



APPENDIX D

UNIVERSITI TUNKU ABDUL RAHMAN
FACULTY OF ACCOUNTANCY AND MANAGEMENT
UNDERGRADUATE FINAL YEAR PROJECT

Final Year Project Assessment Form - Report

Final Year Project Title:

The Comparative Influence of Traditional Celebrities and Digital Influencers in Fashion Industry for Generation Z

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No	Criteria	Excellent (8 - 10 marks)	Good (5 - 7 marks)	Fair (3 - 4 marks)	Poor (0 - 2 marks)	Awarded
1	Title and Abstract	Clear, concise, and informative; abstract summarizes all key elements effectively.	Title and abstract are clear but may miss some key elements.	Title and abstract are somewhat unclear or incomplete.	Title and abstract are unclear and do not summarize key elements.	
2	Introduction	Comprehensive background and context; clearly stated research question/hypothesis.	Adequate background; some context missing; research question/hypothesis is stated.	Background and context are vague; research question/hypothesis is unclear.	Background and context are missing or inadequate; research question/hypothesis is absent.	
3	Literature Review	Extensive review, critical analysis, and synthesis of relevant literature.	Adequate review with some analysis of relevant literature.	Limited review with minimal analysis of relevant literature.	Inadequate or no review of relevant literature.	
4	Problem Statement & Objectives	A clear, specific, and well-defined research problem was identified, including its significance and relevance. Clearly defined, specific, and measurable objectives.	Clearly stated problem, but may lack specificity or clarity in its significance. Objectives are stated but may lack specificity or measurability.	Problem statement is present but lacks clarity, specificity, or relevance. Objectives are vague or not well-defined.	The problem statement is unclear or missing. Objectives are absent or unclear.	
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7	Discussion	Insightful interpretation of results, connects to literature, discusses reasons for the findings.	Interpretation of results is present but may lack depth, some connection to literature.	Limited interpretation of results, minimal connection to literature.	Interpretation of results is absent or unclear, no connection to literature	
8	Conclusion	Comprehensive conclusion with discussions on implications supported by findings. Suggests future research.	Conclusion is present with key points somewhat summarized. Discussions on implications somewhat supported by findings. Suggests future research.	Weak conclusion, does not effectively summarize findings or suggest future research. Implications irrelevant to findings.	Conclusion is absent or very weak.	
9	Writing Quality	Excellent writing, free from errors, clear and professional.	Writing is clear but contains some errors or lacks professionalism.	Writing is unclear in parts, contains errors, and lacks professionalism.	Writing is unclear, contains numerous errors, and is unprofessional.	
10	References	Extensive and relevant references, properly formatted.	References are relevant but formatting is inconsistent.	Few references, some may be irrelevant or improperly formatted.	References are absent, irrelevant, or improperly formatted.	
					Total	

THE COMPARATIVE INFLUENCE OF TRADITIONAL
CELEBRITIES AND DIGITAL INFLUENCERS IN FASHION
INDUSTRY FOR GENERATION Z

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MAY 2025

THE COMPARATIVE INFLUENCE OF TRADITIONAL CELEBRITIES AND DIGITAL INFLUENCERS IN FASHION INDUSTRY FOR GENERATION Z

BY

LAI PEI XUAN

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

BACHELOR OF INTERNATIONAL BUSINESS
(HONOURS)

UNIVERSITI TUNKU ABDUL RAHMAN

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Date: 14 May 2025

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DEDICATION

I dedicate this research project to my family and friends for their unwavering support throughout my academic journey. Their encouragement and assistance have played a key role in enhancing my knowledge and making this experience truly unforgettable.

I am also deeply thankful to my supervisor, whose time, effort, and patience have guided me not only in this research project but also in shaping my academic and professional growth.

Finally, I dedicate this research to everyone who is influenced by the subject matter. It is my sincere hope that this study contributes to a better understanding of digital marketing and provides meaningful insights for future research and practice.

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LIST OF ABBREVIATION

SCM	Source Credibility Model
IACM	Information Acceptance Model
PLS-SEM	Partial Least Squares Structural Equation Modelling
PI	Purchasing Intention
E	Expertise
IQ	Information Quality
T	Trustworthiness
EL	Engagement Level
A	Attractiveness
SMI	Social Media Influencer
TRA	Theory of Reasoned Action
eWOM	Electronic Word of Mouth
sPLS	Sparse Partial Least Squares

PREFACE

This research project has been prepared as part of my Final Year Project, submitted in partial fulfilment of the requirements for the Bachelor of International Business (Honours) at Universiti Tunku Abdul Rahman, under the supervision of Puan Ezatul Emilia Binti Muhammad Arif. The aim of this study is to explore the influence of traditional celebrities and digital influencers towards Generation Z's purchasing intention. This research conducted based on Generation Z in Malaysia, using Source Credibility Model (SCM) and Information Acceptance Model (IACM) as the theoretical framework. Specifically, this study examines the relationship between trustworthiness, expertise, attractiveness, engagement level and information quality on purchasing intention influenced by endorsers.

ABSTRACT

This study explores how traditional celebrities, and digital influencers affect Generation Z's purchasing intention in the fashion industry. Using the Source Credibility Theory and Information Acceptance Model, it examines the impact of expertise, attractiveness, trustworthiness, engagement level, and information quality on Generation Z's purchasing intention influenced by endorsers. A total of 392 gen Z participants were surveyed using convenience and snowball sampling through Google Form. The research aims to identify the key factors influencing Gen Z's purchasing intention and offer insights for marketers to create more effective, targeted strategies. It contributes to existing literature by comparing influencer types and their roles in modern fashion marketing.

Keywords: Traditional Celebrities, Digital Influencers, Generation Z, Purchasing Intention, Fashion

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

This research is aimed to study and investigate the influence of traditional celebrities and digital influencers on Generation Z's purchasing intention.

1.1 Research Background

Social media marketing has emerged as an important digital marketing strategy over the last few decades based on an increased number of people using social media, and the sheer expansion of social media websites has transformed the marketing environment (Al-Mu'ani et al, 2022). However, businesses are increasingly embracing digital influencers, often known as "micro-celebrities," such vloggers and content creators, Key Opinion Leaders (KOLs), to promote their brands in addition to "traditional" celebrities such as actors, supermodels, and athletes (Schouten et al, 2020). This change demonstrates how consumer influence is changing as brands intentionally use digital influencers and traditional celebrities to reach a wide range of consumers and improve their brand awareness.

Furthermore, digital influencers frequently become leaders in specific areas by specializing in them. Buyers are more likely to respect and adhere to digital influencers' opinions, particularly when they work with brands that possess their expertise (Shamin et al, 2024). Influencers on social media make an effort to affect every aspect of their target audience's lifestyle. Examples include persuading people to purchase or use a particular product or service, utilizing their power to influence their diets and lifestyle decisions, and even the way a target audience speaks, as well as the language they use (Castro et al, 2021).

The rapid development of interactive digital technology has affected practically every aspect of the everyday life of Generation Z. Gen Z refers to the generation of people who were born between the late 1990s and the early 2010s and are thought to be very internet proficient. Brands have found that social media advertising is their most effective way of targeting these young consumers, who spend the majority of their time on digital and mobile devices (Lim et al, 2023). This generation is known for using technology from a young age, and social media has a significant influence on them (Nadanyiova et al, 2023). In order to successfully interact with this generation that is utilized to using technology, brands are depending more and more on social media advertising.

1.2 Research Problem

Influencer marketing is rapidly growing factor in marketing communications strategies for businesses across a range of product categories. Business aims to develop long-lasting connections with consumers and expand their customer base and cultivate a long-term relationship with their customers (Al-Mu'ani, 2023). However, recent research shows an unexpected decline in influencers' perceived trustworthiness and credibility, which makes it difficult for brands to determine the actual effects and profits of sponsored content (Dhun et al, 2023, as cited in Cheah, C.W. et al, 2024).

It is increasingly important for researchers and marketers to be clear about what drives the effectiveness of influencer marketing. Several factors determine it, ranging from the nature of the influencers themselves, which encompasses trustworthiness, field experience, and the credibility of the data that they present (Al-Mu'ani, 2023). Similarities to celebrity endorsements for conventional mass media exist for social media influencer marketing, except that conversations are more content centred (Masuda et al., 2022).

The traditional approach depends mainly on one-way broadcasted communication, which typically restricts followers' ability to respond to the message of celebrities.

Digital influencers, on the other hand, use little two-way communication, such as comments and responses, to develop parasocial relationships with followers (Masuda et al., 2022). As a result of their one-way communication and lack of follower involvement, traditional celebrities can come out as distant. However, by answering messages and comments, digital influencers build a stronger relationship and give their followers a sense of worth and engagement.

Despite the augmented use of influencers for endorsement, only little scientific evidence exists about the marketing contribution of influencers. Although most studies have been conducted on traditional celebrity endorsement (Schouten et al., 2020), less has been found regarding the impact involving influencer endorsement on brand responses. This study attempts to compare traditional celebrities and online influencers and see what impact they have on Generation Z's purchase intentions for fashion items based on endorsers and which one is more effective for brand awareness.

1.3 Research Objective

1.3.1 General Objective

The main objective of this research is to compare the influence of traditional celebrities and digital influencers on Generation Z's purchasing intention.

1.3.2 Specific Objective

- i. To explore how different **perceived expertise** of traditional celebrities and digital influencers influence Generation Z's fashion-related purchasing intention.
- ii. To assess the **trustworthiness** of traditional celebrities and digital influencers among Generation Z.
- iii. To identify the **attractiveness** of traditional celebrities and digital influencers in fashion industry.

- iv. To analyze the **engagement levels** of Generation Z with content from traditional celebrities and digital influencers in fashion industry.
- v. To explore how different **information quality** of traditional celebrities and digital influencers influence Generation Z's fashion-related purchasing intention.

1.4 Research Questions

- i. Is there any relationship between **perceived expertise** and **Generation Z's purchasing intention in the fashion industry**.
- ii. Is there any relationship between **trustworthiness** and **Generation Z's purchasing intention in the fashion industry**.
- iii. Is there any relationship between **attractiveness** and **Generation Z's purchasing intention in the fashion industry**.
- iv. Is there any relationship between **engagement levels** and **Generation Z's purchasing intention in the fashion industry**.
- v. Is there any relationship between **information quality** and **Generation Z's purchasing intention in the fashion industry**.

1.5 Research Significance

There is major significance in this research for academics and practitioners both. By identifying the relative effectiveness of traditional celebrities and digital influencers in influencing Generation Z's purchase intentions, it offers practitioners insightful information regarding how to maximize the effectiveness of marketing strategies. This knowledge enables brands allocate resources effectively to increase engagement and exposure. By providing a comparative analysis of these two groups, the research fills a significant gap of study on influencer marketing and contributes to the body of knowledge already in existence. The study also provides an in-depth

overview of how Generation Z reacts to various endorsements, which will be useful for future research on consumer behaviour and trends in social media marketing. This combined significance ensures both academic and practical contributions to the developing world of marketing.

1.6 Conclusion

Chapter 1 summarized the research problems and significance that motivated the researcher to study on the influence of traditional celebrities and digital influencers on Generation Z's purchasing behaviour in fashion industry. The research objectives and questions have stated.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

This chapter deals with underlying the theories and review of the dependent and independent variables. Chapter 2 will propose the conceptual framework and formulation of hypotheses of this research.

2.1 Traditional celebrity endorsement

Traditional celebrity endorsements are popular film stars, musicians, models, athletes, TV personalities, comedians, or politicians. They are gaining fame and becoming a public figure by establishing oneself through traditional means such as networking, having an agent, getting a "big break" (Djafarova et al., 2017; Hess, 2022). According to Molelekeng and Dondolo (2021), by conveying values to the brands they endorse, Traditional celebrity endorsement has the power to affect how consumers view them generally. Traditional celebrity endorsement is used by multinational companies with the greater effect in advertisements and marketing. This marketing help in enhancing the brand image and increasing the purchasing intention (Adiba, 2020). In short, traditional celebrity endorsements increase brand image and customer perception, which in turn motivates the purchasing intention influenced by endorsers by making use of the influence and confidence that people have in well-known individuals.

2.2 Digital influencer endorsement

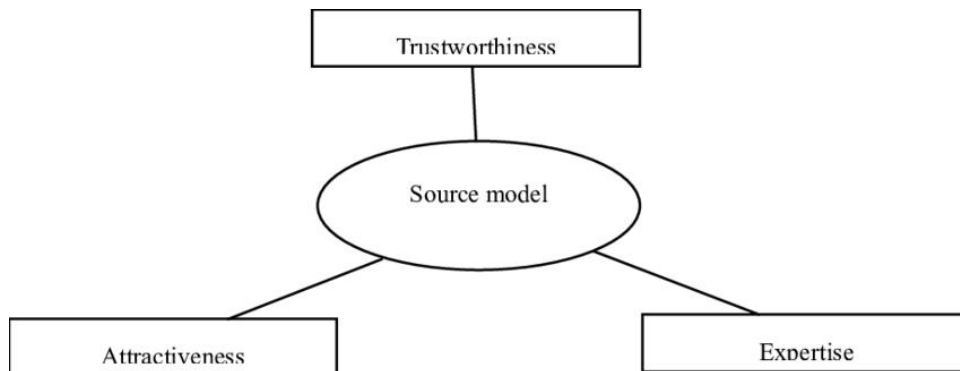
Digital Influencer endorsements, commonly known as Social Media Influencers (SMIs), can be categorized into 5 categories, such as celebrity influencers, mega-influencers, macro-influencers, micro-influencers, and nano-influencers (Campbell et al., 2020; Ono et al., 2024). SMIs are the social media users who are popular in a particular area with a number of followers, and they have the power to convince their followers to comply with their recommendations when making the purchasing decisions (Lou et al., 2019; Koay et al., 2021). Digital influencer endorsements enhance marketing efforts by shaping consumer perceptions and influencing potential buyers, as influencers now serve as key opinion leaders and brand ambassadors

2.3 Underlying the theory

2.3.1 Source Credibility Model (SCM)

Source Credibility Model (SCM) by Ohanian (1990) identifies three source credibility factors: expertise, trustworthiness, and attractiveness (Özbölük, 2022). According to Silalahi (2021), information coming from a more credible source has long been perceived as being more convincing and persuasive. The role of attractiveness, credibility, and expertise has been increasingly discussed, particularly within the context of social media, over the last few years. Since social advertisements on social media have been viewed as more credible than those in traditional media, credibility was found to have an impact on the value of social media advertising (Jason et al., 2020). Comparing the effect of social media influencers and traditional celebrities on consumer behavior, SCM is employed within this study to examine the effects of credibility factors for these two kinds of endorsements on Generation Z's purchase intentions of the fashion industry.

Figure 2.1 Source Credibility Model

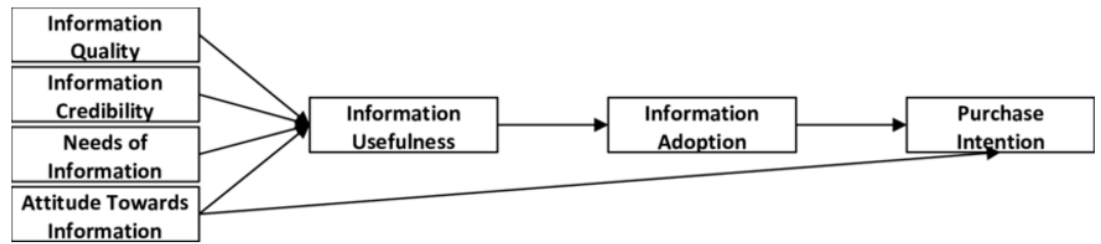


Source: *Thusyanthy, V. (2018). Celebrity Endorsement and Brand Credibility in the Carbonated Soft Drink Industry in Sri Lanka.*

2.3.2 Information Acceptance Model (IACM)

According to Erkan & Evans (2016), Information Acceptance Model (IACM) is an extension of Information Adoption Model (IAM) by combining the IAM's associated sections of Theory of Reasoned Action (TRA). However, IACM describes how this process affects behavioural intention and expands the concept of information adoption by include consumer behaviour. By expanding on the theory of information adoption, IACM explains how behavioural intention is influenced (Khoa, 2021), considering consumer behaviour is greatly influenced by the information provided in digital marketing, particularly on social media platforms. IACM's presumption is that consumers are likely to exhibit purchase intention if they accept electronic Word of Mouth (eWOM) information (Leong et al., 2021). Digital marketing and eWOM go hand-in-hand since eWOM enhances consumer feedback and opinions on social media sites, which essentially engages social media users' purchase intentions.

Figure 2.2 Information Acceptance Model



Source: Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption

2.4 Review of variables

2.4.1 Purchasing Intention

Purchase intention is indicated as buying behaviour (Martins et al., 2019). As stated by Ihzaturrahma et al. (2021), purchase intention, which is determined by consumers' a willingness to buy and return to buy more, is defined as the transaction behaviour shown by customers after assessing the products and services that they wish to purchase. Through the sharing of information, reviews, and comments on social media platforms, consumers can build trust and get over their fears, which increase their intention to purchase the product (Majeed, 2021). Purchasing intention progresses through several stages before a final decision is made, including factors such as customer influence, interest, preference, persuasiveness, experience, and existing knowledge. These elements collectively shape a consumer's decision-making process, ultimately impacting their evaluation of the product before making a purchase.

2.4.2 Trustworthiness

Trustworthiness of endorser is an important element to encourage the follower's opinion and influence the effectiveness of a message communicated (Ismail, 2021). According to Boonchutima et al (2021), trustworthiness is the confidence in and acceptance of the endorser's message. Ohanian (1990) states that a trustworthy communicator must possess influencing skills while expressing a certain level of trustworthiness. According to Baig et al. (2022), trust is the most significant factor in influencing and shaping followers' mindsets, the more trustworthy the endorsers are, the more likely the follower is to accept their opinions and points of view (Al-Zahari et al., 2023). As stated by AlFarraj et al. (2021), the degree of trust and loyalty between endorsers and their follower enhance sales and brand value, as well as the interaction between the endorsers and their audiences.

2.4.3 Expertise

According to Chetoui et al. (2020), perceived expertise is the competence, knowledge, and abilities possessed by the endorser, as consumers are bound to believe recommendations based on knowledgeable endorsers for particular domains. By using the source credibility model to evaluate the impact of public figure endorsements, it was found that consumer purchase intention has a positive relationship with credibility (Afifah, 2022). As stated by Blanche et al. (2021), through enhancing source credibility and dependability, perceived expertise can better enhance influencer advertising and promotion. Hence, the credibility of the endorser is maximized through expertise, which then builds trust and boosts purchasing intentions.

2.4.4 Attractiveness

The attractiveness of a source is closely related to the endorser's appearance, which may increase influence based on the target audience's likeability, similarity, or desirability. It is a crucial indicator while making a first judgment about something or someone else (Ismail, 2021). According to Rodrigo et al, (2023), endorser's physical attractiveness creates a halo effect, whereby their personal traits have a positive relationship with the messages they are sharing. Torres et al. (2019) argue that key component of consumer attitude toward the endorser and brand, as well as purchasing behaviour, is attractiveness, which is not correlated with physical appearance but rather with familiarity and likeability.

2.4.5 Engagement Level

Customer engagement is defined by marketing literature as "customers' interactive and co-creative actions." (So et al, 2021). According to Eslami (2022), engagement level can be defined as the connectedness between the consumer and a brand, stating that, a higher consumer engagement level makes the brand more competitiveness. Social media engagement (SME) is the primary interaction action in a network of continuous information sending and receiving that occurs when users use their social media profiles (Abbasi et al., 2023). As mentioned by Mele et al. (2023), from a behavioural perspective, SME is the quality of likes and comments following an engagement. Furthermore, the effectiveness of social media content is evident in the level of user engagement, as higher engagement can lead to tangible behaviors like word-of-mouth promotion for brands. Additionally, SME statistics are commonly used to assess and measure the marketing success of specific content.

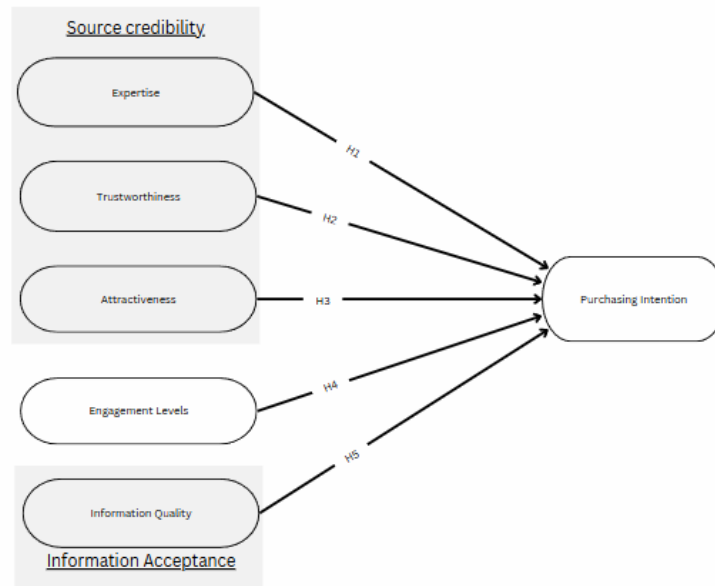
2.4.6 Information quality

Information quality was defined as the user's evaluation of the content's personalization, richness, and immediacy as provided by media platforms (Qin et al, 2022). This assessment influences how users perceive the reliability and usefulness of the content, affecting their engagement with the brand or product being promoted. According to Al-Mu'ani et al. (2023), A key element of social media marketing communications is information quality, which includes the content's accuracy, authenticity, and believability of the content. As mentioned by Tseng et al. (2021), quality of the information of a brand has a significant influence on consumer satisfaction and trust. Hence, several studies on influencer marketing indicate that the quality of the information shared by influencers plays a crucial role in influencing consumer behavior towards brands. (Al-Mu'ani et al., 2023).

2.5 Proposed Conceptual Framework

The conceptual framework shows the relationship between the independent variables, mediator variables, and dependent variables linked to the test for this research. Figure 2.3 shows 4 independent variables (Expertise, Trustworthiness, Attractiveness) that influence one mediator (Information Quality) and then the dependent variable, which is purchasing intention. Figure 2.3 shows the application of the Source Credibility Model (SCM) and Information Acceptance Model (IACM) in this research.

Figure 2.3 Conceptual Framework



Source: Developed for Research Purpose

2.6 Hypotheses Development

2.6.1 There is a Relationship between Expertise and Purchasing Intention

According to Chetoui et al. (2020), perceived expertise refers to the endorser's competence, knowledge, and skills, because consumers are more likely to trust on recommendations from knowledgeable endorsers in specific area. By using the source credibility model to evaluate the impact of public figure endorsements, it was found that consumer purchase intention has a positive relationship with credibility (Afifah, 2022). As stated by Blanche et al. (2021), by increasing source credibility and dependability, perceived expertise can improve influencer marketing and advertising. Therefore, expertise enhances the credibility of endorsers, which in turn fosters trust and influences purchasing intentions.

H1: There is a significant relationship between expertise and purchasing intention.

2.6.2 There is a Relationship between Trustworthiness and Purchasing Intention

Customers will be more likely to trust brands that are honest when conveying messaging, which will enhance their intention of making a purchase (Novita et al., 2020; Supriyanto et al., 2023). Being trustworthy is essential because it builds consumer and brand reputation and confidence, which has a big influence in purchasing intention. Based on Iqbal et al. (2023), influencer marketing and advertising work better when the source is trustworthy and credible. According to Pittman et al. (2021), trust is significant in influencer-consumer relationships. Hence, trustworthiness significantly enhances the relationship between endorsers and consumers, eventually increasing the purchasing intention by fostering trust in the brands.

H2: There is a significant relationship between trustworthiness and purchasing intention.

2.6.3 There is a Relationship between Attractiveness and Purchasing Intention

According to Afifah (2022), purchase intention was positively influenced by attractiveness. Because it increases the advertisement's impact and retention in the minds of consumers. An attractive endorser or advertisement is more likely to capture the consumer's attention, create a favourable impression, and enhance emotional connections. According to research on digital influencers, attractiveness is one of the key characteristics that affects elements like logo picture, logo delight, emblem contemplation, and buy intention. (Wiedmann, 2020; Iqbal et al., 2023). These results illustrate how

using attractiveness in marketing strategies can increase purchasing intentions as well as develop stronger connections with consumers.

H3: There is a significant relationship between attractiveness and purchasing intention.

2.6.4 There is a Relationship between Engagement Levels and Purchasing Intention

Park et al. (2021) discovered a positive relationship between consumer engagement levels, such as purchase intentions, and brand interaction on social media pages. According to Iqbal et al. (2023), purchase intentions and attitudes towards endorser are strongly influenced by online engagement. Highly engaged consumers are more likely to influence their family members to purchase the products or become a consumer as well; an extra 23% in profit is generated due to customer engagement (Nawaz et al., 2020). This indicates that social media engagement by consumers has a major impact on their attitudes toward endorsers and their purchasing intention, making it an essential component in generating both direct and indirect sales results for brands.

H4: There is a significant relationship between engagement levels and purchasing intention.

2.6.5 There is a Relationship between Information Quality and Purchasing Intention

Information quality has a significant impact on consumers' purchasing decision-making. The quality of eWOM information is determined by its timeliness, completeness, relevance, specificity, factualness, clarity, objectivity, understandability, and high quality (Aziz et al., 2024). Afandi et

al. (2024) predicted information quality on social media has a major impact on purchasing intention, nevertheless, because eWOM happens on social media among people with existing relationships. This highlights the important to provide consumers with relevant, trustworthy, and high-quality information in order to influence their purchase intentions by fostering trust and increasing the efficacy of endorsement marketing.

H5: There is a significant relationship between information quality and purchasing intention.

2.8 Conclusion

The literature review, hypothesis development, and conceptual framework have been done and discussed in this chapter. In the next chapter, the research methodology will be discussed.

CHAPTER 3: METHODOLOGY

3.0 Introduction

Methodology used for this research will be discussed in detail in this chapter. This chapter give an overview of the measurement scales, methods of analysis, data collection procedures, sample selection, and research design. Collectively, these elements form the study's framework, ensuring a systematic approach to the research questions and objectives.

3.1 Research Design

A research design is a methodical approach that a researcher uses to provide credible answers to questions. It is relatively accurate and objective (Khanday et al., 2023). The research problem, research hypotheses, independent and dependent factors, and data collection methods are aided by the research design. A common way through which the conceptual research issues are connected to the applicable and manageable empirical research is referred to as research design. It is an inquiry that delivers detailed guidance for research activities. The research design determines the mode of analysis through which desired outcomes will be obtained. It specifies the necessary data, the methods for data collection and analysis, and how these will address the research questions effectively (Asenahabi, 2019). In this chapter the chosen research design will be quantitative research.

3.1.1 Quantitative Design

Quantitative research tries to explain and describe the observed phenomena by utilizing the quantitative values derived from observation. It utilizes

empirical statements to explain the real-world meaning of cases and not what should be. It applies empirical assessments to determine the extent to which a certain standard or norm is fulfilled within a program or policy. It also utilizes mathematical techniques to analyze the collected quantitative data (Taherdoost, 2022). Further, quantitative research findings tend to present clear and objective outcomes that are often depicted through the use of graphs, tables, and charts.

According to Mohajan (2020), researchers employ the scientific method in quantitative methodology, which begins with the specific theory and research procedure assumptions. A survey questionnaire typically includes a series of questions or items designed to address a specific research problem with objective to gather comprehensive, accurate as well as meaningful data. A survey questionnaire typically includes a series of questions or items designed to address a specific research problem. These questions aim to collect diverse types of information, including demographic details, personal opinions, factual data, attitudes, health-related insights, and intangible aspects such as emotions, preferences, and satisfaction. The responses are often quantified using tangible scales to facilitate analysis (Aithal et al., 2020).

3.2 Data Collection Method

As stated by Jain (2024), data collection is the procedure for obtaining and analyzing data or information from numerous sources to evaluate outcomes, predict trends and likelihood, provide answers, and answer research issues. It is a necessary step in most types of research, analysis, and decision-making, ranging from businesses, hospitals, and social science research. The collected information can be text, numbers, images, or any other source of media. Then it undergoes structuring and processing to prepare it for decision-making. Organizations can improve

operations, know more about customers, and make more effective decisions by knowing and analyzing data (Paredes, 2024).

3.2.1 Primary Data

First-hand data gathered by the researcher is what is known as primary data. Questionnaires, observations, surveys, focus groups, case studies, and interviews are some of the sources of primary data. Moreover, Primary data collection is a complex process which is carried out for tackling the existing problem (Ajayi, 2023).

Hence, the primary tool for gathering data in this research will be questionnaire that has been designed specifically to investigate the comparison influence of traditional celebrities and digital influencers that affect generation Z's purchasing intention influenced by endorsers. To obtain thorough responses, the questionnaire will combine different type of questions according to independent and dependent variables. The survey will be conducted using Google Forms and is intended for generation Z who frequent social media users. This approach was selected due to its effectiveness, affordability, and speed at which a significant amount of necessary information could be gathered.

3.3 Sampling Design

A sample refers to a subset of individuals selected from a larger population for the purpose of research. This process involves accurately defining the target population, selecting a sampling frame, and applying specific sampling techniques to ensure representativeness and reliability.

3.3.1 Target Population

According to Willie (2024), the target population is part of the broader population being studied, which is differentiated by certain characteristics or criteria and is directly applicable to the research question. Researchers target population segments that are most relevant or important for study since it is the subset based on criteria that are identical to the study aims and criteria. Putting it to this study, the target population is generation Z, who are the actively engaged on social media platform. The participants were chosen specifically because they are more active and more likely to make purchase after spotting advertisements on social media, providing useful insights into the factors that influence consumer behaviour in this scenario. This demographic was chosen to collect relevant on how both traditional celebrities and digital influencers influencer generation Z's purchasing intention influenced by endorsers in fashion industry.

3.3.2 Sampling Size

Sample size signifies the number of individuals included in a research study that effectively represents the total population. According to data from the Department of Statistics, Gen-Z makes up 26% of Malaysia's population of 32.6 million, or about 8.476 million Gen Z in Malaysia alone (Vincent & Ahmad, 2021), therefore the ideal sample size is around 385 for this particular research.

The sample size calculation includes some key factors that must be implemented before calculated which include population size, confidence level, margin of error, and assumed proportion (standard deviation). After implementing this inside the calculation format then the 385-sample size will only be generated.

The population size in this research is around 8,476,000 units, which represents Malaysia's entire generation Z population. Despite this, sample size calculations are made such that the necessary sample size remain constant in direct proportion to the size of the population beyond a certain point.

Meanwhile, the confidence level represents the degree to which a sample accurately reflects the population. A 95% confidence level is commonly used in research, meaning there is a 95% chance that the sample accurately represents the entire population. The corresponding Z-score of 1.96 plays a key role in these calculations. On the other hand, the margin of error indicates how much the sample's results could differ from the true values of the population, typically set at 5%, offering a balance between accuracy and practicality. When the exact proportion of the population is unknown, a standard deviation of 50% is assumed to account for maximum variability, ensuring that the sample size is large enough to represent a broad range of potential outcomes (Qualtrics, 2023).

To bring more clarity regarding the sample size calculation the format below is used:

$$\text{Sample size} = \frac{z^2 \times p \times (1 - p)}{e^2}$$

Z is the Z-score relate to the confidence level (1.96 for 95% confidence),

P is the standard deviation of the population (0.5 or 50%),

E is the margin of error (0.05 or 5%)

Insert the exact number inside the format is shown as below:

$$\frac{(1.96)^2 \times 0.5 \times (1 - 0.5)}{0.05^2} = 384.16$$

The total amount of 384.16 will then be identified as 385 units of sample size, therefore, it has shown that the ideal sample size is around 385 units, and the questionnaire need to achieve this number of participations.

3.3.3 Sampling Frame and Location

According to Rahman et al (2022), a sampling frame is a comprehensive list of sample units drawn from a population. One thing to keep in mind is that a population is different from a sample frame since the former is more generic and the latter is more particular. As a result, using a questionnaire as a research method will be appropriate for determining the research objectives. Google Forms will serve as a platform for creating the questionnaire survey and facilitating its execution. To the degree that it is feasible, the objective and topic of the survey should be taken into account while determining the appropriate sample frame in an effort to minimize error. The population proportion, total population size, margin of error, and suitable confidence level were all taken into consideration while determining the recommended sample size.

The area where the data will be gathered is defined by the sample location. Participants in Malaysia are the target of this research. First, since the Google Form was used to share the questionnaire, a QR Code will be generated for access to the survey. Students at University Tunku Abdul Rahman (UTAR) Sungai Long will be physically contacted by researchers who will give them the QR Code and ask them to complete the survey.

At the same time, the questionnaire will be shared online. Participants will be able to complete the demographics section and discover if they fall inside the generation Z age bracket. Therefore, the survey questionnaire will be sent to whoever may be the target demographic in order to gather data from them. The survey will be shared on social media platforms like Instagram and Facebook. It can also be shared by individuals, a practice known as the

"snowballing technique," which will be covered in the subsection that demonstrates sampling approaches.

3.3.4 Sampling Technique

Sampling methods are the critical component in a diversity of types of research work involving the social science. It is recommended to utilize the non-probability sampling method when one can't have an equal opportunity to select study subjects. Non-probability samples can typically be collected quicker and at less expense than samples using probability sampling strategies (Rahman, 2023). However, Probability sampling is the procedure for selecting a sample from a population when the choice is based on the principle of randomness, also referred to as chance or random choice. Probability sampling is complex, lengthy, and generally more expensive.

Applying to this research, non-probability sampling will be conducted as the research has subjective criteria instead of random selection. There are many types of non-probability sampling, and the technique use to apply in this research will be convenient sampling. This is due to the fact that convenience sampling is usually preferred by researchers during the initial stages of survey research since it is easy and quick to gather data. This approach is crucial where insights must be obtained quickly or without significant costs, despite the fact that statisticians are generally opposed to using it (Rahman, 2023).

In addition to the previously indicated method, the snowball sampling technique will be used in this study. According to Rahman (2023), the essence of snowball sampling lies in networking. It has evolved over time to be a method that can be used to study hidden or difficult populations. By using this method, after the first set of participants has been determined, they will be requested to distribute the study's questionnaire among their friends and relatives who might be interested in the study.

3.4 Questionnaire Design

The questionnaire for this research has been separated into 3 sections to evaluate the comparison influence of traditional celebrities and digital influencer on consumer purchasing intention.

Firstly, Section 1 retrieved demographic information, such as age, gender, education level, occupation, and income, to provide a basic understanding of the respondents. The next section emphasizes the general information or opinion of the respondents toward both traditional celebrities and digital influencer, such as their opinion for the effectiveness of both endorsers.

Then, the last section explores the independent variables that affect the purchasing intention, taking into account factors such as the attractiveness, trustworthiness, expertise of both traditional celebrities and digital influencers, the engagement level between both parties and the information quality. Lastly, this section will end with understanding respondents' purchasing intention influenced by endorsers regarding the comparison effectiveness of both endorsers. Meanwhile, the research articles and journals that had been investigated to form this particular questionnaire will be listed in 3.5.2 which lists the Measurement Instruments of the questionnaire survey.

3.5 Measurement

In this fragment on the research, the measurement scale and measurement instruments will be illustrated.

3.5.1 Measurement Scale

Scale of measurement, otherwise referred to as measurement levels, explain the accuracy to which variables are measured. A variable within scientific research is something that can have different values within your data set. There are four broad types of measurement, and they are nominal, ordinal, interval, and ratio. Nominal data can be classified by labeling into mutually exclusive categories, but ordinal data can be ranked and place within an order. Interval data can rank, place within an order, and determine equal distances between consecutive data values, but it does not have a true zero point. On the other hand, ratio data ranks, places within an order, and determines equal distances between points, but it has a true zero point, permitting significant ratios between values (Bhandari, 2023).

A nominal and ordinal scales will be used as the measurement tool in this research. To determine certain data attributes regarding gender, age, and an occupation that do not have a numerical value, a nominal scale will be used. Through a questionnaire, respondents will supply demographic data that will be utilized to support additional research analysis. Meanwhile, data are ranked using the ordinal scale, which does not represent the specific differences between them but rather their relative placements. Respondents' opinions regarding particular issues will be assessed in this study using a 5-point Likert scale, with answers ranging from "strongly disagree" to "strongly agree."

3.5.2 Measurement Instrument

The Instruments for measurement used to generate the questionnaire for this research are originated from earlier research. Table 3.1 shows that the variables and the measurement components that align with them were taken from variety of research article.

Table 3.1 Variable and Measurement Components

Author(s)	Construct (Variable)	Item	Original Question
(Yuan & Lou, 2020)	Attractiveness	A1	I think ____ is good looking.
		A2	I consider ____ very stylish.
		A3	I consider ____ very attractive.
(Castillo et al., 2022)	Trustworthiness	T1	I trust influencers based on their product reviews
		T2	I trust organic reviews more than company-controlled reviews
		T3	I trust more the recommendations of Influencers that communicate with their followers (answering questions, answering DM, launching pools, interacting with followers).
(Kim & Kim, 2021)		T4	I believe what this influencer says and that he/she would not try to take advantage of the followers
		T5	The influencer is straightforward and honest even though his/her self-interests are involved
(Yuan & Lou, 2020)	Expertise	E1	I consider ____ sufficiently experienced to make assertions about his/her area.
		E2	I consider ____ an expert on his/her area.
(Wang & Huang, 2020)		E3	In general, I think the digital influencers in Xiaohongshu have more expert knowledge of products and services than I do
(Onofrei et al., 2022)	Engagement Level	EL1	After reading the post shared by people in my social media network, I will press the 'like' button
		EL2	After reading the post, I will comment on it

		EL3	After reading the post, I will share it with my friends
(Onofrei et al., 2022)	Information Quality	IQ1	The content I can obtain on social media (Facebook Instagram) is useful in making travel evaluations
		IQ2	The content I can obtain on social media (Facebook Instagram) is timely (up-to-date)
		IQ3	The content I can obtain on social media (Facebook Instagram) is relevant to my needs
		IQ4	The content I can obtain on social media (Facebook Instagram) provides enough detail to satisfy my informational needs
(Onofrei et al., 2022)	Purchasing Intention	PI1	Given the chance, I would consider purchasing the product/service depicted in the post shared by people in my social media network in the near future
		PI2	It is likely that I will purchase the product/service as shown in the post shared by people on my social media network
(Febrain & Fadly, 2020)		PI3	In the future, I will purchase the products of brands recommended by the influencers that I follow
(Daowd et al., 2019)		PI4	I tend to develop greater purchase intention toward that product/service of credible online review

Source: Developed for Research Purpose

3.6 Data Processing

Data processing is the method of collecting raw data and translating it into usable information. For businesses to improve their business plans and gain a competitive advantage, data processing is crucial. Employees across the company can comprehend and utilize the data by transforming it into usable representations such as documents, charts, and graphs (Duggal, 2024).

3.6.1 Data Checking

According to Taylor (n.d.), data validation or data checking is the procedure for ensuring the data's accuracy and quality. In making certain the logical consistency between stored and input data, it is done by combining numerous checks within a system or report. Automated systems accommodate data entry with little or no human intervention. It is, therefore, necessary to ensure data entering into the system are accurate and meet the desired quality standards. Researchers can, within this study, confirm that the dataset is reliable and valid through thorough scrutiny of the data, ensuring data validity is important in deriving correct and reliable research outcomes.

3.6.2 Data Editing

Editing is a refining process that enhances the level of a work. In addition, it taps and molds the information contained within a text to be appealing to the readers. Data editing help to make data collected clear and consistent

(Nair, 2024). Therefore, data editing will be employed on the questionnaire prepared for the study to help eliminate irrelevant information, for example, individuals who are outside Generation Z's age group, and to enhance the credibility of the study.

3.6.3 Data Coding

Table 3.2 Questionnaire Data Coding

Section 1: Demographic		
Q1	Age	“13 – 15” is coded as 1 “16 – 18” is coded as 2 “19 – 23” is coded as 3 “24 – 30” is coded as 4
Q2	Gender	“Female” is coded as 1 “Male” is coded as 2 “Prefer not to say” is coded as 3
Q3	Education Level	“Secondary / High School” is coded as 1 “Bachelor’s degree” is coded as 2 “Master’s degree” is coded as 3 “Other” is coded as 4
Q4	Occupation	“Student” is coded as 1 “Employed” is coded as 2 “Unemployed” is coded as 3 “Retired” is coded as 4
Q5	Monthly Income	“Less than RM1000” is coded as 1 “RM1000 – RM3000” is coded as 2 “RM3000 – RM5000” is coded as 3 “More than RM5000” is coded as 4

Source: Developed for Research Purpose

Then, the responses for survey question in section 2 are coded as below:

Q1: Who influences your purchase decision more

- “Traditional celebrities” is coded as 1
- “Digital Influencers” is coded as 2
- “Both equally” is coded as 3

Q2 and Q3: Rate the effectiveness of (Traditional celebrities / Digital influencers) in promoting products.

- “Not Effective” is coded as 1
- “Slightly Effective” is coded as 2
- “Moderately Effective” is coded as 3
- “Very Effective” is coded as 4
- “Extremely Effective” is coded as 5

Next, the responses for each survey question in Section 3 are coded as below:

- “Strongly Disagree” is coded as 1
- “Disagree” is coded as 2
- “Neutral” is coded as 3
- “Agree” is coded as 4
- “Strongly Agree” is coded as 5

3.7 Proposed Data Analysis Tool

In this section of the research, the instrument that is used to analyse the data will be discussed. The tools that are suitable to conduct analysis are known as the descriptive analysis tool and Smart PLS tool

3.7.1 Descriptive Analysis Tool

Descriptive statistics summarize and organize characteristics of a data set. Responses or observations from a sample or the full population are gathered into a data set. It offers the summaries of the data set and measurements and help to comprehend the fundamentals of the data (Bhandari, 2023). The data collected by the survey questionnaire will be used in this study to create a pie chart, bar chart, or graph that illustrates the proportion of each response and draws a more reliable and accurate conclusion.

3.7.2 Smart PLS tool

One of the most frequently employed data analysis techniques for multivariate data is partial least squares structural equation modeling (PLS-SEM). Sets of observed factors to operationalize latent variables and numerous marketing researchers employed them, and the SmartPLS 3 software application enabled them to study the complex relationships between the variables. Its numerous features, new measures, advanced methods, and supporting techniques (Cheah et al., 2024).

Sparse Partial Least Squares (sPLS) techniques will be used here for an extensive statistical analysis of the survey data. Cronbach's alpha will be established to assess the internal consistency of the respondent and confirm the level of confidence within the data collected, thus making the survey dependable. This is followed by conducting correlation analysis to determine relationships between the variables and studying the relationship between the independent variables (attractiveness, trustworthiness, expertise, level of engagement, and quality of information) and the dependent variable (generation Z's purchase intention influenced by endorsers).

To show these connections, this diagram will also be created using sPLS. It will assist in collecting questions for every variable, after which it will be tested, and an analysis will be performed. Next, the bootstrapping techniques will be used to produce p-values, r-values (correlation coefficients), and significance values in order to validate the results. This statistical validation made sure that the results weren't the result of chance and that they could be used to achieve the goal of figuring out how much traditional and digital celebrities impact generation Z's inclination to buy.

3.8 Pilot Test

I conducted a pilot test with a small group of 30 respondents to check if my questionnaire was clear and reliable. The results showed that all the questions were understandable, and the data collected was consistent.

3.8.1 Pearson's Correlation Coefficient

Table 3.3: Pearson's Correlation Coefficient: IVs and Purchasing Intention

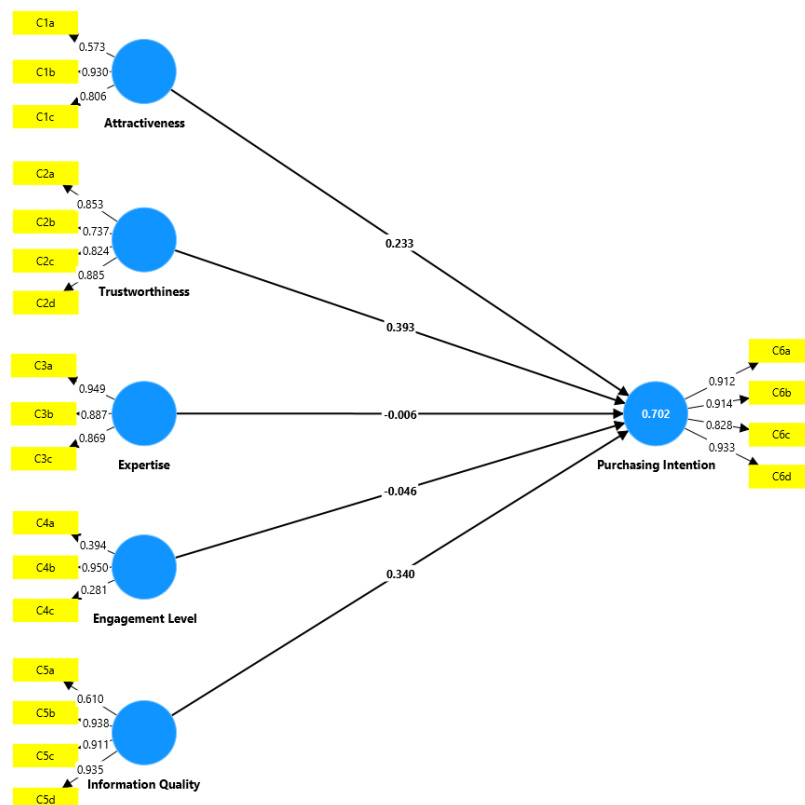
	A	EL	E	IQ	PI	T
Attractiveness	1	0.164	0.186	0.491	0.516	0.316
Engagement Level	0.164	1	-0.195	-0.251	-0.273	-0.461
Expertise	0.186	-0.195	1	0.695	0.591	0.784
Information Quality	0.491	-0.251	0.695	1	0.793	0.842
Purchasing Intention	0.516	-0.273	0.591	0.793	1	0.77
Trustworthiness	0.316	-0.461	0.784	0.842	0.77	1

Source: Developed for Research Purpose

As part of the pilot test, Pearson's correlation analysis was conducted to examine the relationship between the variables. Strong positive relationships were found between purchasing intention and information quality (0.793), trustworthiness (0.770), and expertise (0.591). Expertise also correlated strongly with trustworthiness (0.784) and information quality (0.695). Moderate correlations were found between attractiveness and both purchasing intention (0.516) and information quality (0.491). However, engagement level showed negative correlations with several variables, including trustworthiness (-0.461) and purchasing intention (-0.273). The strongest positive correlation was between information quality and trustworthiness (0.842). Overall, the results support the reliability of the instrument and the relevance of the constructs for future analysis.

3.8.2 Structural Model Assessment (Path Coefficients)

Figure 3.1 Result Output Generated by SmartPLS 4



Source: Developed for Research Purpose

Figure 3.1 shows that all the independent variables are significantly influencing purchasing intention forming an equation of:

$$\text{Purchasing Intention} = 0.233A + 0.393T - 0.006E - 0.046EL + 0.340IQ$$

From figure 3.1 =, R-squared=0.702 tells that 70.2% of the variation in purchasing intention is explained by the variation in the predictors. While the other 0.298 or 29.8% is explained by the other factors which are not included in this study.

3.9 Conclusion

This chapter outlines the process of constructing a questionnaire and identifying methods for analysing its results. The data processing will ensure that the collected data is accurate and can be effectively analysed using appropriate tools. In the subsequent chapter, an analysis will be conducted, and the findings will be presented to determine whether the research objectives have been achieved.

Chapter 4: Data Analysis

4.0 Introduction

This chapter will analyse and interpret the collected data. In this developed research, 392 responses of data are collected. All of the 392 responses of this survey will be used and analysed using PLS-SEM.

4.1 Descriptive Analysis

4.1.1 Descriptive Analysis: Demographic Profile

4.1.1.1 Age

Table 4.1: Age

Age				
	Frequency	Percentage (%)	Cumulative Frequency	Cumulative Percentage (%)
19 - 23	196	50	196	50
24 -28	81	20.7	277	70.7
16 – 18	75	19.1	352	89.8
13 - 15	40	10.2	392	100

Source: Developed for Research Purpose

Table 4.2 shows that 196 out of 392 (50%) respondents are 19 to 23 years old. Following the age group of 24 to 28 years old, it has 81 respondents (20.7%). Next up is the age group of 16 to 18 years old, having 75 respondents (19.1%) while 40 out of 392 respondents (10.2%) from 13 to 15 years old.

4.1.1.2 Gender

Table 4.2 Gender

Gender				
	Frequency	Percentage (%)	Cumulative Frequency	Cumulative Percentage (%)
Female	197	50.3	197	50.3
Male	195	49.7	392	100

Source: Developed for Research

Table 4.2 shows that 197 out of 392 (50.3%) respondents are Female while the other 195 out of 392 (49.7%) are Male.

4.1.1.3 Educational Level

Table 4.3: Educational Level

Educational Level				
	Frequency	Percentage (%)	Cumulative Frequency	Cumulative Percentage (%)
Bachelor's Degree	297	71.2	279	71.2
Secondary / High School	82	20.9	361	92.1
Other	31	7.9	392	100

Source: Developed for Research Purpose

Table 4.3 shows the educational level of respondents. The highest educational level is a bachelor's degree with 297 out of 392 (71.2%) respondents. Followed by a Secondary or High School with 82 out of 392 (20.9%) respondents and Other educational level with 31 out of 392 (7.9%) respondents.

4.1.1.4 Occupation

Table 4.4 Occupation

Occupation				
	Frequency	Percentage (%)	Cumulative Frequency	Cumulative Percentage (%)
Student	256	65.3	256	65.3
Employed	115	29.3	371	94.6
Unemployed	21	5.4	392	100

Source: Developed for Research Purpose

Table 4.4 shows the occupation of respondents. There are 256 out of 392 (65.3%) respondents are student. 115 out of 392 (34.9%) respondents are employed and 21 out of 392 (5.4%) respondents as unemployed.

4.1.1.5 Monthly Income

Table 4.5 Monthly Income

Monthly Income				
	Frequency	Percentage (%)	Cumulative Frequency	Cumulative Percentage (%)
Less than RM1000	217	55.4	217	55.4
RM3001 – RM5000	84	21.4	301	76.8
RM1000 – RM3000	61	15.6	362	92.3
More than RM5000	30	7.7	392	100

Source: Developed for Research Purpose

Table 4.5 shows the monthly income of 392 respondents. There are 217 out of 392 respondents (55.4%) respondents have a monthly income less than RM1000. 84 out of 392 (21.4%) respondents have monthly income RM3001 to RM5000. Followed by monthly income RM1000 to RM3000 with 61 out of 392 (15.6%) respondents and monthly more than RM5000 with 30 out of 392 (7.7%) respondents.

4.1.2 Descriptive Analysis: General information & opinion towards topic

4.1.2.1 Opinion towards topic

Table 4.6 Opinion towards topic

Who influences your purchase decision more?				
	Frequency	Percentage (%)	Cumulative Frequency	Cumulative Percentage (%)
Digital influencers	224	57.1	224	57.1
Traditional celebrities	85	21.7	309	78.8
Both equally	83	21.2	392	100

Source: Developed for Research Purpose

Table 4.6 shows the general opinion of 392 respondents towards the topic. 224 out of 392 (57.1%) of respondents chose digital influencers as they can influence their purchase decision more. 85 out of 392 (21.7%) choose traditional celebrities and the other 83 out of 392 (21.2%) respondents choose both equally.

4.1.2.2 Effectiveness of traditional celebrities

Table 4.7 Effectiveness of traditional celebrities

Rate the effectiveness of traditional celebrities in promoting products				
	Frequency	Percentage (%)	Cumulative Frequency	Cumulative Percentage (%)
Slightly effective	144	36.7	144	36.7

Moderately effective	143	36.5	287	73.2
Very effective	88	22.4	375	95.7
Extremely effective	12	3.1	387	98.7
Not effective	5	1.3	392	100

Source: Developed for Research Purpose

Table 4.7 shows the effectiveness of traditional celebrities rated by 392 respondents. Most respondents rated it as slightly effective with 144 (36.7%) and 143 (36.5%) out of 392 respondents are rated as moderately effective. 88 out of 392 (22.4%) rated as very effective, while 12 out of 392 (3.1%) respondents rated as extremely effective. Followed by not effective with 5 out of 392 (1.3%) respondents.

4.1.2.2 Effectiveness of digital influencers

Table 4.8 Effectiveness of digital influencers

Rate the effectiveness of digital influencers in promoting products				
	Frequency	Percentage (%)	Cumulative Frequency	Cumulative Percentage (%)
Very effective	204	52	204	52
Moderately effective	96	24.5	300	76.5
Extremely effective	47	12	347	88.5
Slightly effective	30	7.7	377	96.2
Not effective	15	3.8	392	100

Source: Developed for Research Purpose

Table 4.8 shows the effectiveness of digital influencers rated by 392 respondents. Most respondents 204 out of 392 (52%) rated it as very effective and 96 out of 392 (24.5%) rated as moderately effective. Followed by extremely effective with 47 out of 392 (12%) respondents, while slightly effective with 30 out of 392 (7.7%) respondents. The others 15 out of 392 (3.8%) respondents rated it as not effective.

4.2 Reliability Analysis

4.2.1 Before Pilot Testing

Table 4.9: Pilot Testing Cronbach's Alpha

	Item	Cronbach's alpha
Attractiveness	A	0.696
Engagement Level	EL	0.769
Expertise	E	0.885
Information Quality	IQ	0.873
Purchasing Intention	PI	0.919
Trustworthiness	T	0.844

Source: Developed for Research Purpose

From Table 4.9, we can see that Purchasing Intention (PI) has the highest Cronbach's alpha value of 0.919, indicating excellent reliability. Expertise (E) and Information Quality (IQ) also demonstrate strong reliability, with values of 0.885 and 0.873, respectively. Trustworthiness (T) has a reliability score of 0.844, which falls in the good range. Engagement Level (EL) has a value of 0.769, while Attractiveness (A) has the lowest reliability score of 0.696, both of which are in the acceptable range. The pilot test must have a minimum of 30 sample sizes to address potential issues that may occur. Hence, with a good reliability level in Cronbach's Alpha, full-scale research can be conducted.

4.2.2 After Pilot Testing

Table 4.10: Cronbach's Alpha

	Item	Cronbach's alpha
Attractiveness	A	0.628
Engagement Level	EL	0.764
Expertise	E	0.789
Information Quality	IQ	0.772
Purchasing Intention	PI	0.762
Trustworthiness	T	0.774

Source: Developed for Research Purpose

Figure 4.1: Range of reliability and its coefficient of Cronbach's alpha

No	Coefficient of Cronbach's Alpha	Reliability Level
1	More than 0.90	Excellent
2	0.80-0.89	Good
3	0.70-0.79	Acceptable
4	0.6-.69	Questionable
5	0.5-0.59	Poor
6	Less than 0.59	Unacceptable

Source: Zahreen Mohd Arof et al., 2018

Cronbach's alpha values are used to measure the internal consistency of the questionnaire. A higher Cronbach's Alpha indicates better reliability and consistency. As shown in Table 4.10, all variables fall within the acceptable range. Typically, values above 0.70 are considered acceptable, good, or excellent, while values below 0.70 may indicate questionable reliability (Khairul Zahreen Mohd Arof et al., 2018). From the table, Expertise (0.789) shows the highest reliability, followed by Trustworthiness (0.774), Information Quality (0.772), Engagement Level (0.764), and Purchasing Intention (0.762)—all of which indicate good internal consistency. However,

Attractiveness (0.628) falls below the 0.70 threshold, suggesting a lower reliability level.

4.3 Correlation Analysis

4.3.1 Pearson's Correlation Analysis

Table 4.11: Pearson's Correlation Coefficient: IVs and Purchasing Intention

	A	EL	E	IQ	PI	T
Attractiveness	1	0.635	0.598	0.631	0.654	0.669
Engagement Level	0.635	1	0.552	0.376	0.742	0.489
Expertise	0.598	0.552	1	0.667	0.642	0.723
Information Quality	0.631	0.376	0.667	1	0.594	0.724
Purchasing Intention	0.654	0.742	0.642	0.594	1	0.721
Trustworthiness	0.669	0.489	0.723	0.724	0.721	1

Source: Developed for Research Purpose

Figure 4.2: Interpretation of Correlation Coefficient

Coefficient Interval	Correlation
0.00 – 0.199	Very Weak
0.20 – 0.399	Weak
0.40 – 0.599	Medium
0.60 – 0.799	Strong
0.80 – 1.000	Very Strong

Source: Napitupulu et al., 2018

Pearson's correlation coefficient measures the strength and direction of relationships between variables (Khairul Zahreen Mohd Arof et al., 2018). The coefficient ranges from 0.80–1.00 (very strong correlation), 0.60–0.79 (strong correlation), 0.40–0.59 (moderate correlation), 0.20–0.39 (weak correlation), and 0.00–0.19 (very weak correlation).

Table 4.12 presents the correlation values between variables. The results indicate strong correlations between Attractiveness and Engagement Level (0.635), Attractiveness and Information Quality (0.631), and Attractiveness and Trustworthiness (0.669). Purchasing Intention also shows a strong correlation with Engagement Level (0.742), Trustworthiness (0.721), and Expertise (0.642).

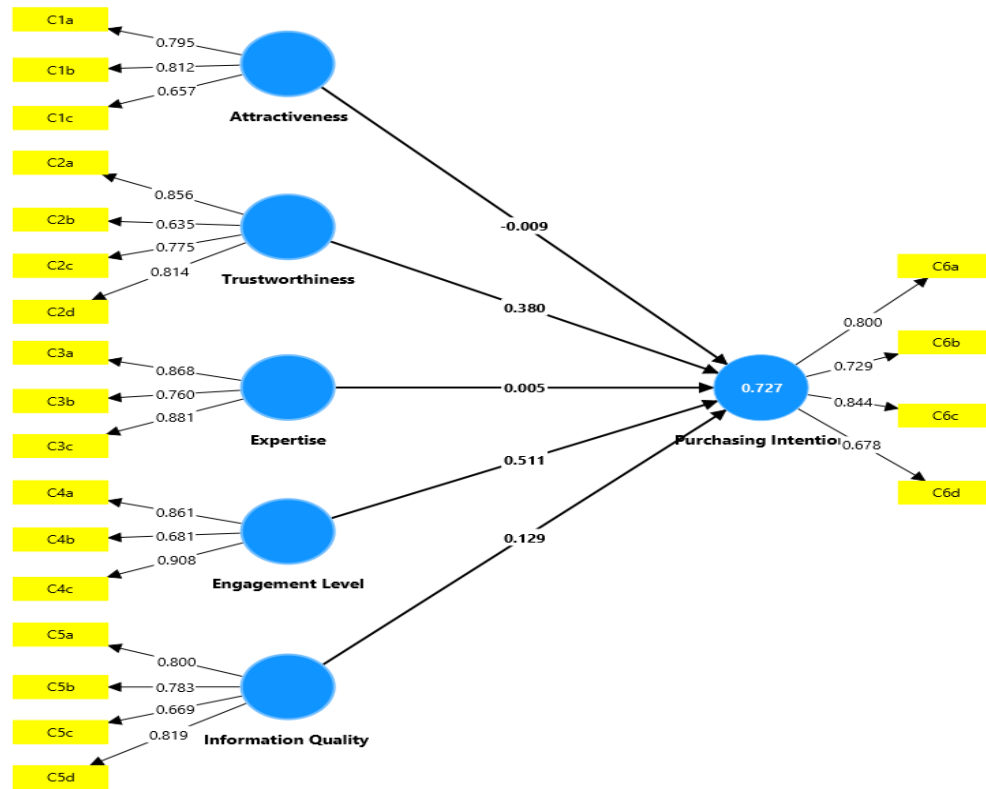
Additionally, Engagement Level and Trustworthiness (0.489) and Engagement Level and Information Quality (0.376) exhibit moderate correlations. The highest correlation is observed between Trustworthiness and Information Quality (0.724), suggesting a strong association.

There are not any weak or very weak correlations presented in the data set.

4.4 Structural Equation Modelling

4.4.1 Structural Model Assessment (Path Coefficients)

Figure 4.3: Result Output Generated by SmartPLS 4



Source: Developed for Research Purpose

Figure 4.3 shows that all of the IVs are significantly influencing Purchasing Intention forming an equation of:

$$\text{Purchasing Intention} = -0.009A + 0.380T + 0.005E + 0.511EL + 0.129IQ$$

Table 4.13: Structural Model

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STD EV)	P values	Rejection of Null Hypothesis
A -> PI	-0.009	-0.011	0.071	0.126	0.900	Not Rejected
EL -> PI	0.511	0.514	0.051	10.101	0.000	Rejected
E -> PI	0.005	0.005	0.055	0.085	0.932	Not Rejected
IQ -> PI	0.129	0.131	0.051	2.508	0.012	Rejected
T-> PI	0.380	0.380	0.068	5.572	0.000	Rejected

Source: Developed for Research Purpose

Before knowing the significance of the relationship, we must understand that when the p-value, 0.05, the null hypothesis is rejected. In contrast, a p-value > 0.05 will not reject the null hypothesis. Table 4.13 shows that attractiveness (H3) and expertise (H1) do not have significant effects on Purchasing Intention, with p-values of 0.900 and 0.932, both exceeding 0.05. Engagement Level (H2), Information Quality (H4), and Trustworthiness (H5) have significant effects on Purchasing Intention, as their p-values (0.000, 0.012, and 0.000, respectively) are below the 0.05 threshold. These results may be influenced by the demographics of the respondents, as perceptions of attractiveness and expertise can be subjective and vary based on individual preferences.

Thus, the final model will be presented as:

Purchasing Intention = 0.514EL Purchasing Intention = 0.131IQ Purchasing Intention = 0.380T

From the above model, it is observed that purchasing intention is expected to increase by 0.514 for each one-unit increment in engagement level. Purchasing intention also is expected to increase by 0.131 for each one-unit increase in information quality. Furthermore, purchasing intention is expected to increase by 0.380 with each one-unit increment in trustworthiness.

4.4.2 T-statistics

The t-test results indicated that Gen Z significantly prefer traditional celebrities over digital influencers in terms of engagement level ($t = 10.101$) and trustworthiness ($t = 5.572$), indicating strong and moderate differences respectively. For the other variables, attractiveness ($t = 0.126$), expertise ($t = 0.085$), and information quality ($t = 0.051$) with a low t-value results, suggesting no significant difference in perception. Overall, the results do not show any significant preference for digital influencers across the tested variables.

4.4.3 R-squared

From figure 4.3, R-squared = 0.727 tells that 72.7% of the variation in purchasing intention is explained by the variation in the predictors. While the other 0.273 or 27.3% is explained by the other factors which are not included in this study

4.5 Hypothesis Testing

H1: Attractiveness negatively affects purchasing intention among generation Z

Table 4.13 presents that the significance value of attractiveness is 0.900 ($P > 0.05$). Hence, H1 is not accepted, showing no significant relationship between attractiveness and purchasing intention.

H2: Engagement Level positively affected purchasing intention among generation Z

Table 4.13 indicates that the significance value of engagement level is 0.000 ($p < 0.05$). Thus, H2 is accepted, confirming a significant relationship between engagement level and purchasing intention.

H3: Expertise negatively affected purchasing intention among generation Z

Table 4.13 shows the significance value of expertise is 0.932 ($p > 0.05$). Hence, H3 is not accepted, showing no significant relationship between expertise and purchasing intention.

H4: Information quality positively affected purchasing intention among generation Z

Table 4.13 indicates the significance value of information quality is 0.012 ($p < 0.05$). Thus, H4 is accepted, showing significant relationship between information quality and purchasing intention.

H5: Trustworthiness positively affected purchasing intention among generation Z

Table 4.13 presents the significance value of trustworthiness is 0.000 ($p < 0.05$). Hence, H5 is accepted, confirming a significant relationship between trustworthiness and purchasing intention.

4.6 Conclusion

This chapter presents the results of the survey data analysis, including descriptive analysis of the respondents and inferential analysis of the study variables. Additionally, the hypotheses have been tested.

Chapter 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction

Chapter 5 summarizes and concludes the findings, implications, limitations, and recommendations for future research and results.

5.1 Discussion of Findings

5.1.1 Discussion of Descriptive Analysis

From the previous results, we have both male and female participate in the survey questionnaire. The demographic age shows that, age of 19 to 23 represented the majority respondents in this survey. This age group is more likely to participate more due to their active presence on digital platforms and higher likelihood of encountering online surveys.

In terms of education level, a significant number of participants hold a bachelor's degree. This suggests that most respondents are relatively well-educated and likely to understand the context of the questions. This also reflects the sample's ability to provide insightful responses based on their knowledge and experience. As mentioned above, respondents aged 19 to 23 occupied a large portion among the respondents. They are most likely current university students who are active users of social media and are interested in understanding how influences affect the purchasing intentions among Gen Z.

Based on the data, most respondents are students, which align with the age and income demographic, where more than half of the respondents are reported with less than RM1000 in a month. This demographic is

particularly relevant to the study as university students are active users of digital platforms and tend to be more influenced by digital trends and online advertisements. Their lifestyle and financial situation make them ideal respondents to assess the impact of influences on purchasing intention, as they are constantly exposed to such content while being conscious of their spending habits.

5.1.2 Discussion of Inferential Analysis

Table 5.1: Hypothesis Results and Decisions

No	Hypothesis	P-values	Decision
H1	There is a significant relationship between attractiveness and purchasing intention among generation Z	0.900	Hypothesis Not Supported
H2	There is a significant relationship between engagement level and purchasing intention among generation Z	0.000	Hypothesis Supported
H3	There is a significant relationship between expertise and purchasing intention among generation Z	0.932	Hypothesis Not Supported
H4	There is a significant relationship between information quality and purchasing intention among generation Z	0.012	Hypothesis Supported
H5	There is a significant relationship between trustworthiness and purchasing intention among generation Z	0.000	Hypothesis Supported

Source: Developed for Research Purpose

Table 5.1 presents the results of variables and the decision-making of hypothesis support. Out of 5 proposed hypotheses, there are 3 hypotheses supported with p-value less than 0.05, indicating a significant relationship between the independent variable and dependent variable. These include H2 (Engagement level and Purchasing intention), H4 (Information quality and Purchasing intention), and H5 (Trustworthiness and Purchasing intention). However, H1 (Attractiveness and Purchasing intention) and H3 (Expertise and Purchasing intention) were not supported, as the P-value were respectively 0.900 and 09.32 which were greater than 0.05.

The results indicate that the engagement level has a strong influence on Generation Z's purchasing intention. This suggests that the influencers are able to build a stronger connection with the audience through interactions in social media such as comments, likes, and Q&A. It is a significant factor in influencing the purchasing intentions of Gen Z, who values interactivity and authenticity. Similarly, information quality plays an important role in shaping purchasing intentions among Gen Z. Gen Z audiences are more likely to consider the recommendation, when influencers provide useful, detailed, and reliable information when recommending the products or services. Trustworthiness is also a key factor in influencing the purchasing intention. Gen Z are more likely to trust their endorsement when the influencer is perceived as honest, transparent and reliable.

However, attractiveness and expertise were found to have no significant relationship with purchasing intention in this study. First of all, it may be because of a small dataset of 392 respondents which may lack the statistics to detect a significant relationship between variables even if they exist. It leads to high variability in data due to the widely spread out or inconsistency of respondents in Malaysia. Geographically, it has 8.476 million Gen Z in Malaysia but only a total of 392 respondents are participated. These limitations may not capture the perspective and behaviors of different

individuals accurately. Hence, having larger sampling size may influence the relationship between the hypotheses.

The result suggests that Gen Z consumers are more influenced by how engaging and trustworthy an influencer is, as well as the quality of the information shared by them, rather than superficial aspects like appearance or perceived expertise. Gen Z that has grown up in a digital era where they are constantly exposed to online advertisement, caused them to be more skilled at detecting authenticity and meaningful interaction. Therefore, Gen Z consumers are more likely to be influenced by the influencers with the previous traits, rather than those who are good-looking or knowledgeable but have nothing to offer. Hence, emotional connection, interactive engagements, and accurate information are more weight in influencing Gen Z's purchasing intention. When comparing digital influencers and traditional celebrities, the descriptive results show that 57.1% of respondents are more influenced by digital influencers, while only 27.1% chose traditional celebrities. This causes a strong shift in influence toward digital content creators among the younger generation. Furthermore, digital influencers were rated more effective in promoting products compared to traditional celebrities, with over 50% rated them as "Very effective".

However, past research on related topic states that all hypotheses have a significant relationship. According to Silalahi et al, (2021), both trust and attractiveness have a significant and positive influence on purchasing intention. Their findings suggest that consumers are more likely to buy from influencers or endorsers they perceive as physically appealing and trustworthy. Expertise has positive influencer to purchasing intention (Afifah, 2022), where consumers tend to follow recommendations from influencers, they believe are knowledgeable or skilled in a particular area. Findings from Al-Mu'ani et al. (2023), information quality has a significant influence on purchasing intention, indicating that when influencers provide high-quality, clear, and relevant information, it increases consumer

confidence in their recommendations. Park et al. (2021) discovered a positive relationship between consumer engagement levels and purchase intentions on social media pages, highlighting how interactive and responsive influencers can boost consumer interest and encourage purchase behaviour.

5.2 Implications of Study

This result can be connected to real-life events for better usage and understanding. This study presents valuable insights for marketers looking to enhance the relationship between the brand and Gen Z consumers through influencer marketing. The analysis of the results shows that Gen Z is more influenced by a few factors such as trustworthiness, engagement level, and the quality of the information shared by the influencer. However, surface-level factors such as the attractiveness of appearance or expertise of influencers are the minor factors that influence Gen Z's purchasing intention.

Hence, businesses can partner with influencers who are able to maintain strong relationships with their followers, communicate clearly, and provide useful and honest content for better marketing plans. Partnering with influencers may be more effective than relying solely on popular celebrities with mass appeal. This suggests that marketers should have a long-term partnership with influencers who are seen as genuine, trustworthy, and engaging. This allows marketers to build a stronger emotional connection and relationship with Gen Z consumers, ultimately leading to a stronger brand loyalty and sustained purchasing intention.

Lastly, this study helps businesses better understand Gen Z's values and decision-making behaviours, allowing them to plan the marketing strategies accordingly. Not only that, but this study also adds to the academic understanding of consumer

behaviour among digital-savvy audiences and support more targeted and meaningful marketing efforts in the digital space. These insights are useful in developing more personalized and authentic marketing plans that better with Gen Z's expectations and online purchasing behaviours.

5.3 Limitations of the Study and Recommendations for Future Research

This research focused on five variables, which may limit the scope of the findings. There are possibly more variables that need to be explored to determine the influence in digital platform. Further research can consider expanding the range of variables to enhance academic research on this specific topic while considering other factors that can influence the purchasing intention of Gen Z consumers in digital platforms.

Lastly, this study has the relatively small sample size. Although the survey targeted and distributed to gen Z individuals across Malaysia, the total number of the respondents does not fully represent the view of the entire Gen Z population in the country. With a wider and more diverse sample size, future research may produce different results, offering deeper insights and a broader range of opinions. This could help improve the generalizability of the findings and provide a more accurate understanding of Gen Z's purchasing intention and the preferences towards the marketing strategies.

5.4 Conclusion

This research shows the relationships between expertise, trustworthiness, expertise, engagement level and information quality on Gen Z's purchasing decision. The

findings show that Gen Z consumers are more influenced by how engaging and trustworthy an influencer is, as well as the quality of the information shared, rather than superficial factors such as physical appearance or perceived expertise. This suggests that building authentic connections, providing honest content, and maintaining credibility are more important in shaping Gen Z's buying behaviour. However, past studies showed that all these variables have significant influence on Gen Z's purchasing intention, this study found that not all variables were equally effective among Malaysian Gen Z. This outcome may have been affected by the relatively small sample size and limited range of respondents.

Overall, this study provides useful insights for marketers, businesses and researchers in understanding the evolving behaviours of Gen Z consumers. It highlights the importance of building long-term relationships with influencers who are seen as genuine, trustworthy and engaging. Meanwhile, this study also contributes academically by enriching the current literature on consumer behaviour, particularly in digital marketing. For future research, scholar is encouraged to explore broader variables and reach a wider audience to gain the comprehensive and diverse perspective on this topic.

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APPENDIX

Appendix 3.1

Dear Respondents,

I am Lai Pei Xuan from the Bachelor of International Business (Hons) at University Tunku Abdul Rahman (UTAR). I am currently working on my final year project titled **“The Comparative Influence of Traditional Celebrities and Digital Influencers in Fashion Industry for Generation Z”**

This questionnaire aims to gather feedback on the attitude, behaviour and preferences of generation Z in shaping their purchasing intention in fashion industry towards traditional celebrities and digital influencers. The survey consists of **three sections**:

- Section A: Demographics
- Section B: General information and opinions towards the topic
- Section C: Opinions on Purchasing Intention towards it (Attractiveness, Trustworthiness, Expertise, Engagement Level, Information Quality of Traditional celebrities and Digital influencers)

Your participation is entirely voluntary. Your responses will be kept **STRICTLY CONFIDENTIAL** and are used for academic purposes only. Additionally, this survey will be approximately 3 to 10 minutes to complete. Your response is much appreciated.

If you wish to enquire further regarding this research project, please do not hesitate to contact the researcher through email peixuan02@utar.my

Sincerely,

Lai Pei Xuan

Data Protection Act

Please be informed that under Personal Data Protection Act 2010 (“PDPA”) which came into force on 15 November 2013, Universiti Tunku Abdul Rahman (“UTAR”) is hereby bound to take notice and require consent for collection, recording, storage, usage and retention of personal information.

Notice:

1. The purposes for which your personal data may be used are inclusive but not limited to: -

- For assessment of any application to UTAR
- For processing any benefits and services
- For communication purposes
- For advertorial and news
- For general administration and record purposes
- For enhancing the value of education
- For educational and related purposes consequential to UTAR
- For the purpose of our corporate governance
- For consideration as a guarantor for UTAR staff/students applying for his/her scholarship/ study loan

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

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

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

Consent:

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

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

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

peixuan02@utar.my

☐ You have notified me that I at this moment understood, consented and agreed per UTAR above notice

☐ I disagree, my personal data will not be processed

Section A: Demographics

(Please tick “o” only one answer in the relevant box for each of the following statements)

1. Age
 - ☐ 13-15
 - ☐ 16-18
 - ☐ 19-23
 - ☐ 24-30
2. Gender
 - ☐ Female
 - ☐ Male
 - ☐ Prefer not to say
3. Education Level
 - ☐ Secondary / High School
 - ☐ Bachelor’s Degree
 - ☐ Master’s Degree
 - ☐ Other
4. Occupation
 - ☐ Student
 - ☐ Employed
 - ☐ Unemployed
 - ☐ Retired
5. Monthly Income
 - ☐ Less than RM1000
 - ☐ RM1000 – RM3000
 - ☐ RM3001 – RM5000
 - ☐ More than RM5000

Section B: General information & opinion towards topic

1. Who influences your purchase decision more?
 - ☐ Traditional celebrities
 - ☐ Digital influencers
 - ☐ Both equally
2. Rate the effectiveness of traditional celebrities in promoting products.
 - ☐ Not Effective
 - ☐ Slightly Effective
 - ☐ Moderately Effective
 - ☐ Very Effective
 - ☐ Extremely Effective

3. Rate the effectiveness of digital influencers in promoting products.
 - Not Effective
 - Slightly Effective
 - Moderately Effective
 - Very Effective
 - Extremely Effective

Section C: Opinions on Purchasing Intention and attitude towards it

Please answer all questions in this section.

Please choose the likeliness on agreeing or disagreeing with each of the following statements based on a scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree)

Strongly Disagree (SD)	Disagree (D)	Neutral (N)	Agree (A)	Strongly Agree (SA)
1	2	3	4	5

No.	Statement	SD	D	N	A	SA
Attractiveness						
1	The appearance of celebrities makes me more interested compared to digital influencers when promoting brands.					
2	I find the style of a celebrity more appealing than that of digital influencer when promoting brands.					
3	Celebrities are more attractive than digital influencers when promoting brands.					
Trustworthiness						
1	I trust the product reviews from celebrities more than digital influencers.					
2	I trust the recommendations that communicate with their followers from celebrities more than digital influencers (answering questions, answering DM, launching pools, interacting with followers).					
3	I believe what celebrities says more than digital influencers says, as I believe celebrities are less likely to take advantage of their followers.					
4	Celebrities are more straightforward and honest in their communication than digital					

	influencers, even when their self-interests are involved.					
Expertise						
1	Celebrities have more experience than digital influencers to make assertions about their area.					
2	Celebrities are more expert than digital influencers in their area.					
3	Celebrities have more expert knowledge of products and services than digital influencers.					
Engagement level						
1	I will more likely to 'like' the post shared by celebrities as compare to post by digital influencer.					
2	I will more likely to comment on the post shared by celebrities as compare to post by digital influencer.					
3	I will more likely to share the post shared by celebrities to my friends as compare to post by digital influencer.					
Information Quality						
1	The information I can obtain from post shared by celebrities is more useful than digital influencers in making purchasing decision.					
2	The information I can obtain from celebrities are timelier compared to digital influencer (up-to-date).					
3	The information I can obtain from celebrities are more relevant to my needs compared to digital influencers.					
4	The information I can obtain from celebrities are more detail to satisfy my informational needs compared to digital influencer.					
Purchasing Intention						
1	I would consider purchasing the product/service depicted in the post shared by celebrities more than digital influencers.					
2	I will consider purchasing the product/service as shown in the post shared by celebrities more than digital influencer.					
3	I will consider purchasing the products of brands recommended by the celebrities more than digital influencers.					
4	I tend to develop greater purchase intention toward that product/service of credible online review by celebrities more than digital influencers.					

ORIGINALITY REPORT

14%	11%	6%	%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	eprints.utar.edu.my Internet Source	7%
2	George Onofrei, Raffaele Filieri, Lorraine Kennedy. "Social media interactions, purchase intention, and behavioural engagement: The mediating role of source and content factors", Journal of Business Research, 2022 Publication	1%
3	myscholar.umk.edu.my Internet Source	1%
4	www.researchgate.net Internet Source	<1%
5	www.coursehero.com Internet Source	<1%
6	Rodney Duffett, Ayabonga Mxunyelwa. "Instagram Mega-Influencers' Effect on Generation Z's Intention to Purchase: A Technology Acceptance Model and Source Credibility Model Perspective", Journal of Theoretical and Applied Electronic Commerce Research, 2025 Publication	<1%
7	Xiaowen Zhao, Zhenzhong Zhu, Minghui Shan, Rui Cao, Haipeng (Allan) Chen. ""Informers" or "entertainers": The effect of social media influencers on consumers' green	<1%

Re: U/SERC/78-420/2024

23 December 2024

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

Dear Dr Fitriya,

Ethical Approval For Research Project/Protocol

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

The details of the research projects are as follows:

No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
1.	The Factors that Impact Women's Intention to Purchase Luxury Handbags in Malaysia	Lee Wen	Dr Mahendra Kumar a/l Chelliah	23 December 2024 – 22 December 2025
2.	Evaluating Customer Satisfaction in International Coffee Chains in Malaysia By Using SERVQUAL Model	Wong Xuan	Dr Malathi Nair a/p G Narayana Nair	
3.	Integrated Marketing Communication (IMC) Motivates Student's eWoM Intentions and Choice of University Through Brand Equity	Oo Kai Shi	Dr Tang Kin Leong	
4.	Exploring the Impact of Social Media Marketing on Consumer Brand Engagement in Fashion Branded Jewellery	Leow Yi Ling	Dr Malathi Nair a/p G Narayana Nair	
5.	Factors Influencing Women's Barriers to Career Advancement Within Malaysian Workplaces	Chia Xin Rou	Dr Kalaivani a/p Jayaraman	
6.	Factor Affecting Customers' Trust in E-commerce	Lai Yen Ee	Mr Low Choon Wei	
7.	Factors of Students' Behavioral Intention to Adopt Artificial Intelligence (AI) Chatbots in Higher Education	Seow Jia Ling	Dr Foo Meow Yee	
8.	The Influence of Green Marketing Strategies on Consumer Purchase Intention for Electric Vehicles	Ng Chang Da	Dr Yeong Wai Mun	
9.	Factors Influencing Job Satisfaction in Malaysia's Hospitality Industry	Janice Tan	Mr Khairul Anuar Bin Rusli	
10.	Factors Influencing Malaysian Consumers' Impulse Buying Behaviour in Live Streaming Commerce	Tan Zhi Wei	Dr Corrinne Lee Mei Jyin	
11.	How Working Abroad Affects Consumer Behaviour: A Study on Factor Influencing Consumers' Purchasing Behaviour When Working Abroad	Li Wen Kee	Mr Khairul Anuar Bin Rusli	

No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
12.	The Linkage Between Entrepreneurial Motivation Towards Their Business Strategy Choices in Malaysian SMEs	Pua Shue Ling	Dr Mahendra Kumar a/l Chelliah	23 December 2024 – 22 December 2025
13.	Exploring the Motives of Generation Z's Purchase Intention for Branded Sport Shoes	Jeow Bin Hong	Dr Malathi Nair a/p G Narayana Nair	
14.	The Effectiveness of Live-Streaming Commerce in Driving Consumer Engagement and Purchasing Intention	Leong Ze Qi	Dr Fok Kuk Fai	
15.	The Impact of Generative AI on Employee Output	Lim Qi Fei	Dr Corrinne Lee Mei Jyin	
16.	Analyzing The Effects of Workplace Culture on Employee Retention Rate Among SME Companies in Malaysia	Yaw Wei Jian	Mr Khairul Anuar Bin Rusli	
17.	The Perception of Youths on The Board of Directors' Performance towards Sound Governance	Lee Xing Jia	Dr Abdullah Sallehuddin Bin Abdullah Salim	
18.	Evaluating the Influence of Monetary and Non-Monetary Rewards in Enhancing Employee Performance	Geetha Kaurr Chandi A/P Stevender Singh	Dr Komathi a/p Munusamy	
19.	Analyzing the Adoption of Mobile Payment Systems Among Malaysian University Students	Samuel Rinaldo		
20.	The Comparative Influence of Traditional Celebrities and Digital Influencers in Fashion Industry for Generation Z	Lai Pei Xuan	Pn Ezatul Emilia Binti Muhammad Arif	
21.	Analysing the Effectiveness of Real-time Inventory Technology in Optimising Central Kitchen Operations	Sim Kah Khai		
22.	Analyzing the Key Challenges that Demotivates Women Entrepreneurs to Execute Online Business in Malaysia	Yeo Yee Shen		
23.	Influencer Marketing Effectiveness: Analyzing the Impact of Influencers in Driving Consumer Purchase Intention Among Generation Z	Foo Yen Thung	Dr Choo Siew Ming	

The conduct of this research is subject to the following:

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

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

Thank you.

Yours sincerely,



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

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