

THE IMPACT OF SOCIAL MEDIA INFLUENCERS
ON GEN Z'S PURCHASE DECISIONS

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BY

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- (2) No portion of this FYP has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
- (3) Sole contribution has been made by me in completing the FYP.
- (4) The word count of this research report is 9427.

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LIST OF ABBREVIATIONS

ANOVA	Analysis of Variance
CPD	Consumers' Purchase Decisions
DV	Dependent Variable
Gen Z	Generation Z
IC	Influencer Credibility
IV	Independent Variable
MI	Marketing Influence
PQ	Product Quality
SME	Social Media Engagement
SP	Sales Promotion
SPSS	Statistical Package for Social Sciences

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PREFACE

This research was inspired by the growing presence of social media in everyday life and its increasing influence on consumer behavior, particularly among Gen Z. As a member of Gen Z, the researcher frequently observed how social media influencers shape opinions, preferences, and purchase decisions through platforms such as Instagram, Facebook, YouTube, and TikTok. These observations raised questions about how social media influencer recommendations often appear more persuasive than traditional advertising and how digital interactions translate into actual purchase behavior.

Throughout daily social media usage, the researcher noticed that Gen Z consumers tend to rely heavily on influencer reviews, lifestyle content, and promotional messages before making purchase decisions. Social media influencers are no longer seen as content creators, but opinion leaders who provide relatable and authentic information. This shift motivated the researcher to explore the underlying factors that make influencers impactful.

Overall, this research represents a personal and academic journey to understand how modern consumer decisions are shaped in a social media-driven environment. The findings of this research are intended to contribute to the growing body of knowledge on influencer marketing while providing practical guidance for effective engagement with Gen Z consumers.

ABSTRACT

This Final Year Project examines how social media influencers affect Gen Z consumers' purchase decisions by focusing on five key factors: influencer credibility, social media engagement, sales promotion, product quality, and marketing influence. The study applies Source Credibility Theory to explain how trust, expertise, and persuasive communication shape consumer behavior in digital environments. Quantitative research design is adopted, and primary data are collected through a structured survey questionnaire distributed to 200 Gen Z respondents. The data are analyzed using SPSS through descriptive analysis, reliability testing, Pearson correlation and multiple linear regression analysis.

The findings show that social media engagement is the strongest predictor of Gen Z consumers' purchase decisions, followed by marketing influence and influencer credibility. These results indicate that interactive content, persuasive messaging, and perceived authenticity play crucial roles in shaping buying behavior. Sales promotion demonstrates a significant but negative relationship in the regression model, suggesting that excessive promotional tactics may reduce perceived value. Although product quality positively correlated with purchase decisions, but it does not significantly predict the buying behavior when digital influence factors are considered simultaneously.

Overall, the results confirm that influencer-related factors are influential in shaping Gen Z purchase decisions. The study contributes to academic literature by extending Source Credibility Theory into the context of influencer marketing and offers practical insights for businesses seeking to design effective digital strategies targeting Gen Z consumers.

Keywords: Gen Z, Source Credibility Theory, Influencer Credibility, Social Media Engagement, Marketing Influence

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

The overview of the research will be introduced in this chapter by outlining the background, problem, objectives, questions, and significance of the research.

1.1 Research Background

The increased popularity of social media platforms has changed the way businesses and consumers engage. In this digital era nowadays, social media has emerged as a dominant communication platform that influences consumer behavior, especially among Gen Z. Erwin, Saununu, and Rukmana (2023) found that Gen Z represents the most engaged user group across social media platforms like TikTok, Instagram, and YouTube, making them especially responsive to digital marketing strategies. The social media platforms dominate their daily lives, providing not only entertainment but also shaping their preferences and purchase intentions.

According to Timsina (2024), Gen Z spend almost 3 hours daily on social media. Their consumer behavior differs significantly from previous generations, as they rely on online reviews, influencer recommendations and content heavily. As stated by Fitriasari, Riyoko, and Roosdhani (2025), social media influencers have developed as trusted individuals that affect consumer perceptions and purchase behavior. They cultivated trust, popularity, and engagement with their audiences by sharing authentic and relatable content. Fitriasari et al (2025) also pointed out social media influencers are acting as intermediaries between brands and consumers, to

offer product reviews, lifestyle content, and endorsements that connect with their followers.

As a marketing strategy, influencer marketing has proven successful in reaching Gen Z consumers. Nadanyiova and Sujanska (2023) indicated that influencer marketing is considered greater persuasive power compared to traditional advertising because it integrates promotional content in an authentic and relatable way. In accordance with Ghalib and Ardiansyah (2022), several key factors can determine how effective influencer marketing can be. Credibility, expertise, and trustworthiness are considered crucial factors influencing followers' purchase intentions.

According to Ghaleb and Alawad (2024), the concept of engagement (likes, shares, comments, and interactive features) plays a intermediary role in connecting influencer credibility with decision-making among Gen Z consumers. Ghalib and Ardiansyah (2022) mentioned influencers are often perceived as opinion leaders which authenticity and transparency foster higher levels of trust among their followers. This has made influencers crucial in shaping the perceptions of Gen Z on brands, products, and services.

As Gen Z continues to represent a growing number of global consumers, understanding the ways of which influencers affect Gen Z's purchase decisions becomes a key area for both academic research and business applications.

1.2 Research Problem

Even though influencer marketing is becoming more widespread, there are still underlying issues. Despite Gen Z consumers being highly engaged on social media,

they still demonstrate complex pattern of trust. Erwin and Rukmana (2023) indicated that the oversaturation of influencer content and the rise in sponsored endorsements may reduce perceptions of authenticity, leading to consumer distrust. This creates challenges for marketers in balancing promotional messaging with genuine and value-driven communication.

While influencer popularity and follower counts are often seen as indicators of influence, Fitriasari et al (2025) stated that these factors alone do not directly drive purchase decisions. Instead, variables such as trust and credibility serve as mediators that significantly influence consumer behavior. This raises the issue of whether the brand should prioritize influencer reach or focus on qualities that foster stronger social interactions with audiences.

Despite some research have highlighted individual elements such as engagement, expertise, and credibility, there is still a lack of comprehensive insight of how these factors collectively influence purchase intentions of consumers. Some studies emphasize engagement as the primary driver (Ghalib and Ardiansyah, 2022), while some argue that trustworthiness and expertise are more decisive (Ghaleb and Alawad, 2024). This inconsistency signals a research gap in identifying which factors most strongly predict actual purchase behavior among Gen Z.

According to Gunawan, Haryono, and Andreani (2021), influencers often underexplore the consumer perceptions of product quality and promotional strategies alongside credibility. While influencers can increase brand awareness, it is unclear how much their influence extends into consumer trust and loyalty. By combining influencer credibility, engagement, and product-related perceptions into a single framework, this research will fill the gap.

1.3 Research Objectives

The research is designed to explore the specific factors affecting Gen Z consumers' purchase decisions.

1.3.1 Specific Research Objectives

1. To explore the influence of social media influencer credibility on the purchase decisions of Gen Z consumers.
2. To explore the influence of social media influencer engagement on the purchase decisions of Gen Z consumers.
3. To explore the influence of social media influencer sales promotion on the purchase decisions of Gen Z consumers.
4. To explore the influence of social media influencer product quality on the purchase decisions of Gen Z consumers.
5. To explore the influence of social media influencer marketing influence on the purchase decisions of Gen Z consumers.

1.4 Research Questions

Questions are designed in this research to explore how specific factors of social media influencers influence the purchase decisions of Gen Z consumers.

1.4.1 Specific Research Questions

1. How does the credibility of social media influencers influence the purchase decisions of Gen Z consumers?
2. How does the engagement of social media influencers influence the purchase decisions of Gen Z consumers?
3. How does the sales promotion of social media influencers influence the purchase decisions of Gen Z consumers?
4. How does the product quality of social media influencers influence the purchase decisions of Gen Z consumers?
5. How does the marketing influence of social media influencers influence the purchase decisions of Gen Z consumers?

1.5 Research Significance

This section will discuss the value of the research by explaining the academic significance and practical significance.

1.5.1 Academic Significance

By expanding the knowledge of the way social media influencers influence the purchase decisions of Gen Z, this research will contribute to academic literature. Source Credibility Theory is utilised as the foundation for this research, which will expand the academic knowledge of Gen Z-specific digital marketing strategies.

Besides that, the research findings may also contribute to the expansion of consumer behavior theory. Identifying the diverse behaviors and preferences of Gen Z regarding influencer marketing is crucial to develop theories on social influence and digital marketing. This research will provide new understanding of how Gen Z react to social media influencer content and promotional stimuli.

Moreover, this research will introduce a comprehensive framework that integrates multiple variables for understanding consumer purchase behavior. By identifying the variables that influence Gen Z's purchase decisions, future research on influencer marketing will benefit from the foundation established by this research.

1.5.2 Practical Significance

Businesses and marketers wishing to maximize their influencer marketing strategies targeting Gen Z will find valuable insights from this research. By highlighting how social media influencers affect consumer decisions, marketers can leverage these insights to ensure that their effort is more effective with Gen Z by fostering connections between social media influencers and their followers.

Furthermore, businesses can better target their marketing efforts to increase consumer engagement by knowing the factors influencing Gen Z's purchase decisions. By focusing on the influencers credibility and their ability to engage meaningfully with their followers, companies can strengthen their relationships with Gen Z consumers.

Additionally, the findings from this research can help businesses design more effective influencer collaborations, especially in the context of product quality and promotional strategies. By optimizing influencer collaborations based on these insights, brands can create more targeted and effective digital marketing that fosters stronger connections with Gen Z consumers.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

An overview of the theory and variables is presented in this chapter. The discussion will begin with Source Credibility Theory, proceeding to the dependent variable and independent variables. Each variable is explained through empirical findings to define its role in shaping consumers' purchase decisions, followed by the proposed research framework and hypotheses development.

2.1 Underlying Theories

Source Credibility Theory is the foundation of this research, which provides a fundamental perspective to understand why certain social media influencers are more persuasive than others in consumer attitudes and behaviors. According to Social Credibility Theory, the perceived qualities of the source delivering the message have a significant impact on its effectiveness. Bogoevska-Gavrilova and Ciunova-Shuleska (2022) emphasized that the Social Credibility Theory highlights three primary dimensions: expertise, trustworthiness, and attractiveness. Ayeh (2015) found that these dimensions create the basis on audiences decide whether to accept or reject information, especially in situations of uncertainty and limited product knowledge.

Weismueller, Harrigan, Wang, and Soutar (2020) highlighted that trustworthiness refers to the audience's belief in the honesty and reliability of the source. Audiences are more likely to expand favorable attitudes toward endorsed brands when

influencers are seen as authentic. Rahim, Sulaiman, Thoo, Baharun, and Muharam (2016) stated that expertise refers to the perception of an influencer's knowledge or expertise in a certain topic. Audiences tend to depend more on endorsers who demonstrate skills and experience in the topic under discussion. Both physical and social attractiveness increase the reception of messages because audiences tend to identify good attributes with influencers who are visually appealing and socially engaging. Overall, these dimensions allow influencers to shape not only brand evaluations but also consumer purchase intentions.

The application of Social Credibility Theory to influencer marketing demonstrates that credibility perceptions strongly predict consumer behavior. For example, according to Rahim et al (2016), audiences are more likely to trust recommendations in their decision-making and believe that electronic word-of-mouth is authentic when they perceive an influencer as credible. Moreover, Jang, J. Kim, S. Kim, and Chun (2020) reveal that influencer credibility increases engagement levels, which in turn enhances persuasion effectiveness and drives purchase intentions.

Importantly, Social Credibility Theory explains why influencer endorsements can be more persuasive than traditional celebrity advertising. Weismueller et al (2020) pointed out that influencers have frequently interactive interactions with their followers unlike traditional celebrities, creating social relationships that increase the benefits of credibility dimension. This relational interaction demonstrates why Social Credibility Theory remains essential for studying digital consumer behavior.

2.2 Review of Variables

This section will review the dependent variable followed by individual independent variables.

2.2.1 Dependent Variable – Consumers Purchase Decisions

Consumer purchase decisions are the final outcomes of a process where individuals evaluate needs, compare alternatives, and make purchase choices. Pop, Săplăcan, Dabija, and Alt (2021) emphasized that the decision journey is shaped by trust, credibility, and external influences such as social media.

According to Zirena-Bejarano, Zirena, and Gala-Velásquez (2022), brand value plays a crucial role by reinforcing confidence during the purchase process, as consumers are more likely to commit when influencer messages align with brand attributes. The research of Kavaliauskienė and Margis (2019) showed that influencers often initiate decisions by raising awareness and interest, but the final purchase decisions are impacted by a mix of marketing and product-related indications.

Lifestyle, brand values, and marketing strategies further influence decision-making. Hermanda, Sumarwan, and Tinaprilla (2019) indicated that purchase intention is influenced by brand image and self-perception, and consumers often see influencers as role models to align their lifestyles. According to Barusman and Suwandi (2020), influencer-driven content has greater impact since modern consumers often integrate their lifestyle with their purchase intentions.

Influencer marketing has been demonstrated to create a significant and positive relationship with purchase intentions when credibility and trust are established (AL-Zubaidie & Al-balaghee, 2024). According to Zak and Hasprova (2020), influencers play a crucial role as opinion leaders in marketplaces where consumers make their purchase decisions on their expertise. Chan (2022) also found that consumer loyalty is fostered by influencers' character attributes and content quality, which encourage imitation of consumption choices.

2.2.2 Independent Variable - Influencer Credibility

Influencers' credibility has a big impact on consumer purchase decisions, as it reflects the trust and authenticity that audiences perceive in an influencer's content. Research consistently highlights that credibility impacts followers converting exposure into purchase action. According to Özbölük and Akdogan (2022), credibility is often explained through three dimensions (expertise, trustworthiness, and attractiveness) which shape how consumers perceive the persuasiveness of influencer endorsements. Khan (2023) stated that when influencers demonstrate knowledge and authority in a product, their recommendations are more likely to be followed by consumers as the expertise creates confidence in the accuracy of the information presented.

Trustworthiness strengthens credibility by creating a sense of honesty and transparency in promotional messages. Kemeç and Yüksel (2021) found that consumers are more inclined to respond positively when influencers seem authentic, which in turn increases brand trust and purchase likelihood. Martiningsih and Setyawan (2022) indicated that attractiveness also influences consumer attitudes as followers often connect attractiveness with credibility.

Studies emphasize that influencer credibility enhances brand equity, which boosts purchase intention. Coutinho, Dias, and Pereira (2023) mentioned that credible influencers will positively affect consumer perceptions toward the brand by aligning endorsements with personal identity and lifestyle aspirations. Moreover, according to Weismeller et al (2020), the advertising disclosures can reinforce credibility by making promotional intentions transparent when they are clearly presented.

2.2.3 Independent Variable - Social Media Engagement

Consumer purchase decisions are significantly influence by social media engagement because it reflects how they interact with content, brands, and influencers across digital platforms. Barhemmati and Ahmad (2015) indicated that social network marketing creates interactive communication tool, and consumer engagement in these interactions positively predicts purchase behaviors. According to Hari (2019), when consumer engagement expressed as emotional and cognitive involvement, trust, purchase decisions, and brand loyalty will be boosted.

Consumer perceptions of brand value are heavily influenced by online engagement, which directly affect on purchase behavior. According to Dhar and Jha (2014), engagement with social media content such as reviews, recommendations, and electronic word of mouth drives higher intention to purchase. Also, engagement is crucial for increasing brand awareness and loyalty, which converts into greater purchase intention (Zeqiri, Koku, Dobre, Milovan, Hasani & Paientko, 2024).

C. Nguyen, N. Nguyen, and Duong (2020) further highlighted that engagement acts as a bridge between social media marketing activities and

consumers' purchase intentions, reinforcing the idea that participation drives the purchase decisions. Bilal, Zeng, and Ming (2021) stated that engagement also involves entertainment, interactivity, and electronic word of mouth, which all strengthen consumer-brand relationships.

According to Onofrei, Filieri, and Kennedy (2022), social media interactions such as like, comment, and share on social media posts stimulate purchase intention by enhancing credibility and perceived content quality. Matin, Khoshtaria, and Tutberidze (2020) mentioned that engagement also builds trust, which is a critical pathway through which consumers move from social media interaction to actual purchase behavior.

2.2.4 Independent Variable - Sales Promotion

Sales promotion is widely recognized as a marketing strategy that directly influences consumers' purchase decisions by creating urgency and offering added value. A research by Pasaribu, Simanjorang, and Siregar (2023) showed that one of the most popular types of sale promotions is flash deals, which are effective in stimulating consumer purchase intentions. However, their influence is not always consistent, as while flash sales attract attention, they may not always lead to significant purchase decisions without supporting factors like lifestyle relevance and product ratings.

Another perspective in research by Helmi, Ariana, and Supardin (2022) explains that sales promotions work through brand image reinforcement. Consumers are more inclined to perceive value while making purchase decisions when discounts and advertising campaigns are developed with a strong brand identity. Tianingrum, Hurriyati, and Monoarfa (2024) also

stated that sales promotion in combination with influencer marketing can significantly enhance purchase decisions.

In addition, promotions are found to shape consumer behavior when mediated through variables like influencer credibility. Hasan and Padmantlyo (2023) revealed that trust, expertise, and attractiveness of influencers strengthen the persuasive power of promotions, making consumers more receptive to purchase decisions. Research by Priya (2021) also showed that promotions can act as a moderating effect in influencer marketing, strengthening the link between brand engagement and purchase intention. For example, sales promotions enhance the influence of engagement driven by influencers on consumers' purchasing decisions. Rohman and Tambunan (2024) also indicated that sales promotions maintain a strong positive relationship with consumer purchase intentions when combined with other elements such as perceived price fairness and influencer endorsements, which together create a holistic appeal for consumers.

2.2.5 Independent Variable - Product Quality

Product quality is one of the most critical factors shaping consumers' purchase behavior, as it directly influences satisfaction, trust, and loyalty. High quality products create positive consumer perceptions, which in turn drive purchase decisions. According to Hutapea and Wiradinata (2019), there is a significant influence of product quality on purchasing decisions, especially when combined with promotional strategies through social media. Similarly, Rachman, Rahman and Sakitri (2024) also found that the product quality influence purchase behavior by strengthening brand awareness, meaning that consumers are more inclined to choose products they believe to be reliable.

Furthermore, according to Nofrizal, Sucherly, Juju, Khairani, Soviyanti, Hadiyati and N (2023), product quality is strongly tied to trust and loyalty which both serve as mediating factors in the path toward purchase decisions in digital commerce. Suharyanto and Rahman (2022) mentioned that product quality also serves as a mediating factor in social media-driven marketing strategies, which enhances the credibility of messages and strengthens the relationship between brand communication and actual purchase decisions. Wikantari (2022) revealed that high-quality products significantly moderate how social media marketing influences consumers' purchasing decisions, ensuring that marketing efforts turns into consumer actions. According to Ramdani, Sahara, and Anisa (2025), consistent product quality will not only improves purchase intention but also enhances perceptions of price fairness and strengthens customer-brand relationships.

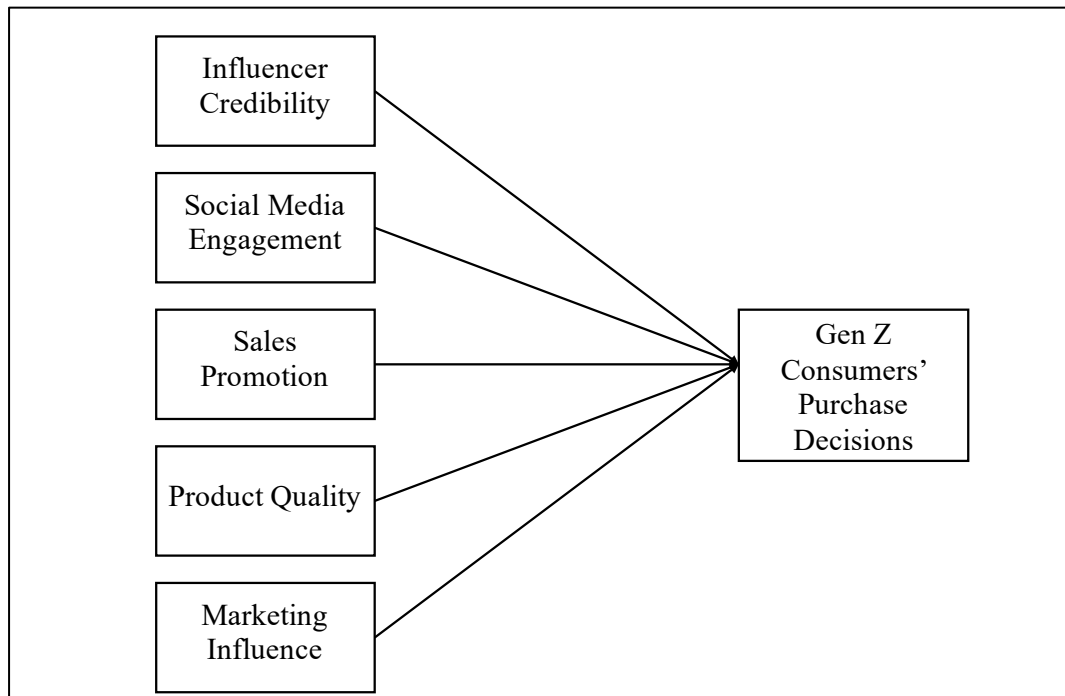
2.2.6 Independent Variable - Marketing Influence

Marketing influence significantly influences consumer behavior by shaping perceptions, attitudes, and ultimate purchase decisions. A research by Venciute, Mackeviciene, Kuslys, and Correia (2023) showed that congruence among influencers, brands, and consumers enhances purchase intentions, as consumers are more likely to act when they feel aligned with the values of the marketing source. According to Purwanto and Prayuda (2024), strong brand experiences integrate with influencer marketing also generate higher purchase interest, reflecting the psychological compatibility between consumers and products. Vidani and Das (2021) mentioned that the development of influencer marketing demonstrates that consumers see influencers as more trustworthy and authentic than traditional advertising, which increases their purchase intentions.

Evania, Listiana, Wendy, Rosnani, and Fahrana (2023) stated that influencer content and engagement positively affect consumer purchase decisions by making marketing messages appear more trustable. According to Wilis and Faik (2022), marketing influence is impactful when integrated with other strategies such as digital marketing and online reviews, as these elements create credibility and reinforce consumer trust. Furthermore, Hodijah, Intan, Solihah, and Maria (2021) revealed that the influencer marketing effectiveness is driven by emotional and psychological engagement that influencers develop with followers, which enhance message acceptance and lead to stronger purchase behavior. Nadannyioya and Sujanska (2023) indicated that marketing influence is effective among Gen Z who are highly responsive to authentic and creative promotional strategies from influencers.

2.3 Research Framework

Figure 2.3: Proposed Research Framework



Source: Developed for research.

The independent variables (Influencer Credibility, Social Media Engagement, Sales Promotion, Product Quality, and Marketing Influence) and the dependent variable (Gen Z Consumers' Purchase Decision) is shown in the research framework in Figure 2.3 to define their relationship. Each independent variable is a critical driver that shapes Gen Z consumers' purchase decision in the digital marketplace. These variables explain how digital factors influence purchase decisions of Gen Z consumers, offering a comprehensive framework for examining consumer behavior in the social media-driven marketplace.

2.4 Hypotheses Development

This section will develop hypotheses to define the relationship between influencer credibility, social media engagement, sales promotion, product quality, marketing influence, and Gen Z consumers' purchase decisions.

2.4.1 Relationship Between Influencer Credibility and Gen Z Consumers' Purchase Decisions

According to AlFarraj, Alalwan, Obeidat, Baabdullah, Aldmour & Al-Haddad (2020), credibility will build trust and engagement, which found to enhance influencers' persuasive power in impacting consumer purchase decisions.

H1: Influencer Credibility has a positive relationship with Gen Z Consumers' Purchase Decisions.

2.4.2 Relationship Between Social Media Engagement and Gen Z Consumers' Purchase Decisions

According to Al-Haddad, Sharabati, Al-Khasawneh, Maraqa, and Hashem (2022), social media engagement significantly strengthens consumer purchase intention because it allows individuals to interact with brands and influencers, creating a sense of involvement that fosters loyalty.

H2: Social Media Engagement has a positive relationship with Gen Z Consumers' Purchase Decisions.

2.4.3 Relationship Between Sales Promotion and Gen Z Consumers' Purchase Decisions

Sales promotion plays a crucial role in shaping consumer purchase decisions because promotional tools such as discounts, gifts, and special offers stimulate consumer interest and create purchase intention (Resdiansyah & Pardede, 2024).

H3: Sale Promotion has a positive relationship with Gen Z Consumers' Purchase Decisions.

2.4.4 Relationship Between Product Quality and Gen Z Consumers' Purchase Decisions

Hardiyanto, Perera, and Kusdibyو (2020) emphasized that the product quality is a key factor influencing consumer purchase decisions because consumers often evaluate the product before purchase, and higher product quality will significantly increases purchase intention.

H4: Product Quality has a positive relationship with Gen Z Consumers' Purchase Decisions.

2.4.5 Relationship Between Marketing Influence and Gen Z Consumers' Purchase Decisions

According to Zak and Hasprova (2020), marketing influence shapes consumer purchase decisions because influencers are acting as opinion leaders, directly affecting attitudes and purchase behavior.

H5: Marketing Influence has a positive relationship with Gen Z Consumers' Purchase Decisions.

CHAPTER 3: METHODOLOGY

3.0 Introduction

The methodological approach adopted will be outlined in this chapter to examine the influence of social media influencers on purchase decisions of Gen Z consumers, also ensuring the research is systematically conducted and aligned with its objectives.

3.1 Research Design

A quantitative approach is utilized in this research to gather numerical data and analyse it through statistical methods to examine relationships among variables. Quantitative design is appropriate when the goal is to establish measurable patterns and test hypotheses that link independent variables to dependent variable.

According to Lowhorn (2007), quantitative research provides the advantage of generalizing findings from a sample to a larger population when sampling is properly conducted. It allows the researcher to determine correlations and causal relationships by measuring variables through structured instruments such as surveys. In this research, the use of a survey questionnaire ensures consistency and objectivity in data collection, enabling the researcher to capture clear responses that can be statistically tested.

Another advantage of quantitative research is its reliability and validity. Reliability ensures that the same instrument produces consistent results under

similar situations, while validity ensures that the instrument accurately measures the constructs under research (Lowhorn, 2007). These characteristics make quantitative research suitable for examining behavioral influences in consumer decision-making.

In addition, Ghanad (2023) also stated that quantitative methods are advantageous when testing hypotheses because they allow researchers to apply descriptive and inferential statistical tools to validate theoretical assumptions. For the purpose of identifying significance of correlations between social media influencer characteristics and Gen Z consumers' purchase decisions, the quantitative method is essential.

3.2 Sampling Design

Target population, sampling techniques, and sampling size will be discussed in this section.

3.2.1 Target Population

Gen Z consumers who frequently use social media platforms are the research's target population. The respondents must be borne between 1997 and 2012. As of year 2025, their age range should be 13 to 28 years old. This group is selected because they represent a highly digitalized generation which their purchase behaviors are strongly influenced by online interactions and influencer-driven marketing.

3.2.2 Sampling Frame

Since the research focuses on Gen Z consumers that regularly using social media platforms, there is not an accessible list that includes this population. Therefore, the sample frame is not included in this research. A sampling frame is necessary in probability sampling to guarantee that there is an equal probability of selection for every individual of the population, but it is not suitable for large and online-based groups. As stated by Ishak and Bakar (2014), developing an accurate sample frame might be difficult and challenging when the population is not properly defined, especially in this investigation that involving large, dynamic, and online populations. Therefore, this research is more suitable to adopt a non-probability sampling technique because there is no clear frame.

3.2.3 Sampling Technique

Sampling techniques are generally classified into probability and non-probability. Under probability sampling, all members in the population will have a known and equal opportunity to be selected, to reduce bias and supports the generalization of results. However, probability sampling requires a complete sampling frame and often demands more time, resources, and access to large populations, which can make it impractical in studies focusing on Gen Z. Conversely, non-probability sampling selects respondents according to accessibility, judgment, or voluntary participation, without relying on randomization. This approach is efficient, cost-effective, and particularly suitable for exploratory studies or perception-based research (Pace, 2021).

Given that this research focuses on Gen Z social media users, and they cannot be captured in a complete sampling frame, therefore, this research

employs convenience sampling as its selected non-probability sampling technique. According to Pace (2021), convenience sampling involves choosing respondents who are easiest to reach, which reduces time and cost requirements. Thus, convenience sampling allows the researcher to approach Gen Z respondents who are active and easily accessible on social media, and it is suitable for studies where a complete sampling frame is unavailable.

3.2.4 Sampling Size

This research will utilize multiple linear regression analysis to investigate the relationships among the variables. According to Memon, Ting, Cheah, Thurasamy, Chuah, and Cham (2020), multivariate statistical analysis techniques would be ideal with a sample of 160 to 300 valid responses. Thus, 200 respondents are the targeted sample size for this research, which is sufficient to ensure reliable statistical analysis. This size allows for meaningful insights into how the independent variables and Gen Z consumers' purchase decisions are correlated.

3.3 Data Collection Method

This section will discuss the methods utilized to gather data from the respondents.

3.3.1 Primary Data

Primary data are collected in this research by distributing a structured survey to respondents. Primary data is chosen because it can collect first-hand information which is crucial for addressing the research objectives. The collected data can identify the factors that influence Gen Z consumers' purchase decisions.

3.3.2 Questionnaire Design

The research's survey questionnaire is carefully constructed to capture both demographic information and respondents' perceptions of the variables under investigation. There are two main sections to the instrument.

Section A focuses on demographic information and general social media behavior. Respondents are asked about their gender, age, ethnicity, education level, daily time spent on social media, platforms used, and whether they follow influencers. This section also includes questions on purchase behavior related to influencer recommendations.

Section B contains the measurement items for the research variables. The items are utilized to measure the dependent variable and independent

variables. Each item is measured on a 5-point Likert scale, where 1 represents Strongly Disagree and 5 represents Strongly Agree.

Table 3.3.2: Measurement Items Summary

Variables	Items	Measurement Scale
Gen Z Consumers' Purchase Decisions	5	5-Point Likert Scale (1 = Strongly Disagree, 2 = Somewhat Disagree, 3 = Neutral, 4 = Somewhat Agree, 5 = Strongly Agree)
Influencer Credibility	5	
Social Media Engagement	6	
Sales Promotion	4	
Product Quality	3	
Marketing Influence	5	

Source: Developed for research.

3.3.3 Construct Measurement

Each construct such as Gen Z Consumers' Purchase Decisions, Influencer Credibility, Social Media Engagement, Sales Promotion, Product Quality and Marketing Influence, is measured using statements adapted from previous validated studies. Respondents will rate each statement to indicate their agreement or disagreement. The origin of construct is shown in Appendix 3.3.3.1 and the survey questionnaire is shown in Appendix 3.3.3.2.

3.3.4 Data Scale Measurement

The data scale measurement in this research is based on the 5-point Likert scale, which is a widely adopted tool for capturing attitudes and perceptions in survey research. A Likert scale allows respondents to rate how they agree or disagree with a given topic, which gives them ordered response options that usually range from "strongly disagree" to "strongly agree" (Batterton & Hale, 2017).

The scale used in this research goes from "Strongly Disagree (1)" to "Strongly Agree (5)," makes sure that responses accurately reflect how the respondents perceive the dependent and independent variables.

3.3.5 Pilot Test

A pilot test is an important step because it ensures that the questionnaire is valid, reliable, and practical before distributing it to the population. The primary purpose to conduct a pilot test is to detect errors in wording, structure, or measurement and to refine the instrument so that it collects accurate and consistent data. A pilot test will improve the reliability and validity of survey instruments by providing an opportunity to pretest items (Wadood, Akbar, & Ullah, 2021).

Johanson and Brooks (2010) recommended that a minimum of 30 respondents should be included in the sample size for the pilot test. Therefore, in order to determine the survey instrument's reliability, validity, and clarity before distributing it to the entire sample of 200 respondents, a pilot test involving 30 Gen Z participants will be conducted.

3.3.6 Data Processing

Before conducting statistical analysis, data processing is a crucial step to guarantee the completeness, correctness, and usefulness of the survey data. Each step of the data process (editing, coding, entering, and cleaning) contributes to the findings' reliability and validity of this research. (Lutabingwa & Auriacombe, 2007).

3.3.6.1 Data Editing

Data editing is the first stage of data processing, serves as a quality control measure by identifying missing, inconsistent, or incomplete responses and ensuring that the questionnaires are error-free (Lutabingwa & Auriacombe, 2007). This is crucial for improving the validity of the dataset used to evaluate the correlation between social media influencer and Gen Z consumers' purchase decisions.

3.3.6.2 Data Coding

Data coding involves the process turning responses into numerical values to facilitate statistical analysis (Lutabingwa & Auriacombe, 2007). In this research, coding is applied to transform responses from the Likert scale 1 to 5 into numerical data that can be processed by software in SPSS.

3.3.6.3 Data Entry

The process of entering the coded responses into statistical software is known as data entry. (Lutabingwa & Auriacombe, 2007). This step ensures that the dataset is complete, and ready for analysis using descriptive and inferential analysis.

3.3.6.4 Data Cleaning

Data cleaning will be the final stage of data processing, which focuses on removing errors, ensures that errors such as out-of-range values are corrected (Lutabingwa & Auriacombe, 2007). In this research, cleaning ensures that demographic data in Section A and construct measurements in Section B are consistent, accurate, and aligned with the research framework.

3.4 Proposed Data Analysis Tool

In quantitative research, data analysis is a crucial step as it involves more than just running statistical tests. It allows researchers to interpret data in a way that reveals trends, evaluates hypotheses, and connects findings to the research context (Albers, 2017). This research will use SPSS for data analyses.

3.4.1 Descriptive Analysis

Because of the research uses a Likert scale to measure respondents' opinions and perceptions, descriptive analysis can be utilized effectively to summarize and understand the data gathered from the survey questionnaire. Descriptive analysis allows researchers to transform raw data into meaningful information by identifying means, medians, modes, as well as standard deviations, which reveal patterns in the data (Alkharusi, 2022).

3.4.2 Inferential Analysis

Inferential analysis is utilized in this research in order to evaluate the hypotheses and examine whether the observed relationships between social media influencer variables and Gen Z consumers' purchase decisions are statistically significant. The reliability test, Pearson correlation analysis, and multiple linear regression analysis are the inferential analysis techniques used in this research. According to Kotronoulas, Miguel, Dowling, Fernández-Ortega, Colomer-Lahiguera, Bağçivan, Pape, Drury, Semple, Dieperink, and Papadopoulou (2023), the research can assess probabilities, significance levels, and effect sizes by applying inferential statistics, which together strengthen the validity of findings and provide evidence for generalization to the wider population.

3.4.2.1 Reliability Test

In quantitative research, reliability testing is crucial because it evaluates whether the research instrument consistently measures the expected constructs. In this research, Cronbach's Alpha will be utilized to assess the

reliability of the questionnaire items, which is one of the most commonly used measures of internal consistency. According to Ahmad, Alias, Hamat, & Mohamed (2024), Cronbach's Alpha measures the correlation among items within a scale, with higher values indicate that the items have close relationships and accurately capture the same construct.

Table 3.4.2.1: Relationship between Cronbach's Alpha Coefficient and Reliability Level

Cronbach's Alpha Coefficient Range	Reliability Level
0.90 and above	Excellent
0.80 to 0.89	Good
0.70 to 0.79	Acceptable
0.60 to 0.69	Questionable
0.60 and below	Poor

Source: Ahmad, N., Alias, F. A., Hamat, M., & Mohamed, S. A. (2024). Reliability analysis: application of cronbach's alpha in research instruments. *Pioneering the Future: Delving Into E-Learning's Landscape*, 114-119.

3.4.2.2 Pearson Correlation Analysis

The research utilises Pearson correlation analysis to evaluate how strongly and in which direction variables are linearly. The Pearson's correlation coefficient (r) will measure how strongly two continuous variables move together on a scale ranging from -1.00 to $+1.00$. In this research, Pearson correlation provides an initial statistical overview of whether these variables are meaningfully related before proceeding to multiple regression analysis (Sedgwick, 2012).

Table 3.4.2.2: Range of Coefficient of Pearson Correlation Analysis

Coefficient Values	Correlations
0.90 and above	Very Strong Relationship
0.60 to 0.79	Strong Relationship
0.40 to 0.59	Moderate Relationship
0.20 to 0.39	Weak Relationship
0.00 to 0.19	Very Weak Relationship

Source: Alsaqr, A. M. (2021). Remarks on the use of Pearson’s and Spearman’s correlation coefficients in assessing relationships in ophthalmic data. *African Vision and Eye Health*, 80(1).

3.4.2.3 Multiple Linear Regression Analysis

Multiple linear regression analysis is used in this research in order to demonstrate how the independent variables influence the Gen Z consumers purchase decisions. By applying it in this research, it can determine which independent variables are most significant in shaping Gen Z consumers’ purchase decisions (Uyanik & Güler, 2013; Tranmer, Murphy, Elliot, & Pampaka, 2020). R-square value, ANOVA table, and coefficients table will be presented after conducting the analysis.

The formula of Multiple Linear Regression:

$$Y = a + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5$$

Equation:

$$CPD = a + \beta_1IC + \beta_2SME + \beta_3SP + \beta_4PQ + \beta_5MI$$

Where:

Y = Dependent Variable

a = Constant

β_i = Coefficient of Variables, where $i = 1, 2, 3...$

X_i = Independent Variables, where $i = 1, 2, 3...$

CPD = Gen Z Consumers' Purchase Decisions

IC = Influencer Credibility

SME = Social Media Engagement

SP = Sales Promotion

PQ = Product Quality

MI = Marketing Influence

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

The analysis of the data collected through the survey questionnaire will be shown in this chapter and explain how the results support the objectives of the research. The pilot test results which ensure that the research instruments are reliable and suitable for complete data collection are reported at the beginning. Descriptive analysis is then provided to assess the respondents' demographic characteristics and social media usage patterns. Inferential analyses such as reliability test, Pearson correlation analysis, and multiple linear regression analysis, are utilized to test the proposed hypotheses and identify the variables influencing Gen Z consumers' purchase decisions.

4.1 Pilot Test

Pilot test was conducted to make sure the survey questionnaire was clear, reliable, and suitable for actual data collecting is presented in this section.

4.1.1 Reliability Test (Pilot Test)

Table 4.1.1: Reliability Test Result (Pilot Test)

Variables	Cronbach Alpha Value	No. of Item	Internal Consistency
Dependent Variable:			
Gen Z Consumers' Purchase Decision	0.912	5	Excellent
Independent Variable:			
Influencer Credibility	0.948	5	Excellent
Social Media Engagement	0.945	6	Excellent
Sales Promotion	0.933	4	Excellent
Product Quality	0.734	3	Acceptable
Marketing Influence	0.799	5	Acceptable

Source: Data from SPSS.

According to the pilot test's reliability test results, the measurement instruments indicate good internal consistency across all constructs.

The Cronbach's Alpha value for the dependent variable, Gen Z Consumers' Purchase Decisions is 0.912, which reflects excellent reliability.

Social Media Engagement also demonstrates excellent reliability with an alpha value of 0.945, suggesting that the six items used effectively capture respondents' engagement behaviours. Similarly, Sales Promotion shows an alpha value of 0.933, reflecting excellent internal consistency across its four items.

The Product Quality and Marketing Influence achieve alpha values of 0.734 and 0.799, both fall within the acceptable reliability range.

Overall, all constructs meet and exceed the minimum range of 0.70. Importantly, the reliability results confirm that the questionnaire performs well during the pilot test and is suitable for further data collection.

4.2 Descriptive Analysis

The descriptive analysis of the survey data is presented in this section, giving an overview of respondents' demographic profiles and their general patterns of social media usage.

Table 4.2: Result of Descriptive Analysis

Category	Type	No. of Respondents	Percentage (%)
Gender	Male	75	37.5
	Female	125	62.5
Age	13 - 17	0	0.0
	18 - 22	172	86.0
	23 - 28	28	14.0
Ethnicity	Malay	3	1.5
	Chinese	193	96.5
	Indian	2	1.0
	Others	2	1.0
Highest Level of Education	Foundation / Pre-U	26	13.0
	Diploma	5	2.5
	Undergraduate	163	81.5
	Postgraduate	6	3.0
	PhD	0	0.0
How much time do you spend on social media daily?	Less than 30 minutes	0	0.0
	30 minutes – 1 hour	11	5.5
	1 – 2 hours	22	11.0
	2 – 3 hours	39	19.5
	3 hours and above	128	64.0
Which social media platforms do you use regularly?	Facebook	77	38.5
	Instagram	113	56.5
	YouTube	9	4.5
	TikTok	1	0.5

Do you follow influencers on social media?	Never	2	1.0
	Rarely	71	35.5
	Frequently	91	45.5
	Always	36	18.0
Do you make a purchase based on an influencer's recommendation on social media?	Yes	144	72.0
	No	56	28.0
Which types of products do you most often purchase based on influencer recommendations?	Beauty	53	26.5
	Clothing	61	30.5
	Electronics	25	12.5
	Health & Wellness	11	5.5
	Food & Beverage	46	23.0
	Others	4	2.0
Have you ever purchase something after seeing an advertisement on social media?	Yes	172	86.0
	No	28	14.0

Source: Data from SPSS.

According to the gender distribution, the most respondents are females (n = 175, 62.5%), with 75 males respondents accounting for 37.5%. This indicates that female Gen Z were more engaged with the survey, suggesting that they may also be more active in online consumption and influencer-related interactions.

The majority of respondents aged 18-22 according to the age category (n = 172, 86.0%), followed by 23–28 years old (n = 28, 14.0%), with no respondents aged 13–17. This distribution aligns well with the target population, showing strong participation from early-adulthood Gen Z individuals who are typically heavy social media users.

The ethnicity distribution is highly concentrated, with 193 Chinese respondents making up 96.5% of the sample. A small number of Malay (n = 3, 1.5%), Indian (n = 2, 1.0%), and Others (n = 2, 1.0%), consisting of 1 Iban and 1 Bangladeshi

respondent. This indicates that the sample is dominated by one demographic group, which may reflect the researcher's network or distribution channels.

Most respondents are undergraduate students (n = 163), representing 81.5%, demonstrating that the sample largely consists of individuals currently pursuing higher education. Smaller proportions are enrolled in Foundation/Pre-U (n = 26, 13.0%), Diploma (n = 5, 2.5%), and Postgraduate (n = 6, 3.0%), while none hold a PhD. This trend reflects the typical educational profile of Gen Z.

A significant majority of respondents (n = 128, 64.0%), spend 3 hours or more on social media daily, followed by 2–3 hours (n = 39, 19.5%), 1–2 hours (n = 22, 11.0%), and 30 minutes–1 hour (n = 11, 5.5%), with no respondents below 30 minutes. This pattern confirms strong daily engagement with social media, which supports the relevance of influencer-driven marketing to this group.

Instagram is the most commonly used platform (n = 113, 56.5%), followed by Facebook (n = 77, 38.5%). A smaller portion uses YouTube (n = 9, 4.5%) and TikTok (n = 1, 0.5%). This suggests that respondents' internet activity is dominated by visual and image-based platforms.

Most respondents follow social media influencers either frequently (n = 91, 45.5%) or rarely (n = 71, 35.5%), while 18.0% always follow social media influencers (n = 36) and 2 respondents (1%) never follow them. This indicates that respondents' online experiences are consistently influenced by social media influencers, with high exposure across the sample.

A strong majority (n = 144, 72.0%) have made purchases based on influencer recommendations, while 28.0% (n = 56) have not. This highlights the persuasive impact influencers hold over Gen Z purchase behaviors.

Respondents most often buy clothing (n = 61, 30.5%) and beauty products (n = 53, 26.5%), followed by food & beverage (n = 46, 23.0%), electronics (n = 25, 12.5%), health & wellness (n = 11, 5.5%), and others (n = 4, 2.0%) which included 2 respondents who don't buy. This shows that lifestyle-related categories dominate influencer-driven consumption.

A significant number (n = 172, 86.0%) made purchases after seeing social media marketing, while 14.0% (n = 28) did not. This demonstrates how digital advertising influence the Gen Z consumers' purchase decisions.

4.3 Inferential Analysis

Inferential analysis is utilized to test the hypotheses and investigate the correlation between the Gen Z consumers' purchase decision and independent variables. Inferential analysis allows the research to move beyond simple description by applying statistical techniques.

4.3.1 Reliability Test

The reliability test that was conducted to determine the internal consistency of the measurement items is presented in this section.

Table 4.3.1: Result of Reliability Test

Variables	Cronbach Alpha Value	No. of Item	Internal Consistency
Dependent Variable:			
Gen Z Consumers' Purchase Decisions	0.881	5	Good
Independent Variable:			
Influencer Credibility	0.901	5	Excellent
Social Media Engagement	0.897	6	Good
Sales Promotion	0.910	4	Excellent
Product Quality	0.854	3	Good
Marketing Influence	0.893	5	Good

Source: Data from SPSS.

The reliability test show that every construct in the research have a strong internal consistency. This indicates that the measurement items are stable and reliable. The Cronbach's Alpha of Gen Z Purchase Consumers' Purchase Decision is 0.881, which falls within the "Good" reliability

range. This suggests that the 5 items measuring this variable consistently reflect respondents' purchase behavior.

Among the independent variables, Influencer Credibility shows an excellent level of reliability with an Alpha of 0.901. This confirms that the 5 items effectively measure the construct. The 6 items in Social Media Engagement have a Cronbach's Alpha of 0.897, which indicates "Good" consistency.

Sales Promotion construct demonstrates the highest consistency, with an Alpha of 0.910, categorized as "Excellent." This result suggests that the 4 items used to measure sales promotion reliably capture respondents' perceptions of promotional activities. Product Quality also reflects a "Good" level of reliability with an Alpha of 0.854, showing that its 3 items accurately measure how respondents perceive product standards. Lastly, Marketing Influence records an Alpha of 0.893, which is considered "Good," demonstrating that the 5 items consistently assess how marketing activities shape consumer decisions.

Overall, each construct is internally consistent, as seen by the results that all Cronbach's Alpha values are higher than the accepted range of 0.70.

4.3.2 Pearson Correlation Analysis

The Pearson correlation analysis is utilized to assess the direction and strength of the linear correlations between the Gen Z consumers' purchase decision and independent variables.

Table 4.3.2: Result of Pearson Correlation Analysis

		CPD	IC	SME	SP	PQ	MI
CPD	Pearson Correlation	1	.737***	.837***	.550***	.683***	.751***
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001
	N		200	200	200	200	200
IC	Pearson Correlation		1	.747***	.613***	.699***	.670***
	Sig. (2-tailed)			<.001	<.001	<.001	<.001
	N			200	200	200	200
SME	Pearson Correlation			1	.658***	.696**	.746***
	Sig. (2-tailed)				<.001	<.001	<.001
	N				200	200	200
SP	Pearson Correlation				1	.654***	.689***
	Sig. (2-tailed)					<.001	<.001
	N					200	200
PQ	Pearson Correlation					1	.783***
	Sig. (2-tailed)						<.001
	N						200
MI	Pearson Correlation						1
	Sig. (2-tailed)						
	N						
***. Correlation is significant at the 0.001 level (2-tailed).							

Source: Data from SPSS.

All independent variables have positive and statistically significant relationships with Gen Z Consumers' Purchase Decisions (CPD) according

to the Pearson correlation analysis, indicating that each factor contributes meaningfully to Gen Z consumers' purchase behavior.

Influencer Credibility (IC) demonstrates a strong positive correlation with Gen Z Consumers' Purchase Decisions ($r = .737, p < .001$). This suggests that higher perceived credibility of social media influencers strongly enhances purchase likelihood. This means that when respondents view influencers as trustworthy and appealing, they are more willing to follow their recommendations.

Social Media Engagement (SME) has an even stronger correlation with Gen Z Consumers' Purchase Decisions ($r = .837, p < .001$), indicating that engagement plays a major role in shaping Gen Z consumers' purchase behavior. This significant correlation indicates that Gen Z consumers who use social media frequently are more likely to have their purchase decisions influenced.

Sales Promotion (SP) and Gen Z Consumers' Purchase Decisions ($r = .550, p < .001$) has a moderate positive correlation. This indicates that promotional tools such as discounts, offers, and vouchers do encourage purchases, but their effect is weaker compared to credibility or engagement. This pattern suggests that Gen Z may respond positively to promotions, but rely more heavily on social media influencers.

Product Quality (PQ) and Gen Z Consumers' Purchase Decisions are strongly positively correlated ($r = .683, p < .001$), showing that respondents are more willing to buy products they perceive as high quality and reliable. This highlights that even in influencer-driven contexts, the perceived quality of products still matters.

There is also a strong positive correlation between Marketing Influence (MI) and Gen Z Consumers' Purchase Decisions ($r = .751, p < .001$), indicating that marketing activities such as branding, content exposure, and persuasive messaging are significantly shaping consumers' purchase behavior. This shows that respondents are responsive not only to influencers but also to overall marketing efforts.

4.3.3 Multiple Linear Regression Analysis

The multiple linear regression analysis is utilized to examine how the independent variables collectively influence Gen Z Consumers' Purchase Decisions.

4.3.3.1 Coefficient Result

Table 4.3.3.1: Coefficient Table

Variables	Model 1	
	Coefficient Value	Significance (P-Value)
(Constant)	-.080	
Influence Credibility	.218	<.001
Social Media Engagement	.610	<.001
Sales Promotion	-.154	.003
Product Quality	.040	.517
Marketing Influence	.305	<.001
R square	.763	
F statistic	124.706	
Sig.	<.001 ^b	

Source: Data from SPSS.

The coefficient results indicate how the independent variables influence the Gen Z Consumers' Purchase Decisions when all predictors are assessed together. With a R-square value of .763, the table shows a strong model fit, meaning that the independent variables account for 76.3% of the variance in Gen Z Consumers' Purchase Decisions.

Gen Z Consumers' Purchase Decisions are the most positively influenced by Social Media Engagement ($\beta = .610$, sig. $< .01$), suggesting that higher engagement significantly increases consumers' willingness to buy.

Marketing Influence also shows a positive effect ($\beta = .305$, $p < .01$), demonstrating that persuasive marketing cues strongly shape purchase attitudes.

Influencer Credibility contributes positively as well ($\beta = .218$, $p < .01$), implying that credible influencers can effectively enhance Gen Z Consumers' Purchase Decisions.

However, Sales Promotion shows a negative effect on Gen Z Consumers' Purchase Decisions ($\beta = -.154$, $p = .003$), which may indicate that frequent or aggressive promotions may lower the perceived value of the product or lead consumers to question product quality.

Conversely, Product Quality is not significant ($\beta = .040$, $p = .517$), showing that product quality does not meaningfully predict Gen Z Consumers' Purchase Decisions within this model.

4.3.3.2 Multiple Linear Regression

The multiple linear regression formula is shown below:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5$$

$$\text{Equation: CPD} = -0.080 + 0.218 + 0.610 - 0.154 + 0.040 + 0.305$$

Where:

Y = Dependent Variable

a = Constant

β_i = Coefficient of Variables, where $i = 1, 2, 3 \dots$

X_i = Independent Variables, where $i = 1, 2, 3 \dots$

CPD = Gen Z Consumers' Purchase Decisions

IC = Influencer Credibility

SME = Social Media Engagement

SP = Sales Promotion

PQ = Product Quality

MI = Marketing Influence

The equation indicates that the expected change in Gen Z Consumers' Purchase Decisions when each variable increases while the others remain constant. Social Media Engagement contributes the greatest positive change, followed by Marketing Influence and Influencer Credibility. Sales Promotion may decrease Gen Z Consumers' Purchase Decisions, while Product Quality may produce little measurable change. This model helps demonstrate how the digital environment mainly drives consumer decisions instead of product-centered in this research.

4.3.3.3 ANOVA Result

Table 4.3.3.3: ANOVA Table

Model 1	Sum of Squares	df	Mean Square	F	Sig. (p)
Regression	120.202	5	24.040	124.706	<.001 ^b
Residual	37.398	194	.193		
Total	157.600	199			
Dependent Variable: CPD					
Predictors: (Constant), IC, SME, SP, PQ, MI					

Source: Data from SPSS.

Overall model significance is evaluated through the ANOVA results. The model's strong significance is confirmed by the F-statistic result of 124.706 at a significance level of $p < .001$. The regression sum of squares (120.202) is much higher than the residual sum of squares (37.398) suggests that the independent variables have strong explanatory power over Gen Z Consumers' Purchase Decisions. In short, the ANOVA result validates that the predictors meaningfully contribute to the model.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction

The final stage of the research is presented in this chapter, which discusses the major findings and linking them to the objectives and hypotheses of the research. It also outlines the practical and theoretical implications that arise from the results. Furthermore, the limitations that were found during the research will be highlighted and recommendations will be addressed to guide future research.

5.1 Discussion of Major Findings

Table 5.1: Finding on Hypotheses

Hypothesis	Variable	β	p	Findings	Relationship
H1	Influencer Credibility has a positive relationship with Gen Z Consumers' Purchase Decisions.	.218	<.001	Supported	Significant
H2	Social Media Engagement has a positive relationship with Gen Z	.610	<.001	Supported	Not Significant

	Consumers' Purchase Decisions.				
H3	Sale Promotion has a positive relationship with Gen Z Consumers' Purchase Decisions.	-.154	.003	Partial Supported	Significant
H4	Product Quality has a positive relationship with Gen Z Consumers' Purchase Decisions.	.040	.517	Not Supported	Not Significant
H5	Marketing Influence has a positive relationship with Gen Z Consumers' Purchase Decisions.	.305	<.001	Supported	Significant

Source: Developed for research.

This section discusses the major finding of the research by connecting the hypothesis testing results to the research's objectives. The research examined how Influencer Credibility, Social Media Engagement, Sales Promotion, Product Quality, And Marketing Influence affect the Gen Z Consumers' Purchase Decisions.

The research findings show that Social Media Engagement is the strongest predictor of Gen Z Consumers' Purchase Decisions, as indicated by its high correlation ($r = .837$) and the largest positive regression coefficient ($\beta = .610$, $p < .01$). This result supports H2 (Social Media Engagement is positively correlated with Gen Z Consumers' Purchase Decisions), showing that Gen Z consumers are

highly responsive to interactive content such as likes, comments, and influencer posts, which increases their likelihood of making purchases.

The research also finds that the Marketing Influence significantly contributes to Gen Z Consumers' Purchase Decisions ($\beta = .305, p < .01$), supporting H5 (Marketing Influence is positively correlated with Gen Z Consumers' Purchase Decisions). This suggests that persuasive marketing messages, branding, and influencer-driven promotional strategies strongly shape Gen Z's attitudes toward products.

The regression analysis further confirms that Influencer Credibility is a significant factor influencing Gen Z Consumers' Purchase Decisions ($\beta = .218, p < .01$). This finding supports H1 (Influencer Credibility is positively correlated with Gen Z Consumers' Purchase Decisions), indicating that Gen Z consumers trust influencers who appear authentic, knowledgeable, and reliable, which increases their willingness to follow product recommendations.

However, the results reveal a surprising outcome for Sales Promotion, which shows a negative relationship with Gen Z Consumers' Purchase Decisions in the regression model ($\beta = -.154, p = .003$), although Pearson correlation indicates a moderate positive relationship ($r = .550$). This suggests that promotional activities may attract attention but could reduce purchase intention when overused or perceived as decreasing product value. This finding provides only partial support for H3 (Sale Promotion is positively correlated with Gen Z Consumers' Purchase Decisions), showing that the effectiveness of promotions depends on how consumers interpret their credibility and relevance.

Lastly, the research finds that Product Quality does not significantly predict Gen Z Consumers' Purchase Decisions in the regression model ($\beta = .040, p = .517$), despite showing a strong correlation ($r = .683$). This weak support for H4 (Product

Quality is positively correlated with Gen Z Consumers' Purchase Decisions) suggests that although product quality is valued by Gen Z, it becomes less influential when overshadowed by the stronger variables.

Overall, the R square accounted for 76.3% of the variance in Gen Z Consumers' Purchase Decisions, highlighting that the selected factors collectively provide a strong explanation of Gen Z purchase behavior.

5.2 Implications of the Study

The implications of the research findings are covered in this section and explain how they contribute to both practical and theoretical understanding.

5.2.1 Practical Implications

This research provides several practical insights for businesses, marketers, and influencers. The strong influence of social media engagement indicates that brands should prioritize interactive content strategies such as short reels, live streams, and collaborations that create a sense of involvement among Gen Z consumers. The findings also show that marketing influence contributes significantly to purchase decisions, indicating that brands should maintain consistent messaging, relatable storytelling, and appealing campaigns to build stronger impressions.

The importance of influencer credibility highlights that the need for businesses to collaborate with influencers that demonstrate authenticity

and expertise. Businesses should also ensure that influencers align well with the brand value to build trust with their audiences. The negative effect of aggressive sales promotion suggests that marketers must use promotions strategically and avoid over-reliance on discounts, as excessive promotions may weaken brand perception.

5.2.2 Theoretical Implications

Theoretical contribution is made in this research by extending the application of Source Credibility Theory to digital influencer marketing aimed at Gen Z. The results demonstrate that credibility and engagement play important roles in influencing Gen Z consumers' buying decisions in online environments. The findings also emphasized that the evolution of marketing influence, showing that engagement-based variables now surpass traditional product-related cues. This supporting that Gen Z consumers are influenced more by digital interactions than by conventional evaluations of product attributes.

5.3 Limitations of the Study

There are several limitations to this research that should be pointed out. First, the sample distribution is heavily skewed toward a single demographic group, with most respondents being Chinese undergraduates aged 18–22. The findings' generalization to the larger Gen Z population may be limited by this imbalance because responses from other age groups, ethnic group, or educational levels may differ.

Second, response bias from social desirability or inaccurate self-evaluation may be included because the research uses self-reported data from an online survey. Additionally, online responses cannot be directly monitored, so the researcher must assume that the respondents have interpreted all items consistently and honestly.

Despite being pointed out, these limitations have no impact on the findings' overall significance. Instead, they highlight meaningful areas for improvement and deliver a platform for future research to refine the model and strengthen the understanding of Gen Z's purchasing behavior.

5.4 Recommendations for Future Research

Diverse sampling techniques should be utilized in future research to capture a balanced representation of Gen Z across educational backgrounds, locations, and socioeconomic groups. To obtain deeper understanding into how Gen Z interprets credibility and engagement online, researchers could also use qualitative techniques like focus groups and interviews.

Cross-cultural comparisons could also be beneficial for further research that investigate whether perceptions of influencer credibility, marketing influence, or engagement differ across cultural contexts. Consumers from different cultural backgrounds may interpret influencer messages and promotional cues in different way, which could lead to variety of purchase decisions. Such comparisons would provide important insights into whether influencer marketing strategies should be standardized or localized across markets.

Future research should consider comparing the effects of influencers across different social media platforms, as each platform provides a unique communication environment and engagement pattern. By analyzing platform-specific behaviors, future studies can generate deeper insights into how different content format and audience engagement shape purchasing intentions. Such findings would help marketers tailor their strategies more precisely, ensuring that influencer content matches the preferences and consumption habits of the specific platform users.

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APPENDICES

Appendix 3.3.3.1: Origin of Construct

Independent Variable	Original Measurement Items	Adopted Measurement Items	Reference
DV: Consumer Purchase Decisions	1) In selecting from many types and brands of the product available in the market, I care as to which one I buy.	1) When choosing between different types and brands of a product, I pay close attention to the recommendations made by social media influencers.	Prasad, Gupta, & Totala (2017)
	2) It is important to me that I make a right choice of the product.	2) It is important to me that I make the best decision when purchasing a product based on a social media influencer's recommendation.	
	3) In making my selection of the product, I am concerned about the outcome of my choice.	3) When selecting a product, I consider the potential outcomes of my choice, especially when influenced by a social media influencer's opinion.	

	-	4) I often spend a significant amount of time researching a product based on social media influencers' reviews before making a purchase decision.	
	-	5) I often rely on recommendations from social media influencers when deciding which product to buy.	
IV1: Influencer Credibility	1) Using internet has been good experience to me personally.	1) My experience with influencers on social media has been positive.	Prasad, Gupta, & Totala (2017)
	2) I get useful information through online.	2) I find the information shared by social media influencers online to be useful.	
	3) Social media is secure and reliable.	3) The social media influencers I follow are trustworthy.	
	4) It is easy for me to trust a person / thing online.	4) I feel confident in trusting the opinions or recommendations made by social media influencers.	

	5) I get satisfaction by using internet.	5) I feel satisfied from following credible influencers on social media.	
IV2: Social Media Engagement	1) My relationship with the brand is enhanced by the social media.	1) My relationship with the brand is built closer through my use of social media and the social media influencers that I follow.	Prasad, Gupta, & Totala (2017)
	2) I use social media to monitor other runners in the community.	-	
	3) I use social media to follow sales and promotions.	-	
	4) I use social media to monitor events.	2) I use social media to stay informed about upcoming events.	
	5) People use social media to reach me.	3) The social media influencers use social media to reach me.	
	6) I use social media to improve my relationship with different brands.	4) I use social media to build closer relationship with social media influencers.	
	7) I use social media to keep current on events and trends.	5) I use social media to stay up to date on trends.	
	8) I use social media to communicate with firms.	6) I use social media to interact with social media influencers.	

IV3: Sales Promotion	1) I use social media to follow sales and promotions.	1) I use social media to follow promotions and sales.	Prasad, Gupta, & Totala (2017) Vellamy, Wijaya, Gui, Shaharudin, Pitchay, & Chanda (2023)
	2) I often see discounts offered on social media.	2) I often see influencers sharing discount codes or vouchers on social media.	
	3) I often see shops holding seasonal promotions on social media.	3) I frequently come across seasonal sales or time-limited promotions in my social media feed.	
	4) Product marketing is often seen on social media.	4) Promotional posts for products appear regularly on my social media.	
IV4: Product Quality	1) Products purchased through social media are of good quality.	1) Product that recommended by social media influencers are generally high quality.	Vellamy, Wijaya, Gui, Shaharudin, Pitchay, & Chanda (2023)
	2) The quality of products purchased through social media is in line with my expectations.	2) The quality of products promoted by social media influencers meets my expectations.	

	3) I will make a transaction if the product packaging is of high quality / attractive.	3) I am more likely to purchase a product if its packaging is visually appealing or high-quality, especially when seen on the social media influencers' post.	
IV5: Marketing Influence	1) Social media is an effective platform for sleeping products information research.	1) Social media influencers is a key platform for me to discover information about products before making a purchase.	Kuncoro & Kusumawati (2021)
	2) Social media give an ease in information search of sleeping products.	2) Social media influencers make it easier for me to research and compare products when considering a purchase.	
	3) Positive review of sleeping products from friends induce purchase.	-	
	4) Positive reviews of sleeping products from strangers induce buying.	3) Positive reviews or endorsements from influencers on social media significantly influence my purchasing decisions.	
	5) Social media influential than traditional media	4) I find social media influencers to be more influential than traditional media (e.g.,	

	(newspaper, magazine, etc).	newspapers, TV) in shaping my buying decisions.	
	6) Social media plays a role in making sleeping products purchase decisions.	5) Social media influencers play a major role in my final decision to purchase products.	

Source: Developed for the research.

The Impact of Social Media Influencers on Gen Z's Purchase Decisions

As part of my final year project at University Tunku Abdul Rahman (UTAR), I am currently working on an academic research study titled "**The Impact of Social Media Influencers on Gen Z's Purchase Decisions**".

This research aims to investigate how social media influencers affect the purchasing decisions of Generation Z consumers. Your valuable insights will contribute a broader understanding of cross-cultural consumer behavior in the digital age, by providing insights of how global brands can effectively engage with Gen Z consumers through influencer-driven strategies.

Please be assured that all responses are strictly anonymous and confidential, and the data collected will be used for academic purposes. This survey will take approximately 3 to 5 minutes to complete.

Your participation is entirely voluntary, and we sincerely appreciate your time and honest input.

If you have any questions about this study, please feel free to contact me at:

Ling Keng Hong

jeremysmoky@utar.com

Thank you for your support and participation.

Yours sincerely,

Ling Keng Hong

Student

Faculty of Accountancy and Management

Universiti Tunku Abdul Rahman (UTAR)

PERSONAL DATA COLLECTION

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

- 1) Personal data refers to any information which may directly or indirectly identify a person which could include sensitive personal data and expression of opinion. Among others it includes:
 - a) Name
 - b) Identity card
 - c) Place of Birth
 - d) Address
 - e) Education History
 - f) Employment History
 - g) Medical History
 - h) Blood type
 - i) Race
 - j) Religion
 - k) Photo
 - l) Personal Information and Associated Research Data

- 2) The purposes for which your personal data may be used are inclusive but not limited to:
 - a) For assessment of any application to UTAR
 - b) For processing any benefits and services
 - c) For communication purposes
 - d) For advertorial and news
 - e) For general administration and record purposes
 - f) For enhancing the value of education
 - g) For educational and related purposes consequential to UTAR
 - h) For replying any responds to complaints and enquiries
 - i) For the purpose of our corporate governance
 - j) For the purposes of conducting research/ collaboration

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

- 4) 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.
- 5) 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:

- 6) By submitting or providing your personal data to UTAR, you had consented and agreed for your personal data to be used in accordance to the terms and conditions in the Notice and our relevant policy.
- 7) 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.
- 8) You may access and update your personal data by writing to (your email). If you have any questions about this study at any time, please feel free to contact me.

Acknowledgement of Notice

- I have been notified and that I hereby understood, consented and agreed per UTAR above notice.
- I disagree; my personal data will not be processed.

Section A: Demographic Information

1. Gender
 - Male
 - Female

2. Age
 - 13-17
 - 18-22
 - 23-28

3. Ethnicity
 - Chinese
 - Malay
 - Indian
 - Others: _____

4. Highest Level of Education:
 - Foundation/Pre U
 - Diploma
 - Undergraduate
 - Postgraduate
 - PhD
 - Others: _____

5. How much time do you spend on social media daily?
 - Less than 30 minutes
 - 30 minutes - 1 hour
 - 1 - 2 hours
 - 2 - 3 hours
 - More than 3 hours

6. Which social media platforms do you use regularly? (Check all that apply):
 - Facebook
 - Instagram
 - YouTube
 - TikTok
 - Other (Please specify): _____

7. Do you follow influencers on social media?
 - Never
 - Rarely
 - Frequently
 - Always

8. Do you make a purchase based on an influencer's recommendation on social media?
- Yes
 - No
9. Which types of products do you most often purchase based on influencer recommendations?
- Beauty
 - Clothing
 - Electronics
 - Health & Wellness
 - Food & Beverage
 - Other (Please specify): _____
10. Have you ever purchased something when you saw an advertisement on social media?
- Yes
 - No

Section B: Variables

Q1. Kindly rate the following statements on **consumer purchase decisions** from 1 (strongly disagree) to 5 (strongly agree).

	1 (Strongly disagree)	2 (Somewhat disagree)	3 (Neutral)	4 (Somewhat Agree)	5 (Strongly Disagree)
CPD1: When choosing between different types and brands of a product, I pay close attention to the recommendations made by social media influencers.					
CPD2: It is important to me that I make the best decision when purchasing a product based on a social media influencer's recommendation.					
CPD3: When selecting a product, I consider the potential outcomes of my choice, especially when influenced by an social media influencer's opinion.					
CPD4: I often spend a significant amount of time researching a product based on social media influencers' reviews before making a					

purchase decision.					
CPD5: I often rely on recommendations from social media influencers when deciding which product to buy.					

Q2. Kindly rate the following statements on **influencer credibility** from 1 (strongly disagree) to 5 (strongly agree).

	1 (Strongly disagree)	2 (Somewhat disagree)	3 (Neutral)	4 (Somewhat Agree)	5 (Strongly Disagree)
IC1: My experience with influencers on social media has been positive.					
IC2: I find the information shared by social media influencers online to be useful.					
IC3: The social media influencers I follow are trustworthy.					
IC4: I feel confident in trusting the opinions or recommendations made by social media influencers.					
IC5: I feel satisfied with following credible influencers on social media.					

Q3. Kindly rate the following statements on **social media engagement** from 1 (strongly disagree) to 5 (strongly agree).

	1 (Strongly disagree)	2 (Somewhat disagree)	3 (Neutral)	4 (Somewhat Agree)	5 (Strongly Disagree)
SME1: My relationship with the brand is built closer through my use of social media and the social media influencers that I follow.					
SME2: I use social media to stay informed about upcoming events.					
SME3: I use social media to stay up to date on trends.					
SME4: The social media influencers use social media to reach me.					
SME5: I use social media to interact with social media influencers.					
SME6: I use social media to build a closer relationship with social media influencers.					

Q4. Kindly rate the following statements on **sales promotion** from 1 (strongly disagree) to 5 (strongly agree).

	1 (Strongly disagree)	2 (Somewhat disagree)	3 (Neutral)	4 (Somewhat Agree)	5 (Strongly Disagree)
SP1: I use social media to follow sales and promotions.					
SP2: I often see social media influencers sharing discount codes or vouchers on social media.					
SP3: I frequently come across seasonal sales or time-limited promotions in my social media feed.					
SP4: Promotional posts for products appear regularly on my social media.					

Q5. Kindly rate the following statements on **product quality** from 1 (strongly disagree) to 5 (strongly agree).

	1 (Strongly disagree)	2 (Somewhat disagree)	3 (Neutral)	4 (Somewhat Agree)	5 (Strongly Disagree)
PQ1: Products that recommended by social media influencers are generally of high quality.					
PQ2: The quality of products promoted by social media					

influencers meets my expectations.					
PQ3: I am more likely to purchase a product if its packaging is visually appealing or high-quality, especially when seen on social media influencers' post.					

Q6. Kindly rate the following statements on **marketing influence** from 1 (strongly disagree) to 5 (strongly agree).

	1 (Strongly disagree)	2 (Somewhat disagree)	3 (Neutral)	4 (Somewhat Agree)	5 (Strongly Disagree)
SCM1: Social media influencers is a key platform for me to discover information about products before making a purchase.					
SCM2: Social media influencers make it easier for me to research and compare products when considering a purchase.					
SCM3: Positive reviews or endorsements from influencers on social media significantly influence my					

purchasing decisions.					
SCM4: I find social media influencers to be more influential than traditional media (e.g., newspapers, TV) in shaping my buying decisions.					
SCM5: Social media influencers plays a major role in my final decision to purchase products.					

Appendix 4.1.1: Reliability Test (Pilot Test)

Consumer Purchase Decision

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.912	.919	5

Influencer Credibility

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.948	.949	5

Social Media Engagement

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.945	.946	6

Sales Promotion

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.933	.932	4

Product Quality

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.734	.769	3

Marketing Influence

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.799	.802	5

Appendix 4.2: Descriptive Analysis

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	75	37.5	37.5	37.5
	2	125	62.5	62.5	100.0
	Total	200	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	172	86.0	86.0	86.0
	3	28	14.0	14.0	100.0
	Total	200	100.0	100.0	

Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	1.5	1.5	1.5
	2	193	96.5	96.5	98.0
	3	2	1.0	1.0	99.0
	4	2	1.0	1.0	100.0
	Total	200	100.0	100.0	

Highest level of education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	26	13.0	13.0	13.0
	2	5	2.5	2.5	15.5
	3	163	81.5	81.5	97.0
	4	6	3.0	3.0	100.0
	Total	200	100.0	100.0	

How much time do you spend on social media daily?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	11	5.5	5.5	5.5
	3	22	11.0	11.0	16.5
	4	39	19.5	19.5	36.0
	5	128	64.0	64.0	100.0
	Total	200	100.0	100.0	

**Which social media platforms do you use regularly?
(Check all that apply):**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	77	38.5	38.5	38.5
	2	113	56.5	56.5	95.0
	3	9	4.5	4.5	99.5
	4	1	.5	.5	100.0
	Total	200	100.0	100.0	

Do you follow influencers on social media?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.0	1.0	1.0
	2	71	35.5	35.5	36.5
	3	91	45.5	45.5	82.0
	4	36	18.0	18.0	100.0
	Total	200	100.0	100.0	

Do you make a purchase based on an influencer's recommendation on social media?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	144	72.0	72.0	72.0
	2	56	28.0	28.0	100.0
	Total	200	100.0	100.0	

Which types of products do you most often purchase based on influencer recommendations?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	53	26.5	26.5	26.5
	2	61	30.5	30.5	57.0
	3	25	12.5	12.5	69.5
	4	11	5.5	5.5	75.0
	5	46	23.0	23.0	98.0
	6	4	2.0	2.0	100.0
	Total	200	100.0	100.0	

Have you ever purchased something after seeing an advertisement on social media?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	172	86.0	86.0	86.0
	2	28	14.0	14.0	100.0
	Total	200	100.0	100.0	

Appendix 4.3.1: Reliability Test

Consumer Purchase Decision

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.881	.883	5

Influencer Credibility

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.901	.901	5

Social Media Engagement

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.897	.897	6

Sales Promotion

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.910	.910	4

Product Quality

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.854	.857	3

Marketing Influence

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.893	.893	5

Appendix 4.3.2: Pearson Correlation Analysis

		Correlations					
		CBD	IC	SME	SP	PQ	MI
CBD	Pearson Correlation	1	.737 ^{***}	.837 ^{***}	.550 ^{***}	.683 ^{***}	.751 ^{***}
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001
	N	200	200	200	200	200	200
IC	Pearson Correlation	.737 ^{***}	1	.747 ^{***}	.613 ^{***}	.699 ^{***}	.670 ^{***}
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001
	N	200	200	200	200	200	200
SME	Pearson Correlation	.837 ^{***}	.747 ^{***}	1	.658 ^{***}	.696 ^{***}	.746 ^{***}
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001
	N	200	200	200	200	200	200
SP	Pearson Correlation	.550 ^{***}	.613 ^{***}	.658 ^{***}	1	.654 ^{***}	.689 ^{***}
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001
	N	200	200	200	200	200	200
PQ	Pearson Correlation	.683 ^{***}	.699 ^{***}	.696 ^{***}	.654 ^{***}	1	.783 ^{***}
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001
	N	200	200	200	200	200	200
MI	Pearson Correlation	.751 ^{***}	.670 ^{***}	.746 ^{***}	.689 ^{***}	.783 ^{***}	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	
	N	200	200	200	200	200	200

***. Correlation at 0.001 (2-tailed)

Appendix 4.3.3: Multiple Linear Regression Analysis

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.873 ^a	.763	.757	.43906

a. Predictors: (Constant), MI, IC, SP, PQ, SME

b. Dependent Variable: CBD

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	120.202	5	24.040	124.706	<.001 ^b
	Residual	37.398	194	.193		
	Total	157.600	199			

a. Dependent Variable: CBD

b. Predictors: (Constant), MI, IC, SP, PQ, SME

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.080	.175		-.456	.649		
	IC	.218	.060	.208	3.631	<.001	.374	2.676
	SME	.610	.069	.549	8.853	<.001	.319	3.138
	SP	-.154	.051	-.155	-3.001	.003	.456	2.193
	PQ	.040	.062	.040	.650	.517	.321	3.117
	MI	.305	.071	.278	4.273	<.001	.289	3.462

a. Dependent Variable: CBD

Ethical Clearance Approval Official Letter

No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
12.	Workforce Motivator Amongst Millennials and Centennials	Lim Wei Ming	Dr Komathi a/p Munusamy	16 October 2025 – 15 October 2026
13.	Exploring Job Seekers' Experiences and Intention to Use AI Technologies in Recruitment in Malaysia	Nyew Shuen Yee	Dr Mahendra Kumar a/l Chelliah	
14.	The Role of Emotional Marketing on Instagram in Shaping Generation Z's Purchase Intention toward Pop Culture Collectibles	Chu Hor Yin	Dr Malathi Nair a/p G Narayana Nair	
15.	The Impact of Cross-Cultural Human Resource Management Practices on Employee Performance in Multinational Corporation (MNCs)	Pang Yun Ling	Dr Cheah Lee Fong	
16.	Factors that Influence Consumers' Purchase Intention Based on Brand Trust for Battery Electric Vehicle (BEV) in Malaysia	Chaw Khun Thin	Dr Sia Bee Chuan	
17.	The Impact of Marketing on Customer Behaviour: Fashion and Daily Clothing	Reyes Loh Chang Le	Dr Law Kian Aun	
18.	Factors Influencing Purchase Intention on Plant-Based Food in Malaysia	Tan Guan Ming	Pn Faridah Hanum Binti Amran	
19.	Factors Influencing Consumers' Intention to Participate in Racquet Sports	Pang Poh Yee	Dr Cheah Lee Fong	
20.	Factors of Hybrid Workplace that Affect Employees' Work Performance	Tan Ling Zi	Ms Hooi Pik Hua @ Rae Hooi	
21.	The Influence of TikTok on Consumer Purchase Decisions for Beauty and Personal Care (BPC) Products Among Generation Z in Malaysia	Lim Zhi Qing	Dr Sia Bee Chuan	
22.	False Feedback, Real Consequences: The Effect of Fake Reviews on E-commerce Trust and Credibility	Lee Kar Man	Ms Low Suet Cheng	
23.	The Impact of Delivery Service, Time, Security and Privacy, and Price on Consumer Satisfaction Towards Online Food Delivery Services in Malaysia	Loy Hew Lam		
24.	To Assess the Digital Literacy of Great Eastern Life Assurance Policyholders to use E-Connect	Jank Eng Jian Yee	Pn Ezatul Emilia Binti Muhammad Arif	
25.	Factors Influencing the Consumer Purchasing Intention on Instagram	Tan Shi Wei	Dr Foo Meow Yee	
26.	The Impact of Social Media Influencers on Gen Z's Purchase Decisions	Ling Keng Hong	Dr Law Kian Aun	
27.	Exploring the Influence of Loyalty Program on Customer Loyalty Among University Students in the Food and Beverage Industry	Liew Lok Xuan	Mr Low Choon Wei	
28.	A Comparative Study on the Impact of Social Media Marketing on Anti-Corruption Awareness Between Millennials and Generation Z in Malaysia	Heng Kian Houu	Dr Abdullah Sallehuddin bin Abdullah Salim	
29.	The Influence of Cultural Sensitivity on Purchase Intention in Malaysia	Leong Sin Yee	Dr Yeong Wai Mun	
30.	Factors Influencing Academic Dishonesty Through AI Tools Among Business Undergraduates Students	Pang Wan Qing	Dr Lim Wan Leng	
31.	Exploring the Drivers of Willingness to Pay for Sustainable Fashion Brand Among Young Adults	Ng Kai Er	Dr Malathi Nair a/p G Narayana Nair	
32.	The Impact of Social Media Influencers on Brand Trust and Consumer Purchase Intentions of Skincare Product Among Generation Z	Chu Kah Fei	Dr Cheah Lee Fong	
33.	Social Media as a Tool for Creating Environmental Awareness to the Public	Yap Hong Jin	Dr Abdullah Sallehuddin bin Abdullah Salim	
34.	Examining the Influence of Government Incentives and Perceived Value on Green Purchase Intentions for Electric Vehicles Among Consumers in Klang Valley	Heng Yan Xiang		
35.	Building Brand Equity in the Global Food and Beverage (F&B) Industry: A Study of the Influence of Selected Marketing and Branding Activities on University Students' Perception	Chua Seow Wern	Ms Goh Poh Jin	

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