. (1979) and Ostrom (1969), purchase intentions are personal action tendencies that are associated with the brand. Attitudes and intentions are two different things. As stated by Eagly and Chaiken (1993, p. 168), intents are a person's conscious plan to exert effort to carry out a behaviour, whereas attitudes are summary appraisals. Thus, a short definition of purchase intentions means a person's intentional decision to attempt to buy a brand.

Chetioui et al. (2020) and Huang et al. (2011) have stated that consumers' attitudes toward influencers can contribute to a positive brand attitude, which in turn influences their purchase intentions. Amos, Holmes, and Strutton (2008) and Taillon et al. (2020) have conducted research that supports the notion that brand attitude is positively influenced by one's attitude toward influencers. An influencer can serve as a role model for the community, provide information on the most recent products, provide information on unique products, display captivating content about the specific industry, and be a dependable source of information (Chetioui et al., 2020).

In the following, the factors such as attractiveness, congruence and credibility that may influence Malaysian young adults' attitudes towards influencers' endorsement in social media marketing will be discussed below:

Attractiveness: This factor shows that the more attractive the endorser, the more impactful the endorsement to the consumer. According to Erdogan (1999), attractiveness simply means a positive stereotype that attaches value to a person's physical appearance as well as other traits like personality and athleticism. Additionally, influencers' attractiveness not only shapes consumer's trust but also could accelerate brand awareness (Lou & Yuan, 2019). Thus, attractiveness does have a significant influence on consumer and purchase intention.

Credibility: This element indicates that the credibility of an influencer determines the success of their endorsement. Essentially, credibility refers to the degree to which this individual is credible and reliable (Rebelo, 2017). The message is more likely to be accepted when the influencers are more credible (Lou & Yuan, 2019). The information disseminated by influencers can significantly impact the efficacy of the endorsement. A study has shown that consumers are more inclined to engage with the content posted by social media influencers when they perceive that they are credible and possess the necessary expertise. Consequently, they will have a positive intention to purchase the product recommended by the influencers (AlFarraj et al., 2021). Thus, endorsement effectiveness about purchase intention is positively affected by credibility.

Congruence: This factor will dive into the relationship between an influencer's congruence and a brand. According to the Cambridge Dictionary, congruence refers to the similarity or agreement with something (*Congruence*, 2024). Accordingly, congruence has a higher effect on endorsement, according to Torres et al. (2019), who looked at how congruence between digital influencers and a brand affected consumer attitudes and purchase intention. Another study discovered that an endorsement is more successful if the endorser bears the same congruency as the product they recommend (Kahle & Homer, 1985; Kamins, 1990; Kamins

& Gupta, 1994; Lynch & Schuler, 1994; Misra & Beatty, 1990; Till & Busler, 1998, 2000; Till, Stanley, & Priluck, 2008). Thus, influencers become more appealing to consumers who are likely to have similar lifestyles or use comparable products, which leads to favorable attitudes toward purchase intention (Feick & Higie, 1992).

The effectiveness of social media influencers' endorsement approach for a brand or service will be influenced and determined by the three primary factors that have been highlighted above. There are additional considerations, such as the target audience's location, language, or culture, that impact the endorsement's impact. To put it briefly, these days, the endorsements of social media influencers have more weight. The finding, which is corroborated by Schouten et al. (2021), demonstrates that participants tend to gravitate toward influencers due to their congruence and credibility. In addition, participants are also inclined to purchase things that are endorsed by influencers (Schouten et al., 2021).

2.5 Proposed Conceptual Framework and Hypotheses
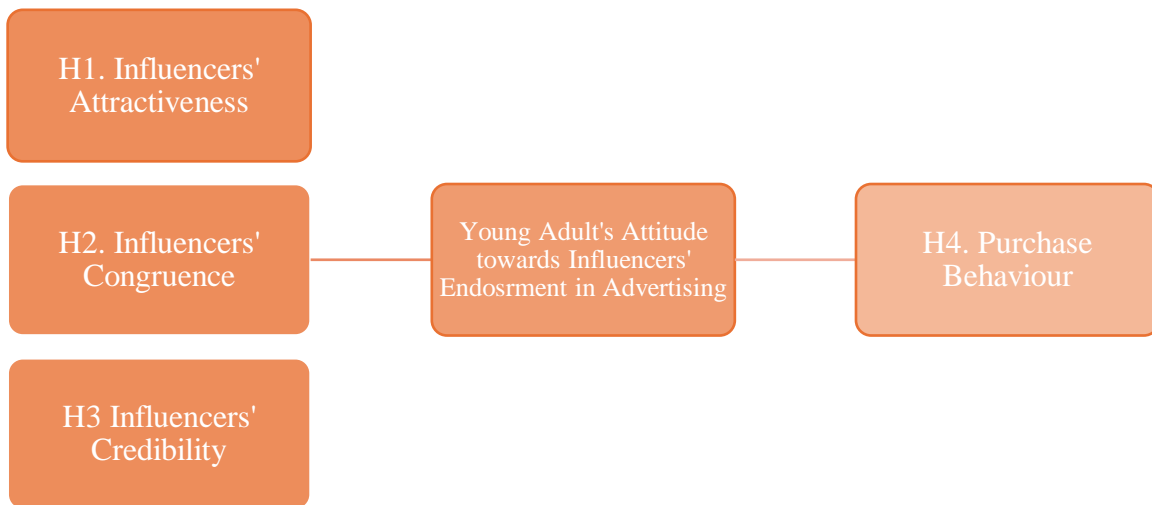
Figure 2.1: Conceptual Framework for The Impact of Influencers' Endorsement on Malaysian Young Adults' Attitudes Toward Advertising and Purchase Intention

H1.	There is a positive relationship between the influencers' attractiveness and Malaysian young adults' attitude towards celebrity endorsement in social media marketing.

H2.	There is a positive relationship between influencers' congruence and Malaysian young adults' attitudes towards influencers' endorsement in social media marketing.

H3.	There is a positive relationship between influencers' credibility and Malaysian young adults' attitudes towards influencers' endorsement in social media marketing.

H4. There is a positive relationship between Malaysian young adults' attitudes towards influencers' endorsement in social media marketing and purchase intention.

Figure 2.1 demonstrates the proposed conceptual framework, derived from previous related theoretical frameworks, and serves as the basis for the research. The effectiveness of using an influencer's endorsement strategy to draw customers is determined by a few key elements, according to the prior theoretical framework. This aspect may be examined to ascertain the efficacy. Therefore, it is feasible to investigate Malaysia to ascertain the current perspectives of Malaysian young adults regarding influencer endorsements.

By employing the conceptual framework, it is feasible to establish the connection between the independent and dependent variables. The independent variables are the factors that influence consumers' attitudes towards influencers' endorsement, including attractiveness, credibility, and congruence. The dependent variables are the purchase intention and attitudes of young adults towards influencers' endorsement. In conclusion, this study will examine the positive correlation between the purchase intention of Malaysian young adults and their attitudes towards influencers' endorsement in social media marketing, as well as the attractiveness, congruence, and credibility of influencers.

2.6 Conclusion

This chapter reviewed some of the literature that is relevant to the independent and dependent variables in this study. Various topics related to the research were discussed such as the definition of advertisement and social media marketing, the definition of influencers' endorsement, and its impact, and attitudes toward influencers' endorsement and purchase intention. Furthermore, the conceptual framework has shown the relationship between factors that influence Malaysian young adults' attitudes towards influencers' endorsement in social media marketing and their purchase intention.

CHAPTER III: METHODOLOGY

3.0 Introduction

The research methodology used in this study is explained in this chapter. The research methodology is an essential component of the research process, as it directs the acquisition and analysis of data, explaining the methodology employed to analyse the collected data in relation to the hypotheses outlined in Chapter II. Furthermore, this chapter will address the research design, data collection methods, sampling design, research instruments, construct measurement, data processing, and data analysis.

3.1 Research Design

The research design is defined as the set of conditions for data collection and analysis in a manner that seeks to balance relevance to the research purpose with efficiency in the procedure (Kothari, 2019). This design ensures that the study is consistently in line with its objectives by providing a blueprint for the procedures used to collect, measure, and analyze data (Frey, 2018). Fundamentally, research design lets researchers turn vague research questions into a planned and logical process, choosing the right methods and techniques to make sure the results are true, reliable, and repeatable (Creswell & Creswell, 2018).

According to Frey (2018), research design involves the meticulous planning of each phase of the research to guarantee reliable and valid results. Selecting the appropriate sampling methods, selecting the type of study (qualitative, quantitative, or mixed-method), and addressing ethical considerations are all part of this process. The design enables researchers to avoid biases and errors by delineating distinct steps for data collection and analysis, thereby providing a coherent path toward drawing meaningful conclusions. Quantitative methods will be used in this studying. The data is initially gathered through

literature reviews and previous studies to establish a foundation, and it is subsequently expanded upon by conducting surveys to examine the relationships between the variables.

This study aims to examine the purchase intention of Malaysian young adults and their attitudes toward influencers' endorsement in advertisements. The study also intends to lend credence to the hypothesis that there is a correlation between the credibility, attractiveness, and expertise of influencers as independent variables and the attitudes and purchase intentions of young adults as dependent variables when it comes to influencer endorsement in advertisements. Consequently, quantitative and descriptive research methods are implemented in this study.

3.1.1. Quantitative Research

In quantitative research, numerical data is collected in a systematic way and subsequently processed and analyzed using statistical approaches to get significant insights. This approach is frequently used to test theories, look at correlations, and predict the future in a variety of domains, including marketing and the social sciences (Johnson & Christensen, 2020). According to Bryman (2021), quantitative research is great for getting a big picture of trends in bigger sample groups. This gives researchers useful information for making decisions and drawing broad conclusions.

3.1.2. Descriptive Research

The purpose of a descriptive survey is to provide an overview of a certain phenomenon by capturing and documenting the present circumstances, actions, or attitudes towards it. They provide valuable insights into patterns and trends by evaluating general or specific behaviours, characteristics, and measurements. According to Kumar (2019), To achieve reliable results, it is essential for researchers

to comprehend the phenomenon's context prior to gathering data.

Understanding *how*, *when*, and *where* something occurs provides a solid foundation

before exploring *why* it happens (McCombes, 2019). Descriptive research is the

optimal approach when the goal is to determine the characteristics, frequencies, and

trends of a specific subject, such as influencer endorsements (McCombes, 2019).

3.2 Data Collection Method

The structured and organized process of acquiring and analyzing information about

variables is known as data collection. This process allows researchers to evaluate study

outcomes, address research concerns, and test hypotheses. The objective of effective data

collection is to acquire high-quality evidence, which is subsequently analyzed to provide

reliable answers to the research questions and meaningful insights (Bhandari, 2020). Primary

data will be used to test the hypotheses and get accurate findings in this research.

3.2.1 Primary Data

Primary data is information that is directly obtained from first-hand sources,

with the intention of being used for a specific study. Surveys, interviews,

observations, and experiments are among the most common methods of gathering

primary data. These methods enable researchers to acquire distinctive, necessary, and

precise information that is directly relevant to the objectives of the study. In order to

get a deeper and more precise grasp of the study topic, primary data collecting

involves interacting directly with subjects or phenomena (Kothari, 2019). Researchers

can conduct a more thorough analysis and draw more precise conclusions by

collecting original data that is current and precisely corresponds with the research

objectives. The major data source for this study is directly administered

questionnaires. This ensures that the survey is conducted in a manner that is most responsive to a broader range of respondents.

3.3 Sampling Design

A strategic strategy known as a sampling design is employed by researchers to select a subset (sample) of individuals, groups, or objects from a larger population to participate in a study. This design directs the selection of the subjects or objects that will be included in the research, thereby guaranteeing that the sample accurately represents the broader population and allowing the researcher to draw valid conclusions from the evidence.

3.3.1 Target Population

According to Thomas (2023), a target population is a particular group of individuals who are deemed eligible for inclusion in a research study and possess specific characteristics. The objective is to comprehend and examine the concerns, preferences, and actions of this group, including recognizing patterns of behavior or attitudes. Malaysian young adults aged 18 to 25 comprise the target population in this investigation, with no limitations on gender, ethnicity, education level, or occupation. This comprehensive method enables a more exact examination of how criteria such as influencer trustworthiness, attractiveness, and expertise (independent variables) impact young adults' views toward influencer endorsements and purchase intentions (dependent variable).

3.3.2 Sampling Frame and Sampling Location

According to Fink (2024), the sampling frame is a catalogue or collection of individuals within the target population who satisfy specific criteria for participation

in a survey. It facilitates the process by which researchers choose study participants. The sampling frame for this study is predicated on the requirement that participants consistently interact with influencer-endorsed ads across a variety of media channels.

Furthermore, the sample location is in Malaysia. It will target young adults in the Selangor and Kuala Lumpur regions of the Klang Valley. This is because Kuala Lumpur is the biggest city in Malaysia and also its capital. Data collection from the most prevalent location is more appropriate due to the time constraints of this study, as it more accurately represents the population.

3.3.3 Sampling Size and Sampling Elements

A study's sampling size is the total number of people or units chosen to take part in it (Kumar, 2019). This factor is essential in assessing the reliability and representativeness of the study's findings. There will be 5 pilot tests conducted as part of this project, and the sample size has been established at 50 participants. Prior to the official questionnaire, 5 pilot tests were administered, and 50 actual questionnaires were afterwards distributed. In order to ensure that the questionnaire's quality is verified and that the questions are comprehensible to the respondents, the pilot test is conducted. The research is significantly impacted by the sampling size of 50, as it facilitates the comprehensive understanding of the entire targeted population in this study.

A research study selects individual units or entities within a population for analysis, which are referred to as sampling elements. The larger population from which these elements are drawn can be represented by individuals, organizations, events, or other objects of interest (Creswell & Creswell, 2018). In addition, the sampling elements of this investigation are dedicated to Malaysian young adults

between the ages of 18 and 25. In the context of influencer marketing, young adults, particularly those between the ages of 18 and 25, are frequently the most engaged demographic. Nearly 70% of individuals in this age group are active on social media platforms, including Instagram, where they are highly engaged. Their likelihood of engaging with influencers and being influenced by their endorsements increases accordingly (Chen et al., 2024). Thus, the sampling elements of this study is exclusively focusing on Malaysian young adult age 18 to 25.

3.3.4 Sampling Technique

A sampling technique is a method that allows researchers to extract insights about the entire group without scrutinizing each member by selecting a portion of individuals or objects from a larger population. This method is essential for investigations in which it is difficult or impossible to conduct surveys or experiments on the entire population.

Probability and non-probability sampling are the two primary categories of sampling techniques. Assuring that each member of the population has a known, non-zero probability of being selected, probability sampling methods, such as random sampling, enable researchers to draw broader conclusions from the results (Etikan et al., 2016).

Non-probability sampling, on the other hand, covers techniques like convenience and purposive sampling and is not dependent on random selection. Non-probability sampling can be more efficient, especially when dealing with limited resources, tight timelines, or hard-to-reach populations (Acharya et al., 2013).

For this research, non-probability sampling will be utilized. According to Sharma (2017), non-probability sampling basically based on judgement. Non-

probability sampling procedure does not require any basis for estimating the

probability of each item in the population has of being included in the sample

(Kothari, 2019). Selective sampling or best known as purposive sampling basically

the selection of the sample are deliberately chosen by researchers. The advantage of

using selective sampling method is that it can provide the researchers with the

justification to make generalisation from the sample that is being studied (Sharma,

2017). Therefore, under non-probability sampling, selective sampling technique will

be adopted for this study.

3.4 Research Instrument

Data collection, measurement, and analysis are the functions of a research instrument,

which is a device or mechanism that is employed in a study. They are also essential in

supporting the methodology and findings of the study. According to Creswell and Creswell

(2018), the selection of an appropriate research instrument is contingent upon the research

design, target population, and form of data required. Hence, survey questionnaire will be used

in this study.

3.4.1 Survey Questionnaire

Research questionnaires are a great way to get organized, structured data from people. The questionnaire comprises a sequence of inquiries that are meticulously designed to collect precise data regarding the research objectives. Creswell & Creswell (2018) assert that a questionnaire should be meticulously designed to comply with the research objectives, ensuring that the question formats are appropriate for the information required. The questionnaire survey for this study is open to participants who have seen and are familiar with influencer endorsements. A web-based survey made with Google Forms and distributed through social media platforms will be used to collect data for this project. Respondents will read through each part consecutively and respond accordingly. The questionnaire only includes closed-ended questions and is divided into four sections, each of which is displayed on a different page.

3.4.2 Questionnaire Design

For this survey, we used an English-language sample of Malaysians with a medium level of proficiency in the English language. As illustrated in Figure 3.0, the research topic and objectives would be briefly explained prior to the commencement of the questionnaire. Four components make up the questionnaire: Section A asks about the respondent's demographics, Section B asks about their psychographics, Section C asks about the young adult's attitude regarding the influencers' attitude in the advertising, and Section D asks about the young adult's purchase intention.

The Impact of Influencers' Endorsement on Malaysian Young Adults' Attitudes Toward Advertising and Their Purchase Intention

I am **Norshahirah Binti Abdul Razak**, a final-year undergraduate student at the **University of Tunku Abdul Rahman (UTAR) who is pursuing a Bachelor of Communication (Hons.) in Broadcasting.** At present, I am engaged in a study for my final year assignment, which is entitled **"The Impact of Influencer's Endorsement on Malaysian Young Adults' Attitudes Toward Advertising and Their Purchase Intention."** The purpose of this study is to examine the factors that affect the purchase intention of Malaysian young adults and their attitudes toward the endorsement of social media influencers in advertisements.

The questionnaire is comprised of 4 sections and will require approximately 5 to 10 minutes to complete. Please respond to ALL queries and sections. Your responses are of the utmost importance and undoubtedly contribute significantly to this investigation. We will maintain the strictest confidentiality and anonymity regarding your responses to this questionnaire and any associated information.

I appreciate it if you could complete the following questionnaire. If you have any inquiries, please email me at shahirarzk@1utar.my

Thank you for your time and participation. Have a good day!

shahirarzk@1utar.my Switch account

* Indicates required question

Figure 3.0: Survey Questionnaire Cover – Brief Explanation

The demographic survey included in Section A comprises multiple-choice questions. The first five questions in this part inquire about the respondent's demographic information, including their gender, age, level of education, ethnicity, and profession. The demographic questionnaire is illustrated in Figure 3.1.

Section A: Demographic

Please fill in your personal information.

Gender *

- ○ Male
- ○ Female

Age *

- ○ 18 - 20
- ○ 21 - 25
- ○ 26 - 30

Education Level *

- ○ SPM
- ○ STPM/A-Level/Foundation
- ○ Diploma/Certificate
- ○ Bachelor's Degree
- ○ Master's Degree
- ○ Doctorate

Figure 3.1: Survey Questionnaire Section A – Demographic

Additionally, questions with multiple-choice answers are included in Section B. This part consists of four questions. In this area, the researcher may acquire a comprehensive insight of the people's viewpoints, consumption habits, and opinions by making use of the lifestyles and preferences of the respondents. For instance, the most consumed media is the frequency of influencer endorsement advertisements, and the number of people who have ever bought a product after seeing an influencer's endorsement. Fig. 3.2 illustrates the psychographic questionnaire using a screenshot.

Figure 3.2: Survey Questionnaire Section B – Psychographic

The 16 questions in Section C are meant to examine the study's hypotheses. The factors of credibility, attractiveness, and expertise that impact the attitude towards the endorsement of influencers in advertising are included in this classification. Section C employs five-point Likert Scale inquiries, labeled 1 (strongly disagree) through 5 (strongly agree). The Likert scale is a highly valuable instrument for social science research due to the structured response options that facilitate the expression of nuanced views by participants (Bhandari, 2023). In order to participate, respondents must select an option that best expresses their viewpoint. Figure 3.3, 3.4, 3.5 and 3.6 illustrates the variable of the questionnaires.

Section C: Young Adults' Attitudes Toward Social Media Influencers' Endorsement in Advertisement

There are 18 questions in this section. Please select the response that most accurately represents your level of agreement or disagreement with the statement.

Attractiveness *

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I like the physical appearance of the influencer endorsement in an advertisement.	○	○	○	○	○
I am easily drawn in when watching an influencer's endorsement in an advertisement.	○	○	○	○	○
I enjoy the advertisement with the influencer I like best.	○	○	○	○	○
I prefer influencers with appealing personalities to endorse products	○	○	○	○	○

Figure 3.3: Survey Questionnaire Section C – Attractiveness

Figure 3.4: Survey Questionnaire Section C – Congruence

Figure 3.5: Survey Questionnaire Section C – Credibility

Young Adults' Attitudes toward Influencers' Endorsement in Advertisement. *

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I am open to the use of influencer endorsements in advertisements.	○	○	○	○	○
I prefer the marketing approach of using influencer endorsements in advertisements.	○	○	○	○	○
I believe that products and services endorsed by influencers in advertisements persuade me to try them.	○	○	○	○	○
Advertisements featuring influencers are more interesting to me than other advertising strategies.	○	○	○	○	○

Figure 3.6: Survey Questionnaire Section C – Young Adults' Attitude toward

Influencers' Endorsement in Advertisement

Section D includes four queries that are designed with a five-point Likert scale for the purchase intention measurements, as illustrated in Figure 3.7.

Figure 3.7: Survey Questionnaire Section D – Attitudes Toward Influencers'

Endorsement in Advertisement & Purchase Intention

3.4.3 Pilot Test

The research process can be enhanced by conducting a pilot study, which is particularly beneficial for the refinement and testing of the design, sample selection, and data collection instruments. The reliability and validity of data collection instruments in the primary study can be improved by identifying and adjusting any issues in the methodology through the conduct of a pilot study (Muasya & Mulwa, 2023). In addition, pilot studies can reduce the potential negative effects of unexpected difficulties in collecting samples, coordinating procedures, or even analyzing initial results. Researchers are able to obtain feedback on the intelligibility of questions and the overall effectiveness of surveys by testing them with a small sample prior to the primary study. This feedback is then used to inform the necessary adjustments (National Center for Complementary and Integrative Health, 2020).

Online pilot testing will be implemented in this investigation, which will involve 5 young adults in order to make sure the questions are acceptable for the intended audience and are concise and easy to understand, this step provides for feedback. There were no problem in answering the questions during the pilot test and positive feedback was given. Finally, the survey will be distributed to the primary sample of 50 participants after any necessary adjustments are made following this pilot test.

3.5 Construct Measurement

Based on the type of data and the level of precision required, there are three categories of construct measurement and various scales that can be used to quantify variables.

3.5.1 Nominal Scale

In statistics, a nominal scale is the most fundamental form of measurement scale, utilized to classify or categorize data without any quantitative value or organization (Salkind, 2010). It includes the assignment of objects to distinct categories, each of which is mutually exclusive and collectively exhaustive. In a nominal scale, the values are typically designations or names rather than numbers, and there is no inherent order or classification among the categories. Additionally, nominal scale is utilised for the survey questionnaire in the section A to categorised them.

3.5.2 Ordinal Scale (Likert Scale)

A type of measurement scale called an interval scale sorts and groups data and also sets similar lengths between each point on the scale. This means that there is no real zero point, but the difference between any two numbers is useful (Kothari, 2019). Likert scales are an efficient method for evaluating subjective data and are frequently implemented in social science research to quantify abstract constructs, including satisfaction, agreement, and preference. Researchers can generate combined scores that accurately represent their overall attitudes or perceptions by aggregated responses across items (Joshi et al., 2015). The survey questions in sections C and D of this study use the interval scale, requiring respondents to select the best response from

"strongly disagree, disagree, neutral, agree, or strongly agree" for each variable statement.

3.6 Data Processing

The term "data processing" refers to the steps used to systematically transform raw data into useful information for analysis in a research effort. McNabb (2015) says that data processing includes a number of steps, such as collecting, organizing, cleaning, transforming, and analyzing data. Each of these steps is designed to find answers to the study question. Researchers can ensure the accuracy and relevance of their final findings by efficiently managing and interpreting data through this process.

The process of gathering information from accessible sources, such as questionnaire replies from respondents, is known as data collecting. For further analysis and presentation, material is then saved in digital formats. Online data collecting allows for easy digital storage of all collected data. The information that was gathered must then be arranged and filtered after that. This is critical for the research and required for data selection. To proceed, the data will be processed to verify, transform, and reorganize it for future use. Data is automatically transformed into pie charts and graphs which are prepared for analysis using Google Docs in this research. Data analysis is breaking down the data into its separate elements and then explaining them using analytical and later presented.

3.7 Data Analysis

In order to extract useful insights that satisfy the study objectives, data analysis in research involves cleaning, converting, and modelling data (Saunders et al., 2019). This process involves the analysis and interpretation of data to determine patterns, insights, and conclusions that are applicable to the research questions and hypotheses. The analysis will

include both qualitative and quantitative data, as this research employs a quantitative

approach to data collection. Descriptive analysis will be implemented.

3.7.1 Descriptive Analysis

Descriptive analysis is a statistical technique that typically employs measures

such as mean, median, mode, and standard deviation to summarize and describe the

primary characteristics of a dataset. According to Mertens (2019), it facilitates

researchers' comprehension of the fundamental attributes of the data without requiring

them to formulate predictions or inferences. A clear and concise summary of the

collected data is frequently achieved through the use of this type of analysis in both

qualitative and quantitative research.

3.7.2 Inferential Analysis

Inferential analysis refers to a set of statistical methods used to make

predictions, draw conclusions, or infer properties about a population based on data

collected from a sample. Unlike descriptive analysis, which focuses on summarizing

data, inferential analysis aims to determine relationships, test hypotheses, and

generalize findings beyond the observed data. Techniques such as regression analysis,

hypothesis testing, and correlation analysis are common tools in inferential analysis

(Creswell & Creswell, 2018). Pearson's Correlation Analysis the main inferential

analysis used in this study.

3.7.2.1 Pearson's Correlation Analysis

A Pearson correlation assesses the strength of the linear relationship

between two continuous variables. This linear relationship can be represented

by a straight line on a scatterplot between the variables of interest. The

correlation value range between -1.0 – 1.0 indicates both the strength and the

nature of the relationship (DeCoster, 2004). The sign of the correlation reflects

the direction of the relationship. A positive sign means that as one variable

increases, the other tends to increase as well, while a negative sign means that

as one variable increases, the other tends to decrease. The magnitude of the

correlation indicates the strength of the relationship between two variables.

The greater the distance of the correlation value from zero, the stronger the

relationship. A correlation of zero suggests that there is no relationship

between the two variables (DeCoster, 2004). As shown below, Figure 3.8

illustrate the spectrum of correlation coefficient.
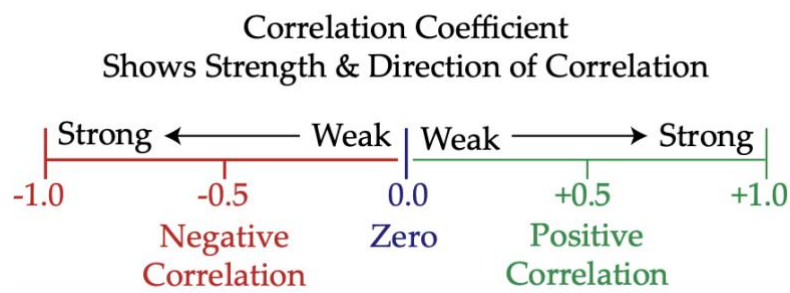
Figure 3.8: The spectrum of the correlation coefficient

(Source: DeCoster, J. (2004, February 21). Data analysis in SPSS. Academia.

https://www.academia.edu/15281435/Data_analysis_in_SPSS)

3.8 Conclusion

      This chapter concluded with reviewing the key components of the research methodologies. These consist of the research instrument, construct measurement, data processing, data analysis methods, sampling strategy, research design, and data gathering method. 50 self-administered questionnaires were sent in order to gather data, and five pilot tests were carried out before the main data collection. The data analysis's findings will be shown and examined in Chapter 4.

CHAPTER IV: FINDINGS & ANALYSIS

4.0 Introduction

This chapter presents an analysis of the data collected from 50 respondents. The results are examined using both descriptive and explanatory analysis. Furthermore, the chapter includes hypothesis testing and a discussion of the findings derived from the survey questionnaire.

4.1 Descriptive Analysis

4.1.1 Demographic (Section A)

A total of 50 respondents participated in the questionnaire, which includes multiple sections. In Section A, the demographic section, information was gathered on gender, age, education level, ethnicity, and employment status.

Gender
50 responses
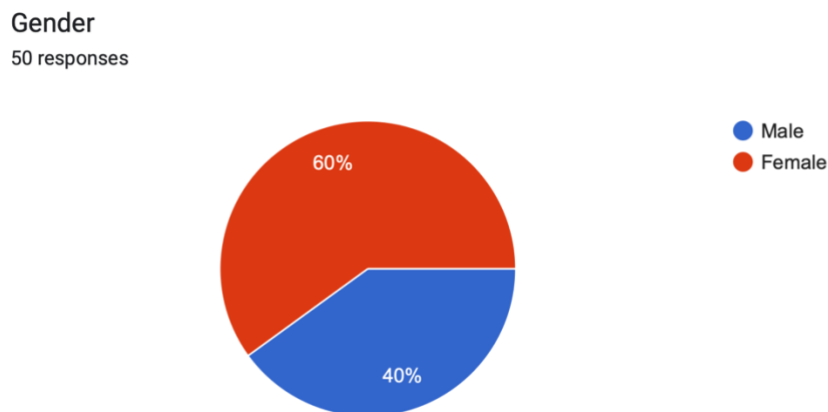
Figure 4.1: Gender

	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Male	20	40	40	40
Female	30	60	60	100
Total	**50**	**100**	**100**	

Table 4.1: Gender

Figure 4.1 and Table 4.1shows the gender of the respondents who took part in this study. The number of the female respondents are higher than male respondents. In total of 50 respondents, 30 (60%) were females, and 20 (40%) were males.

Age
50 responses
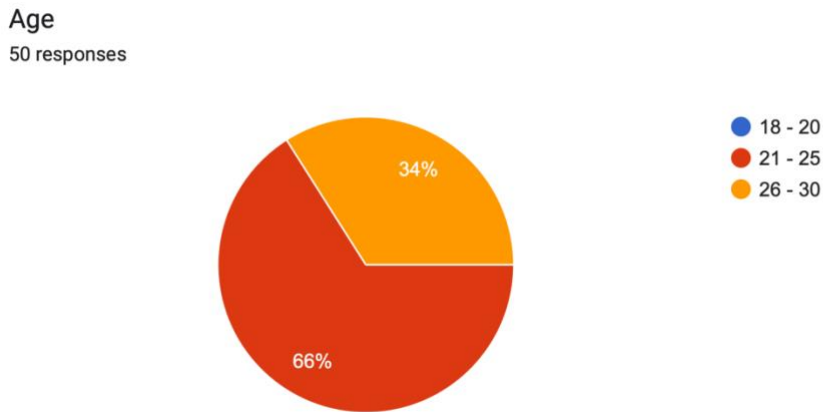
Figure 4.2: Age

	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
18-20	0	0	0	0
21-25	33	66	66	66
26-30	17	34	34	100
Total	**50**	**100**	**100**	

Table 4.2: Age

Figure 4.2 and Table 4.2 shows that the highest percentage of the age range between 21-25 years old is 33 (66%), age range between 26-30 years old is 17 (34%) and, age range between 18-20 has no respondent participated.

Education Level

50 responses
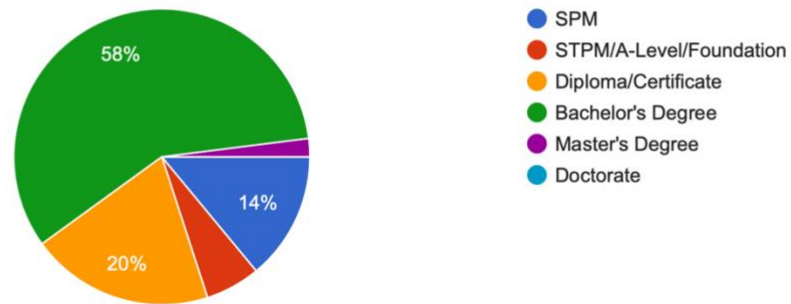
Figure 4.3: Education level

	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
SPM	7	14	14	14
STPM/A-LEVEL/FOUNDATION	3	6	6	20
DIPLOMA/CERTIFICATE	10	20	20	40
BACHELOR'S DEGREE	29	58	58	98
MASTER'S DEGREE	1	2	2	100
DOCTORATE	0	0	0	100
TOTAL	**50**	**100**	**100**	

Table 4.3: Education Level

Figure 4.3 indicates that there are no respondents at the doctorate education

level. The education level with the highest percentage is a bachelor's degree, followed

by a diploma, SPM, STPM/A-Level/Foundation, and master's degree, with 29 (58%),

10 (20%), 7 (14%), 3 (6%), and 1 (2%) respectively.

Ethnicity
50 responses
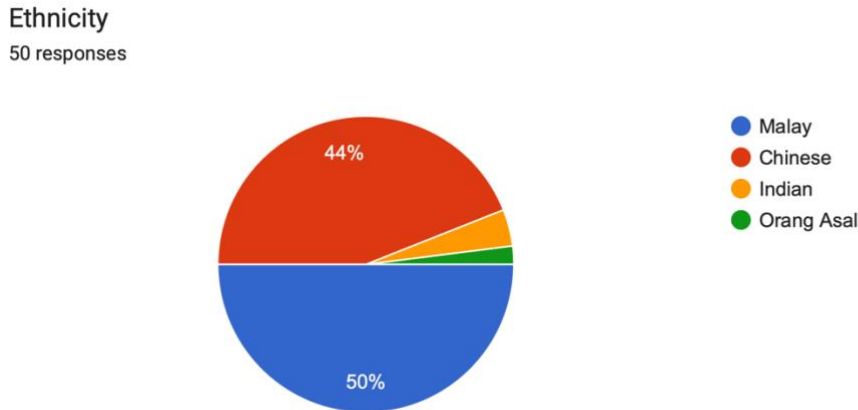
Figure 4.4: Ethnicity

	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Malay	25	50	50	50
Chinese	22	44	44	94
Indian	2	4	4	98
Orang Asli	1	2	2	100
Total	**50**	**100**	**100**	

Table 4.4: Ethnicity

Figure 4.4 and Table 4.4 illustrate the ethnicity of the respondents, and the biggest proportion ethnicity that participated in this study is Malay with 25 (50%), followed by Chinese with 22 (44%), Indian with 2 (4%) and finally Orang Asli with 1 (2%).

Employment Status
50 responses
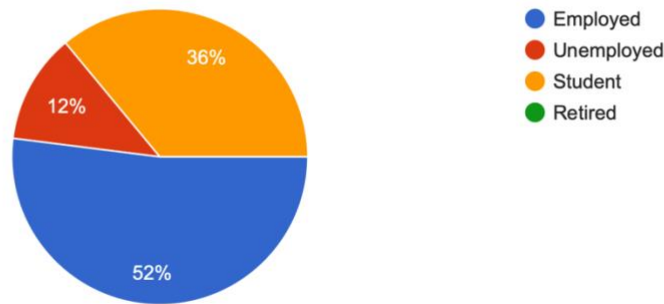
Figure 4.5: Employment Status

	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Employed	26	52	52	52
Unemployed	6	12	12	64
Student	18	36	26	100
Retired	0	0	0	0
Total	**50**	**100**	**100**	

Table 4.5: Employment Status

For the purpose of this study, the respondents came from a wide variety of professional backgrounds. Table 4.5 and Figure 4.5 show that, with a proportion of 52% (26 respondents), the majority of respondents were employed. The percentage of people who are students is 36% (18 people). Finally, the respondents who were unemployed and retired comprised 12% (6 individuals) and 0%, respectively.

4.1.2 Psychographics (Section B)

Section B of the questionnaire focuses on psychographic questions related to social media usage and preferences. It explores respondents' engagement with social media by asking whether they use social media, which platforms they frequent, and their daily usage time. Additionally, it delves into their interactions with social media influencers, including the types of influencers they follow and the qualities they value most in an influencer.

4.1.2.1 Do you have any social media?

Do you have any social media?
50 responses

Yes
No

100%
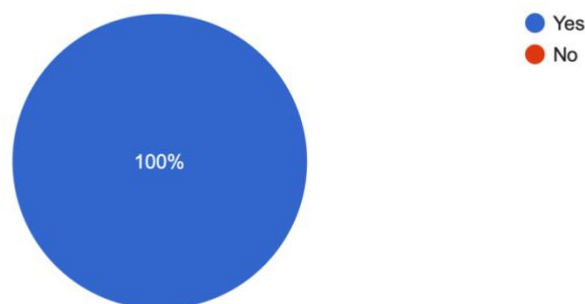
Figure 4.6: Do you have any social media?

All of the answers are "yes," so the pie chart is made up of a single solid-colored section that stands for 100%. This dataset contains no divisions or contrasting segments, as it lacks any "No" responses. The Figure 4.6 vividly highlights the participants' total agreement about social media usage.

4.1.2.2 Which social media platforms do you use most frequently? (Select all that apply)

Which social media platforms do you use most frequently? (Select all that apply)
50 responses

Platform	Value
Facebook	26 (52%)
X (Twitter)	14 (28%)
Instagram	42 (84%)
TikTok	24 (48%)
XiaoHongShu	17 (34%)
Douyin	1 (2%)
Threads	2 (4%)
Whatsapp	1 (2%)
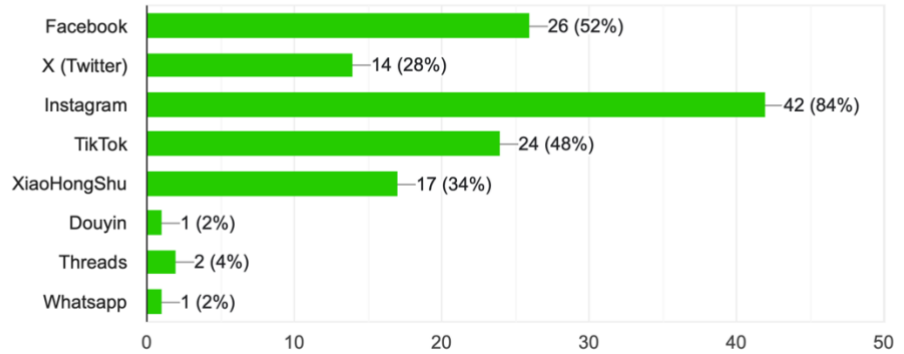
Figure 4.7: Which social media platforms do you use most frequently? (Select

all that apply)

Instagram is the most popular platform, as seen in Figure 4.7, where 42 respondents (84%) chose it, making it the most popular platform. Following by Facebook, which is used by 26 respondents (52%), or slightly more than half of the participants, TikTok is also a popular option that is utilized in close proximity to Facebook, with 24 respondents (48%). With 17 respondents using XiaoHongShu (34%), the group's user base is lower but nonetheless considerable, while 14 respondents (28%), using X (Twitter), demonstrate moderate popularity. In comparison to other platforms, Threads, Douyin, and WhatsApp exhibit minimal usage, with 2 respondents (4%), 1 respondent (2%), and 1 respondent (2%), respectively.

4.1.2.3 How many hours per day do you spend on social media?

How many hours per day do you spend on social media?
50 responses
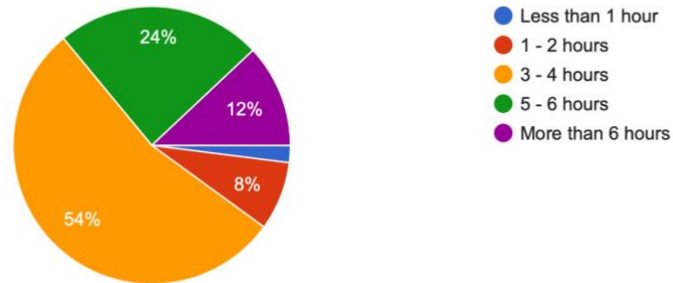
Figure: 4.8: How many hours per day do you spend on social media?

Figure 4.8 illustrates the breakdown of daily social media usage by the 50 respondents. The largest segment, representing 54% of participants, reports using social media for 1–2 hours per day, indicating this as the most common usage pattern. The second-largest category, comprising 24% of respondents, spends 3–4 hours daily on social media. A smaller proportion, 12%, reports usage of less than one hour per day, reflecting minimal engagement compared to their peers. Heavy users, spending more than six hours per day on social media, account for 8% of the respondents, while the smallest group, at 2%, reports daily usage of 5–6 hours.

4.1.2.4 Do you follow any social media influencers?

Do you follow any social media influencers?
50 responses
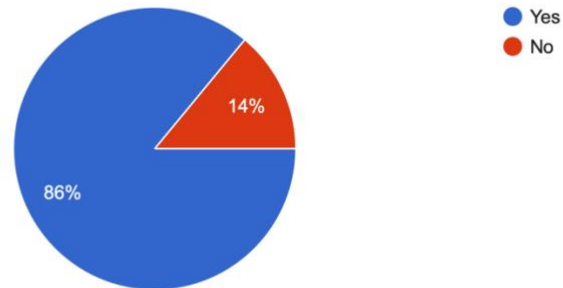
Figure 4.9: Do you follow any social media influencers?

Figure 4.9 illustrates the responses of 50 participants regarding their engagement with social media influencers. Figure 4.9 shows that the overwhelming majority of participants regularly follow social media influencers, highlighting their broad influence and reach across the group studied. The big blue segment represents the 43 respondents, or 86% of the survey, who said they follow social media influencers. Given their important position in digital society, this consensus emphasizes the substantial impact that social media celebrities have on people. 14% of respondents (7 persons) answered "No," as represented by the smaller red section.

4.1.2.5 What type of influencers do you follow the most? (Select all that apply)
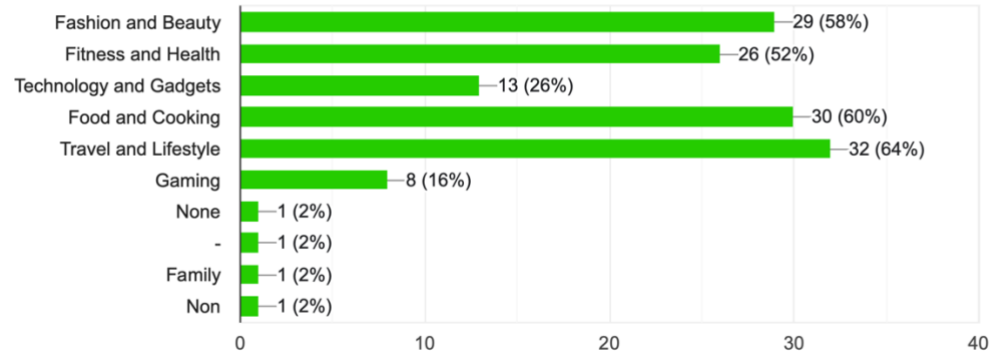
Figure 4.10: What type of influencers do you follow the most? (Select all that apply)

According to Figure 4.10, travel and lifestyle influencers had the largest percentage of followers, with 32 (64%), followed by food and cooking influencers with 30 (60%). With 29 followers (58%) and a ranking of third, fashion and beauty influencers were followed by fitness and health influencers with 26 participants (52%) and technology and gadgets influencers with 13 responders (26%). Only 8 respondents (16%) followed gaming influencers. The fact that a small number of respondents selected the "Other" category and stated "None," "-," "Family," or "Non" (each selected by one respondent, 2%), suggesting that these participants do not follow influencers or have unique preferences outside the common categories.

4.1.2.6 What qualities do you look for in an influencer? (Select up to three)

What qualities do you look for in an influencer? (Select up to three)
50 responses
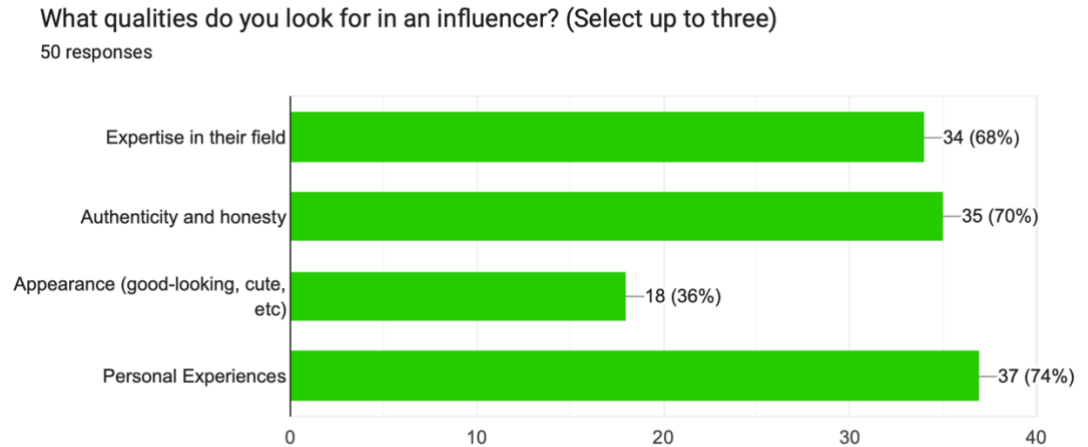
Figure 4.11: What qualities do you look for in an influencer? (Select up to

three)

As seen in Figure 4.10, the most favored attribute is Personal Experiences, which was selected by 37 respondents (74%) and followed by Authenticity and Honesty, which were chosen by 35 respondents (70%). 34 respondents (68%), who selected "Expertise in Their Field," indicated that trustworthiness and expertise are significant considerations for many followers. Only 18 respondents (36%) identified Appearance (e.g., being attractive or adorable) as a critical factor in evaluating influencers, suggesting that it is less important than other qualities.

4.1.3 Central Tendencies Measurement of Construct

Attractiveness	N	Sum	Mean	Standard Deviation	Variance
I like the physical appearance of the influencer endorsement in an advertisement.	50	187	3.74	0.921419	0.849592
I am easily drawn in when watching an influencer's endorsement in an advertisement.	50	167	3.34	1.117823	1.249378
I enjoy the advertisement with the influencer I like best.	50	191	3.82	0.918598	0.843673
I prefer influencers with appealing personalities to endorse products in advertisements.	50	201	4.02	0.821730	0.674408
Motive of Attractiveness			**3.73**	**0.944893**	**0.904263**
Congruence	N	Sum	Mean	Standard Deviation	Variance
I believe the influencer endorsement in an advertisement is expertise.	50	171	3.42	1.032379	1.065714
I believe the influencer endorsement in an advertisement is a brand fit.	50	184	3.68	0.933993	0.874286

	N	Sum	Mean	Standard Deviation	Variance
I believe the influencer endorsement in an advertisement is knowledgeable.	50	170	3.40	1.010203	1.020408
I believe the influencer endorsement in an advertisement is experienced.	50	177	3.54	0.993861	0.987755
Motive of Congruence			**3.51**	**0.992609**	**0.987041**
Credibility	**N**	**Sum**	**Mean**	**Standard Deviation**	**Variance**
I believe the influencer endorsement in advertisements is trustworthy.	50	159	3.18	1.025051	1.050510
I believe the influencer endorsement in advertisements is believable.	50	156	3.12	1.043076	1.087808
I believe the influencer endorsement in advertisements is sincere.	50	164	3.28	1.064953	1.134286
I believe the influencer endorsement in an advertisement is honest	50	159	3.18	0.983297	0.967000
Motive of Credibility			**3.19**	**1.029094**	**1.059901**
Young Adults' Attitudes toward Influencers' Endorsement in Advertisement.	**N**	**Sum**	**Mean**	**Standard Deviation**	**Variance**

	N	Sum	Mean	Standard Deviation	Variance
I am open to the use of influencer endorsements in advertisements.	50	186	3.72	0.730727	0.532163
I prefer the marketing approach of using influencer endorsements in advertisements.	50	182	3.64	0.889061	0.790400
I believe that products and services endorsed by influencers in advertisements persuade me to try them.	50	185	3.70	0.781025	0.610000
Advertisements featuring influencers are more interesting to me than other advertising strategies.	50	174	3.48	1.081460	1.169600
Motive of Attitude			**3.64**	**0.870568**	**0.775541**
Purchase Intention	**N**	**Sum**	**Mean**	**Standard Deviation**	**Variance**
I am likely to buy a product if it's endorsed by a credible influencer in an advertisement.	50	177	3.54	1.004185	1.008400
I am likely to buy a product after seeing an attractive influencer endorse it in an advertisement.	50	170	3.40	1.000000	1.000000
I am likely to buy a product after seeing an expert influencer endorse it in an advertisement.	50	192	3.84	0.879000	0.774400

An influencer's endorsement in an advertisement grabs my attention and encourages me to consider buying the product.	50	177	3.54	1.023937	1.048400
Motive of Purchase Intention			**3.58**	**0.976781**	**0.957800**

Table 4.6: Central Tendencies Measurement of Construct

The options for each construct in Section C of the survey questionnaire were scored using a five-point Likert scale, with the following values: strongly agree (5), agree (4), neutral (3), disagree (2), and strongly disagree (1). The descriptive statistics of attractiveness, congruence, credibility, attitude toward advertisements, and purchase intention among young adults are displayed in Table 4.6. These statistics include the total, mean, standard deviation, and variance. Only the credibility mean is somewhat below 3.50, whilst the other constructs are all over 3.50, indicating that the construct's scale tends toward "Agree." "Attractiveness" has the maximum value of 3.73, while "Credibility" has the lowest value with a mean of 3.19.

4.2 Inferential Analysis

For this section, only Pearson's Correlation Analysis is included to further analyse the dataset.

4.2.1 Pearson's Correlation Analysis

Correlations

		Mean_Attractiveness	Mean_Congruence	Mean_Credibility	Mean_Attitude	Mean_PI
Mean_Attractiveness	Pearson Correlation	1	.635**	.587**	.762**	.786**
	Sig. (1-tailed)		<.001	<.001	<.001	<.001
	N	50	50	50	50	50
Mean_Congruence	Pearson Correlation	.635**	1	.782**	.741**	.595**
	Sig. (1-tailed)	<.001		<.001	<.001	<.001
	N	50	50	50	50	50
Mean_Credibility	Pearson Correlation	.587**	.782**	1	.733**	.759**
	Sig. (1-tailed)	<.001	<.001		<.001	<.001
	N	50	50	50	50	50
Mean_Attitude	Pearson Correlation	.762**	.741**	.733**	1	.824**
	Sig. (1-tailed)	<.001	<.001	<.001		<.001
	N	50	50	50	50	50
Mean_PI	Pearson Correlation	.786**	.595**	.759**	.824**	1
	Sig. (1-tailed)	<.001	<.001	<.001	<.001	
	N	50	50	50	50	50

**. Correlation is significant at the 0.01 level (1-tailed).

Figure 4.12: Correlation Matrix

Figure 4.12 illustrates the correlation matrix of construct. P-values are commonly interpreted as follow. Values ≤ 0.05 are regarded as indicating statistical significance, implying the null hypothesis can be rejected with a 5% chance of error. Conversely, p-values > 0.05 are typically considered not statistically significant, meaning the evidence is insufficient to dismiss the null hypothesis. This convention serves as a guideline for determining the likelihood that observed results occurred by chance under the null hypothesis (Mcleod, 2023).

As per highlighted in the Figure 4.12, attractiveness is strongly and significantly correlated with young adults' attitudes toward influencers' endorsement in advertisement (r = 0.762, p < 0.001) and purchase intention (r = 0.786, p < 0.001).

This suggests that higher perceived attractiveness is associated with more positive attitudes and a stronger purchase intention. Congruence also exhibits a strong positive relationship with young adults' attitudes toward influencers' endorsement in advertisement ($r = 0.741$, $p < 0.001$) and a moderate positive relationship with purchase intention ($r = 0.595$, $p < 0.001$). This indicates that when perceived congruence is higher, individuals tend to have more favorable attitudes and slightly higher purchase intentions. Credibility has significant positive correlations with both young adults' attitudes toward influencers' endorsement in advertisement ($r = 0.733$, $p < 0.001$) and purchase intention ($r = 0.759$, $p < 0.001$). This indicates that higher perceived credibility is associated with more favorable attitudes and stronger purchase intentions.

Overall, all three independent variables which are attractiveness, congruence, and credibility are strongly linked to young adults' attitudes toward influencers' endorsement in advertisement and purchase intention, with attractiveness showing slightly higher correlations with purchase intention compared to congruence and credibility. These findings highlight the importance of these factors in shaping consumer attitudes and behaviors.

4.3 Hypotheses Testing

Hypotheses	Supported / Rejected	Evidence
There is a positive relationship between the influencers' attractiveness and Malaysian young adults' attitude towards celebrity endorsement in social media marketing.	Supported	$r = 0.762$, $p < 0.001$
There is a positive relationship between influencers' congruence and Malaysian young adults' attitudes towards influencers' endorsement in social media marketing	Supported	$r = 0.741$, $p < 0.001$
There is a positive relationship between influencers' credibility and Malaysian young adults' attitudes towards influencers' endorsement in social media marketing.	Supported	$r = 0.733$, $p < 0.001$
There is a positive relationship between Malaysian young adults' attitudes towards influencers' endorsement in social media marketing and purchase intention.	Supported	$r = 0.824$, $p < 0.001$

Table 4.7: Test of Significant

H1.   There is a positive relationship between the influencers' attractiveness and Malaysian young adults' attitude towards celebrity endorsement in social media marketing.

The correlation between attractiveness and young adults' attitudes toward influencers' endorsement in advertisement is strong (r = 0.762) and highly significant (p < 0.001). This indicates a very reliable and statistically significant positive relationship, meaning that the attractiveness of an influencer significantly influences the attitude of Malaysian young adults toward celebrity endorsements in social media marketing.

H2.   There is a positive relationship between influencers' congruence and Malaysian young adults' attitudes towards influencers' endorsement in social media marketing.

The correlation between congruence and young adults' attitudes toward influencers' endorsement in advertisement is strong (r = 0.741) and highly significant (p < 0.001). This suggests that congruence, or the fit between the influencer and the endorsed product, has a statistically significant positive effect on attitudes toward the endorsement.

H3.   There is a positive relationship between influencers' credibility and Malaysian young adults' attitudes towards influencers' endorsement in social media marketing.

The correlation between credibility and young adults' attitudes toward influencers' endorsement in advertisement is strong (r = 0.733) and highly significant (p < 0.001). This result shows that the credibility of the influencer plays a significant role in shaping attitudes toward endorsements, with the relationship being statistically significant.

H4. There is a positive relationship between Malaysian young adults' attitudes towards influencers' endorsement in social media marketing and purchase intention.

The correlation between young adults' attitudes toward influencers' endorsement in advertisement and purchase intention is very strong (r = 0.824) and highly significant (p < 0.001). This indicates that attitudes towards the endorsement have a highly significant positive impact on the likelihood of purchase intention, with a very low probability that this result is due to chance.

4.3 Conclusion

In conclusion, descriptive analysis was employed to examine the demographics of the respondents through pie charts, histograms, and tables. For inferential analysis, Pearson's Correlation Analysis was utilized to explore the relationships between the independent and dependent variables. Additionally, all findings were processed using SPSS software and will be discussed in detail in Chapter 5.

CHAPTER V: DISCUSSION, CONCLUSION AND IMPLICATION

5.0 Introduction

Chapter 5 will be discussing about the result in this study by evaluate the summary of statistical analysis based on data collected in Chapter 4. Additionally, this chapter will assess the study's main conclusion, managerial implication that could be learn from this research, limitation and recommendation for future study.

5.1 Summary of Statistical Analysis

5.1.1 Descriptive Analysis

According to the results in Chapter 4, most respondents in this study are female (60%) and of Malay ethnicity (50%). Most respondents fall within the age range of 21 to 25 years (66%) and hold a bachelor's degree (58%).

The research found that 86% of the respondents follow influencers, and 54% spend approximately 3-4 hours per day viewing advertisements featuring influencers' endorsements. Additionally, 84% of respondents most frequently use Instagram. This indicates that the respondents are highly engaged with social media, particularly Instagram, and actively consume content related to influencer's endorsements and influencer advertising.

The descriptive analysis reveals that among the constructs, attractiveness has the highest mean score of 3.73, while credibility has the lowest mean score of 3.19. Notably, all constructs in this study have a mean score of 3.00 or above, indicating that the responses generally range from "Neutral" to "Agree" on the scale.

5.1.2 Inferential Analysis

5.1.2.1 Pearson's Correlation Analysis

The Pearson correlation analysis measures the strength of the relationship between the dependent and independent variables. Based on the findings in Chapter 4, the independent variables—attractiveness (r = 0.762), congruence (r = 0.741) and credibility (r = 0.733) are strongly associated with young adults' attitudes toward influencers' endorsements in advertisements and their purchase intentions. Among these, attractiveness exhibits slightly stronger correlations with purchase intention compared to congruence and credibility.

5.2 Discussion of Major Findings

The result has shown that all of the hypotheses was accepted in the Hypotheses Testing in Chapter 4. The findings will be explained further below.

Hypotheses	Supported / Rejected	Evidence
H1. There is a positive relationship between the influencers' attractiveness and Malaysian young adults' attitude towards celebrity endorsement in social media marketing.	Supported	r = 0.762, p < 0.001
H2. There is a positive relationship between influencers' congruence and Malaysian young adults' attitudes towards influencers' endorsement in social media marketing	Supported	r = 0.741, p < 0.001

H3. There is a positive relationship between influencers' credibility and Malaysian young adults' attitudes towards influencers' endorsement in social media marketing.	Supported	r = 0.733, p < 0.001
H4. There is a positive relationship between Malaysian young adults' attitudes towards influencers' endorsement in social media marketing and purchase intention.	Supported	r = 0.824, p < 0.001

Table 5.1: Result Findings

5.2.1 The relationship between influencers' credibility and Malaysian young adults' attitude towards influencers' endorsement in advertisement

The relationship between influencers' attractiveness and young adults' attitudes toward celebrity endorsements is positive and strong as indicated by the correlation coefficient (r = 0.762). This means that as influencers' attractiveness increases, Malaysian young adults' attitudes toward celebrity endorsements also improve significantly. Additionally, since p<0.001, the results are statistically significant, showing that this finding is unlikely due to chance. Based on the data collected in this research, influencers with aesthetically pleasing content, good styling, or engaging and confident personas are likely to foster stronger trust among consumers and significantly enhance brand awareness. Lou and Yuan (2019) highlight that influencers' attractiveness not only draws attention but also establishes a deeper emotional connection, leading consumers to associate positive feelings with the endorsed brand. Therefore, by aligning influencer attractiveness with strategic marketing goals, brands can harness its powerful influence on consumer attitudes to drive engagement and purchase intention effectively.

5.2.2 The relationship between influencers' attractiveness and Malaysian young adult's attitude towards influencers' endorsement in advertisement

The relationship between influencers' congruence and Malaysian young adults' attitudes toward influencer endorsements is positive and strong, as indicated by the correlation coefficient (r = 0.741). This implies that the more congruent an influencer is with the brand or product they endorse, the more favorable Malaysian young adults' attitudes are toward the endorsement. The p<0.001 value confirms that this result is statistically significant. This congruence likely enhances the authenticity and credibility of the endorsement, making it more persuasive and impactful. When influencers appear naturally aligned with the product, the audience perceives the recommendation as genuine, reducing skepticism and increasing trust.

5.2.3 The relationship between influencers' congruence and Malaysian young adults' attitude towards influencers' endorsement in advertisement

A substantial positive association is shown by the correlation coefficient of 0.733, which is based on the findings. This suggests that young adults in Malaysia are more inclined to believe and react favorably to the goods or services that influencers advocate for as their reputation grows. This relationship is confirmed to be not the result of chance when the p-value is less than 0.001. It emphasizes the validity of the results and stresses how crucial influencer credibility is in influencing customer sentiment. Brands may greatly improve the efficacy of their influencer marketing initiatives by emphasizing trustworthiness, especially with Malaysian young adults

who respect genuineness and have faith in social media recommendations, which will impact their intention to buy.

5.2.4 The relationship between Malaysian young adult's attitude towards influencers' endorsement in advertisement and purchasing intention

Young individuals in Malaysia have a very high and statistically significant association between their purchase intention and their positive sentiments toward influencer endorsements in social media marketing ($r = 0.824$, $p < 0.001$). This indicates that the likelihood that young adults would buy the recommended goods or services rises dramatically when they have positive opinions of influencer recommendations. The findings indicate that young adults in Malaysia who have a good opinion of influencer endorsements are more likely to use that opinion to affect their propensity to buy. Brands may greatly improve their capacity to generate purchase intentions among Malaysian young adults by carefully engaging influencers and concentrating on creating favorable attitudes.

5.3 Implication of the Study

The general public that aspires to follow this career path as well as businesses and marketers interested in employing influencers as marketing tools should consider the possible effects of this present study. This study assesses the effectiveness of influencer endorsement in advertising because there is a lack of research on this topic, particularly in Malaysia. The study's findings could add to the body of knowledge already available in the subject, and they might also assist the company in creating its marketing or advertising strategies. Consequently, businesses and companies need to have a thorough awareness of their target audiences in order to get the best results and improve their performance. They should

thoroughly evaluate all possible endorsers before selecting one in order to have a better understanding of the attributes that an endorser should have. This will lessen the possibility of using an inefficient advertising plan or choosing an inappropriate influencer. This study discovered that Malaysian young adults frequently place a higher value on an influencer's physical beauty than their credibility. Therefore, businesses or marketers might select a fashionable and appealing influencer to promote their goods, services, or even brands. The results of this study indicate that influencer endorsement is applicable to social media marketing as it uses the social attractiveness of influencers to engage audiences and establish credibility. Nonetheless, companies need to give priority to approaches that increase the target audience's perception of the influencers' attractiveness and fit while simultaneously attempting to build trustworthiness. Businesses may establish trust by aligning influencers with their brand values, using real storytelling, and encouraging openness in sponsorship disclosures. The result is that in order to achieve long-term efficacy, businesses must balance appeal with congruence and trustworthiness, even if attractiveness may promote early engagement. This supports other studies that highlight how crucial perceived authenticity and alignment are to influencer marketing strategies (Lim et al., 2017).

5.4 Limitation of the Study

There are a number of restrictions that limit this research. First of all, the survey had been distributed at random via social media, and the study was completed in 21 weeks. Furthermore, the results are impacted by the sample size, which is rather small at 50 respondents. Additionally, the responses were gathered from the researcher's immediate social circle. As a result, the information obtained from respondents would not be as precise and trustworthy as that of other studies that covered more ground, had a bigger sample size, and longer time period.

This study is further limited by the respondents' language barrier, since many of them struggled to understand English. Furthermore, respondents varied in their preferences, attitudes, and areas of interest regarding influencer endorsements in advertisements. The research's findings were more centered on the sentiments of Malay respondents than those of other races because they comprised the majority of the sample's respondents. Furthermore, this study has a limited geographic scope. This research focuses on Klang Valley (Kuala Lumpur and Selangor). The opinions of the 50 respondents in this sample were not representative of all Malaysians about influencer endorsements in advertisements.

5.5 Recommendation for Future Research

A number of suggestions should be taken into account in future research to overcome the shortcomings of this study and improve the understanding of influencer marketing. To begin with, a bigger and more varied sample size is necessary to enhance the findings' generalizability and dependability. Insights will be more representative if the demographic reach is extended to include respondents from various cultural, ethnic, and geographic backgrounds in Malaysia and abroad. Additionally, more thorough data gathering and analysis will be possible with an extended research timeline.

In order to accommodate respondents with different levels of language proficiency, future research should also concentrate on reducing language barriers by translating surveys into numerous languages. Deeper insights into the subtleties of preferences and attitudes about influencer endorsements may be obtained by using a wider variety of questions and qualitative techniques like focus groups or interviews.

Future studies should also look at how certain influencer qualities—like relatability, knowledge, and authenticity—affect customer behavior. A comparative study of several product categories or industries may also show whether influencer marketing is more

advantageous for some. Finally, long-term analyses that monitor shifts in consumer opinions over time may offer important new perspectives on how effective influencer marketing strategies are becoming in the ever-changing social media world.

5.6 Conclusion

This study explored how Malaysian young people.' views and purchasing intentions relate to influencer endorsements. Congruence, credibility, and beauty all have a considerable impact on customer attitudes and behaviors, according to the data, with credibility having the least relationship and attractiveness having the greatest impact.   This suggests that influencers are very important in digital marketing, particularly with younger consumers. The findings might not, however, be entirely applicable to all Malaysian consumers due to restrictions on sample size, regional dimension, and respondent demographics.

Notwithstanding these drawbacks, the study emphasizes how effective influencer marketing is in attracting young adults, especially in areas where social media use is high. Businesses looking to maximize their marketing strategy through influencer partnerships will benefit greatly from the research's insightful findings. In order to build credibility and encourage trust and sustained engagement, it highlights how crucial it is to choose influencers that appeal to the target audience in terms of appearance and congruence. To guarantee influencer marketing's efficacy in a variety of cultural and commercial contexts, these results underscore the necessity for more research into the changing dynamics of this strategy.

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APPENDICES

Appendix A: Questionnaire

QUESTIONNAIRE

The Impact of Influencers' Endorsement on Malaysian Young Adults' Attitudes Toward Advertising and Their Purchase Intention

I am Norshahirah Binti Abdul Razak, a final-year undergraduate student at the University Tunku Abdul Rahman (UTAR) who is pursuing a Bachelor of Communication (Hons.) in Broadcasting. At present, I am engaged in a study for my final year assignment, which is entitled "The Impact of Influencer's Endorsement on Malaysian Young Adults' Attitudes Toward Advertising and Their Purchase Intention." The purpose of this study is to examine the factors that affect the purchase intention of Malaysian young adults and their attitudes toward the endorsement of social media influencers in advertisements.

The questionnaire is comprised of 4 sections and will require approximately 5 to 10 minutes to complete. Please respond to ALL queries and sections. Your responses are of the utmost importance and undoubtedly contribute significantly to this investigation. We will maintain the strictest confidentiality and anonymity regarding your responses to this questionnaire and any associated information.

I appreciate it if you could complete the following questionnaire. If you have any inquiries, please email me at shahirarzk@1utar.my

Thank you for your time and participation. Have a good day!

Section A: Demographic

1. Gender

    a. Male

    b. Female

2. Age

    a. 18 – 20

    b. 21 – 25

    c. 26 – 30

3. Education Level

    a. SPM

    b. STPM/A-Level/Foundation

    c. Diploma/Certificate

    d. Bachelor's Degree

    e. Master's Degree

    f. Doctorate

4. Ethnicity

    a. Malay

    b. Chinese

    c. Indian

    d. Other

5. Employment Status

    a. Employed

    b. Unemployed

    c. Student

    d. Retired

Section B: Psychographic

Please select the appropriate answer for each of the following questions.

1. Do you have any social media?

    a. Yes

    b. No

2. Which social media platforms do you use most frequently? (Select all that apply)

    a. Facebook

    b. X (Twitter)

    c. Instagram

    d. Tiktok

    e. XiaoHongShu

    f. Other

3. How many hours per day do you spend on social media?

    a. Less than 1 hour

    b. 1 – 2 hours

    c. 3 – 4 hours

    d. 5 – 6 hours

    e. More than 6 hours

4. Do you follow any social media influencers?

    a. Yes

    b. No

5. What type of influencers do you follow the most? (Select all that apply)

    a. Fashion and Beauty

    b. Fitness and Health

    c. Technology and Gadget

    d. Food and Cooking

    e. Travel and Lifestyle

    f. Gaming

    g. Other

6. What qualities do you look for in an influencer? (Select up to 3)

    a. Expertise in their field

    b. Authenticity and honesty

    c. Appearance (good-looking, cute, etc)

    d. Personal Experiences

Section C: Young Adults' Attitudes Toward Social Media Influencers' Endorsement in Advertisement

There are 18 questions in this section. Please select the response that most accurately represents your level of agreement or disagreement with the statement.

Attractiveness	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. I like the physical appearance of the influencer endorsement in an advertisement.					
2. I am easily drawn in when watching an influencer's endorsement in an advertisement.					
3. I enjoy the advertisement with the influencer I like best.					
4. I prefer influencers with appealing personalities to endorse products in advertisements.					

Congruence	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. I believe the influencer endorsement in an advertisement is expertise.					
2. I believe the influencer endorsement in an advertisement is a brand fit.					
3. I believe the influencer endorsement in an advertisement is knowledgeable.					
4. I believe the influencer endorsement in an advertisement is experienced.					

Credibility	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. I believe the influencer endorsement in advertisements is trustworthy.					
2. I believe the influencer endorsement in advertisements is believable.					

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
3. I believe the influencer endorsement in advertisements is sincere.					
4. I believe the influencer endorsement in an advertisement is honest.					

Young Adults' Attitudes toward Influencers' Endorsement in Advertisement.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. I am open to the use of influencer endorsements in advertisements.					
2. I prefer the marketing approach of using influencer endorsements in advertisements.					
3. I believe that products and services endorsed by influencers in advertisements persuade me to try them.					
4. Advertisements featuring influencers are more interesting to me than other advertising strategies.					

Section D: Attitudes toward Influencers' Endorsement in Advertisement & Purchase Intention

Purchase Intention	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. I am likely to buy a product if it's endorsed by a credible influencer in an advertisement.					
2. I am likely to buy a product after seeing an attractive influencer endorse it in an advertisement.					
3. I am likely to buy a product after seeing an expert influencer endorse it in an advertisement.					
4. An influencer's endorsement in an advertisement grabs my attention and encourages me to consider buying the product.					