

THE ROLE OF EMOTIONAL MARKETING ON
INSTAGRAM IN SHAPING GENERATION Z'S PURCHASE
INTENTION TOWARD POP CULTURE COLLECTIBLES

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BY

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A final year project submitted in partial fulfilment of the
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- (3) Sole contribution has been made by me in completing the FYP.
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DEDICATION

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LIST OF ABBREVIATION

DV	Dependent Variable
EC	Emotional Communication
ET	Emotional Trust
EVC	Emotional Visual Content
IV	Independent Variable
PI	Purchase Intention
PIF	Peer Influence
SPSS	Statistical Package for Social Science

PREFACE

The completion of this research fulfils part of the requirements for the Bachelor of International Business (HONS) degree at Universiti Tunku Abdul Rahman (UTAR). This study, entitled “The Role of Emotional Marketing on Instagram in Shaping Generation Z’s Purchase Intention toward Pop Culture Collectibles,” explores the increasing importance of emotionally driven marketing strategies in the digital marketing landscape.

With the rapid growth of social media, Instagram has become a key platform for brand communication, particularly among Generation Z, who are highly responsive to emotionally engaging and visually appealing content. Pop culture collectibles, such as merchandise related to films, music, games, and online influencers, have gained popularity among this generation as they often reflect emotional attachment, personal identity, and social belonging rather than purely functional value.

Despite the widespread use of emotional appeals on Instagram, empirical research examining their specific influence on Generation Z’s purchase intention remains limited, especially within the pop culture collectibles market. To address this gap, this study investigates the role of emotional communication, emotional visual content, emotional trust, and peer influence in shaping purchase intention. A quantitative research approach was employed to examine these relationships.

This research aims to contribute to the existing literature on emotional marketing and social media consumer behaviour while providing practical insights for marketers and practitioners seeking to design effective Instagram marketing strategies targeting Generation Z.

ABSTRACT

The growth of social media has transformed marketing, particularly in influencing Generation Z, who respond strongly to emotionally engaging and socially interactive content. Instagram, as a visually oriented platform, has become a key channel for promoting pop culture collectibles, which often reflect emotional attachment, identity, and social belonging. Drawing on the Stimulus–Response (S-R) Theory and Commitment-Trust Theory, this study examines how emotional marketing on Instagram shapes Generation Z's purchase intention toward pop culture collectibles.

Emotional communication, emotional visual content, and peer influence are conceptualized as marketing stimuli under the S-R Theory, while emotional trust is examined via the Commitment-Trust Theory, highlighting trust's role in online purchase decisions. A quantitative approach was employed with data collected from 95 Generation Z who used to purchase pop culture collectibles. Statistical analyses using the Statistical Package for Social Sciences (SPSS) assessed the relationships between the emotional marketing dimensions and purchase intention.

Findings show that emotional communication, visual content, and peer influence significantly affect purchase intention, supporting the S-R Theory while emotional trust strengthens purchase intention, aligning with the Commitment-Trust Theory. This study offers practical implications, theoretical implications, limitations, and recommendations for further research at the conclusion of the study.

Keywords: Emotional Marketing, Instagram, Generation Z, Purchase Intention, Pop Culture Collectibles

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

This chapter begins with the research background to provide context for the research. It then outlines the research problem, research objectives and research questions to establish the scope and direction of the research. Finally, the research significance is discussed, highlighting its relevance for consumers, marketers, and policymakers.

1.1 Research Background

In today's social media environment, Generation Z's purchasing intentions are increasingly influenced by emotional triggers rather than traditional advertising, particularly through platforms such as Instagram. As social media continues to influence consumer behaviour, emotional content has become crucial for capturing Generation Z's interest (Bulante, Catalan, Miranda, Torres and Sabaulan, 2025).

Emotional factors like nostalgia and personal significance are increasingly driving consumer behaviour, which has led to a significant expansion of the global collectibles market in recent years. According to Grand View Research (2025), the worldwide collectibles market is expected to reach a value of USD 294.23 billion in 2023 and increase at a compound annual growth rate (CAGR) of 5.5% between 2024 and 2030. This rise can be attributed in part to the ease of online platforms, changing cultural trends, and the emotional bonds created via collecting items that speak to one's identity or memories.

In Malaysia, where social media is widespread among young people, these worldwide trends are reflected. According to Dalol, Islam, and Sardar (2021), the majority of Malaysian Gen Z use smartphones for social media and express high

levels of enjoyment, which are primarily motivated by their requirements for learning and entertainment. Furthermore, according to Tan, Soon, and Phang (2024) emphasizes how powerful social media marketing is in influencing consumers' intentions to make purchases.

According to research conducted in Malaysia, perceived value and trust are important factors that influence social commerce involvement. According to Hassan and Shahzad (2022), micro and small businesses that used social media for business had greater success when users thought the platforms were helpful, reliable, and fulfilling. Similarly, Mohd Nasir, Azizi, Che Daud, Ibrahim and Alias (2020) found that trust and perceived usefulness had a substantial impact on online marketplace purchasing behaviour, highlighting the importance of emotional trust in determining the results of digital commerce. In the collectibles market, emotional design is now a key tactic for maintaining customer engagement. In blind-box consumption, Yu (2025) shown that emotional anticipation and uncertainty are strong motivators that encourage frequent purchases. Furthermore, Deng (2022) showed how blind-box products' intrinsic novelty and surprise evoke powerful emotional reactions, enhancing customer attachment and promoting customer retention.

These digital and global influences interact with regional demographic and cultural traits in Malaysia. According to Liu (2022), blind-box purchases provide Pop Mart customers with emotional comfort and a sense of belonging, demonstrating how collectibles promote social engagement. At the same time, Tan, Soon, and Phang (2024) discovered that Gen Z's purchasing habits in Malaysia are greatly influenced by social media influencers. This suggests that a population that is tech-savvy and has a strong influencer culture makes it easier to implement emotionally charged marketing strategies on Instagram and other platforms.

This study focuses on how emotional communication, emotional visual content, emotional trust, and peer influence shape Generation Z's purchase intentions, despite the fact that emotional marketing has been extensively studied. The purpose

of this study is to give marketers practical advice on how to interact with Gen Z in a more significant and relevant manner

According to Wang and Notary (2023), pop culture collectibles are tangible objects like limited-edition figurines, branded memorabilia, and fandom products that have symbolic meaning beyond their practical use. These objects frequently symbolize nostalgia, individual identity, and association with major media brands. According to Manley, Seock, and Shin (2023) and Jayatissa (2023), Generation Z, which is commonly defined as those born between 1997 and 2012 and will be roughly 13 to 28 years old in 2025, is a cohort of digital natives whose purchase intentions are heavily influenced by visual media, online interactions, and peer recommendations.

In conclusion, Malaysia's pop culture collectible industry has great potential even if it is still developing. Businesses have many options to investigate new, more emotionally engaging approaches to engage target consumers in this dynamic and vivid market because to the integration of digital connection, active young participation, and growing interest in fandom culture.

1.2 Research Problem

Pop culture collectibles, particularly blind-box items such as Hacipupu, Labubu and Skullpanda, have become increasingly popular among Malaysian Generation Z. Despite their relatively high prices and the uncertainty surrounding blind-box purchases, these items attract strong demand due to their distinctive designs, scarcity, and nostalgic value. Such factors often evoke emotional responses and provide collectors with social status within their communities. However, there is limited academic literature that explains which psychological and marketing variables, beyond rarity or design appeal, are most influential in shaping purchase intention within this niche sector (Zamzamin and Hoon, 2022).

Despite the increasing demand for these items, the Malaysian market still faces difficulties. Both buyers and sellers are hampered by high import taxes, fake goods,

and a lack of native manufacturing. Social media has grown in importance as a means for interacting with these products at the same time. Instagram, in example, has revolutionized the way that brands and customers engage by establishing platforms for building communities, resale opportunities, storytelling, and unboxing videos. Given that Generation Z is one of the most active users of image-based social media platforms and largely depends on them for brand engagement and product discovery, this is especially significant to them (Tan and Kamarudin, 2022). By offering interactive and community-driven areas, platforms such as Instagram are transforming the way companies communicate with collectors. These online platforms now function as interactive gathering places where fans can share unboxing videos, fan art, pre-orders, and resale items. As of early 2022, Malaysia had over 15.6 million active Instagram users, demonstrating the platform's influence on product discovery and brand interaction (Kemp, 2022).

A key idea in buyer behaviour is purchase intention, which is the likelihood that a customer will make a purchase based on their attitudes, beliefs, and emotions. Generation Z's purchase intention is impacted by social and emotional elements like peer pressure, perceived trust, and emotional attachment in addition to logical factors like price and quality (Tan and Kamarudin, 2022; Cao, Isa, Perumal and Chen, 2025). Due to their strong digital orientation, Generation Z customers are more likely to be exposed to emotional signals on social media platforms, where the relationship between content exposure and purchasing behaviour is heavily mediated by communication and trust (Le and Ngoc, 2024). Thus, a more thorough investigation is needed to fully understand Malaysia's Generation Z purchase intention aspects.

One topic that has become particularly essential in this environment is emotional marketing. Consumer impressions and brand memory are significantly influenced by emotional communication, which includes stories and content designed to evoke feelings. Generation Z is more likely to make a purchase when they are exposed to trustworthy material and emotive storytelling, especially on social media platforms (Cao et al., 2025). Furthermore, there is still limited empirical evidence on how emotional communication and emotional visual content specifically shape

Malaysian Generation Z's purchase intentions for pop culture collectibles (Utari, Susetyo and Maulana, 2025).

Beyond emotional connection, emotional trust is another crucial component that reflects how much customers believe influencers or businesses to be genuine, authentic, and consistent with their own beliefs. Generation Z's desire to buy is greatly influenced by their trust in influencers, since the power of emotional marketing on consumer choices is mediated by perceptions of authenticity and credibility (Cao et al., 2025). Therefore, the goal of this study is to find out more about the way of Malaysian Generation Z's purchase intention toward pop culture collectibles are being influenced by emotional trust. Generation Z's purchasing habits are also significantly impacted by peer pressure. Interactions with friends, communities, and online peers frequently influence their choices, particularly when it comes to user-generated material, reviews, and shared posts. In Instagram scenarios, where peer communication increases consumer interest, social validation and Fear of missing out (FOMO) have become particularly significant. Studies have indicated that peer communication on social media greatly increases Generation Z's inclination to make purchases, with perceived product quality and brand preference mediating these effects (Le and Ngoc, 2024).

When combined, emotional communication, emotional visual content, emotional trust, and peer influence do not operate independently but rather interact in shaping how Generation Z perceives and engages with pop culture collectibles. Although the global collectibles market continues to expand, scholarly work that integrates these factors within the Malaysian context is still limited. This study therefore aims to address this gap by examining how emotional communication, emotional visual content, emotional trust, and peer influence collectively influence Malaysian Generation Z's purchase intentions toward pop culture collectibles such as Hicipupu, Labubu and Skullpanda.

1.3 Research Objectives

The main objective of this study is to explore how emotional marketing strategies on Instagram shape Generation Z's purchase intentions toward pop culture collectibles. The specific objectives are:

- To determine the relationship between emotional communication and purchase intention of Generation Z toward pop culture collectibles through Instagram.
- To determine the relationship between emotional visual content and purchase intention of Generation Z toward pop culture collectibles through Instagram.
- To determine the relationship between emotional trust and purchase intention of Generation Z toward pop culture collectibles through Instagram.
- To determine the relationship between peer influence and purchase intention of Generation Z toward pop culture collectibles through Instagram.

1.4 Research Questions

The research questions are as below:

- Is there a relationship between emotional communication and purchase intention of Generation Z toward pop culture collectibles through Instagram?
- Is there a relationship between emotional visual content and purchase intention of Generation Z toward pop culture collectibles through Instagram?
- Is there a relationship between emotional trust and purchase intention of Generation Z toward pop culture collectibles through Instagram?
- Is there a relationship between peer influence and purchase intention of Generation Z toward pop culture collectibles through Instagram?

1.5 Research Significance

Understanding how emotional marketing on Instagram influences Generation Z's purchase intentions for pop-culture collectibles is crucial for consumers themselves.

Stronger emotional attachment and trust can be developed through emotionally charged content, whether it be through influencer narratives or storytelling visuals. Research has shown that these factors greatly influence Gen Z's purchasing intention (Martiyanti and Rahmayana, 2024). Furthermore, intimate and familiar emotional relationships promote affective and cognitive trust, which raises the possibility of a purchase even more (Ge, 2025). Customers become more conscious of how embedded emotional advertisements, such as sentimental photos or posts that are supported by their peers, influence their choices, which promotes more thoughtful and knowledgeable interaction with influencers contents.

For marketers, Instagram is a strategic strategy to increase Generation Z's purchase intention by utilizing emotional communication, visual content and peer influence, particularly in specialized markets like pop culture collectibles. Emotional marketing on social networks fosters trust and attachment which favourably influence consumer purchasing behaviour (Bin, 2023). Marketers may create stronger ties with Gen Z and encourage them to act on their affection of pop culture collectibles by utilizing highly emotional visuals and peer-influence dynamics.

This research clarifies the necessity for detailed disclosure criteria and the significant impact of emotional marketing, especially on a digitally native generation like Generation Z, for policymakers who are concerned with consumer protection and digital marketing standards. If neglected, affective influence and emotional trust may take advantage of young consumers' vulnerability. Policymakers can more accurately determine whether the current disclosure laws and advertising regulations adequately protect consumer welfare by looking at how emotional involvement influences purchase intent (Ge, 2025). This is particularly crucial when it comes to pop culture collectibles, since impulsive buying motivated by sentimental excitement and scarcity indications might result in unexpected expenditures. Regulators can improve laws that guarantee moral marketing practices while protecting Gen Z's independence and welfare by gaining insight into emotional marketing mechanisms.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

This chapter provides a deeper exploration of variables, including an introduction to relevant theories, a review of previous research with clear definitions of dependent and independent variables, an explanation of their relationships using a framework of concept, and the formulation of hypotheses.

2.1 Underlying Theories

2.1.1 Stimulus–Response (S–R) Theory

Stimulus–Response (S–R) theory was first formally established by Edward Thorndike (1905) through his Law of Effect, which defines learning as the reinforcement-based strengthening of connections between stimuli and behavioural responses. S-R theory, which has its roots in behaviourist psychology, emphasizes a clear and direct connection between expected behavioural outcomes and stimuli from the environment. This theory explains how certain external marketing perceptions cause customer reactions in marketing and digital advertising circumstances without depending on internal psychological mediation. Purchase intention is the response to emotional communications, emotional visual content, and peer influence on visually demanding sites like Instagram. As a result, the S-R theory is frequently used to explain how consumers' purchasing decisions are directly impacted by repeated exposure to emotionally charged advertising. On visual-intensive platforms such as Instagram, emotional communications, emotional visual content and peer influence act as the

stimuli, while purchase intention represents the response. The S–R framework is therefore widely applied to explain how repeated exposure to emotionally charged advertising leads directly to consumer buying behaviour.

In the pop-culture collectibles market, this framework effectively explains Generation Z's purchase behaviour. Emotional communication for instance nostalgic storytelling in captions, emotional visual content like short-form videos or aesthetic imagery, and peer influence. Moreover, it includes likes, user-generated content, and social proof which serve as salient stimuli that elicit affective and cognitive responses, eventually leading to the intention to purchase. This perspective is supported by empirical research. According to Li, Ham, and Eastin (2024), emotionally charged social media material dramatically increases behavioural and attitudinal reactions, including purchase intent. Chen, Ling, and Chen (2023) discovered that advertisements that use emotional appeals like excitement or joy directly increase the efficacy of persuasion by strengthening the stimulus-response mechanism. Advertisement visuals, language, and format are frequently referred to as the stimulus in advertising research, whereas quantifiable consumer effects like brand memory, attitude changes, and purchase intentions are referred to as response (Vakratsas and Ambler, 1999).

As a result of their high degree of trust in their social networks, Gen Z consumers are particularly influenced by peer-driven stimuli. With obvious signs of social validation such as likes, comments and shares, platforms like Instagram magnify this effect and increase emotional resonance and trust. According to research by Ramadhana and Hussein (2024), Instagram advertisements that are centered around entertainment have a good impact on users' perceptions of the platform and advertising, which in turn increases their purchase intention toward pop culture collectibles. In short, the S-R framework is a powerful tool for understanding consumer engagement and purchase intentions in industries such as digital advertising, e-commerce, and entertainment merchandise because it concisely describes how digital

marketing advertisements function as stimuli that trigger affective arousal, cognitive alignment, and ultimately behavioural responses.

2.1.2 Commitment–Trust Theory

According to the Commitment–Trust Theory, the two pillars supporting strong customer–brand relationships are commitment and trust (Morgan and Hunt, 1994). This concept defines trust as having faith in a partner's dependability and truthfulness, as well as confidence that significantly lowers perceived risk and uncertainty during the consumption process. Trust is especially important in emotionally driven, fast-paced environments like Instagram because it makes customers more likely to take action and transform into purchase intentions before longer-term, stronger loyalty has developed.

This emotional aspect of trust is frequently referred to as affect-based trust. It differs from calculative, cognition-based trust in that it emphasizes emotional resonance, empathy, and interpersonal ties (McAllister, 1995). Perceived warmth, genuineness, and emotional connection are key components of affect-based trust, and they are especially noticeable when marketers employ emotional imagery and communication to interact with Generation Z consumers on visual platforms like Instagram.

The importance of trust in online and social business situations is shown by empirical studies by Hajli (2015), whereby social commerce features like forums, ratings, and recommendations increase trust, which in turn greatly increases buy intention. The idea that emotional trust serves as an upstream driver of short-term consumer behaviours is supported by the findings of Hajli, Sims, Zadeh, and Richard (2017), who study trust development via social interactions on social networking sites.

By integrating these findings, Commitment–Trust Theory offers a potent

theoretical framework which genuine, emotionally charged interactions like narrative captions or striking images on Instagram, build emotional trust. It lowers consumer hesitancy and encourages Generation Z to make a purchase instantly, even before longer-term brand loyalty emerges.

2.2 Review of Variables

In this research, the dependent variable is purchase intention. The four independent variables are emotional communication, emotional visual content, emotional trust and peer influence.

2.2.1 Purchase Intention

The likelihood or willingness of a customer to purchase a particular product in a relatively short time is known as purchase intention. Purchase intention, according to Bahari, Abdullah, Wahab, Kamal, Johari, and Zulkafli (2024), indicates the likelihood that consumers will or are willing to pay for a good or service at the moment. Similarly, Diallo (2012) emphasizes the psychological inclination to make purchases by conceptualizing purchase intention as the extent to which a consumer tends to buy a product. This tendency frequently entails budgeting ("I have money set aside"), planning ("I will buy"), and desire ("I want to buy"), all of which combine to create a cognitive state that signals preparedness to act.

The Theory of Planned Behaviour, which states that intention is the most direct predictor of actual action, provides substantial support for the idea of purchasing intention (Ajzen, 1991). Customers' desire, which in turn directs their actions, is influenced by their attitudes, subjective norms, and perceived behavioural control. This concept has been widely used in a variety of situations, including social media marketing contexts (Herjanto,

Adiwijaya, Wijaya, and Samuel, 2020) and environmentally conscious purchasing habits (Arifani and Haryanto, 2018).

Purchase intention is a crucial metric in marketing that aids in assessing the success of campaigns and determining how well consumers are prepared to interact with a product. Marketers frequently provide affectionate and understandable messaging, which helps customers identify with the brand and increase their intention to purchase. Additionally, purchasing intention has grown in importance in social media and online contexts. According to Bahari et al. (2024), a consumer's willingness to purchase on digital platforms is greatly influenced by elements like user experience, trust, and a sense of belonging. In the same way, Herjanto et al. (2020) show that Instagram features such as celebrity endorsements can greatly increase purchase intention, especially among younger customers.

These results demonstrate that purchase intention is a useful criterion for creating emotionally compelling and convincing marketing tactics in addition to being an indicator of purchasing behaviour. In this research, purchase intention is defined as the extent to which Generation Z consumers are willing and ready to purchase pop culture collectibles influenced by emotional marketing on Instagram.

2.2.2 Emotional Communication

The intentional employing of emotional cues by brands to provoke meaning, foster connections, and affect customer reactions is known as emotional communication. According to He, Zhu, Sun, and Yang (2022), emotional marketing is a tactic that uses psychological and emotional communication to win over customers' trust and preferences. It emphasizes how communication that evokes emotions may provide businesses a competitive advantage. Holbrook and Batra (1987) emphasize that emotions function as a unique medium for communication in advertising, demonstrating that

emotional reactions like pleasure and arousal influence how customers perceive and assess brand messaging.

In the Emotion-as-Social-Information (EASI) model, Van Kleef (2009) highlights from a socio-informational standpoint that emotions themselves function as communication signals that influence the viewpoints, decisions, and actions of observers. According to this framework, emotional communication serves as a social cue that directs understanding in situations when there is a great deal of uncertainty, such as when evaluating new or symbolic items, in addition to being a means of persuasion.

When taken together, these studies demonstrate that emotional communication is a deliberate use of emotive signals that direct interpretation, boost engagement, and create relationships between businesses and customers. It goes beyond just conveying information. In this research, emotional communication is defined as the extent to which brand or influencer messages express and evoke emotions through captions and interactions on social media.

2.2.3 Emotional Visual Content

Spence (2022) states that colour and form combinations frequently acquire symbolic and sentimental meanings, with hue and shape serving as implicit visual design signals to evoke feelings in the observer. A taxonomy of visual design cues that affect attention, affective responses, and cognitive processing in consumer choice scenarios was presented by Vermeir and Roose (2020). These signals include shape, colour, location, and aesthetic balance.

According to Sunarso, Tusriyanto, and Mustafa (2023), visual content such as brilliant images, captivating graphics, and videos serves as an immersive tool that strengthens brand narratives, fosters emotional connections, and

provides engaging storytelling experiences. According to Velasco and Spence (2019), visual content is a set of design components that express emotive and symbolic value in addition to functionality, shaping individuals' emotional experiences with brands.

When taken as a whole, these conceptualizations highlight that visual content is more than just decoration, it consists of intentional design elements that convey emotional and symbolic meaning, such as colour, shape, imagery, layout, and aesthetic balance, which enhance communicative power and guide the viewer's affective interpretation. In this research, emotional visual content is defined as the extent to which Instagram visuals, including images, videos, and design elements, convey emotions that audiences can perceive and engage with, reflecting its role as a core element of emotional marketing.

2.2.4 Emotional Trust

Customers' confidence in brands or sellers based on warmth, sincerity, and affective signals rather than only transactional or cognitive factors is known as emotional trust. Hong and Cho (2011) make a distinction between seller trust and intermediary trust, highlighting the fact that customers' emotional conviction in dependability and kindness plays a significant role in their readiness to interact. Extending this, Cho and Sagynov (2015) propose that emotional cues that lower perceived risk and foster a sense of safety in interactions are just as important in fostering trust in online environments as system design and usability.

According to Shiau and Luo (2012), social exchange theory, which holds that reciprocity and emotional certainty enhance continuous connections, often serves as the foundation for trust in digital group contexts. More recently, Wang, Shahzad, Ahmad, Abdullah, and Hassan (2022) employ a meta-analytic technique to prove that emotional perceptions of

trustworthiness and kindness in a variety of cultural contexts create trust, which is a key psychological mechanism in social commerce platforms.

Overall, these research show that emotional trust includes affective cues that promote safety, genuineness, and interpersonal ties in digital environments rather than being restricted to logical evaluations of reliability. In this study, emotional trust is defined as the extent to which consumers perceive sincerity, warmth, and emotional credibility in brand communication on Instagram.

2.2.5 Peer Influence

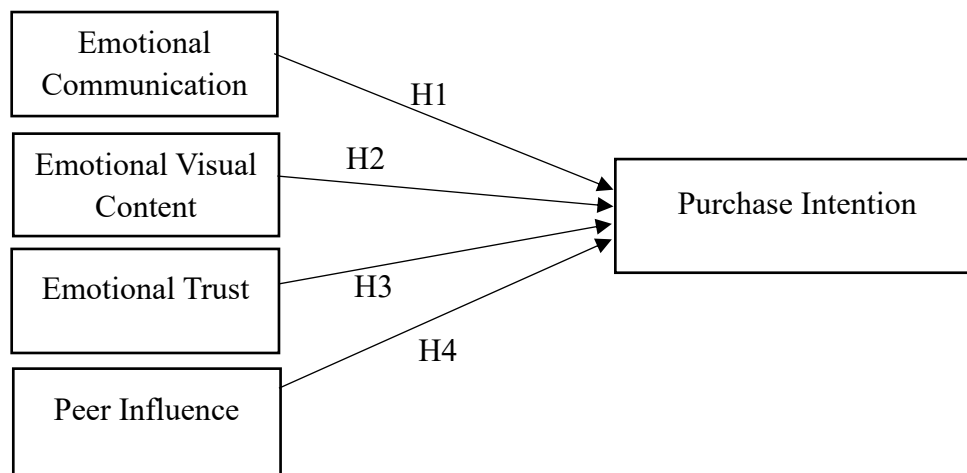
Peer influence is the term used to describe how members of a social group affect each other's opinions, choices and actions. According to Huang, Wang, and Shi (2012), attachment and group dynamics determine peer influence where those who have closer emotional ties to their peers are frequently more receptive to their advice, while others may be resistant. This demonstrates how the degree of influence may be influenced by the strength of peer ties. Furthermore, according to Brechwald and Prinstein (2011), peer influence happens across a number of mechanisms, such as social learning, modelling, and internalization of group norms.

Peer influence has a significant role in daily choices as well as long-term growth since it allows people to acquire behaviours and attitudes that are compatible with those of their peers. Most importantly, they also note that, subject to the social context, peer influence can promote distinctiveness in addition to conformity. Peer influence takes on new forms in digital environments. Wang, Lv, Wang, Guo, and Ma (2023) note that online communities facilitate information sharing, collaborative content creation, and group participation. These exercises promote engagement and strengthen social bonds, demonstrating how influence extends beyond physical contexts.

In general, peer influence may be viewed as a dynamic social interaction process that directs individual behaviour in both online and in-person contexts which imposes societal norms. In this research, peer influence is defined as the degree to which Generation Z consumers are shaped by the opinions, recommendations, and behaviours of their peers.

2.3 Conceptual Framework

Figure 2.1: Conceptual Framework



Source: Develop for the research.

The conceptual framework by learning the existing model through reading prior study research. The purpose of the suggested conceptual framework (Figure 1) is to determine how the DV (purchase intention) and IVs (emotional communication, emotional visual content, emotional trust, peer influence) are related. Thus, these four IVs provide hypotheses to investigate the connection between IVs and DV in Malaysia.

2.4 Hypothesis Development

2.4.1 Relationship between Emotional Communication and Purchase Intention

Emotional communication on social media is not only about creating expressive content but also about shaping consumer behaviours such as purchase intention. Rietveld, Van Dolen, Mazloom, and Worrying (2020) find that emotional appeals on Instagram generate stronger user engagement compared to informational appeals. Their research suggests that viewers react more emotionally to content that resonates with them than logically, as emotional communication is more successful at earning likes, comments, and shares. Since interactive behaviours frequently result in increased consumer-brand interaction, this kind of engagement is a crucial step in the formation of purchase intentions.

According to Oliveira, Ifie, Sykora, Tsoungkou, Castro, and Elayan (2022), brand-generated messages that are emotionally charged draw in more customers and promote social media sharing. Brands increase word-of-mouth dissemination and message memorability by evoking positive emotions like joy or enthusiasm. For Generation Z consumers, who mostly rely on peer approval and shared experiences in online communities, this influence is especially significant. Such emotional contact creates a sense of belonging and increases purchasing motivation for socially expressive and symbolic things like pop culture collectibles.

According to Han (2022), visual communication is a strategic instrument in emotional marketing because it conveys meaning and provokes affective reactions that influence consumer views. Furthermore, Bin (2023) highlights how emotional marketing through social networks influences customer purchasing decisions by employing affective triggers that increase

the relatability and credibility of brand messaging. By fostering a psychological bond between customers and brands, emotional communication helps consumers develop more informed judgments about what to buy and boosts their trust in the genuineness of brands. This is in line with the behaviour of Generation Z, who favour brands that show emotional resonance and relatability in their interaction.

Taken together, prior studies suggest that emotional communication in digital environments serves as a persuasive mechanism that increases consumer attention, engagement, and trust, all of which are necessary precursors to purchase decisions. Therefore, the following hypothesis is proposed:

H1: Emotional communication has a significant relationship with Generation Z's purchase intention toward pop culture collectibles on Instagram.

2.4.2 Relationship between Emotional Visual Content and Purchase Intention

Wang, Gu, and Wu (2022) propose that by integrating design and imagery that evoke strong feelings, visual storytelling creates a stronger bond with consumers and increases the persuasiveness and memorability of brand messaging.

Building on this, Bleier, Harmeling, and Palmatier (2018) point out that more engaging customer experiences are achieved by the emotional richness of visual design in online environments, which in turn improves consumer-brand relationships and raises purchase intention. According to their findings, pictures are effective means of enhancing behavioural reactions in addition to being aesthetically pleasing. In support of this, Bakhshi, Shamma, and Gilbert (2014) discovered that Instagram images with emotionally charged cues like human faces get more interaction, proving the

power of images to draw in viewers and compel them to become more involved.

Hussain, Majeed, and Khan (2024) offer concrete proof that visual content marketing enhances brand recall and strengthens emotional ties, both of which have a favourable impact on consumer behaviour. Emotionally compelling images are especially useful in influencing pop culture collectibles purchase intention among Generation Z customers, who are very engaged on visually-oriented platforms like Instagram.

Together, these studies show that by evoking feelings, increasing engagement, and cultivating brand attachment, emotional visual content greatly influences favourable consumer reactions. Therefore, this study proposes the following hypothesis:

H2: Emotional visual content has a significant relationship with Generation Z's purchase intention toward pop culture collectibles on Instagram.

2.4.3 Relationship between Emotional Trust and Purchase Intention

Trust is widely recognized as one of the most important determinants of consumer purchase intention (Hong and Cho, 2011). Customers who grow to trust a seller or brand emotionally believe in both the genuineness and friendliness of interactions as well as the technical dependability of interactions. Customers are encouraged to move on with their purchasing decisions because of the emotional component of trust, which lowers uncertainty and fosters satisfaction. Emotional trust serves as a crucial filter that decides whether promotional information actually results in actual purchasing behaviour, especially for Generation Z, who are heavily engaged on Instagram and exposed to a variety of marketing messages.

Previous studies have demonstrated that trust has a favourable impact on consumer intent to buy on a variety of digital platforms. Cho and Sagynov

(2015) emphasized that perceptions of functionality and ease of use, together with trust directly influence online purchase intention. According to their finding, building trust is crucial to reduce perceived risk, which is frequently higher in digital transactions than in conventional retail settings. Shiau and Luo (2012) used social exchange theory to show that in group-based online contexts reciprocity and emotional certainty boost trust, which in turn increases satisfaction and purchase intentions. Based on above findings, trust has a strong emotional and relational foundation in addition to being transactional.

Social media communication is intimate and dynamic, emotional trust is even more important in this setting. Din, Ramli, and Bakar (2018) especially looked into Instagram and discovered that trust variables have a big impact on users' intentions to make purchases. Building emotional trust is essential to turning interest into actual purchases on Instagram, as the platform frequently depends on emotional indicators like visual content, influencer endorsements, and interactive participation. Wang, Shahzad, Ahmad, Abdullah, and Hassan (2022) provided evidence for this by using a meta-analytic approach and confirming that trust consistently and significantly influences purchase intention in a variety of cultural and platform-specific scenarios. Their research supports the claim that emotional trust is a universal factor that shapes the purchase intention.

In the case of Generation Z's purchase of pop culture collectibles, emotional trust may be especially critical. Before making a purchase, buyers must have faith that sellers are sincere and trustworthy because collectibles have sentimental and symbolic value. Building emotional trust through open communication, authenticity, and trustworthy interactions is likely to boost consumer confidence and influence purchase decisions given the potential of fake or inauthentic products. Based on the findings from previous research, the following hypothesis is put forth:

H3: Emotional trust has a significant relationship with Generation Z's purchase intention toward pop culture collectibles on Instagram.

2.4.4 Relationship between Peer Influence and Purchase Intention

Peer influence is a significant factor in determining purchase intention in a variety of consumer scenarios, according to empirical research. Kauv and Blotnicky (2020) found that peer influence significantly impacted students' computer purchase decisions, as peers served as reference points that shaped preferences and encouraged brand adoption. This highlights the way peers function as trusted sources of information, creating reassurance and motivating individuals to follow purchasing trends endorsed by their social groups.

Gunawan, Rahmania, and Kenang (2023) showed that through social connection and shared experiences, peer influence promotes online buying behaviour in the setting of e-commerce. People are more confidence in their decisions and are more likely to make a purchase when their peers endorse or verify online products. According to their research, peer-to-peer digital interactions transform conventional word-of-mouth into a more dynamic and convincing kind of influence. Similarly, by enabling peer participation in real time, Facebook Live-streaming enhances peer impact, as demonstrated by San Lim, Ng, Mohamad, and Lim (2022). A sense of social proof is produced by interactive elements like comments, likes, and live engagement, which boosts customer confidence in goods and increases their willingness to buy. In digital platforms, where Generation Z is very active and open to peer validation, this illustrates how peer impact is magnified.

Wang, Luo, and Li (2022) went on to describe how social comparison and conforming mechanisms underlie peer influence. According to their research, people frequently buy nonfunctional items in mobile games either to fit in with their peers' behaviour or to lessen their feelings of jealousy when others own them. This demonstrates how peer influence may have a significant impact on symbolic purchases and goes beyond utility-driven purchasing. This makes it particular important to pop culture items that have social and identity worth.

When combined, these results show that peer influence is a strong predictor of purchase intention, particularly in social and online settings where peer interactions are evident and persuasive. Since Generation Z consumers primarily rely on peer networks for validation and decision-making, PI is expected to have a big influence on their purchase behaviour. Thus, the following hypothesis is put forth:

H4: Peer influence has a significant relationship with Generation Z's purchase intention toward pop culture collectibles on Instagram.

2.5 Conclusion

This chapter concludes by reviewing empirical evidence on how Instagram's emotional marketing influences Generation Z's willingness to buy pop culture collectibles. The conceptual framework was used to describe the relationships between each of the independent variables and the dependent variable, drawing on the Stimulus-Response Theory and Commitment-Trust Theory. This framework positions Instagram's emotional marketing strategies as stimuli that shape Gen Z's consumer perceptions and ultimately drive purchase intention.

Chapter 3: METHODOLOGY

3.0 Introduction

In this chapter, research design, sample design and method of data collection will be discussed. Furthermore, research instrument, construct measurement will also be discussed before proceeding to data analysis.

3.1 Research Design

Khanday (2023) states that research design means the fundamental framework or strategy of a project that outlines the methods for collecting, analysing, and assessing data in order to test hypothesis or provide answers to research questions. In the same way, McCombes (2022) points out that developing a research design involves deciding on the primary goals, choosing the design type to implement, choosing sampling methodologies, selecting data collection methods, and using appropriate data analysis techniques. Accordingly, the study uses a quantitative and descriptive research approach to investigate how the independent variables relate to the dependent variable, purchase intention (PI).

3.1.1 Quantitative Research

The methodical process of quantitative research focuses on gathering and analysing numerical data in order to test hypothesis, investigate correlations between variables, and draw generalizable conclusions. In order to provide the data in statistical forms like tables, graphs, and charts for simpler interpretation, it frequently uses structured tools like surveys and questionnaires (Almqvist and Larsson, 2023). This approach is well known

for its ability to offer unbiased measurements that facilitate the testing of hypothesis and the discovery of correlations between variables. Additionally, Watson (2015) defines quantitative research as a methodological approach that uses statistical and numerical approaches to investigate social phenomena, which makes it appropriate for determining the correlations between independent and dependent variables. Bhandari (2021) notes that quantitative research involves collecting and evaluating quantifiable data in order to find trends, make predictions, and determine causal linkages. As a result, this study's quantitative research is carried out by distributing questionnaires to gather data.

3.1.2 Descriptive Research

According to Furidha (2023), descriptive research refers to systematically depict circumstances, populations or traits without changing them. In order to create a precise picture of a phenomenon and facilitate more in-depth understanding and better-informed judgments, it focuses on watching, documenting, and evaluating data (D'Alessandro, Winzar, Lowe and Zikmund, 2020). Similar to this, Hair, Page and Brunsveld (2023) stress that descriptive research is particularly helpful for studies in the social sciences and consumer behaviour since it helps to address the fundamental questions of who, what, where, when, and how. Since it describes the behavioural characteristics of Generation Z Instagram users, namely how they react to emotional communication, emotional visual content, emotional trust, and peer influence, descriptive research appears relevant for this study. Additionally, a cross-sectional study will be used, which gathers information at one particular moment in order to statistically characterize the behaviours and attitudes of respondents (Liu, 2018). This method is appropriate for the objectives of the study since it allows for the simultaneous analysis of several variables and is both cost-effective and time-efficient.

3.2 Sampling Design

The practice of choosing a portion of respondents from a wider population to take part in research is known as sampling (Lohr, 2021). It allows researchers to draw reliable conclusions and make generalizations about the broader population without examining every individual (Cash, Isaksson, Maier and Summers, 2022). A well-structured sampling design provides a systematic framework for choosing participants, ensuring accuracy, minimizing bias, and enhancing the applicability of research findings (Saunders, Lewis and Thornhill, 2009; Zikmund, Babin, Carr and Griffin, 2013). In order to construct the sampling design for this study, the target population must be identified, the sampling frame and location must be determined, the sampling elements must be chosen, the best sampling technique must be chosen and to determine the sample size.

3.2.1 Target Population

Generation Z which is defined as people who are 13 to 28 years old is the target population in this research. Due to their widespread use of social media and technology, members of this generation are referred to as "digital natives" (Francis and Hoefel, 2018). They are extremely important for studying how emotional marketing shapes purchase intention, especially when it comes to pop culture collectibles because of their familiarity with platforms like Instagram. As a result, the study's emphasis on Generation Z guarantees that it includes the viewpoints of customers who are both active on digital platforms and have a significant impact on online market trends.

3.2.2 Sampling Frame and Sampling Location

The list or collection of components of a population that the actual sample is taken from is known as a sampling frame (Baltes and Ralph, 2022). Similarly, a sample frame is defined by Rahman, Tabash, Salamzadeh,

Abduli and Rahaman (2022) as the entire set of units that can be selected to represent the population in a study. However, in reality, data privacy regulations and the lack of a centralized database make it impossible to collect a complete and comprehensive list of Generation Z Instagram users in Malaysia. Therefore, a formal sample frame is not used in this study.

The sampling location indicates the place of the data collection. This research used Google Form to distribute a structured questionnaire in order to collect data. To reach the target demographic of Generation Z, the link will be disseminated on various internet platforms, including Instagram and other social media channels. In order to ensure diversity in representation while concentrating on the study's goals, respondents may come from different states within Malaysia.

3.2.3 Sampling Element

According to Bougie and Sekaran (2019), a sampling element is the basis of analysis or the particular respondent selected from the population to provide data for the study. Individual members of Malaysia's Generation Z, ages 13 to 28, who use Instagram and have bought or showed interest in pop culture collectibles, were chosen for the sampling element of this study. Due to their representation of both potential customers and active social media users in the pop culture market, this group is deemed relevant (Djafarova and Bowes, 2021). The study ensures that responses are obtained from people who are both exposed to emotional marketing on Instagram and are likely to cultivate purchase intentions toward pop culture collectibles by concentrating on this sample element.

3.2.4 Sampling Technique

Researchers employ a sampling method whereby a group of people from a wider population will be chosen in order to gather crucial data for a study (Etikan, Musa, and Alkassim, 2016). The two types of sampling techniques are probability sampling and non-probability sampling. By giving each member of the population an equal chance of being chosen, probability sampling helps provide results that are more broadly relevant to the wider population. On the other hand, non-probability sampling, which relies on non-random selection methods where not every member of the population has an equal chance of being included, is more practical for exploratory or resource-constrained studies (Acharya, Prakash, Saxena, and Nigam, 2013).

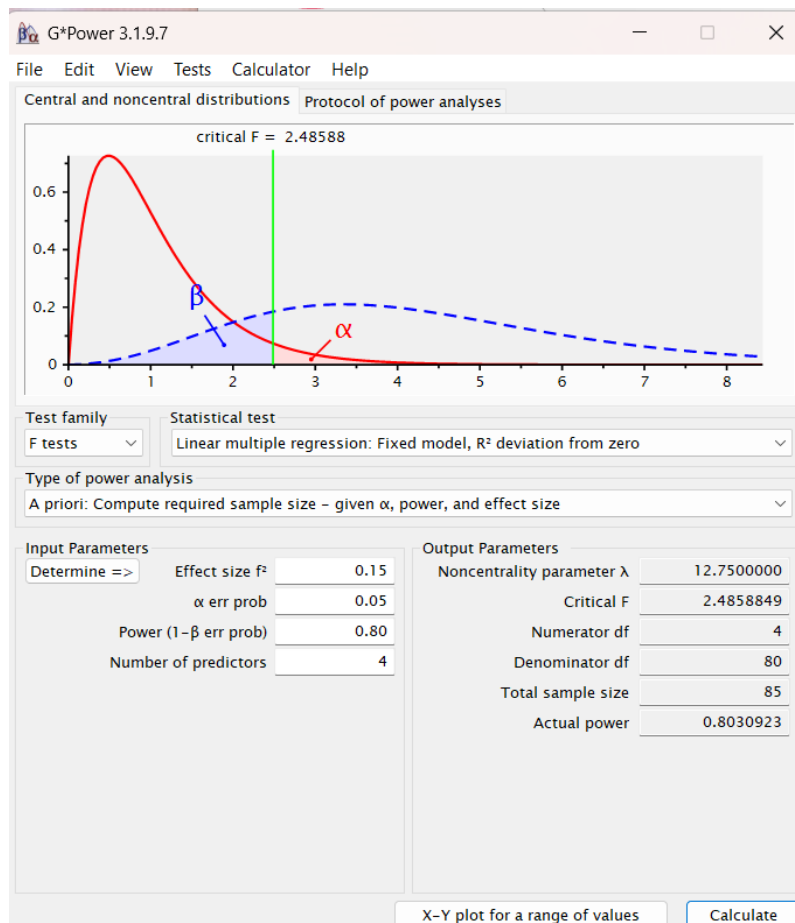
In this study, data is gathered using a non-probability convenience sampling strategy. Selecting respondents who are readily accessible and eager to participate is known as convenience sampling, and it frequently occurs because of their availability in specific areas or on online platforms (Etikan et al., 2016). Since the target respondents are Malaysian Generation Z consumers who purchase pop culture collectibles, this approach is suitable for the current study. Convenience sampling makes it possible to collect data effectively within the study's time and budget constraints because it focuses on a particular population that actively makes these kinds of purchases. Additionally, this method guarantees that the study captures respondents' opinions that are closely related to the objectives of the study.

3.2.5 Sampling Size

Using G*Power 3.1.9.7, an a priori power analysis was conducted to determine a suitable sample size for this study (Faul, Erdfelder, Buchner and Lang, 2009). The study's four independent variables which are emotional communication, emotional visual content, emotional trust and peer influence were represented by the four predictors in the linear multiple

regression (fixed model, R^2 deviation from zero) statistical test. A medium effect size ($f^2 = 0.15$), in accordance with Cohen's (1988) guidelines, was assumed. As standard benchmarks commonly used in social science research to control Type I and Type II error risks, the significance threshold (α error probability) was set at $\alpha = 0.05$ and the statistical power ($1-\beta$ error probability) at 0.80 (Cohen, 1988; Memon et al., 2020). Based on these parameters, the power analysis indicated that a minimum of 85 participants is required. This number represents the minimum sample size necessary to achieve sufficient statistical power for the study.

Figure 3.1: Sampling Size Required by Using G*Power



Adapted from: G*Power software version 3.1.9.7

3.3 Data Collection Methods

3.3.1 Primary Data

Information obtained directly by the researcher to meet the specific objectives of the study is referred to as primary data. Depending on the nature of the research problem, these data can be collected by surveys, interviews, experiments, or observations (Mazhar, Anjum, Anwar and Khan, 2021). An online survey disseminated via Google Forms is used to gather the core data for this research. This approach makes it possible to reach respondents effectively and offers a cost-effective and practical way of obtaining responses from a large number of people (Taherdoost, 2021).

Individuals from Malaysia's Generation Z who purchase pop culture collectibles and use Instagram frequently are the study's respondents. The selected data collection approach ensures that the responses are timely, valuable and closely related to the study's goals, as the study intends to investigate how emotional marketing strategies on Instagram shape purchase intention. Effectively reaching the target group and overcoming regional restrictions are additional advantages of distributing the questionnaire online.

3.4 Research Instrument

A questionnaire, an instrument commonly employed in survey-based research to collect primary data was adopted in this study (Collis and Hussey, 2013). The survey was conducted using Google Forms to effectively gather data and reach Generation Z participants.

3.4.1 Questionnaire Design

The design of the questionnaire consists three sections. Each question was closed-ended to guarantee consistency and simplicity of analysis (refer to Appendix 3.1).

Four general questions were included in Section A to gather information on the respondents' backgrounds. Every question was provided in a multiple-choice style, and respondents could only select one response. Since these questions were measured on a nominal scale, respondents may be grouped for analysis.

Section B collected preliminary data on respondents' Instagram usage and pop culture collectibles-related shopping habits. The questions addressed topics including spending habits, the types of content that gain attention, and the frequency of Instagram use. These questions had a single-response with multiple choices and were closed-ended. This section's goals were to set the context for further study and offer screening information.

Section C evaluated the DV, purchase intention, and the IVs emotional communication, emotional visual content, emotional trust, and peer influence. The items in this section were presented using a 5-point Likert scale, from "strongly disagree" to "strongly agree." In accordance with survey research recommendations, multiple statements were employed for every construct to improve measurement reliability and internal consistency (Sullivan, Artino and Coyne, 2013).

3.4.2 Pilot test

A pilot test is often conducted to evaluate the feasibility and dependability of the research instrument prior to its use in a full-scale study (Arain, Campbell, Cooper, and Lancaster, 2010). To put it more simply, the pilot

test's goal is to determine whether the primary research is possible and practicable on a smaller scale. Cronbach's Alpha (α) was used to evaluate the reliability of the items in the pilot study where a coefficient of 0.60 or higher is typically regarded as indicating satisfactory internal consistency (Haji-Othman, Yusuff and Ahmad, 2021). 40 respondents were used in this pilot test in order to gain sufficient responses for testing the reliability analysis. The pilot test reliability result is presented in Table 3.1.

Table 3.1: Pilot Test Reliability Result

Construct	Cronbach's Alpha	Number of items	Results
Purchase Intention	0.841	3	Good
Emotional Communication	0.853	3	Good
Emotional Visual Content	0.895	4	Good
Emotional Trust	0.827	3	Good
Peer Influence	0.883	5	Good

Source: Developed for the research.

3.5 Construct Measurement

3.5.1 Origin Constructs

Table 3.2: Construct of Measurement

Construct	Original Questionnaire	Modified questionnaire	Sources
Purchase intention	I am very likely to buy products recommended in social networks.	I am very likely to buy pop culture collectibles recommended in Instagram.	Bin (2023).
	When I need a product, I will first consider buying from products recommended by social networks.	When I need pop culture collectibles, I check Instagram recommendations first.	
	I am very likely to buy products in social network marketing advertisements.	I am very likely to buy pop culture collectibles in Instagram advertisements.	
Emotional communication	I can understand the service concept or product features of the enterprise from social network interaction.	Instagram helps me understand the concept and features of pop culture collectibles.	

	I am willing to participate in sharing activities in social networks.	I am willing to share and engage with pop culture collectibles on Instagram.	
	I can learn more about the enterprise or product from communication with social network users.	I can learn more about pop culture collectibles by communicating with Instagram users.	
Emotional Trust	I trust the social network platform.	I emotionally trust Instagram for pop culture collectibles because it feels real and reliable.	
	I think the information conveyed or activities held by social networks are authentic.	Instagram earns my emotional trust by sharing authentic information and activities about pop culture collectibles.	
	I think the brand or enterprise promoted by the social network has credibility.	I feel safe and confident trusting Instagram because the pop culture collectible brands it promotes are credible.	

Peer Influence	I often learn about environmental issues from my friends.	I often learn about pop culture collectibles from my friends on Instagram.	Suki & Suki (2019).
	I often discuss the environmental issues/products with my friends.	I often discuss pop culture collectibles with my friends on Instagram.	
	I often recommend environmentally-friendly products to my friends.	I often recommend pop culture collectibles to my friends on Instagram.	
	I often went shopping for green products with my friends.	I often went shopping for pop culture collectibles with my friends after discovering them on Instagram.	
	I often share with my friends about green product experiences and information.	I often share with my friends about pop culture collectibles information with my friends on Instagram.	
Emotional Visual Content	I have made a purchase from a clothing brand after	I have made a purchase of pop culture	Jayasekara Liyanaarachchige,

	seeing their different content on social media.	collectibles after seeing different content about them on Instagram.	& Thirana Gamage (2024).
	I find the visual aesthetics of social media content engaging and appealing.	I find the emotional visual aesthetics of Instagram posts about pop culture collectibles engaging and appealing.	
	Social media content such as fashion tips, behind-the-scenes glimpses, and celebrity collaborations is engaging to me.	Instagram content such as behind-the-scenes looks, fan art, or influencer collaborations related to pop culture collectibles is engaging to me, especially when it features emotional visual content.	
	The type of social media content influences my perception of the brand's image and identity	The type of emotional visual content shared by pop culture collectible brands on Instagram influences my	

		perception of their brand image and identity.	
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Source: Developed for the research

3.5.2 Scale Measurement

One of the most crucial component of research is measurement scale because it defines how data is categorized, arranged, and quantified for analysis (Mishra, Pandey, Singh, Gupta and Sahu, 2018). Nominal, ordinal, and interval (using a Likert scale) measurements are used in this study. These were used for handling the various questionnaire question types.

3.5.2.1 Nominal Scale

Data is categorized using the nominal scale without a numerical value or hierarchy being assigned (Salkind, 2010). In this study, categorical demographic questions including age, level of education, gender, and purchase decision were measured nominally. The question "Gender: Male/Female" in Section A, for instance, is based on a nominal scale. Comparably, Section B's questions on respondents' purchases of pop culture collectibles and the types of Instagram posts that catch their eye are also nominal.

3.5.2.2 Ordinal Scale

Ordinal scales are employed when data may be ranked or sorted, even if the gaps between categories are not always equal (Arvidsson, 2018). Ordinal measurement was used in this study for both general information for

instance the average expenditure on collectibles or frequency of Instagram usage as well as demographic questions like age groups and income levels in Section A. Although responses might be ranked in order using these questions, it is not considered that the distances between categories. For example, RM 101–200 and RM 201–300 are contrasting.

3.5.2.3 Likert Scale

One of the most widely used instruments for measuring attitudes, perceptions, and opinions in survey research is the Likert scale (Joshi, Kale, Chandel and Pal, 2015). In order to measure constructs like purchase intention, emotional communication, emotional visual content, emotional trust, and peer influence, this study used a 5-point Likert scale in Section C, with 1 denoting "strongly disagree" and 5 denoting "strongly agree". According to Malhotra and Peterson (2006), a 5-point scale improves answer reliability and is simple for respondents to understand. For statistical analysis, these Likert-type items are handled as interval data, enabling the running of more complex tests like regression and correlation.

3.6 Proposed Data Analysis Tool

As for the statistical analysis study including descriptive, reliability, and inferential tests SPSS software will be used.

3.6.1 Descriptive Analysis

Before doing further statistical tests, descriptive analysis is an essential step in gathering and compiling research data to give a general picture of the traits and variables of respondents. It highlights patterns and trends in the dataset using metrics like mean, median, frequency, and standard deviation

(Kaur, Stoltzfus and Yellapu, 2018). This technique aids in transforming unstructured survey data into insightful statistics and graphical representations, such as tables and charts, that facilitate the interpretation of the findings (Mishra, Pandey, Singh, Gupta, Sahu and Keshri, 2019). This study used descriptive analysis to characterize the IVs of emotional communication, emotional visual content, emotional trust, and peer influence in addition to the DV of purchase intention. Descriptive statistics lay the groundwork for the inferential analysis that follows by giving a clear image of the data distribution.

3.6.2 Reliability Test

Reliability testing is essential to assess the precision and consistency of the measuring instrument used in this investigation. A reliable instrument increases the credibility of research findings by guaranteeing that repeated measurements produce steady and dependable results (Tavakol and Dennick, 2011). Internal consistency is the approach that is most frequently used in social science research. The most often used metric for assessing internal consistency, particularly when employing Likert-scale questions, is Cronbach developed Cronbach's Alpha in 1951 (Gliem and Gliem, 2003). This coefficient evaluates the degree to which items within a construct are associated and measure the same underlying notion. According to Pallant (2001), an acceptable index and excellent dependability are defined as an Alpha Cronbach's value greater than 0.6 (Nunnally and Bernstein, 1994). Therefore, in this study, Cronbach's Alpha was employed to test the reliability of constructs including emotional communication, emotional visual content, emotional trust, peer influence, and purchase intention.

Table 3.3: Rule of Thumb for Results

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.6$	Acceptable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Adapted from: George & Mallery (2003); Daud, Khidzir, Ismail & Abdullah (2018).

3.6.3 Inferential Analysis

Unlike descriptive statistics, which only describe observable data, inferential statistics allow researchers to test hypothesis, analyse relationships and make predictions about larger populations (Levine, Stephan, Krehbiel and Berenson, 2007; Bhattacharjee, 2012). This study utilized inferential statistical approaches in order to determine if emotional communication, emotional visual content, emotional trust, and peer influence had a substantial impact on Generation Z's purchase intention toward pop culture collectibles.

3.6.3.1 Pearson's Correlation Coefficient Analysis

Social scientists commonly utilize Pearson's correlation coefficient to assess the strength and direction of a linear relationship between two variables (Schober, Boer and Schwarte, 2018). This statistical method enables one to ascertain if an alteration in one variable is linked to a variation in another. The range is from -1 to +1 to test correlation coefficient (Akoglu, 2018). Values close to +1 indicate strong positive relationship, whereby values

close to -1 indicate negative relationship, and no linear relationship is implied by values close to zero.

To assess the relationships between the DV and IVs, this research adopted Pearson's correlation analysis. At the 0.05 significance level, the analysis determines if these variables are significantly correlated. The correlation values reflect the strength and direction of the relationships in addition to showing statistical significance. According to Benesty, Chen, Huang and Cohen (2009), this approach is especially well-suited for determining variable-level agreement and understanding predicting patterns between constructs in behavioural research. The general guidelines listed in Table 3.5 are followed for interpreting the relationship. These ranges facilitate better understanding of the statistical results by classifying the strength of correlations, ranging from very weak to perfect correlation.

Table 3.4: Correlation Coefficient Range Standard

Correlation Value	Relationship
0.90 – 1	Very Strong
0.70 – 0.89	Strong
0.40 – 0.69	Moderate
0.10 – 0.39	Weak
0.00 – 0.09	Negligible

Adapted from: Schober, Boer and Schwarte (2018)

3.6.3.2 Multiple Regression Analysis

A popular statistical method for analyzing the predictive relationship between multiple independent variables and one dependent variable is multiple regression analysis (MRA) (Plonsky and Ghanbar, 2018). By adjusting for the impact of the other variables, this approach enables researchers to explain the variation in the dependent variable by determining the independent variables relative contribution (Hair, Babin, Anderson and

Black, 2019). This study employs MRA to determine the degree to which Generation Z's purchase intention toward pop culture collectibles is predicted by emotional communication, emotional visual content, emotional trust and peer influence.

The general form of the regression model is expressed as:

$$DV = A + \beta_1 (IV_1) + \beta_2 (IV_2) + \beta_3 (IV_3) + \beta_4 (IV_4) + e$$

Where:

DV = Purchase intention

A = Intercept

B₁...B₄ = Regression coefficients for each independent variable

IV₁ = Emotional communication

IV₂ = Emotional visual content

IV₃ = Emotional trust

IV₄ = Peer influence

e = Error term

In this model, purchase intention represents the dependent variable (DV), while emotional communication, emotional visual content, emotional trust, and peer influence serve as the independent variables (IVs). These variables were selected based on prior research highlighting their influence on purchase intention.

3.6.4 Multicollinearity Test

In a regression model, multicollinearity occurs when two or more predictor variables have a high degree of correlation, making it challenging to identify each one's distinct contribution to the dependent variable. Results may be distorted as a result of this situation as it might increase standard errors and reduce the statistical significance of predictors (Kim, 2019). To evaluate multicollinearity, researchers usually utilize the variance inflation factor

(VIF) and tolerance values. A VIF greater than 10 or a tolerance of less than 0.1 points to a potential problem (Salmerón, García, and García, 2019).

3.7 Conclusion

In summary, the research design, sampling strategy, and data gathering techniques employed in this investigation were described in Chapter 3. The pilot test, measurement scales, and statistical methods such as descriptive, reliability, and inferential analyses were also covered in the chapter. These techniques guarantee that the study's data is collected correctly and systematically in order to achieve the research's objectives.

Chapter 4: DATA ANALYSIS

4.0 Introduction

A descriptive analysis of the respondents' demographics, general data, and the main dependent and independent variables is presented at the beginning of this chapter. The analysis focuses on the mean and standard deviation derived from 95 valid responses. Out of the 120 questionnaires distributed, 100 were returned. After data screening, 5 responses were removed because the participants had no prior experience with pop culture collectibles. Therefore, 95 questionnaires were retained for the final analysis. The reliability test findings and inferential statistics such as the correlation analysis between the variables are further covered in this chapter. IBM SPSS Statistics version 31 was used for all analyses.

4.1 Descriptive Analysis

Researchers can identify trends and important traits in a sample by using descriptive analysis, which offers a brief overview of the data gathered. By using metrics like mean, standard deviation, and frequency distribution it aids in the meaningful organization and presentation of data. According to Kim (2015), descriptive analysis converts raw information into an understandable format that facilitates precise interpretation.

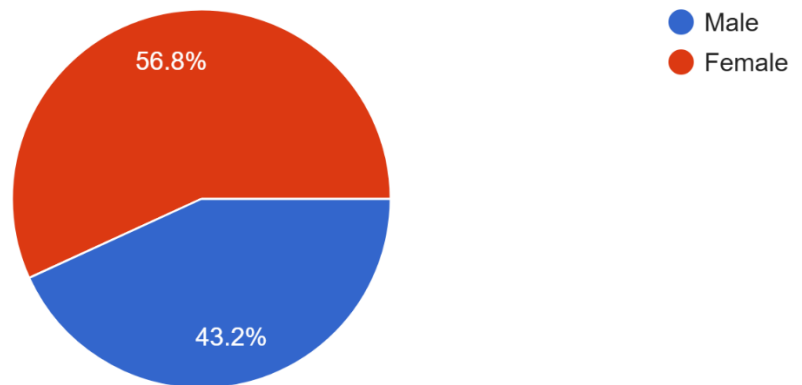
4.1.1 Respondent Demographic Profile

The respondents' age, gender, income, and degrees of education are shown in this section.

4.1.1.1 Respondent Gender

The respondents' gender distribution is shown in Figure 4.1 and Table 4.1. Out of 95 valid participants, females made up 56.8% (54 respondents) while males accounted for 43.2% (41 respondents). This indicates that the female were the majority of the respondents.

Figure 4.1: Gender



Source: Developed for the research

Table 4.1: Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	54	56.8	56.8	56.8
	Male	41	43.2	43.2	100.0
	Total	95	100.0	100.0	

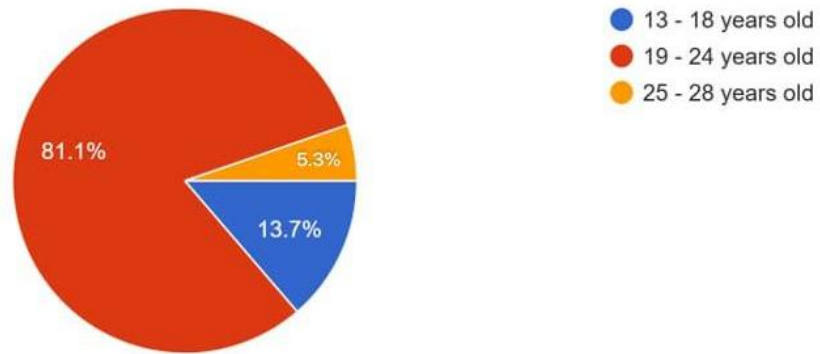
Source: Developed for the research

4.1.1.2 Respondent Age

The age profile of the respondents is presented in Figure 4.2 and Table 4.2. The largest group was aged 19 to 24 years, representing 81.1% (77

respondents). This was followed by 13.7% (13 respondents) aged 13 to 18 years, and 5.3% (5 respondents) aged 25 to 28 years.

Figure 4.2: Age



Source: Developed for the research

Table 4.2: Age

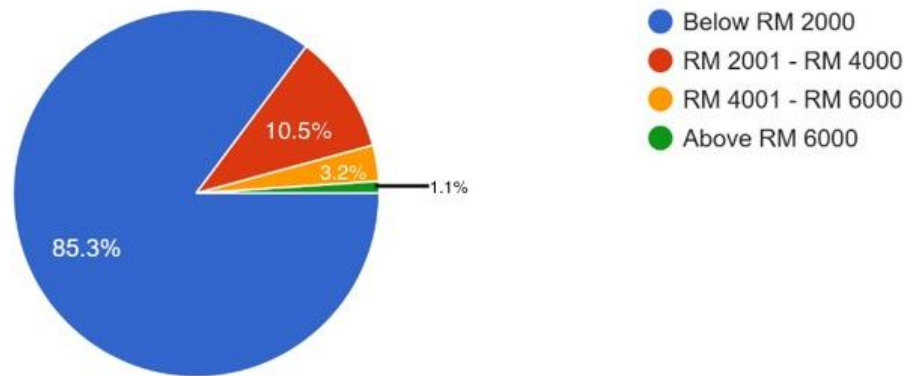
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	13 – 18 years old	13	13.7	13.7	13.7
	19 - 24 years old	77	81.1	81.1	94.7
	25 - 28 years old	5	5.3	5.3	100.0
	Total	95	100.0	100.0	

Source: Developed for the research

4.1.1.3 Respondent Income Level

The income level distribution of respondents is shown in Figure 4.3 and Table 4.3. Most respondents earned below RM 2000, accounting for 85.3% (81 respondents). This was followed by 10.5% (10 respondents) earning between RM 2001 and RM 4000, 3.2% (3 respondents) earning RM 4001 to RM 6000, and 1.1% (1 respondent) earning above RM 6000.

Figure 4.3: Income Level



Source: Developed for the research

Table 4.3: Income Level

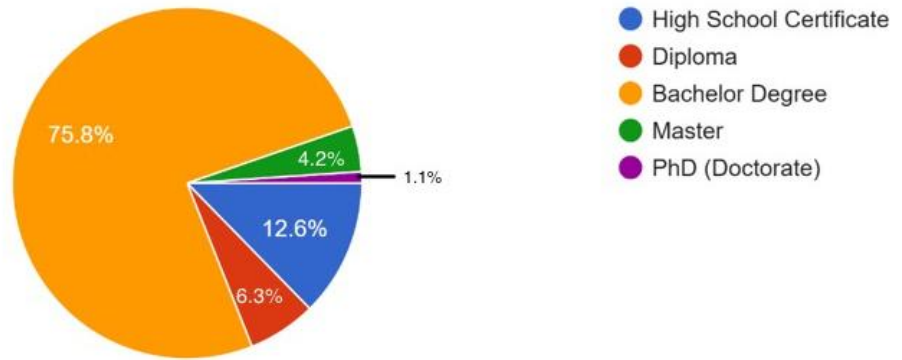
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Above RM 6000	1	1.1	1.1	1.1
	Below RM 2000	81	85.3	85.3	86.3
	RM 2001 – RM 4000	10	10.5	10.5	96.8
	RM 4001 – RM 6000	3	3.2	3.2	100.0
	Total	95	100.0	100.0	

Source: Developed for the research

4.1.1.4 Respondent Education Level

The education level of the respondents were presented in Figure 4.4 and Table 4.4. The majority held a Bachelor's degree, representing 75.8% (72 respondents). This was followed by 12.6% (12 respondents) with a High School Certificate, 6.3% (6 respondents) with a Diploma, 4.2% (4 respondents) with a Master's degree, and 1.1% (1 respondent) with a PhD.

Figure 4.4: Education Level



Source: Developed for the research

Table 4.4: Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor Degree	72	75.8	75.8	75.8
	Diploma	6	6.3	6.3	82.1
	High School Certificate	12	12.6	12.6	94.7
	Master	4	4.2	4.2	98.9
	PhD (Doctorate)	1	1.1	1.1	100.0
	Total	95	100.0	100.0	

Source: Developed for the research

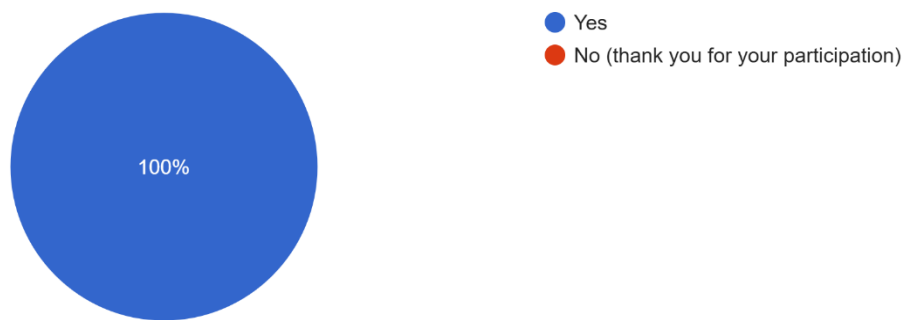
4.1.2 General Question

The survey results on general questions are shown in this section. It gives an overview of the experiences, actions, and preferences of respondents that are significant to the research.

4.1.2.1 Purchase of Pop Culture Collectibles

Figure 4.5 and Table 4.5 show that all 95 respondents (100%) reported purchasing pop culture collectibles. It is important to note that the survey data were filtered to exclude 5 respondents who had never purchased such collectibles, ensuring that in the analysis only relevant participants were included.

Figure 4.5: Purchase of Pop Culture Collectibles



Source: Developed for the research

Table 4.5: Purchase of Pop Culture Collectibles

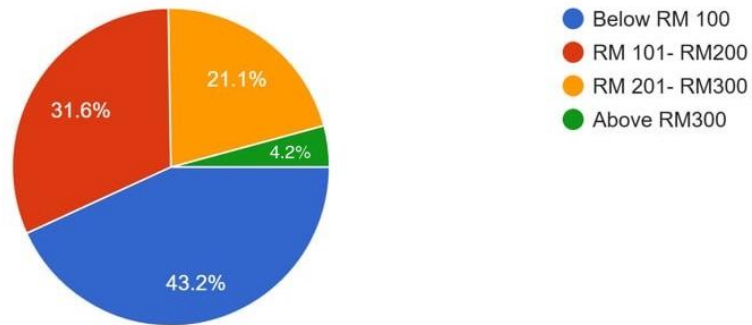
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	95	100.0	100.0	100.0

Source: Developed for the research

4.1.2.2 Average Spend on Pop Culture Collectibles

The average spending on pop culture collectibles among respondents is shown in Figure 4.6 and Table 4.6. The largest proportion, 43.2% (41 respondents), spent less than RM100. This was followed by 31.6% (30 respondents) spending between RM 101 and RM 200, 21.1% (20 respondents) spending RM 201 to RM 300, and 4.2% (4 respondents) spending above RM 300.

Figure 4.6: Average Spend on Pop Culture Collectibles



Source: Developed for the research

Table 4.6: Average Spend on Pop Culture Collectibles

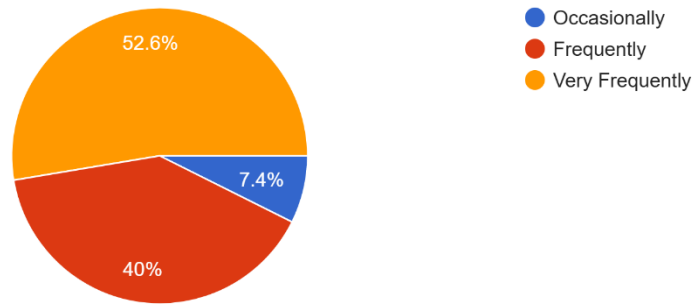
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Above RM 300	4	4.2	4.2	4.2
	Below RM 100	41	43.2	43.2	47.4
	RM 101 - RM 200	30	31.6	31.6	78.9
	RM 201 - RM 300	20	21.1	21.1	100.0
	Total	95	100.0	100.0	

Source: Developed for the research

4.1.2.3 Daily Usage of Instagram

The daily Instagram usage of respondents is shown in Figure 4.7 and Table 4.7. Instagram very frequently used by 50 respondents (52.6%), followed by 40.0% (38 respondents) who used it frequently, and 7.4% (7 respondents) who used it occasionally.

Figure 4.7: Daily Usage of Instagram



Source: Developed for the research

Table 4.7: Daily Usage of Instagram

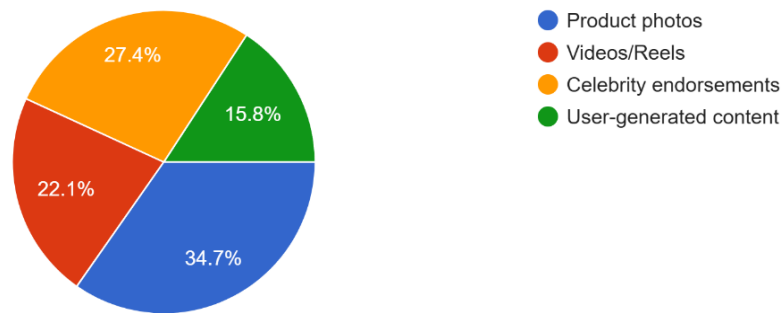
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	38	40.0	40.0	40.0
	Occasionally	7	7.4	7.4	47.4
	Very Frequently	50	52.6	52.6	100.0
	Total	95	100.0	100.0	

Source: Developed for the research

4.1.2.4 Type of Content from Collectible Brands that Attracts Consumers' Attention on Instagram

Figure 4.8 and Table 4.8 show the types of content from collectible brands that capture respondents' attention on Instagram. The most preferred content was product photos, selected by 34.7% (33 respondents), followed by celebrity endorsements at 27.4% (26 respondents), videos or reels at 22.1% (21 respondents), and user-generated content at 15.8% (15 respondents).

Figure 4.8: Type of Content from Collectible Brands that Attracts Consumers' Attention on Instagram



Source: Developed for the research

Table 4.8: Type of Content from Collectible Brands that Attracts Consumers' Attention on Instagram

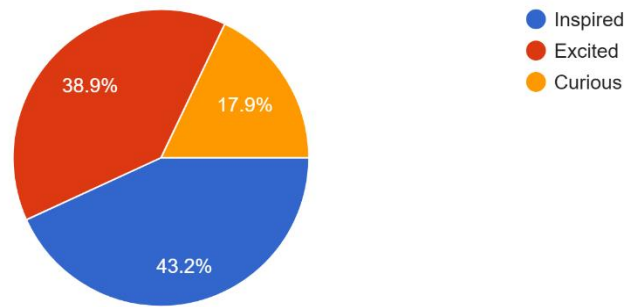
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Celebrity endorsements	26	27.4	27.4	27.4
	Product photos	33	34.7	34.7	62.1
	User-generated content	15	15.8	15.8	77.9
	Videos/Reels	21	22.1	22.1	100.0
	Total	95	100.0	100.0	

Source: Developed for the research

4.1.2.5 Feeling of Seeing Instagram Content Featuring Favourite Collectibles

The respondents' feelings when viewing Instagram content featuring their favourite collectibles are shown in Figure 4.9 and Table 4.9. The largest proportion felt inspired, accounting for 43.2% (41 respondents), followed by 38.9% (37 respondents) who felt excited, and 17.9% (17 respondents) who felt curious.

Figure 4.9: Feeling of Seeing Instagram Content Featuring Favourite Collectibles



Source: Developed for the research

Table 4.9: Feeling of Seeing Instagram Content Featuring Favourite Collectibles

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Curious	17	17.9	17.9	17.9
	Excited	37	38.9	38.9	56.8
	Inspired	41	43.2	43.2	100.0
	Total	95	100.0	100.0	

Source: Developed for the research

4.2 Inferential Analysis

4.2.1 Reliability Test

The internal consistency of the questionnaire was evaluated using Cronbach's alpha to ensure that each construct was measured reliably. According to the rule of thumb adapted from George and Mallery (2003) and Daud, Khidzir, Ismail, and Abdullah (2018), a Cronbach's Alpha value above 0.6 indicates an acceptable level of reliability. Table 4.10 presents the Cronbach's alpha values for all constructs in this study. The construct

Purchase Intention demonstrated the highest reliability with a Cronbach's alpha of 0.765 across its three items, indicating acceptable internal consistency. Both Emotional Communication ($\alpha = 0.737$) and Emotional Visual Content ($\alpha = 0.715$) also met the acceptable threshold, showing that the items in these constructs consistently measure the intended concept. Emotional Trust ($\alpha = 0.660$) and Peer Influence ($\alpha = 0.714$) had the lowest alpha values among the constructs, yet they still satisfy the acceptable reliability criteria.

Table 4.10: Reliability Test Result

No	Construct	Cronbach's Alpha	Num. of Items
1	Purchase Intention	0.765	3
2	Emotional Communication	0.737	3
3	Emotional Visual Content	0.715	4
4	Emotional Trust	0.660	3
5	Peer Influence	0.714	5

Source: Developed for the research

4.2.2 Pearson's Correlation Coefficient Analysis

Table 4.11 displays the Pearson correlation coefficients between the research variables. All variables show significant correlations ($p < 0.001$), indicating a relationship between the variables. Among the predictors, Emotional Communication demonstrates the strongest correlation with Purchase Intention ($r = 0.611$, $p < 0.001$), suggesting that higher levels of emotional communication are strongly associated with higher purchase intention. This is followed by Emotional Trust ($r = 0.601$, $p < 0.001$) and Emotional Visual Content ($r = 0.516$, $p < 0.001$), both showing moderate significant correlations with purchase intention. Peer Influence has the

weakest correlation with purchase intention ($r = 0.471, p < 0.001$). Overall, the results suggest that all independent variables are significantly related to purchase intention, with Emotional Communication and Emotional Trust having the strongest influence.

Table 4.11: Pearson Correlation Analysis

Correlations						
		PI	EC	EVC	ET	PIF
PI	Pearson Correlation	1	.611***	.516***	.601***	.471***
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	95	95	95	95	95
EC	Pearson Correlation	.611***	1	.625***	.480***	.493***
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	95	95	95	95	95
EVC	Pearson Correlation	.516***	.625***	1	.470***	.495***
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	95	95	95	95	95
ET	Pearson Correlation	.601***	.480***	.470***	1	.607***
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	95	95	95	95	95
PIF	Pearson Correlation	.471***	.493***	.495***	.607***	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	95	95	95	95	95
***. Correlation at 0.001 (2-tailed)						

Source: Developed for the research

4.2.3 Multiple Linear Regression Analysis

Multiple linear regression was conducted to examine the effect of four independent variables, which are Emotional Communication (EC), Emotional Visual Content (EVC), Emotional Trust (ET) and Peer Influence (PIF). The results of the model summary are presented in Table 4.12. The analysis shows that the independent variables collectively explain 50.5% of the variance in Purchase Intention ($R^2 = 0.505$). This indicates that the remaining 49.5% of the variation in PI can be attributed to other factors not included in this model.

Table 4.12: Multiple Linear Regression Analysis (Model Summary) result

Model Summary ^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.710 ^a	.505	.483	.60722	.505	22.924	4	90	<.001
a. Predictors: (Constant), PIF, EC, ET, EVC									
b. DV: PI									

Source: Developed for the research

Both F-value of 22.924 and p-value <0.001 are significantly below the standard significance threshold of 0.05, the ANOVA findings in Table 4.13 show that the regression model is statistically significant. This shows that the four independent factors taken together have a high predictive impact on PI, supporting the model's overall dependability in explaining the relationship between these variables.

Table 4.13: Multiple Linear Regression Analysis (ANOVA) result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33.810	4	8.452	22.924	<.001 ^b
	Residual	33.185	90	.369		
	Total	66.994	94			
a. Dependent Variable: PI						
b. Predictors: (Constant), PIF, EC, ET, EVC						

Source: Developed for the research

Table 4.14 results shows the relative impact of each IVs on PI. Emotional Trust (ET) which has a standardized coefficient (β) of 0.366 is the predictor that has the most impact on PI. Emotional Communication (EC) follows closely with a β of 0.357, indicating it is also a significant predictor. In comparison, Emotional Visual Content (EVC) ($\beta = 0.113$) and Peer Influence (PIF) ($\beta = 0.017$) demonstrate relatively weaker effects on PI. Overall, the findings indicate that emotional trust and emotional communication are the primary drivers of Generation Z' intention to purchase pop culture collectibles, while emotional visual content and peer influence have a smaller, less significant role.

4.2.4 Multicollinearity

The collinearity assessment presented in Table 4.14 indicates that all predictors fall within acceptable multicollinearity limits. The tolerance values, which range from 0.550 to 0.578, are well above the minimum threshold of 0.10, while the VIF values, ranging between 1.731 and 1.819, remain far below the critical cut-off of 10. Specifically, Emotional Communication (EC) records a tolerance of 0.550 with a corresponding VIF of 1.819. Emotional Visual Content (EVC) shows a tolerance of 0.553 and a VIF of 1.807, whereas Peer Influence (PIF) demonstrates a tolerance of 0.559 and a VIF of 1.788. Emotional Trust (ET) displays the highest

tolerance among the variables at 0.578, along with a VIF of 1.731. As all indicators fall within recommend ranges, the results suggest that multicollinearity is not present in this model, and each independent variable provides distinct explanatory value in predicting Purchase Intention.

Table 4.14: Multiple Linear Regression Analysis (Coefficients) result

Coefficients ^a										
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics		
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF	
1	(Constant)	.353	.410		.862	.391	-.461	1.168		
	EC	.340	.095	.357	3.567	<.001	.150	.529	.550	1.819
	EVC	.126	.111	.113	1.129	.262	-.095	.347	.553	1.807
	ET	.429	.114	.366	3.753	<.001	.202	.656	.578	1.731
	PIF	.020	.113	.017	.176	.861	-.205	.245	.559	1.788

a. Dependent Variable: PI

Source: Developed for the research

4.3 Conclusion

Both descriptive and inferential analysis were included in this chapter. By emphasizing significant patterns and connections that address both the study questions and the research objectives, this effectively fulfilled its goal. Further interpretation of the results and discussion of their implication will be provided in Chapter 5.

Chapter 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.1 Introduction

The study findings reported in Chapter 4 are thoroughly interpreted in this chapter. It discusses the key findings of the study in relation to the research objectives. It also outlines the implications, limitations and recommendations for future research, providing a final overview of the study's main contributions.

5.2 Discussions of Major Findings

Table 5.1 findings demonstrate that Generation Z's PI toward pop culture items on Instagram is significantly influenced by emotional communication (H1) and emotional trust (H3) ($p < 0.001$). This indicates that Gen Z consumers are more likely to be influenced by emotionally engaging messages and trustworthy brand interactions on social media. In contrast, emotional visual content (H2) ($p = 0.262$) and peer influence (H4) ($p = 0.861$) were found to be insignificant, suggesting that visual appeal and peer recommendations alone do not strongly affect Gen Z's purchasing decisions in this context.

Table 5.1: Hypothesis Testing Results

Hypothesis	Significant Value (p-Value)	Results
H1: Emotional communication has a significant relationship with Generation Z's purchase intention toward pop culture collectibles on Instagram.	<.001	Supported
H2: Emotional visual content has a significant relationship with Generation Z's purchase intention toward pop culture collectibles on Instagram.	.262	Not Supported
H3: Emotional trust has a significant relationship with Generation Z's purchase intention toward pop culture collectibles on Instagram.	<.001	Supported
H4: Peer influence has a significant relationship with Generation Z's purchase intention toward pop culture collectibles on Instagram.	.861	Not Supported

Source: Developed for the research

5.2.1 Emotional Communication and Purchase Intention

RO1: To determine the relationship between emotional communication and purchase intention of Generation Z toward pop culture collectibles through Instagram.

RQ1: Is there a relationship between emotional communication and purchase intention of Generation Z toward pop culture collectibles through Instagram?

H1: Emotional communication has a significant relationship with Generation Z's purchase intention toward pop culture collectibles on Instagram.

As shown in Table 5.1, there is a significant relationship between EC ($p < 0.001$) and Generation Z's PI toward pop culture collectibles on Instagram. This finding indicates that marketing messages that connect on an emotional level through storytelling, shared values, or feelings of belonging enhance Gen Z's intention to purchase. For example, in social-network settings, emotional marketing was found to increase purchase intent (Bin et al., 2023). Additionally, research revealed that consumers' sense of presence and arousal mediate the effect of emotional communication on purchase intention (Huang, Leong and Ismail, 2024). Hence, these studies support hypothesis H1, which states that there is a significant relationship between EC and Gen Z's PI on Instagram. Therefore, H1 is accepted.

5.2.2 Emotional Visual Content and Purchase Intention

RO2: To determine the relationship between emotional visual content and purchase intention of Generation Z toward pop culture collectibles through Instagram.

RQ2: Is there a relationship between emotional visual content and purchase intention of Generation Z toward pop culture collectibles through Instagram?

H2: Emotional visual content has a significant relationship with Generation Z's purchase intention toward pop culture collectibles on Instagram.

The outcome shows that EVC has no significant relationship with Generation Z's PI for pop culture collectibles on Instagram ($p = 0.262$). This suggests that, despite the visual appeal and emotional imagery used in Instagram posts, such content alone may be insufficient to drive purchase intention in this context. According to Bui, Nguyen and Le (2025), for example, it was found that although high-quality visual eWOM increased perceived information usefulness, it had no direct effect on purchase intention. Furthermore, research indicates that rather than the visual stimulus alone, the impact of visual information on purchasing behaviour may depend on additional mediators like copywriting, brand involvement, or message clarity (Ariasih, Rahmantari, and Mahendra 2023). In view of these findings, hypothesis H2 is rejected.

5.2.3 Emotional Trust and Purchase Intention

RO3: To determine the relationship between emotional trust and purchase intention of Generation Z toward pop culture collectibles through Instagram.

RQ3: Is there a relationship between emotional trust and purchase intention of Generation Z toward pop culture collectibles through Instagram?

H3: Emotional trust has a significant relationship with Generation Z's purchase intention toward pop culture collectibles on Instagram.

ET has a significant relationship ($p < 0.001$) with Generation Z's PI toward pop culture collectibles on Instagram as shown in Table 5.1. This shows that when Gen Z consumers feel emotionally secure in their trust of a brand or a marketing message, their intention to make a purchase increases. For instance, research in social commerce contexts found that affective and cognitive trust mediate the effect of emotional interaction on purchase intention (Ge, 2025). Similarly, studies of online health-product

consumption demonstrated that emotional experience and emotional price influence trust, which in turn affects purchase intention (Ningsih et al. 2025). According to Shian, Cheng, Abidin, Hassan and Zakaria (2025), brand trust in social-media marketing activities affects purchase intention in Malaysia. Together, these findings align with hypothesis H3 that emotional trust has a significant relationship with Gen Z's purchase intention on Instagram. As a result, the hypothesis H3 is accepted.

5.2.4 Peer Influence and Purchase Intention

RO4: To determine the relationship between peer influence and purchase intention of Generation Z toward pop culture collectibles through Instagram.

RQ4: Is there a relationship between peer influence and purchase intention of Generation Z toward pop culture collectibles through Instagram?

H4: Peer influence has a significant relationship with Generation Z's purchase intention toward pop culture collectibles on Instagram.

There is no significant relationship between PIF and Generation Z's PI toward pop culture items on Instagram, according to the research ($p = 0.861$). This suggests that for this cohort, the recommendations or behaviours of peers may be less influential than expected in shaping purchase intentions in this particular context. For instance, in an e-commerce context, Gunawan, Kenang and Rahmania (2023) discovered a favourable impact of peer influence on purchase intention, however this effect was only somewhat noticeable where it was very insignificant. In a comparable way, Theocharis (2025) found that although several peer-related social capital dimensions affect Gen Z's purchase intention, certain elements, such as bridging social capital, were insignificant. Thus, these both study results support rejection of hypothesis 4, H4.

5.3 Implications of the Study

5.3.1 Practical Implication

Marketers should create content that fosters emotional trust through genuine storytelling and peer interaction as Generation Z's purchase intention is heavily influenced by emotional communication. In order to increase perceived authenticity and trust, companies might, for instance, produce Instagram Reels or Stories in which designers share personal stories about the inspiration for a collectible or highlight fan experiences that relate to the product (Ademi & Zeqiri, 2024; Kim & Song, 2022). User-generated content such as fan testimonials or "Collector Spotlights," can further strengthen credibility, as peer-driven endorsements are highly persuasive for Gen Z (Djafarova & Bowes, 2021). Interactive features including Q&A sessions or behind-the-scenes videos can foster emotional engagement and closeness, which research shows increase both emotional attachment and purchase behaviour (Bin, 2023; Lou, Tan, & Chen, 2019). Marketers can create Instagram ads that encourage Gen Z customers to make short-term purchases while fostering long-term emotional commitment by using genuine narrative, emotional signals, and trust-building interactions. Since Generation Z views influencers with great authenticity and competence as more reliable and compelling in influencing purchasing decisions, influencer marketing can further increase credibility (Audrezet, De Kerviler and Moulard, 2020). Given their recommendations are seen as more real and relevant than traditional advertising, working with reputable micro-influencers can boost emotional resonance and purchase intention (Schouten, Janssen and Verspaget, 2019).

The study emphasizes the significance of consumer protection and transparency norms in digital marketing from a policy viewpoint. Emotionally driven content and scarcity cues may make Generation Z especially inclined to impulsive purchases. These findings may be used by policymakers to determine whether existing advertising laws sufficiently

protect consumer welfare and to create standards for moral and transparent marketing practices (Ge, 2025). Policymakers can guarantee that Gen Z customers make knowledgeable purchase judgments while being protected from fraudulent or misleading advertising tactics by understanding the processes of emotional marketing.

5.3.2 Theoretical Implication

This study strengthens the Stimulus–Response (S–R) Theory and Commitment–Trust Theory by explaining Generation Z's purchase intentions within Instagram marketing. Results from this study demonstrate that emotional communication, emotional visual content, and peer influence serve as indicators that evoke affective and cognitive reactions, resulting in behavioral consequences like purchase intention (Vakratsas and Ambler, 1999; Li, Ham, and Eastin, 2024). This expands the S-R model to social media settings where visual and emotional signals work together to influence customer behaviour.

Furthermore, the study advances Commitment–Trust Theory by highlighting emotional trust as a key affect-based factor influencing short-term purchasing decisions. Consistent with Hajli (2015) and Hajli et al. (2017), trust formed through warmth, authenticity, and emotional resonance reduces uncertainty and promotes purchase intention. This suggests that on Instagram, affective trust operates as a direct behavioural driver, bridging emotional stimuli and consumer response.

Overall, by combining behaviourist and relational viewpoints, the study makes a theoretical contribution by demonstrating how emotional communication and trust produce two pathways which are stimulus-driven emotion and relationship-based confidence. It explains how Generation Z transforms emotional marketing exposure into purchase intentions.

5.4 Limitations of the Study

Only four independent variables which are emotional communication, emotional visual content, emotional trust, and peer influence are examined in this research to determine their influence on Generation Z's purchase intention toward pop culture collectibles. Although these factors provide insightful information on emotional marketing, the study's reach is still constrained. Given that purchase intention is frequently influenced by a complex interrelationship of emotional, social, and psychological factors, these missing variables may potentially have a substantial impact on consumer behaviour. As a result, the study's narrow emphasis on four characteristics could not adequately convey the complexity of the factors shaping Generation Z's buying intention.

The only focused population in this research which is Generation Z limited the diversity of perspectives represented in the investigation. As a result, the findings could not fairly represent the opinions and actions of other generational cohorts. Since the study captures only the experiences of Generation Z participants, the findings may not be generalisable to the wider Malaysian consumer market. This narrow age focus limits the study's ability to identify variations in emotional marketing effectiveness across different demographic or generational contexts. In view of this, the conclusions derived from this study relate solely to the behavioural patterns of Generation Z and might not apply to a larger customer base.

This research's excessive dependence on quantitative techniques is another limitation. Although surveys and statistical studies offer quantifiable insights into the connections between Gen Z's purchase intentions and emotional marketing, they are unable to adequately represent the internal interpretation and reaction of consumers to emotional messages. Since there is lack of a deeper comprehension of the underlying motives, emotions and mental processes that influence consumer behaviour, the results may be rather shallow or incomplete.

5.5 Recommendations for Future Research

Research in the future may include more independent variables like brand loyalty, perceived value, influencer credibility, and cultural influence in order to overcome the limitation of having merely look at four independent variables. A more comprehensive understanding of how emotional marketing affects purchase intention will be possible with the inclusion of these variables. For instance, research by Chen & Li-Wen (2023) demonstrates that in the context of consumer electronics, buyers' purchase intentions are strongly influenced by emotional value, social value, pricing value, and relationship-commitment value. In emerging economies, brand image and loyalty are driven by emotional, qualitative and financial value, according to research on perceived value. Future research will better reflect the complicated relationships between emotional, cognitive and social factors in Generation Z's choices about pop culture collectibles through integrating a wider range of constructs. For marketers looking to customize emotional content, branding and social media dynamics, this enhanced model would improve explanatory power and practical relevance.

In view of the study's restriction to Generation Z consumers in Malaysia, future research should include a larger and more diverse sample, possibly including Millennials and Generation Alpha, who might have different social media usage habits, emotional responses, and reasons for making purchases. Older or younger customers may not have Generation Z's high involvement with visual and emotional online material and digital nativity. Increasing the sample size and diversity will improve generalizability and make it possible to assess if the correlations discovered among Generation Z are consistent or different across different generations. For example, in many cultural contexts, correlations between experience marketing and loyalty have been demonstrated to be mediated by perceived value. Additionally, it has been discovered that emotional brand marketing in a mobile social media setting evokes feelings that promote loyalty, yet this impact may be moderated by cultural and demographic variations. Future research can therefore determine whether emotional marketing strategies for pop culture collectibles are equally effective across generations and cultural contexts or

whether Gen Z requires different tailoring than older or younger cohorts by broadening the demographic and geographic scope.

Future research can also use qualitative methods, such as interviews or focus groups, to explore emotional marketing in more depth. Quantitative surveys show patterns and correlations, but they may miss the personal experiences and feelings that influence why consumers react to certain messages. Qualitative methods can provide richer explanations of how people interpret emotional content and what motivates their purchase approaches, future studies can gain a more complete understanding of emotional marketing and how it affects different types of consumers.

5.6 Conclusion

In conclusion, this chapter presented the discussion, implications, limitations, and recommendations of the study. The findings provide valuable insights into how emotional marketing influences purchase intention (PI) in the market for pop culture collectibles. The results highlight the crucial role of emotional communication and emotional trust in shaping Generation Z's purchasing decisions, whereas emotional visual content and peer influence showed no significant impact. Despite limitations in construct selection and age demographics, this study enhances the understanding of consumer behaviour and offers meaningful implications for marketers and researchers seeking to engage Generation Z effectively through emotional marketing strategies.

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Appendices

Appendix 3.1: Survey Questionnaire



UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT

BACHELOR OF INTERNATIONAL BUSINESS (HONOURS)

UKMZ 3016 RESEARCH PROJECT

**The Role of Emotional Marketing on Instagram in Shaping Generation Z's
Purchase Intention toward Pop Culture Collectibles**

Survey Questionnaires

The purpose of this survey is to conduct research to investigate “The Role of Emotional Marketing on Instagram in Shaping Generation Z's Purchase Intention toward Pop Culture Collectibles”.

All information provided will be assured to keep it private and confidential. The information gathered used solely for academic purpose.

Instruction:

1. There are THREE (3) sections in this questionnaire. Please answer ALL questions in ALL sections.
2. Completion of this form will take up your 5 to 10 minutes.
3. The contents and response of this questionnaire will be kept strictly confidential.

Your kind participation and cooperation are greatly appreciated.

If you have any questions or require further clarification regarding this research, please feel free to contact me at horyinchu@lutar.my.

Sincerely,

Chu Hor Yin

PERSONAL DATA PROTECTION NOTICE

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 us at horyinchu@lutar.my.

Acknowledgment 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.

Dear respondent

I am student from the Faculty of Accountancy and Management, Universiti Tunku Abdul Rahman. I am currently conducting a research on The Role of Emotional Marketing on Instagram in Shaping Generation Z's Purchase Intention toward Pop Culture Collectibles. Your participation in this study is entirely voluntary.

All your responses are completely confidential. Results will only be reported in aggregated form and no individual participant will be identified in any way. The results of this research will be used for academic purposes only. All your responses will remain ANONYMOUS and all the data will be KEPT PRIVATE AND CONFIDENTIAL. This research is conducted mainly for educational purposes only. Please complete all the items in the questionnaire. This questionnaire will only take approximately 10-15 minutes to complete. Please be assured that your privacy and anonymity will be respected and protected. Thank you for your participation.

By marking the 'Agree' column below, I confirm that: -

i. I agree that I have been given sufficient time to consider my participation in this research, and was allowed to ask questions and all my questions have been answered satisfactorily.

ii. I also understand the risks and benefits of this investigation and I voluntarily consent to participate in this investigation under the conditions stated above. All information and personal data will be considered CONFIDENTIAL.

iii. I agree for the data collected from me to be used in future research.

Your consent is greatly appreciated.

ETHICS COMPLIANCE:

Agree

Disagree (thank you for your participation)

Section A: Demographic Profile

Please select your answer accordingly for each question given below. Each question can choose **ONLY ONE** answer.

1. Gender

Male

Female

2. Age

13 – 18 years old

19 – 24 years old

25 – 28 years old

3. Income level

Below RM 2000

RM 2001 – RM 4000

RM 4001 – RM 6000

Above RM 6000

4. Education level:

High School Certificate

Diploma

Bachelor Degree

Master

PhD (Doctorate)

Others: _____

Section B: General Information

Please select your answer accordingly for each question given below. Each question can choose **ONLY ONE** answer.

1. Do you purchase pop culture collectibles?
 - Yes
 - No (thank you for your participation)

2. In average, how much do you spend on pop culture collectibles?
 - Below RM 100
 - RM 101- RM200
 - RM 201- RM300
 - Above RM300

3. How often do you use Instagram in a day?
 - Occasionally
 - Frequently
 - Very Frequently

4. What type of content from collectible brands attracts your attention on Instagram?
 - Product photos
 - Videos/Reels
 - Celebrity endorsements
 - User-generated content

5. What do you usually feel when you see Instagram content featuring your favourite collectibles?
 - Inspired

- Excited
- Curious

Section C: Construct Measurement

For each statement below, please circle the number that best represents your level of agreement, from 1 (Strongly Disagree) to 5 (Strongly Agree).

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

No.	Statements	SD	D	N	A	SA
Purchase Intention						
<i>Purchase intention</i> refers to how likely a person is to buy a product in the future.						
1.	I am very likely to buy pop culture collectibles recommended in Instagram.	1	2	3	4	5
2.	When I need pop culture collectibles, I check Instagram recommendations first.	1	2	3	4	5
3.	I am very likely to buy pop culture collectibles in Instagram advertisements.	1	2	3	4	5
Emotional Communication						
<i>Emotional communication</i> refers to brand messages designed to trigger feelings and connect emotionally with consumers.						
1.	Instagram helps me understand the concept and features of pop culture collectibles.	1	2	3	4	5
2.	I am willing to share and engage with pop culture collectibles on Instagram.	1	2	3	4	5
3.	I can learn more about pop culture collectibles by communicating with Instagram users.	1	2	3	4	5

Emotional Visual Content						
<i>Emotional visual content</i> refers to imagery – photos, videos, graphics or animations that evoke strong feelings (joy, nostalgia, love, etc.).						
1.	I have made a purchase of pop culture collectibles after seeing different emotional visual content about them on Instagram.	1	2	3	4	5
2.	I find the emotional visual aesthetics of Instagram posts about pop culture collectibles engaging and appealing.	1	2	3	4	5
3.	Instagram content such as behind-the-scenes looks, fan art, or influencer collaborations related to pop culture collectibles is engaging to me, especially when it features emotional visual content.	1	2	3	4	5
4.	The type of emotional visual content shared by pop culture collectible brands on Instagram influences my perception of their brand image and identity.	1	2	3	4	5
Emotional Trust						
<i>Emotional trust</i> means feeling safe, confident and comfortable with what you see and experience.						
1.	I emotionally trust Instagram for pop culture collectibles because it feels real and reliable.	1	2	3	4	5
2.	Instagram earns my emotional trust by sharing authentic information and activities about pop culture collectibles.	1	2	3	4	5
3.	I feel safe and confident trusting Instagram because the pop culture collectible brands it promotes are credible.	1	2	3	4	5
Peer Influence						
<i>Peer influence</i> refers to the effect of friends' or peers' opinions on one's buying decisions.						
1.	I often learn about pop culture collectibles from my friends on Instagram.	1	2	3	4	5
2.	I often discuss pop culture collectibles with my friends on Instagram.	1	2	3	4	5

3.	I often recommend pop culture collectibles to my friends on Instagram.	1	2	3	4	5
4.	I often went shopping for pop culture collectibles with my friends after discovering them on Instagram.	1	2	3	4	5
5.	I often share with my friends about pop culture collectibles information with my friends on Instagram.	1	2	3	4	5

THANK YOU FOR YOUR PARTICIPATION

Appendix 3.2: Ethical Clearance Approval Letter



UNIVERSITI TUNKU ABDUL RAHMAN DU012(A)
Wholly owned by UTAR Education Foundation Co. No. 578227-M

Re: U/SERC/78-600/2025

16 October 2025

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

Dear Dr Fitriya,

Ethical Approval For Research Project/Protocol

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

The details of the research projects are as follows:

No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
1.	Exploring the Relationship Between AI Competency and Employment Hope Among Final-Year Undergraduates	Wong Shu Hui	Dr Low Mei Peng	16 October 2025 – 15 October 2026
2.	Examining the Knowledge Gap of Undergraduates' Awareness of the Consumer Protection Act 1999 in Relation to Influencer Marketing	Lim Jia Yu	Dr Tan Pei Meng	
3.	Examining the Drivers of AI technologies for Academic Productivity Among Higher Education Students	Esther Lee Ke Xin	Dr Low Mei Peng	
4.	E-waste Recycling Behavior	Teh Wai Quan		
5.	The Dark Side of Digital Learning: Investigating Technostress, Academic Disengagement, and Self-Perception of Academic Performance Among University Students	Weiline Chong Wei Ling		
6.	Determinants of Firm Performance Among Malaysian SMEs in Cross-Border E-Commerce	Lee Yee Heng	Dr Farah Waheeda Binti Jalaludin	
7.	The Influence of E-Commerce Live Streaming Features on Consumer Trust and Purchase Intention in Malaysia	Lai Jing Yu	Dr Komathi a/p Mumsamy	
8.	The Role of Operational Efficiency in Enhancing Online Buyer Satisfaction	Liew Xin Ying		
9.	Examining the Drivers of Employee Job Performance in the Malaysian Service Industry	Chong Yen Yi	Dr Cheah Lee Fong	
10.	Understanding E-waste Recycle Practice in Malaysia through the lens of Behavioral Reasoning Theory	Tan Wei Yan	Dr Low Mei Peng	
11.	Brewing Preference: A Study on Consumer Purchase Intention Towards ZUS Coffee	Kong Carol	Dr Law Kian Aun	

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Website: www.utar.edu.my



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 Mumsamy	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 Ezahil 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 Hooi	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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 Website: www.utar.edu.my



No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
36.	The Impact of Alibaba's Global E-Commerce Training (GET) Program Towards UTAR Students	Low Zhi Qing	Pn Ezatul Emilia Binti Muhammad Arif	16 October 2025 – 15 October 2026
37.	The Impact of Micro-Influencer Attributes On Consumer Choices in Social Media	Chan Qiao En	Ms Tai Lit Cheng	
38.	Gen Z's Cross-Border Shopping Habits in Malaysia: Why They Buy Global Brands Online	Lim Ze Jun	Dr Law Kian Aun	
39.	Examining Green Governance on How Corporate Governance Influences Environmental Responsibility in International Business	Khor Yong Li	Dr Abdullah Sallehuddin bin Abdullah Salim	
40.	Perception of Young Adults Towards Coffee as a Lifestyle Product Influencing Purchase Intention	Lee Wei Jien	Ms Goh Poh Jin	
41.	The Role of Instagram Reels in Shaping Young Adults Buying Behavior	Ow Jia Ming Clement		
42.	Live Streaming and Female Empowerment in Malaysia: Impact on Brand Building and Consumer Purchase Intention	Liew Le Yo	Pn Ezatul Emilia Binti Muhammad Arif	
43.	Lazy or Revolutionary? The Impact of Perceived Effort on the Overall Perception of Quality of Using AI in Digital Marketing	Yap Shao Qian		
44.	The Influence of Digitalization on Supply Chain Efficiency in Malaysian SMEs	Neng Wei Bin	Dr Komathi a/p Mumusamy	
45.	Factors Affecting SMEs' Performance in Malaysia	Brandon Cheong Zhun Hin	Dr Law Kian Aun	
46.	The Influence of Socio-Psychological and Social Environment Stimuli on Impulse Buying Behaviour Among Generation Z Consumers in the Fast Fashion Market: A Stimulus-Organism-Response Approach	Georgina Adrianna Stalin Jerah	Ms Puvaneswari a/p Veloo	
47.	Factors Affecting Malaysian Consumers' Purchase Intention Green Products	Loh Chun Hong	Dr Foo Meow Yee	
48.	Blind Box: The Factor Influencing Generation Z	Chooi Qiao Yi		
49.	Influential Factors of Buying Behavior of Generation Z Towards the Blind Boxes Industry in Malaysia	Aw Ho Yi		
50.	Exploring the Relationship Between Brand Attachment and Impulse Purchase among K-pop Fans	Cheong Yik Lum	Dr Yeong Wai Mun	
51.	Factors Influencing Digital Marketing Effectiveness: An Analysis of Campaign Performance	Ling Zhi Bin	Pn Ezatul Emilia Binti Muhammad Arif	
52.	Determinants of Electric Vehicle Purchase Intentions Among Malaysian Consumers	Teoh Khai Hong	Pn Faridah Hanum Binti Amran	
53.	The Impact of Influencer Marketing on Gen Z Purchase Decision	Tan Joey	Ms Hooi Pik Hua @ Rae Hooi	
54.	Determinants of AI Components that Influences Employees Productivity	Lam Kah Fei	Dr Mahendra Kumar a/l Chelliah	
55.	Coping with Rising Costs: A Correlational Study of Mental Accounting, Financial Management Practices, and BNPL Spending on Essential and Non-Essential Goods by Malaysian Urban Households	Florence Chan Yu Jiao	Mr Lee Yoon Heng	
56.	How Integrated Marketing Communication (IMC) Strategies Influence UTAR Students' Trust And Loyalty Toward Local Brand	Foo Chwan Jium	Dr Law Kian Aun	
57.	Sustainable Supply Chain Practices in Last-Mile Delivery	Lee Guy Hoe	Dr Komathi a/p Mumusamy	
58.	How FoMO-AI and Technology Acceptance Factors Affect the Intention to Learn Artificial Intelligence	Choo Min Xin	Dr Corrinne Lee Mei Jym	
59.	Does Emotional Branding Affect Consumer Purchase Intention	Hang Wei Jun	En Khairul Anuar Bin Rusli	
60.	How Influencer Marketing Influences Online Buying Intention of Gen Z-ers in Selangor	Lee Zixuan		

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Website: www.utar.edu.my



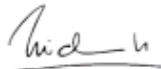
The conduct of this research is subject to the following:

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

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

Thank you.

Yours sincerely,



Professor Dr Zuraidah Abd Manaf
Chairman
UTAR Scientific and Ethical Review Committee

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

Appendix 4.1: SPSS Result (Descriptive Analysis)

➔ **Frequencies**

[DataSet11]

Statistics

		Gender	Age	Income Level	Education Level
N	Valid	95	95	95	95
	Missing	0	0	0	0

Frequency Table

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	54	56.8	56.8	56.8
	Male	41	43.2	43.2	100.0
	Total	95	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	13 - 18 years old	13	13.7	13.7	13.7
	19 - 24 years old	77	81.1	81.1	94.7
	25 - 28 years old	5	5.3	5.3	100.0
	Total	95	100.0	100.0	

Income Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Above RM 6000	1	1.1	1.1	1.1
	Below RM 2000	81	85.3	85.3	86.3
	RM 2001 - RM 4000	10	10.5	10.5	96.8
	RM 4001 - RM 6000	3	3.2	3.2	100.0
	Total	95	100.0	100.0	

Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor Degree	72	75.8	75.8	75.8
	Diploma	6	6.3	6.3	82.1
	High School Certificate	12	12.6	12.6	94.7
	Master	4	4.2	4.2	98.9
	PhD (Doctorate)	1	1.1	1.1	100.0
	Total	95	100.0	100.0	

◆ **Frequencies**

Statistics						
		Do you purchase pop culture collectibles?	In average, how much do you spend on pop culture collectibles?	How often do you use Instagram in a day?	What type of content from collectible brands attracts your attention on Instagram?	What do you usually feel when you see Instagram content featuring your favourite collectibles?
N	Valid	95	95	95	95	95
	Missing	0	0	0	0	0

Frequency Table

Do you purchase pop culture collectibles?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	95	100.0	100.0	100.0

In average, how much do you spend on pop culture collectibles?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Above RM300	4	4.2	4.2	4.2
	Below RM 100	41	43.2	43.2	47.4
	RM 101- RM200	30	31.6	31.6	78.9
	RM 201- RM300	20	21.1	21.1	100.0
	Total	95	100.0	100.0	

How often do you use Instagram in a day?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	38	40.0	40.0	40.0
	Occasionally	7	7.4	7.4	47.4
	Very Frequently	50	52.6	52.6	100.0
	Total	95	100.0	100.0	

What type of content from collectible brands attracts your attention on Instagram?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Celebrity endorsements	26	27.4	27.4	27.4
	Product photos	33	34.7	34.7	62.1
	User-generated content	15	15.8	15.8	77.9
	Videos/Reels	21	22.1	22.1	100.0
	Total	95	100.0	100.0	

What do you usually feel when you see Instagram content featuring your favourite collectibles?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Curious	17	17.9	17.9	17.9
	Excited	37	38.9	38.9	56.8
	Inspired	41	43.2	43.2	100.0
	Total	95	100.0	100.0	

Appendix 4.2.1: SPSS Result (Reliability Test)

➔ Reliability

[DataSet9] C:\Users\mcsus\Downloads\FYP\pilot test\real data cronbach\real data cronbach.sav

Scale: Purchase intention scale

Case Processing Summary

		N	%
Cases	Valid	95	100.0
	Excluded ^a	0	.0
	Total	95	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.765	.765	3

Item Statistics

	Mean	Std. Deviation	N
Purchase Intention item 1	4.16	1.014	95
Purchase Intention item 2	3.75	1.041	95
Purchase Intention item 3	3.99	1.016	95

Inter-Item Correlation Matrix

	Purchase Intention item 1	Purchase Intention item 2	Purchase Intention item 3
Purchase Intention item 1	1.000	.492	.580
Purchase Intention item 2	.492	1.000	.490
Purchase Intention item 3	.580	.490	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.965	3.747	4.158	.411	1.110	.043	3
Inter-Item Correlations	.521	.490	.580	.090	1.183	.002	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Purchase Intention item 1	7.74	3.153	.620	.393	.658
Purchase Intention item 2	8.15	3.255	.552	.305	.734
Purchase Intention item 3	7.91	3.151	.619	.392	.659

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.89	6.414	2.533	3

➔ **Reliability**

Scale: Emotional communication scale

Case Processing Summary

		N	%
Cases	Valid	95	100.0
	Excluded ^a	0	.0
	Total	95	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.737	.741	3

Item Statistics

	Mean	Std. Deviation	N
Emotional communication item 1	3.89	1.242	95
Emotional communication item 2	3.72	1.038	95
Emotional communication item 3	3.93	.992	95

Inter-Item Correlation Matrix

	Emotional communication item 1	Emotional communication item 2	Emotional communication item 3
Emotional communication item 1	1.000	.529	.469
Emotional communication item 2	.529	1.000	.465
Emotional communication item 3	.469	.465	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.846	3.716	3.926	.211	1.057	.013	3
Inter-Item Correlations	.488	.465	.529	.064	1.139	.001	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Emotional communication item 1	7.64	3.019	.584	.343	.634
Emotional communication item 2	7.82	3.680	.583	.341	.627
Emotional communication item 3	7.61	3.985	.533	.285	.685

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.54	7.081	2.661	3

➔ **Reliability**

Scale: Emotional visual content scale

Case Processing Summary

		N	%
Cases	Valid	95	100.0
	Excluded ^a	0	.0
	Total	95	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.715	.714	4

Item Statistics

	Mean	Std. Deviation	N
Emotional Visual Content item 1	4.01	1.087	95
Emotional Visual Content item 2	3.94	1.019	95
Emotional Visual Content item 3	3.81	.992	95
Emotional Visual Content item 4	3.95	1.025	95

Inter-Item Correlation Matrix

	Emotional Visual Content item 1	Emotional Visual Content item 2	Emotional Visual Content item 3	Emotional Visual Content item 4
Emotional Visual Content item 1	1.000	.529	.426	.316
Emotional Visual Content item 2	.529	1.000	.409	.272
Emotional Visual Content item 3	.426	.409	1.000	.356
Emotional Visual Content item 4	.316	.272	.356	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.926	3.811	4.011	.200	1.052	.007	4
Inter-Item Correlations	.385	.272	.529	.257	1.946	.008	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Emotional Visual Content item 1	11.69	5.193	.564	.347	.612
Emotional Visual Content item 2	11.77	5.563	.534	.325	.633
Emotional Visual Content item 3	11.89	5.712	.521	.271	.641
Emotional Visual Content item 4	11.76	6.122	.393	.164	.715

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.71	9.168	3.028	4

➔ Reliability

Scale: Emotional trust scale

Case Processing Summary

		N	%
Cases	Valid	95	100.0
	Excluded ^a	0	.0
	Total	95	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.660	.663	3

Item Statistics

	Mean	Std. Deviation	N
Emotional Trust item 1	4.23	.881	95
Emotional Trust item 2	3.92	.986	95
Emotional Trust item 3	4.00	.934	95

Inter-Item Correlation Matrix

	Emotional Trust item 1	Emotional Trust item 2	Emotional Trust item 3
Emotional Trust item 1	1.000	.464	.414
Emotional Trust item 2	.464	1.000	.312
Emotional Trust item 3	.414	.312	1.000
Peer influence item 3	3.69	.979	95
Peer Influence item 4	3.75	1.052	95
Peer Influence item 5	3.83	1.117	95

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.049	3.916	4.232	.316	1.081	.027	3
Inter-Item Correlations	.397	.312	.464	.152	1.487	.005	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Emotional Trust item 1	7.92	2.418	.543	.295	.475
Emotional Trust item 2	8.23	2.329	.459	.233	.585
Emotional Trust item 3	8.15	2.553	.421	.190	.631

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.15	4.680	2.163	3

➔ **Reliability**

Scale: Peer influence scale

Case Processing Summary

		N	%
Cases	Valid	95	100.0
	Excluded ^a	0	.0
	Total	95	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.714	.718	5

Item Statistics

	Mean	Std. Deviation	N
Peer Influence item 1	3.94	1.090	95
Peer Influence item 2	3.82	1.158	95
Peer Influence item 3	3.69	.979	95
Peer Influence item 4	3.75	1.052	95
Peer Influence item 5	3.83	1.117	95

Inter-Item Correlation Matrix

	Peer Influence item 1	Peer Influence item 2	Peer Influence item 3	Peer Influence item 4	Peer Influence item 5
Peer Influence item 1	1.000	.396	.351	.404	.157
Peer Influence item 2	.396	1.000	.430	.417	.248
Peer Influence item 3	.351	.430	1.000	.472	.215
Peer Influence item 4	.404	.417	.472	1.000	.280
Peer Influence item 5	.157	.248	.215	.280	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.806	3.695	3.937	.242	1.066	.008	5
Inter-Item Correlations	.337	.157	.472	.315	3.001	.010	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Peer Influence item 1	15.09	9.385	.458	.239	.672
Peer Influence item 2	15.21	8.657	.533	.295	.640
Peer Influence item 3	15.34	9.502	.524	.303	.648
Peer Influence item 4	15.28	8.950	.568	.335	.628
Peer Influence item 5	15.20	10.226	.301	.102	.735

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.03	13.627	3.691	5

Appendix 4.2.2: SPSS Result (Pearson Correlation Analysis)

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.03	13.627	3.691	5

Correlations

		PI	EC	EVC	ET	PIF
PI	Pearson Correlation	1	.611 ^{***}	.516 ^{***}	.601 ^{***}	.471 ^{***}
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	95	95	95	95	95
EC	Pearson Correlation	.611 ^{***}	1	.625 ^{***}	.480 ^{***}	.493 ^{***}
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	95	95	95	95	95
EVC	Pearson Correlation	.516 ^{***}	.625 ^{***}	1	.470 ^{***}	.495 ^{***}
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	95	95	95	95	95
ET	Pearson Correlation	.601 ^{***}	.480 ^{***}	.470 ^{***}	1	.607 ^{***}
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	95	95	95	95	95
PIF	Pearson Correlation	.471 ^{***}	.493 ^{***}	.495 ^{***}	.607 ^{***}	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	95	95	95	95	95

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

Appendix 4.2.3: SPSS Result (Multiple Linear Regression Analysis)

➔ Regression

Descriptive Statistics

	Mean	Std. Deviation	N
PI	3.9649	.84422	95
EC	3.8456	.88701	95
EVC	3.9263	.75695	95
ET	4.0491	.72112	95
PIF	3.8063	.73829	95

Correlations

		PI	EC	EVC	ET	PIF
Pearson Correlation	PI	1.000	.611	.516	.601	.471
	EC	.611	1.000	.625	.480	.493
	EVC	.516	.625	1.000	.470	.495
	ET	.601	.480	.470	1.000	.607
	PIF	.471	.493	.495	.607	1.000
Sig. (1-tailed)	PI	.	<.001	<.001	<.001	<.001
	EC	.000	.	.000	.000	.000
	EVC	.000	.000	.	.000	.000
	ET	.000	.000	.000	.	.000
	PIF	.000	.000	.000	.000	.
N	PI	95	95	95	95	95
	EC	95	95	95	95	95
	EVC	95	95	95	95	95
	ET	95	95	95	95	95
	PIF	95	95	95	95	95

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.710 ^a	.505	.483	.60722	.505	22.924	4	90	<.001

a. Predictors: (Constant), PIF, EC, ET, EVC

b. Dependent Variable: PI

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33.810	4	8.452	22.924	<.001 ^b
	Residual	33.185	90	.369		
	Total	66.994	94			

a. Dependent Variable: PI

b. Predictors: (Constant), PIF, EC, ET, EVC

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics		
		B	Std. Error				Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	.353	.410		.862	.391	-.461	1.168						
	EC	.340	.095	.357	3.567	<.001	.150	.529	.611	.352	.265	.550	1.819	
	EVC	.126	.111	.113	1.129	.262	-.095	.347	.516	.118	.084	.553	1.807	
	ET	.429	.114	.366	3.753	<.001	.202	.656	.601	.368	.278	.578	1.731	
	PIF	.020	.113	.017	.176	.861	-.205	.245	.471	.019	.013	.559	1.788	

a. Dependent Variable: PI