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Final Year Project Assessment Form - Report

Final Year Project Title:

The Impact of Micro-Influencer Attributes on Consumer Choices in Social Media

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

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BACHELOR OF INTERNATIONAL BUSINESS
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BY

CHAN QIAO EN

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

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- (3) Sole contribution has been made by me in completing the FYP.
- (4) The word count of this research report is 10,783 words.

Name of student: Chan Qiao En

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Date: 18/12/2025

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PREFACE

This research study is conducted in partial fulfilment of the requirements for the Bachelor of International Business programme at Universiti Tunku Abdul Rahman (UTAR). The study, entitled “The Impact of Micro-Influencer Attributes on Consumer Choices in Social Media,” aims to examine how specific attributes of micro-influencers such as credibility, entertainment value, expertise and trustworthiness influence consumer choices in social media. Micro-influencers have become an increasingly essential promotional tool in the context of social media marketing's rapid expansion, due to their perceived authenticity and strong ties with followers. Companies looking to create more successful influencer marketing strategies, especially in the Malaysian market, can benefit greatly from an awareness of the importance of micro-influencer qualities as consumer behavior continues to change in the world of digital media. This study's conclusion had resulted in important insights into consumer behavior, influencer marketing dynamics, and digital marketing strategies. Additionally, the research process has improved critical thinking, analytical, and research abilities, including academic writing, statistical analysis, and data collection. Future studies in the fields of marketing, business, and social media strategy will benefit from these abilities and perspectives.

ABSTRACT

This study focuses on how Malaysian respondents who use social media frequently reach decisions based on the attributes of micro-influencers. The study assesses how consumer decisions are influenced by credibility, entertainment value, expertise and trustworthiness by using Source Credibility Theory, the Source Attractiveness Model, and Uses and Gratifications Theory. A structured survey was used to gather responses from 189 participants in total. The results demonstrate that while expertise is not supported, credibility, trustworthiness, and participation have a major impact on customer choices. The findings provide marketers a helpful information when choosing micro-influencers for social media campaigns in Malaysia.

Key Words: Micro-influencers, Credibility, Entertainment Value, Expertise, Trustworthiness, Consumer Choices, Social Media, Malaysia

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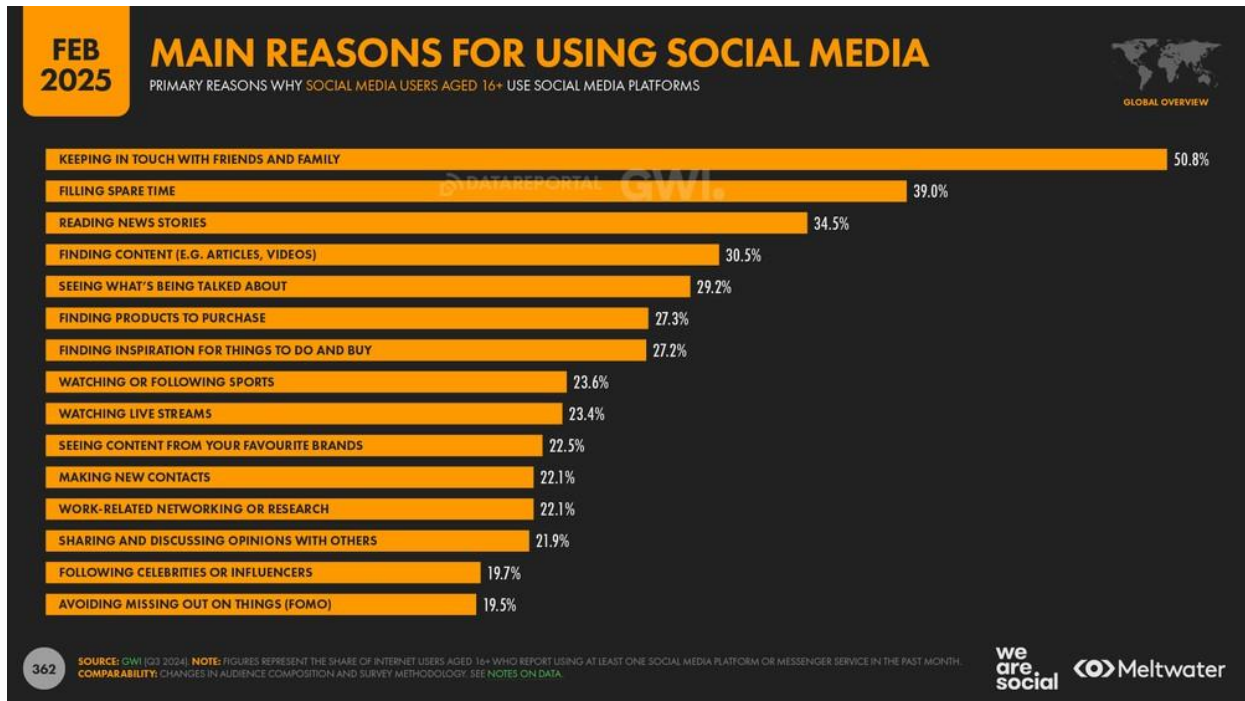
CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

The study focuses on how social media micro-influencers influence consumer choices around cosmetics and beauty industry among aged 18 and 35 above. When matched with the appropriate audience and platform, non-paid creator cues like credibility, entertainment value, expertise, and trustworthiness may also influence purchase decisions, even though paid advertising and brand reputation seem to be the main drivers. Beauty purchases are frequently high-involvement and immersive, thus consumers always rely on micro-influencer recommendations, evaluations, and routines to reduce ambiguity. However, marketers often select creators based on vanity metrics rather than attribute-audience match, diluting impact and wasting limited money. In order to help companies to prioritize creator selection and create messages that resonate, it is essential to study which micro-influencer attributes have the most impact on customer outcomes such as intention to try, save, click, or buy. The findings of this study will help beauty marketers allocate resources more effectively while clarifying the theoretical connections between source attributes and observable customer choices in social media platforms.

1.1 Research Background

Figure 1.1: Reason for Using Social Media Platforms



Globally, social media has become the main channel for research and shopping decisions. The diagram above shows that 27.3% of users visit social media platform to find products to purchase, 27.2% users Getting ideas for activities and purchases, 22.5% users watching material from their preferred brands and 19.7% users are following celebrities or influencers (Kemp, 2025). Micro-influencers are being used by brands more and more frequently. Micro-influencers are social media bloggers who are employed in influencer marketing, which uses people who have authority to influence consumers into buying products. Social media influencers are mostly independent outside advertisers who leverage blogs and other social media platforms to influence audience perceptions of businesses or messages (Freberg, K., Graham, K., McGaughey, K., & Freberg, L. A. ,2011). According to Sanz, C. M., Gómez, E. F., & Feijoo, B. (2025), micro-influencers are classified as creators with up to 100,000 followers. They are also defined as a more recent addition to the advertising ecosystem and are frequently experts in a certain field, which helps to attract in a more specialized following. Micro-influencer partnerships are becoming increasingly common in today's digital marketing strategy due to their perceived authenticity and affordability. According to recent industry reports, 64.6% of marketers currently use influencer marketing, with 32.3% of them giving priority to micro-influencers. This indicates a

deliberate shift away from reliance on macro celebrities and toward smaller producers who may increase audience trust and engagement (Geysler, 2021). One major drawback is working with micro-influencers can be tricky, particularly when it comes to finding the right fit, which can take time and effort. Additionally, working with several micro-influencers may be critical if wish to grow the influencer marketing strategy, which can be challenging to manage and track. Also, monitoring the effectiveness and return on investment of your campaign can be challenging, particularly if employ many platforms and key performance indicators (Gräve, 2019). Lastly, some micro-influencers may inflate their follower count or engagement rate by using bots accounts, which may negatively impact the results. However, the pain areas represent a specific opportunity. Make micro-influencer postings easily shoppable and trackable. Run them through TikTok or Instagram Shops and provide each maker with a unique tracking link or discount code. Use a single KPI set across platforms such as Cost Per Action (CPA) and monitor for fake followers before and after the campaign (Cost per Action (CPA) in Affiliate Marketing - All You Need to Know, 2024). This transforms the multi-creator, difficult-to-measure issue into a clear ROI rating, allow to scale the investment to the top-performing micro-influencers while maintaining the reputation of the company.

1.2 Research Problem

Skincare interest has significantly increased in recent years, and consumers are looking for 'flawless' skin (Lee, Y. B., Shin, M. K., Kim, J. S., Park, Y. L., Oh, S. H., Kim, D. H., Ahn, J. Y., Lee, S. J., Kim, H. O., Kim, S. S., Lee, H. J., Lee, M. W., Lee, Y. W., & Park, M. Y., 2020). Statista claims that Malaysia's skin care and cosmetics industry may generate RM 13.46 billion (US\$3.2 billion) in revenue by 2024, with online channels contributing to around 18% of total sales. Skincare routines in Malaysia include hydration, sun protection, and anti-aging, with a growing preference for individualized, and multifunctional products. This demand is also supported by male grooming and halal-certified options. The market's dynamism includes the adoption of beauty products such as microcurrent, LED masks, and ultrasonic scrubbers (International Trade Administration, 2024). Furthermore, this increase reflects two essential benefits of skincare. First, clearer, and healthier skin may enhance self-confidence and self-

esteem, thereby improving social participation and overall quality of life. Second, the daily cleanse-treat-moisturize ritual serves as a mindful practice that reduces stress and promotes emotional health. The combination of these psychological and functional benefits explains why Malaysians are willing to pay for skincare products that are focused, technologically advanced, and consistent with their values (Importance of Skincare in Enhancing Women's Mental and Emotional WellBeing - BW Wellbeing World, 2025). Furthermore, many brands particularly smaller businesses, still underuse micro-influencers or use them randomly and without a defined strategy. Nowadays, there are many paid-for influencers thus it may mislead consumer's purchase decisions. Additionally, transparency and authenticity represent a significant problem. Many postings are sponsored, but it's not always made clear (Sands, S., Ferraro, C., Demsar, V., & Chandler, G.,2022). Some influencers employ bots to pretend to have an extensive following or buy likes and followers. Bot is an automated social media accounts used by influencers or their agents to modify perceived influence by increasing likes and comments on posts. They generate an enormous of interactions across multiple influencers while frequently having zero followers (Kim & Han, 2020). This minimizes the genuine picture, makes reviews biased, and weakens trust. It also raises legal and reputational issues for small businesses. Working with several micro-influencers may be critical if wish to grow the influencer marketing strategy, which can be challenging to manage and track. Also, monitoring the effectiveness and return on investment of your campaign can be challenging, particularly if employ many platforms and key performance indicators (Gräve, 2019)

Despite the rising popularity of social influencers, there is still a limited study on micro-influencer it is because the field of this study is new and scattered especially when contrasted with macro-influencers or traditional marketing. It is difficult to establish a clear, common understanding across fields and indicates the need for more cross-field integration because there are not many studies published in psychology, sociology, and tourism or leisure, and even while some are in reputable journals, the distribution is unequal. Moreover, the perspective in management and business is too limited. Business work appears "somewhat singular," and it frequently overlooks crucial account-level and cultural factors that other domains emphasize, like privacy, performance, and self-branding. As a result, it recommends more in-depth qualitative

research to clarify the genuine mechanisms of micro-influencers (Chen, J., Zhang, Y., Cai, H., Liu, L., Liao, M., & Fang, J.,2024).

1.3 Research Objectives

- 1.To evaluate the relationship between micro-influencer credibility, micro-influencer entertainment value, micro-influencer expertise and micro-influencer trustworthiness on consumer choices in social media.
2. To determine the influence of micro-influencer credibility, micro-influencer entertainment value, micro-influencer expertise and micro-influencer trustworthiness towards consumer choices in social media.
3. To identify the strongest predictor on consumer choices in social media.

1.4 Research Questions

1. Is there a relationship between micro-influencer credibility, micro-influencer entertainment value, micro-influencer expertise and micro-influencer trustworthiness on consumer choices in social media?
2. Do micro-influencer attributes influence consumer choices in social media?
3. Which micro-influencer attribute is the strongest predictor of consumer choices in social media?

1.5 Research Significance

The research is essential because it clearly identifies the elements that will affect micro-influencer attributes on social media consumer choices. It can help beauty and cosmetics company or businesses decide how to develop and enhance attracting consumers strategies. Micro-influencers are especially valuable to beauty and cosmetics companies in Malaysia. According to Sokolova and Kefi (2020), micro-influencers generate value by transforming perceived credibility and parasocial interaction (PSI) into higher purchase intention. Based on a study of beauty and fashion creators on YouTube and Instagram, followers who perceive a creator as knowledgeable and trustworthy and who feel a friend-like connection with them are more likely to purchase the promoted products. Consequently, it is possible to enhance chances that consumers will try and buy promoted beauty products by working with reputable, relevant producers who foster parasocial interaction (PSI).

Besides, micro-influencers frequently share tutorials, ingredient explainers, comparisons, and usage recommendations in social media which their followers find informative. Consumers' product understanding is increased, uncertainty is decreased, and decision quality is enhanced by this perceived informativeness, which also increases trust and subsequent purchase intention (Lou & Yuan, 2019). Empirical studies demonstrate that the message value (informativeness) of influencer posts enhances trust in branded content and, as a result, purchase intentions; influencers who act as opinion leaders disseminate market information that shapes consumer evaluations in beauty and fashion contexts, informative content builds parasocial ties and brand credibility, which support informed purchasing (Casaló, L. V., Flavián, C., & IbáñezSánchez, S.,2020).

Micro-influencers also beneficial to researchers. It is because they enable them to investigate not just the extent of influence but also how it works. Having more followers does not ensure that consumers will follow micro-influencers' suggestions. Size is only important in an indirect way: a large audience might give the impression that a creator is more well-liked, which in turn makes them appear to be a leader, and which can increase the desire to take action. Because their audiences are smaller and more targeted, micro-influencers are useful in this situation because it makes it simpler to track and compare this chain. Additionally, it also demonstrates the distinct variations

across size tiers: smaller groups permit closer intimacy and continuous engagement, whereas mega accounts score more on popularity and perceived leadership. This comparison enables researchers to assess the relative importance of community connection and reach in influencing consumer choices (Conde & Casais, 2023). According to Hassan et al. (2021), there is a clear way to improve for other microinfluencers in the beauty and cosmetics industry. It makes credibility the driving force behind trust, then allow trust do the persuasion that eventually drives followers to follow cosmetic suggestions. Moreover, micro-influencers should create tutorials with real product knowledge like technique, communicate step-by-step with clear visuals and explanations, and show everyday relatability such as routine use on their own skin type. In the Malaysian beauty-tutorial context, followers' perceptions of an influencer's knowledge, relatability, confidence, and clear articulation feeds into trust, which in ultimately transforms into cosmetic purchase decisions.

1.5 Conclusion

In summary, the research context, problem, objectives, and research questions have all been outlined in this chapter, which has given an overview of the study. Additionally, it highlighted the importance of the study, giving it a solid foundation.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

There are three theories which is Source Credibility Theory, Source Attractiveness Model, and Uses and Gratifications Theory will be adopted in this study. This framework will help to examination of attributes of micro-influencer which include micro-influencer credibility, micro-influencer entertainment value, micro-influencer expertise and micro-influencer trustworthiness as independent variables, and consumer choices in social media as the dependent variable. The development of the hypotheses and the suggested conceptual framework will be covered in further.

2.1 Underlying Theories

2.1.1 Source Credibility Theory

Source Credibility Theory states, messages persuade more when the audience perceives the source as credible (Hovland & Weiss, 1951). Credibility is defined primarily in terms of expertise (knowledge), trustworthiness (honesty), and often goodwill (care for the audience), with attractiveness occasionally included because it increases attention and positive affect (Volkmer & Meißner, 2025). For example, an Instagram micro-influencer who is a licensed dermatologist promotes a new sunscreen which includes UV-camera demos, references independent SPF test data, and explicitly labels the post as sponsored. Followers assume knowledge and trustworthy, therefore the creator's source credibility is high. According to Source Credibility Theory (SCT), this enhances persuasion, resulting in stronger attitudes, more saves or click-throughs, and higher purchase intention than a non-expert beauty vlogger making similar claims. The relationship between credibility and persuasion such as expertise, trustworthiness, attractiveness is well-established. In influencer situations, perceived credibility affects trust and purchase outcomes (Sokolova & Kefi, 2020). Thus, in this study, the term "micro-influencer credibility" refers to followers' general opinion that a micro-influencer is credible when disseminating information about products in social media. Because credibility minimizes uncertainty and enhances acceptance of recommendations, credible micro-influencers usually evoke higher responses from consumers, resulting in more favorable consumer decision outcomes (Hu, J., Shafie Sidek, Azmawani Abd Rahman, & Raja. ,2024).

2.1.2 Source Attractiveness Model

McGuire (1985) states that Source Attractiveness Model (SAM) describes persuasion in terms of how much a receiver perceives a source to be similar, familiar, and attractive. In its traditional form, Source Attractiveness Model (SAM) specifies perceptions but not tangible characteristics that make someone likable. To connect this gap, SAM is broadened by substituting general "liking" with three distinct appeals such as sex, personality (person likability), and success (achievement likability) and placing them

within a broader framework of beauty while testing when each appeal works best (Frank & Mitsumoto, 2021). According to Kamins (1990), a Gen-Z skincare micro-influencer with between 10,000 and 50,000 followers promotes a sunscreen with a tint. Since the product focuses on appearing nice, the influencer's beauty demonstrations feel relevant, making this a suitable fit for the Source Attractiveness Model. Consumers give the advertisement and brand higher ratings and they are more likely to purchase when there is this type of product–endorser fit. However, the benefit of attractiveness would be much minimized if the same influencer endorsed a non-beautiful product.

2.1.3 Uses and Gratifications Theory

Katz, Blumler, and Gurevitch (1974) formalized the Uses and Gratifications (U&G) Theory, which has its origins in media research from the 1940s attempts to figure out why people employ particular kinds of media, what requirements motivate them to utilize them, and what gratifications they obtain from doing so. In history, this theory was first proposed to explain why individuals chose to consume the various forms of media available at the time in the 1940s (Kasirye, 2022). Besides, Uses and Gratifications (U&G) theory explains media use by viewing consumers as active decision-makers who choose specific media and platforms to meet specific needs and maximize gratification which includes amusement, information seeking. Additionally, U&G highlights that media use is usually goal-driven, that people utilize media to fulfill their wants and needs, that media use is influenced by social and physical context, and that media use is connected to interpersonal communication, meaning that satisfaction may or may not match what the user intended, resulting in varying effects across users and motives (Ewing, C., Nienstedt, C., Wright, R. R., & Chambers, S. A., 2023). Micro-influencer entertainment value, as used in this study, is the extent to which the influencer's content is pleasurable, entertaining, and emotionally satisfying, delivering followers a sense of entertainment (Ao et al., 2023). According to Uses and Gratifications, followers are more inclined to continue watching, following, and interacting such as likes, comments and shares when micro-influencer posts fulfill these entertainment criteria since the content meets hedonic reasons. Additionally, a meta-analysis revealed that entertainment value has the strongest connection with consumer

engagement and can positively impact purchase intention through engagement (Mlambo, N., Ncayiyane, M., Chani, T., & Mutanga, M. B. ,2025).

2.2 Review of Variables

2.2.1 Dependent Variable

2.2.1.2 Consumer Choices in Social Media

In social platforms like Instagram, Facebook or TikTok, consumer choices are represented by followers' imitation intention which is their willingness to act on an influencer's recommendations. There is an example, "I would rely on the influencers' recommendations." It represents subsequent actions such as visiting there, trying, or buying what is shown online (Fitri, G., Nurrani Kusumawati, & Fitri Aprilianty.,2021). According to Ampornklinkaew (2025), there are three levers can influence consumer choices. First, it is platform user-friendliness. Followers are more likely to take the recommended action when the app makes it simple to search for information, navigate posts, save, or click through. Second, sales-promotion content such as any promotions or discounts can clarifies value and minimizes hesitancy, encouraging immediate reactions of consumers. Third, content appeal. Clear images, captivating descriptions, and well-written narratives attract consumers and increase the perceived authority of the influencer, which encourages them to follow their recommendations. Attractive posts also can increase perceived influencer credibility and immediately increase imitation intention, making the source appear more trustworthy and motivating audiences to take action. As a result, it will be expected that important micro-influencer attributes that influence how followers evaluate and respond to recommendations will influence consumer choices in social media. Besides, when followers believe a micro-influencer is credible, they are more likely to trust the message and imitate the suggested behavior such as saving the post, clicking a link, selecting the product or purchase a product (Ampornklinkaew, 2025). Entertainment value can help consumers

make better decisions since pleasant and engaging content enhances attention and involvement, making followers inclined to listen to the influencer's recommendations (Ao et al., 2023). Furthermore, expertise also enhances the perceived value and precision of product information, strengthening followers' confidence in their ability to make decisions (Al-Mu'ani, L., Alrwashdeh, M., Ali, H., & Al-Assaf, K. T.,2023). Lastly, being trustworthy can reduce perceived risk and increase trust in the influencer's honesty, which motivates followers to take action on the recommendations more quickly (Cabeza-Ramírez, L. J., Fuentes-García, F. J., Cano-Vicente, M. C., & González-Mohino, M. (2022).

2.2.1 Independent Variables

2.2.2.1 Micro-Influencer Credibility

Micro-influencer credibility in social media can also be described as followers' belief that a micro-influencer's endorsement claims are genuine and unbiased (Liu, G., Li, Y., & Lee, N. C.-A.,2021). Micro-Influencer Credibility is also the audience's view of a micro-influencer's reliability, authenticity, and knowledge, resulting from their specific emphasis and personal connection with a smaller, highly engaged following. Micro-influencers become more relatable and amiable peers as a result of their perceived credibility, which increases engagement and purchase intent and makes their recommendations more powerful for niche audiences (Hu et al., 2024). According to Sokolova & Kefi (2020), it shows how perceived credibility which is the influencer's expertise and honesty and parasocial interaction (PSI) influence purchase intention. PSI significantly increases the likelihood of making a purchase. Physical attractiveness was not a consistent driver, but attitude homophily to PSI reinforced the pathway. This suggests that when followers feel the creator is similar to them, the "friend-like" bond amplifies persuasion. Because micro-influencers often build smaller communities with more regular two-way interactions, the same approach is likely to be especially powerful for micro producers. A recent open-access study of beauty vloggers confirms this pattern: credibility traits increase purchase intention, with trust partially mediating

the effect and repeated PSI further lifting intention which highlighting a credibility to trust and transform purchase path that connect cleanly to micro-influencer scenarios.

2.2.2.2 Micro-Influencer Entertainment Value

The term "Micro-Influencer Entertainment Value" highlights the pleasure, amusement, and fun that viewers derive from an influencer's material such as humor, narrative, and playful editing. According to Uses and Gratifications, one of the main reasons individuals follow influencers, particularly Gen-Z, is for "entertainment or relaxation." This hedonic payoff attracts attention, maintains viewer engagement, and promotes repeat exposure. Entertainment value is a powerful motivator for engagement and frequently purchase intention in influencer contexts. In addition to being instructive, entertainment can foster parasocial relationships and minimize uncertainty (Ao, L., Bansal, R., Pruthi, N., & Khaskheli, M. B.,2023). A beauty micro-influencer promotes a lip tint with a short, amusing TikTok "get-ready-with-me" (GRWM) play that includes jokes, quick edits, and entertaining music. By making the content enjoyable like high hedonic value, the humor increases followers' enjoyment, their perception of the creator's authority, and their intentions to follow and take their recommendations (Barta, S., Belanche, D., Fernández, A., & Flavián, M.,2023).

2.2.2.3 Micro-Influencer Expertise

Micro-Influencer Expertise means the competency aspect of source credibility, which influences trust and buy responses in influencer contexts, is followers' belief that a niche creator has the expertise, experience, and understanding needed to make true, legitimate claims and offer trustworthy category recommendations (Hocevar, K. P., Metzger, M., & Flanagin, A. J.,2017). Micro-influencer expertise can be described as the extent to which followers perceive a micro-influencer as informed and skilled in a given area. For instance, beauty or fashion indicating that the influencer is considered as a reputable "go-to" source on that topic (Hu et al., 2024). Additionally, micro-influencer expertise refers to the influencer's ability to demonstrate professionalism by offering in-depth

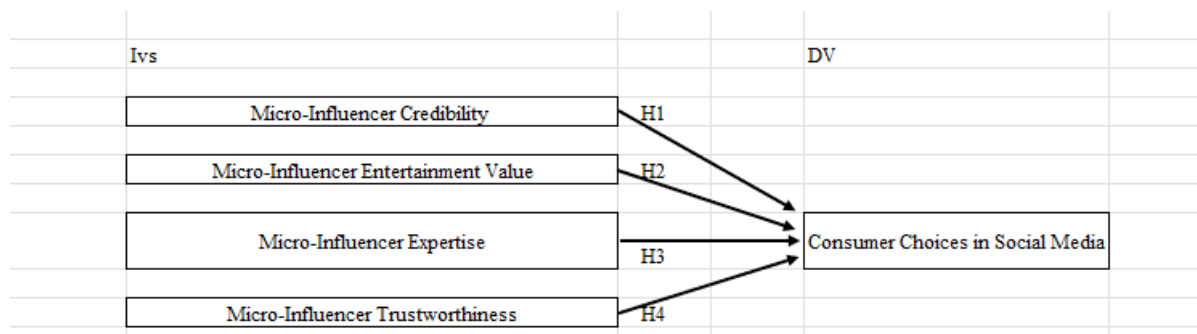
product knowledge and useful guidance that improves consumers' comprehension of products and provides them greater confidence when making choices (Sesar, V., Martinčević, I., & Boguszewicz-Kreft, M. (2022). A skincare micro-influencer with over 20,000 followers presents a series called "SPF deep-dive" that runs for one week. Each brief video explains SPF and PA labeling, accurately differentiates mineral from chemical filters like zinc oxide or titanium dioxide versus organic UV filters, and shows how to use and apply sunscreen in proper amounts on various skin types. These activities indicate knowledge, skill, and experience. The expertise (competence) dimension of source credibility, or being a "source of valid assertions." Because of this, followers assume that the featured sunscreens are highly knowledgeable, which can increase perceived credibility and fosters more trust and a higher inclination to buy (Lou & Yuan, 2019).

2.2.2.4 Micro-Influencer Trustworthiness

Trustworthiness is the purchaser's trust in the honesty and dependability of the origin recommending a product. According to Stimulus–Organism–Response (S-OR), it serves as a core organismic factor that connects external stimuli which including celebrity or influencer activity and influence of social media to consumer reactions, such as intention to buy. Influencers' perceived trustworthiness increases when they effectively and readily answer audience inquiries. This increases the product's perceived quality and, consequently, the tendency to purchase. The effects that are particularly noticeable among younger social media users (Hossain, M. S., Islam, T., Babu, Md. A., Moon, M., Mim, M., Alam, M. T. U., Bhattacharjee, A., Sultana, Most. S., & Akter, Mst. M.,2025). According to Schultz (2025), a micro health and fitness influencer with around 10,000 to 30,000 followers who posts exercise routines and dietary advice while openly revealing sponsorships, citing evidence-based sources, and providing followers with courteous, specific, and professional answers to their safety queries fosters followers' trusting beliefs like "this creator is honest and reliable" and relying on the creator with trusting intents, when combined with appearance and perceived expertise, shape followers' opinions of the micro-influencer.

2.3 Proposed Theoretical/Conceptual Framework

Figure 2.1: Conceptual Framework



The research framework presented above demonstrates the relationships between four independent variables which consists of micro-influencer credibility, micro-influencer entertainment value, micro-influencer expertise and micro-influencer trustworthiness as well as the dependent variable, consumer choices in social media. The diagram shows a conceptual guide showing that these micro-influencer attributes of micro-influencer positively and directly influencing the consumer choices in social media.

2.4 Hypotheses Development

2.4.1 Micro-influencer credibility and consumer choices in social media

Micro-influencer credibility typically defined as perceived knowledge, trustworthiness, and attractiveness. It should enhance consumer choices in social media because credible sources encourage more informed, compelling communications that increase follower trust and minimize decision uncertainty. Credibility-related features increase information sharing and awareness, leading to increased audience trust, which predicts downstream behaviors (Alam, F., Tao, M., Rastogi, R., Mendiratta, A., & Attri, R.,2024). By raising trust, reducing perceived risk, and reinforcing recommendations, micro-influencer credibility can define as followers' views of an influencer's expertise, integrity, and reliability will affects consumer choices in social media with according by Ohanian (1990).

H1: Micro-influencer credibility positively affects consumer choices in social media.

2.4.2 Micro-Influencer entertainment value and consumer choices in social media

The extent to which a micro-influencer's content (such as comedy, inventive forms, captivating narratives, or short-form dramatization) provides hedonic enjoyment, entertainment, storytelling appeal, or emotional involvement for followers. It measures how much the information retains attention and generates pleasant emotions, as well as how much fun or engagement is experienced (Ao et al., 2023). Micro-influencers that provide captivating content draw more attention and linger time, arouse favorable feelings, and promote recurring exposure—all of which boost follower engagement and fortify parasocial bonds, or the fictional "relationship" followers have with influencers. Therefore, higher entertainment value increases message receptivity (people are less likely to resist persuasion and process content more favorably), fosters trust and likes through repeated enjoyable interactions, and increases the intention to follow recommendations or act on them like visiting, exploring, or purchasing (Balaban, D.C., Szambolics, J., & Chirică, M.,2022).

H2: Micro-influencer entertainment value positively affects consumer choices in social media.

2.4.3 Micro-Influencer expertise and consumer choices in social media

Micro-influencer expertise refers to followers' perceptions that an influencer possesses superior knowledge, ability, or competency. For example, they are considered an expert in that niche (Serman & Sims, 2022). A micro-influencer's postings are viewed as more trustworthy and informative when followers believe they are an authority. This leads to a rise in persuasion, a decline in perceived purchase risk, and a rise in purchase intention, recommendation behavior, and other consumer choices on social media. Influencer research consistently demonstrates that expertise predicts positive attitudes and behavioral intentions, and this mechanism is at the core of the traditional source credibility theory which is expertise transform to greater message acceptance (Ohanian, 1990).

H3: Micro-influencer expertise positively affects consumer choices in social media.

2.4.4 Micro-Influencer trustworthiness and consumer choices in social media

Micro-influencer trustworthiness refers to followers' perceptions of an influencer's honesty, sincerity, and integrity such as they are not driven by money or dishonesty. Along with knowledge, trustworthiness is typically considered a component of source credibility in influencer research. Furthermore, it represents perceived fairness, honesty, and the lack of ulterior intentions. There is an example which is a micro-influencer with 20k followers posts a video that showing her skin care routine by using a topical lotion, mentions their benefits and explains why they chose to accept the brand collaboration. It presents the appear genuine and accessible. Therefore, consumers are likely to try or purchase the lotion due to the trustworthiness of micro-influencers.

H4: Micro-influencer trustworthiness positively affects consumer choices in social media.

2.5 Conclusion

In this Chapter 2, it examined theoretical underpinnings which is Source Credibility Theory, the Source Attractiveness Model, and Uses and Gratifications Theory and linked them to the four independent variables which are micro-influencer credibility, entertainment value, expertise, and trustworthiness that are expected to attribute consumer choices in social media. A conceptual framework blending these variables was presented and followed by hypotheses development.

CHAPTER 3: METHODOLOGY

3.0 Introduction

This chapter examines how four micro-influencer attributes such as credibility, entertainment value, expertise, and trustworthiness affect social media consumer choices using quantitative, descriptive research. A systematic online survey was used to collect primary data from Malaysian users who follow at least one micro-influencer. Before proceeding with the main fieldwork, a pilot study was carried out to modify items and ensure reliability. Regression and descriptives were used in SPSS to analyze the data.

3.1 Research Design

A research design is the entire plan, structure, and strategy for carrying out a study, which incorporates various components to effectively answer research questions and generate responses.

3.1.1 Descriptive Research

One type of research methodology is descriptive research which seeks to give an accurate depiction of a population, circumstance, or phenomena as it occurs naturally, without changing any variables. Its primary goal is to answer the “what” question, such as whatever behaviors, attitudes, or attributes people possess, rather than addressing the “why” behind them. Researchers typically utilize surveys, questionnaires, or observations to gather information that may be examined using descriptive statistics such as frequencies, percentages, and averages (Siedlecki, 2020). This research enables researchers to methodically synthesize and summarize existing knowledge, allowing them to identify long-term trends in theories, techniques, and findings. A descriptive study helped explain how Transformative Consumer Research (TCR) evolved across multiple well-being domains, revealing which areas were well- explored such as social well-being and which remained unexplored like spiritual or political well-being. Besides, it helped to clarify and classify complex notions, and six unique forms of social benefits. This classification not only made the broad concept of societal benefit more specific, but it also offered researchers and practitioners with meaningful direction on how to develop and evaluate influential studies (Zeng & Botella-Carrubi, 2023).

3.1.2 Quantitative Research

The procedure for collecting and evaluating numerical data in order to describe, forecast, or control factors of interest is known as quantitative research. Making predictions, analyzing causal links between variables, and extrapolating findings to

broader populations are all made possible by this type of research. Testing a predetermined theory or hypothesis and then accepting or rejecting it based on the results is the aim of quantitative research. When researchers need to understand data collected across time and spot trends, they use quantitative data analysis. This kind of research is frequently applied in the fields of psychology, economics, sociology, and marketing (Sreekumar, 2023). For instance, in quantitative research a Likert scale can be applied in this study, where respondents can rate their agreement on a 5-point scale (1 = Strongly disagree, 5 = Strongly agree). The reasons of using quantitative research in this study which is it allows effectively communicated using unbiased statistics. When performed correctly, an analysis enables researchers to make predictions and generalizations about bigger, more universal populations outside of the test sample (Williams, 2021).

3.2 Sampling Design

Sampling design is an established strategy and technique for collecting a sample from a target population. In order to ensure that the chosen sample was suitable for the research goal, it outlines how the sample will be drawn which includes the sampling frame and the selection procedure and selected based on the characteristics of the population (*PriMera Scientific Medicine and Public Health / International Journal*, 2023).

3.2.1 Target Population

The target population is the demographic that the intervention is intended for seeks to examine and draw conclusions from (Barnsbee, 2018). The study's target population is comprises of Malaysian customers with ages 18 to 38 years old above. This age group represents a digitally active generation that frequently relies on social media such as TikTok, Facebook or Instagram and virtual influencers to make purchasing decisions. Both male and female customers are included however more focus is given on female respondents because women in Malaysia are frequently more active in following beauty and skincare content in social media platforms, which are popular domains

for micro- influencer marketing.

3.2.2 Sampling Frame and Location

Nowadays, most Malaysians follow a minimum of one online influencer and engage in social media activity in this sampling frame. This study has a broad reach because the questionnaire is not confined to university students but also encompasses individuals who work, including target respondents ranging in age from 18 to 38 and above. This age range of 18-38 above is appropriate since a considerable proportion of Malaysians are typical social media users, making this demographic easily accessible and relevant for examining influencer impacts (Kemp, 2024). Young adults in Malaysia also engage in meaningful online purchase and are frequently targeted by digital marketing, which contributes to their relevance when evaluating consumer responses to influencers (JianAi, Y., Sze, C. C., Fern, Y. S., & Wan, C. Y.,2022). In addition, respondents aged 38 and above have particular significance relevant because many of them are employed thus have more stable salaries and disposable income, increasing the possibility that reported intentions would result in actual purchases.

Since the study focuses on Malaysian social media users, the sampling location is conducted online. The questionnaire will be circulated through social media platforms such as Facebook, Instagram, Telegram, Xiao Hong Shu and WhatsApp, which are widely utilized by Malaysians of various ages. Conducting the questionnaire online ensures accessibility and eliminates geographic restrictions.

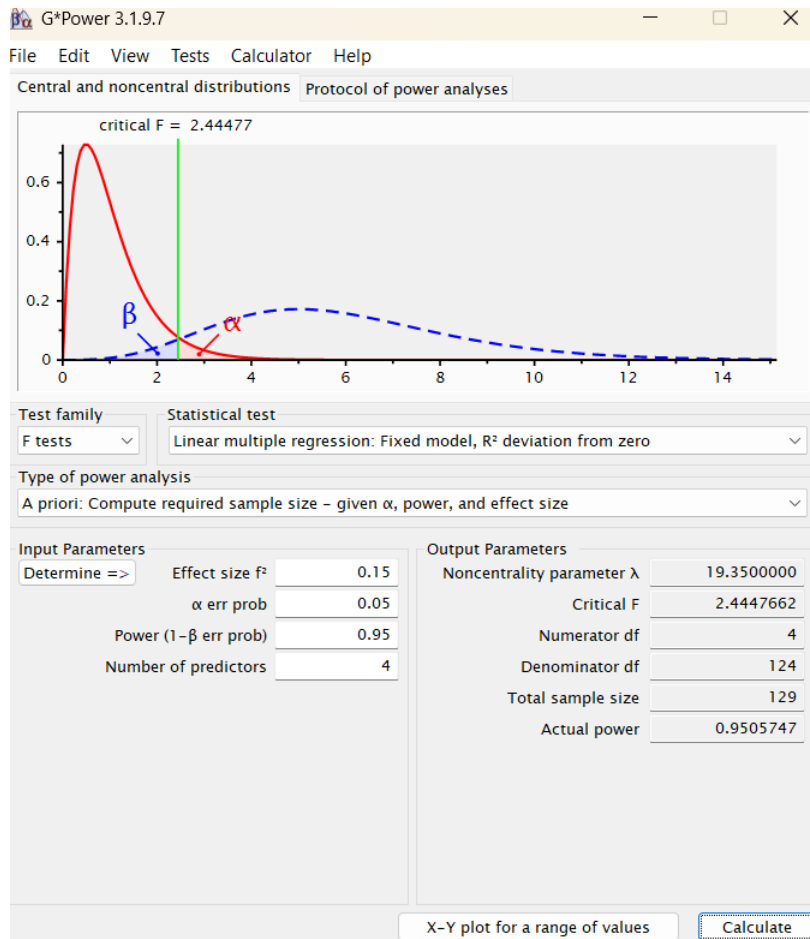
3.2.3 Sampling Technique

This research employs a sampling that is not based on probability which is also convenience sampling. Non-probability sampling is a non-random method of picking participants in which each person's odds of being selected are unknown as opposed to equal and calculable. This method was frequently employed in qualitative or exploratory research since the goal is to delve deeply into a subject

rather than generate findings that can be statistically generalized (Pace, 2021). Convenience sampling is a non-probability sampling technique whereby participants are picked from the target population based on their ease of access or availability to the researcher, rather than at random. When access and availability are the primary factors in sample selection, it actually involves gathering data from persons who are easily accessible. For instance, by approaching available people in public places (Golzar, J., Noor, S., & Tajik, O. ,2022).

3.2.4 Sample Size

Figure 3.1: Sampling Size Required by Using G*Power



Adapted from: G*Power software version 3.1.9.7

G*power is a free statistical software that enables researchers to use a variety of tests for estimating statistical power. To calculate the proper sample size, the researchers

can choose the desired power level, alpha level, and test type (Ravelo, 2022). This study was employed G*Power to determine the sample size. According to Cohen (1988), Figure 3.1 shows effect size (f^2) of 0.15, which signify a medium effect for multiple regression analysis. The alpha error probability (α) is set at 0.05, it shows a 5% probability of making a Type I mistake which is rejecting a true null hypothesis. The power ($1 - \beta$ error probability) has been set at 0.95, which reduces the possibility of a Type II error by giving the study a 95% chance of correctly rejecting a false null hypothesis. Besides that, it also encompasses four predictors, which are the independent variables such as micro-influencer credibility, micro-influencer entertainment value, micro-influencer expertise and micro-influencer trustworthiness in the linear multiple regression which is R^2 divergence from zero in a fixed model. There is minimum 129 participants are required based on the parameters shown.

3.3 Data Collection Method

Procedures and processes used to acquire data for study are known as data collecting methods. Simple individual surveys may be different from complex quantitative or qualitative experiments. The common data collection method includes surveys and secondary data analysis (Bhat, 2020).

3.3.1 Primary Data

Information obtained directly by the researcher for the study's objectives is known as primary data. Primary data is raw and unprocessed, it offering new insights that are directly relevant to the research issue under consideration. Among the techniques are surveys, interviews, experiments, and observations used to gather this kind of data, which enables researchers to obtain precise and specialized findings. Primary data is particularly helpful in domains that are evolving quickly because it provides the most recent information available or situations where speedy data is advantageous to research. By studying primary data, researchers can reach new

conclusions and produce creative insights that contribute considerably to their field of study (Stewart, 2025). Three sections of a Google Form questionnaire will be used to gather primary data for this study:

Section A: It focused on respondent information, including general background relevant to their social media usage.

Section B: It discussed on the independent variables, specifically measuring the impacts of micro-influencer attributes such as micro-influencer credibility, micro-influencer entertainment value, micro-influencer expertise and micro-influencer trustworthiness on consumer choices in social media platforms.

Section C: It covered the demographic information about the respondent, including gender, age group, occupation, highest level of education, and income.

3.3.2 Secondary Data

Information that has already been gathered by a different researcher and utilized for a different study is known as secondary data, often to answer research questions that differ from the original purpose of the data collection (Tantawi, 2024).

3.4 Research Instruments

Research instrument is any tools, instrument, or technique for collecting, evaluating, and analyzing data linked to a study question or hypothesis. Questionnaires, interviews, checklists of observations, and standard evaluations are examples of widely employed instruments. Choosing the right instruments is extremely important since it affects the accuracy and reliability of the results. It's important for researcher to understand that the design of these tools varies depending on whether researcher are conducting qualitative or quantitative research. An organized questionnaire with numerical response scales, for instance, could be a quantitative research tool, whereas a thorough interview guide that explores participant experiences could be a qualitative research tool (Alex, 2025).

3.4.1 Questionnaire Design

According to Hu et al. (2024), primary data collected by online questionnaires is suitable for investigating the relationships between influencer attributes and consumer choices. Questionnaire design is the systematic process of developing, formulating, organizing, and structuring questions and options for responses to ensure that the instrument obtains the necessary information to respond the research questions (Ranganathan & Caduff, 2023). The questionnaire will be shared online using a shareable link generated by Google Forms. Sharing the survey link on social media platforms. For example, WhatsApp, Facebook, and Instagram allows for broad and efficient dissemination at a low cost, providing access to various groups of respondents in a short period of time. This method is especially useful for reaching people in diverse geographical places without being limited to a certain area. Students, working people, and the general public aged 18 and above are the demographic being targeted, as they are active social media users who are likely to engage with micro-influencer content and make independent purchasing choices.

The questionnaire used in this study will split into three sections to assure that the data collected was complete and directly related to the research objectives. Section A examines respondents' social media usage patterns and the types of micro-influencers they typically follow, using multiple-choice questions to elicit precise and explicit responses. This section helps to establish the context of respondents' internet usage and provides background information that is useful in assessing their exposure to influencer content. Section B includes the fundamental research items that evaluate various independent variables such as the micro-influencer credibility, micro-influencer entertainment value, micro-influencer expertise, micro-influencer trustworthiness and the dependent variable consumer choices in social media. These items are provided as Likert scale with five points statements, allowing respondents to indicate their level of agreement while ensuring uniformity in measurement for statistical analysis. Finally, Section C collects demographic data from respondents, including income level, gender, age group, employment, and highest level of education.

Furthermore, to gathering this information allows the researcher to explain the

sample profile, compare results across groups, and ensure the analysis considers the target population's variety.

Variables	Measurement Items	References
IV1: Micro-Influencer Credibility	<ol style="list-style-type: none"> 1.) Micro-influencers exhibit a high level of credibility 2.) I perceive micro-influencers as credible sources. 3.) Micro-influencers offer trustworthy information. 4.) I consider micro-influencers to be dependable. 	(Hu, J., Shafie Sidek, Azmawani Abd Rahman, & Raja., 2024)
IV2: Micro-Influencer Entertainment Value	<ol style="list-style-type: none"> 1.) Following micro-influencers on social media platforms provides me with a lot of fun. 2.) The content shared by micro-influencers on social media platforms is enjoyable. 3.) The content shared by micro-influencers on social media platforms keeps me engaged. 4.) The process of using social media platforms with micro-influencer content is enjoyable. 5.) I find using social media platforms with micro-influencer content to be engaging. 	(Hu, J., Shafie Sidek, Azmawani Abd Rahman, & Raja., 2024)

<p>IV3: Micro-Influencer Expertise</p>	<ol style="list-style-type: none"> 1.) I perceive micro-influencers as experts in their respective niches. 2.) I believe micro-influencers possess significant expertise. 3.) Micro-influencers exhibit a high level of competence. 4.) Micro-influencers display extensive knowledge. 5.) I consider micro-influencers to be qualified in their fields. 	<p>(Hu, J., Shafie Sidek, Azmawani Abd Rahman, & Raja., 2024)</p>
<p>IV4: Micro-Influencer Trustworthiness</p>	<ol style="list-style-type: none"> 1.) I find micro-influencers to be trustworthy sources of information. 2.) Micro-influencers come across as dependable. (They disclose sponsorships, engage consistently with followers) 3.) I perceive micro-influencers as honest and sincere. 4.) Micro-influencers are reliable in the content they share. 5.) Micro-influencers provide Accurate and reliable information. 	<p>(Hu, J., Shafie Sidek, Azmawani Abd Rahman, & Raja., 2024)</p>

<p>DV:Consumer Choices in Social Media</p>	<ol style="list-style-type: none"> 1.) As a consumer, I consider the familiarity of a micro-influencer as an attribute that can influence my purchase decision for a certain product or service. 2.) I think that negative publicity about a micro-influencer can influence my purchase decision. 3.) I am more likely to consider purchasing products or services endorsed by micro-influencers. 4.) I have purchased products and services endorsed by micro-influencers. 5.) Overall, I am satisfied with purchasing products or services advertised by micro-influencers. 	<p>(Fu, X., Kang, W., Wang, H., & Han, X.,2025)</p>
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3.5 Construct Measurement

Construct measurement is the process of transforming an abstract concept like a construct into specific and observable indicators or survey items that can be measured and investigated.

3.5.1 Nominal Scale

The nominal scale is used to data measured using names, labels, or categories that serve merely as identifiers and are not meant to convey any quantitative value or

order. This means that the classifications are mutually exclusive and only identify one group from another, for example, gender, and type of item. In research, the nominal scale is useful for categorizing people or variables into separate groups, but it does not support ranking, ordering, or mathematical operations other than counting the frequency of each category (Libretexts, 2025).

3.5.2 Ordinal Scale

Ordinal scale is one where the sequence matters but not the distinction in values (GraphPad, 2019). An ordinal scale (ordinal variable) is a categorical measuring scale that, unlike a nominal scale, has a distinct ordering or ranking of its categories. For example, very good, good, fair, bad, extremely poor; agreement scales; economic status (Mishra, P., Pandey, C., Singh, U., & Gupta, A., 2018).

3.5.3 Likert Scale

A Likert scale is a rating system. It is a measurement technique used in research to evaluate perceptions, ideas, and opinions. Likert scale questions are extremely flexible and can be applied to a variety of areas such as market research, employment engagement surveys, and customer satisfaction surveys (Qualtrics, 2022). In this study, I will employ a Likert scale with five points: 1 for strongly disagree, 2 for disagree, 3 for neutral, 4 for agree, and 5 for strongly agree for evaluating respondent's level of agreement. The Likert scales provide consistency and accuracy. It is a methodical approach to measuring variables that ensures precise and reliable data collection (Rimsha Zaffar, 2023).

3.5.4 Pilot Test

Table 3.1: The results of pilot study

No.	Construct Variables	Cronbach's Alpha	Number of Items
1.	Micro-Influencer Credibility	0.775	4
2.	Micro-Influencer Entertainment Value	0.725	5
3.	Micro-Influencer Expertise	0.660	5
4.	Micro-Influencer Trustworthiness	0.738	5
5.	Consumer Choices in social media	0.744	5

A pilot test, also known as a pilot study which is a brief feasibility study that was conducted prior to the major research to determine whether the research concept and techniques can be implemented successfully. It can be described as a small-scale study aimed to test essential elements of the strategies designed for a larger, more thorough investigation, including participant selection and retention, the appropriateness and clarity of instruments or questionnaires, data collection techniques, and practical problems like time, money, and logistics. Instead of addressing the primary research questions, the objective is to find and fix potential design flaws such as ambiguous items, trouble recruiting respondents, or problems with data collection and to avoid "fatal flaws" before dedicating an extensive amount of time and resources to a large-scale study (Lowe, 2019). 30 participants from the target population participated in a pilot study will be carried out as part of this study for evaluating clarity and reliability. The reliability findings from the pilot test with 30 respondents are shown in Table 3.1. Every five constructs have acceptable internal consistency for exploratory study, given the range of Cronbach's alpha values 0.660 to 0.775. Micro-influencer credibility shows the highest reliability $\alpha = 0.775$ with 4 items, while micro-influencer entertainment value $\alpha = 0.725$, micro-influencer trustworthiness $\alpha = 0.738$, and consumer choices in social media $\alpha = 0.744$ all demonstrate good reliability with 5 items each. Micro-influencer expertise records the lowest alpha $\alpha = 0.660$ but still exceeds the minimum

threshold of 0.60. As a result, every item for every construct was considered reliable.

3.6 Proposed Data Analysis Tool

Software systems that offer a range of features and capabilities for collecting, interpreting, and presenting data are known as data analysis tools. Certain technologies may be specialized in collecting and interpreting particular data sets. For instance, some tools may concentrate on market data, while others may concentrate on securities and performance. While some programs may just concentrate on analysis, others may also have features for securing data access and rights, visualizing statistics, and monitoring the quality of the data. The type of data a company collects and how it operates usually can determine which data analysis tool is most appropriate for it (*Data Analysis Tools: What They Are and How to Choose One*, 2024).

3.6.1 Descriptive Analysis

Measures of variability (spread) like variance, standard deviation, range, and interquartile range, as well as measures of central tendency like mean, median, mode and frequencies or percentages for categorical variables, typically supported by graphs like histograms, boxplots, and bar charts that show distribution and outliers, are examples of descriptive analysis. Its goal is to present a clear, concise picture of the sample, check data quality, identify unusual values, and describe how the sample data looks before any inferential or modeling work is done. (Cooksey, 2020).

3.6.2 Inferential Analysis

A subfield of statistics called inferential statistics employs analytical techniques to make conclusions regarding the population based on random sampling. The purpose of inferential statistics is to generalize about a group of people. A statistic from the

sample data such as the sample mean is used in inferential statistics to draw conclusions about the population parameter such as the population mean. By evaluating these samples obtained from population data, inferential statistics helps in the development of a thorough understanding of it. Using a range of analytical methods and assessments, it helps when making population-wide generalizations. To choose random samples that fairly represent the population, a variety of sampling techniques are used. Stratified sampling, cluster sampling, systematic sampling, and simple random sampling methods are a few of the most significant strategies (Cuemath, 2023). One of the types of inferential analysis is regression analysis. A collection of statistical technique called regression analysis is used to evaluate the connections between one or more independent variables and a dependent variable. It can be used to assess the degree of correlation between variables and to stimulate future relationships between them (Taylor, 2025).

3.6.3 Multiple Linear Regression Analysis

Multiple Linear Regression was employed to calculate the association between at least two independent variables and a single dependent variable. Researchers are able to employ multiple linear regression to understand the extent which two or more independent variables have a significant correlation with one dependent variable. The value of the dependent variable at a particular value of the independent variables (Bevans, 2023). Multiple linear regression (MLR) is an effective analytical method because it allows researchers to evaluate the individual influence of each predictor while statistically adjusting for other factors. In fact, this indicates that when several variables may affect a result.

3.7 Conclusion

In summary, this chapter 3 described a demographic and sampling, data collection procedures, data analysis strategies, and research design as part of the research methodology. These decisions regarding methodology enable the research to be conducted methodically in order to achieve the investigation's goals.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

The results of the data analysis conducted to look into the connections between consumer decisions in social media, micro-influencer credibility, micro-influencer entertainment value, micro-influencer knowledge, and micro-influencer trustworthiness are presented in this chapter 4. Structured questionnaires were used to gather data from 189 respondents.

4.1 Descriptive Analysis

It is a statistical procedure that summarizes acquired data and describes a sample's major characteristics. In order to show the major characteristics of the dataset in an understandable and concise manner, it usually reports results using metrics like frequencies, percentages, medians, and standard deviations (Elsaman, H. A., El-Bayaa, N., & Kousihan, S.,2022).

4.1.1 Demographic Profile of Respondents

4.1.1.1 Respondent's Gender

Table 4.1: Gender

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	154	81.5	81.5	81.5
	Male	35	18.5	18.5	100.0
	Total	189	100.0	100.0	

Source: Developed for the research

It shows the total number of responders was 189. There were 154 female responders (81.5%) and 35 male respondents (18.5%).

4.1.1.2 Respondent's Age Group

Table 4.2: Age Group

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-22	90	47.6	47.6	47.6
	23-27	59	31.2	31.2	78.8
	28-32	17	9.0	9.0	87.8
	33-37	10	5.3	5.3	93.1
	38 and above	13	6.9	6.9	100.0
	Total	189	100.0	100.0	

Source: Developed for the research

It shows there are 90 respondents (47.6%) were between the ages of 18 and 22, 59 respondents (31.2%) were between the ages of 23 and 27, 17 respondents (9.0%) were between the ages of 28 and 32, 10 respondents (5.3%) were between the ages of 33 and 37, and 13 respondents (6.9%) were older than 38.

4.1.1.3 Respondent's Occupation

Table 4.3: Occupation

		Occupation			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employee	1	.5	.5	.5
	Executive	10	5.3	5.3	5.8
	Manager	10	5.3	5.3	11.1
	Professional	7	3.7	3.7	14.8
	Self-employed	24	12.7	12.7	27.5
	Student	137	72.5	72.5	100.0
	Total	189	100.0	100.0	

Source: Developed for the research

The majority of 137 respondents (72.5%) were students, with self-employed people 24, (12.7%) coming in second. Furthermore, 10 respondents (5.3%) were managers, 10 respondents (5.3%) were executives, 7 respondents (3.7%) were professionals, and 1 respondent (0.5%) was an employee.

4.1.1.4 Respondent's Highest Education Level

Table 4.4: Highest Education Level

		Education			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor's degree	152	80.4	80.4	80.4
	Diploma/Foundation	12	6.3	6.3	86.8
	Postgraduate (Master/PHD)	12	6.3	6.3	93.1
	Prefer not to say	1	.5	.5	93.7
	SPM	8	4.2	4.2	97.9
	STPM/A-Level/UEC	4	2.1	2.1	100.0
	Total	189	100.0	100.0	

Source: Developed for the research

Most of the 152 respondents (80.4%) held a bachelor's degree. 12 respondents were Diploma/Foundation (6.3%) and 12 respondents were Postgraduate Master/PhD (6.3%) come next. Moreover, 8 respondents (4.2%) had SPM, 4 respondents (2.1%) had STPM/A-Level/UEC, and only 1 respondent (0.5%) chose prefer not to say.

4.1.1.5 Respondent's Income Level

Table 4.5: Income Level

		Income			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Above RM7200	11	5.8	5.8	5.8
	Below RM2500	112	59.3	59.3	65.1
	Prefer not to say	15	7.9	7.9	73.0
	RM2,501-RM4850	32	16.9	16.9	89.9
	RM4851-RM7200	19	10.1	10.1	100.0
	Total	189	100.0	100.0	

Source: Developed for the research

There are 112 respondents (59.3%) reported incomes below RM2500. RM2,501–RM4,850 was reported by 32 respondents (16.9%). 11 respondents (5.8%) reported earning more than RM7,200, while 19 respondents (10.1%) claimed earning between RM4,851 and RM7,200. Furthermore, 15 respondents (7.9%) said they would rather not disclose their salary.

4.2 Reliability Analysis

Table 4.6: Reliability Analysis of the research

Constructs	Cronbach's Alpha	Number of Items
Micro-Influencer Credibility	0.792	4
Micro-Influencer Entertainment Value	0.701	5
Micro-Influencer Expertise	0.786	5
Micro-Influencer Trustworthiness	0.814	5
Consumer Choices in Social Media	0.658	5

Source: SPSS software

Micro-influencer credibility has good internal consistency (Cronbach's $\alpha = 0.792$) based on four items, indicating that the items measure credibility consistently, while

Micro-influencer entertainment value has acceptable reliability ($\alpha = 0.701$) with five items, indicating that the items are reasonably consistent in measuring entertainment value. Next, Micro-influencer trustworthiness has the strongest reliability among the constructs ($\alpha = 0.814$) with five items, indicating very consistent measurement, while Micro-Influencer Expertise also shows good reliability ($\alpha = 0.786$) across five items, suggesting the items align well in capturing expertise. On the other hand, consumer choices in social media has a moderate reliability level ($\alpha = 0.658$) based on five items, suggesting that the items are less consistent than the other variables.

4.3 Inferential Analysis

4.3.1 Multiple Regression Analysis

Table 4.7: Multiple Regression Analysis of the research

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.725 ^a	0.525	0.515	0.35531

- a. Predictors: (Constant), Micro-influencer credibility, micro-influencer entertainment value, micro-influencer expertise, Micro-influencer trustworthiness
- b. Dependent Variable: Consumer choices in social media

It shows the correlation between all predictors such as credibility, entertainment value, expertise, trustworthiness together and consumer choices in social media is $R=0.725$, which demonstrates a strong positive relationship. The model clarifies 52.5% of the variance in consumer choices. Besides, there are half of the changes in consumer choices can be explained by the four micro-influencer attributes. Additionally, Adjusted R Square= 0.515 is very close to 0.525 , it shows the model still fits well after adjusting regarding the quantity of predictors. This suggest the model is not biased and is dependable.

4.3.2 ANOVA Analysis

Table 4.8: Analysis of Variance (ANOVA)

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	25.700	4	6.425	50.892	<0.001 ^b
Residual	23.230	184	0.126		
Total	48.930	188			

Source: SPSS software

The regression model is essential, $F=50.892$, $p<0.001$ which means the four micro-influencer attributes taken together, it explains a large part of the differences in consumer choices. These attributes as a group have a strong and meaningful effect on consumer choices.

4.3.3 Coefficient

Table 4.9: Coefficient

Variable	B	Std. Error	Beta	t	Sig.
Constant	1.202	0.237		5.062	<0.001
CR mean	0.281	0.065	0.340	4.285	<0.001
EV mean	0.211	0.071	0.205	2.987	0.003
EXP mean	0.047	0.066	0.058	0.707	0.480
Trustworthiness	0.187	0.060	0.240	3.110	0.002

Source: SPSS software

The results of multiple regression indicate that while expertise is not statistically significant, credibility, entertainment value, and trustworthiness have positive and statistically significant influence on consumer choices in social media. In particular, credibility is a significant predictor which is ($B = 0.281$, $Beta = 0.340$, $t = 4.285$, $Sig. < 0.001$). This result shows that, when all other variables remain constant, consumer

choices increase by 0.281 units for each unit increase in credibility. It is also the strongest predictor due to its highest standardized beta (Beta = 0.340). Besides, consumer choices are also significantly predicted by entertainment value (B = 0.211, Beta = 0.205, t = 2.987, Sig. = 0.003) to showing that consumer choices rising by 0.211 units for every unit increase in entertainment value. Additionally significant (B = 0.187, Beta = 0.240, t = 3.110, Sig. = 0.002), trustworthiness raises consumer choices by 0.187 units for every unit increase. On the other hand, expertise does not significantly affect customer decisions in this model when the other variables were taken into account (B = 0.047, Beta = 0.058, t = 0.707, Sig. = 0.480).

4.3.4 Pearson's Correlation Coefficient Analysis

Table 5.0: Pearson's Correlation Coefficient Table

	CR mean	EV mean	EXP mean	T mean	CC mean
CR mean	1				
EV mean	0.583(**)	1			
EXP mean	0.698(**)	0.505(**)	1		
T mean	0.685(**)	0.642(**)	0.686(**)	1	
CC mean	0.667(**)	0.562(**)	0.621(**)	0.587(**)	1

There is a positive and substantial correlation ($p < 0.01$) between each variable, thus higher micro-influencer attributes are linked to higher consumer choices. According to table 4.8, credibility (CR mean) indicates the strongest relationship with consumer choices, followed by entertainment value (EV mean), expertise (EXP mean) and trustworthiness (T mean). In this study, credibility is the most important attribute driving consumer choices in social media. People who consider the micro-influencer as more credible, likely experience higher consumer decision consequences. For instance, consumers are likely to select and possess higher purchase intentions. Credibility increases followers' willingness to believe product claims and follow guidance since it fosters trust and reduces perceived risk (An, G. K., Ngo, T. T. A., Tran, T. T., & Nguyen, P. T. ,2024).

4.4 Conclusion

The results of the study were explained in this chapter. In order to investigate how micro-influencer attributes impact consumer choices in social media, it involves the respondents' demographic profile, reliability analysis, and inferential tests such as multiple regression, ANOVA and Pearson correlation.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATION

5.0 Introduction

The main conclusions are outlined and explains their significance in this chapter. It examines the study's implications for practice and theory, highlights the study's shortcomings and offers suggestions for further study.

5.1 Discussions of Major Findings

Table 5.1: Discussion of Major Findings

Hypothesis	Significant Value	Supported/Not Supported
H1: Micro-influencer credibility positively affects consumer choices in social media.	$p < .001$ $p < 0.05$	Supported
H2: Micro-influencer entertainment value positively affects consumer choices in social media.	$p = 0.003$ $p < 0.05$	Supported
H3: Micro-influencer expertise positively affects consumer choices in social media.	$p = 0.480$ $p > 0.05$	Not Supported
H4: Micro-influencer trustworthiness positively affects consumer choices in social media.	$p = 0.002$ $p < 0.05$	Supported

Source: Developed for research

To figure out whether the goals of the study and hypotheses have been tested, this section emphasizes on the examination of the key findings from Chapter 4. The purpose of this study is to evaluate how micro-influencer attributes consumer choices in social media. There are 189 respondents' feedback were collected for this analysis.

5.1.2 Micro-Influencer Credibility

The hypothesis test's findings show that consumer choices in social media are

significantly positively impacted by micro-influencer credibility which is H1 supported, $p < .001$. This suggests that when the micro-influencer is viewed as reliable, truthful, and credible, consumers are more likely to make beneficial choices such as contemplating, liking and buying since credibility lowers uncertainty and enhances confidence in the advice (Weismueller, J., Harrigan, P., Wang, S., & Soutar, G. N., 2020).

5.1.3 Micro-Influencer Entertainment Value

The results of the hypothesis test shows that consumer decisions on social media are positively impacted by the entertainment value of micro-influencers, and the relationship is statistically significant $p = 0.003$. The null hypothesis is rejected and H2 is supported because 0.003 is less than the typical significance level of 0.05, which shows that there is not much likelihood of seeing this impact "by chance" if there were actually no connection. In practice, entertaining micro-influencer material such as fun, humorous or pleasurable postings may enhance followers' positive moods and engagement, making them more likely to consider, pick, or buy the recommended products (Ao et al., 2023). This pattern fits in with earlier influencer-marketing research demonstrating that customers' behavior and purchase intentions have a positive relationship with hedonic value, and that humor-driven enjoyment can increase the persuasiveness of influencer messages through followers' hedonic experience (Barta et al., 2023).

5.1.4 Micro-Influencer Expertise

The results of the hypothesis show that micro-influencer expertise has no discernible effect on consumer choices made on social media (H3 not supported, $p = 0.480$). The connection is not considered significant since $p = 0.480$ is greater than the standard 0.05 significance level, showing that there is insufficient data to draw the conclusion that "expertise" influences consumer choices in this sample. A reasonable explanation is the

followers of micro-influencers may rely on trust signs which includes credibility, engaging content and trustworthiness when making decisions, whereas perceived expertise may be less visible. Besides, the result also fits in line with other studies demonstrating that expertise may not be relevant in some influencer contexts such as cosmetics (Sitorus, B. A., Azwa Ambad, S. N., & Robert Dawayan, C. ,2024). Moreover, consumer purchase intention is heavily influenced by authenticity, credibility and entertainment value pathways, which may exceed direct "only expertise" benefits (Hani, G., Haider, S. W., Raza, A., Silva, S. C., & Dias, J. C. ,2024).

5.1.5 Micro-Influencer Trustworthiness

The results of the hypothesis test shows that customer decisions in social media are positively impacted by micro-influencer trustworthiness which is H4 supported, $p = 0.002$. The null hypothesis is rejected since the relationship is highly significant when $p = 0.002 < 0.05$, indicating that the effect is unlikely to be the result of chance. This implies that when a micro-influencer is seen as trustworthy, sincere, and honest, their followers feel more comfortable depending on the advice. For instance, consumer's preference, intention to buy, or purchase-related decisions. According to earlier research, trustworthiness is a vital credibility cue in influencer marketing and is associated with increased behavioral reactions and purchase intention, particularly when followers believe the influencer to be genuine and trustworthy (Andonopoulos, V., Lee, J. (Jiyeon), & Mathies, C. ,2023).

5.2 Implications of the study

The findings of this study include practical and theoretical implications. This study explains how micro-influencer attributes affect consumer choices in social media using Source Credibility Theory, the Source Attractiveness Model, and Uses and Gratifications Theory. The findings can assist regulators and practitioners enhance

influencer marketing policies and develop more effective social media campaigns.

5.2.1 Practical Implications

In this study, the finding has two key practical implications for practitioners especially in a beauty and cosmetics industry and micro-influencers. First, the findings suggest that micro-influencer content on social media should strike a balance between entertainment and knowledge, rather than being purely entertaining or informative. Micro-influencers should be encouraged by brands to produce entertaining and interesting content, such as using humor, storytelling, or inventive video formats, but still incorporating clear product-related information that demonstrates their skill and understanding. The possibility that consumers will think about, select, or try the advertised beauty and cosmetics products is increased by this balance, which also helps attract and capture the consumers' attention (Ao et al., 2023)

Second, the results emphasize how crucial it is to promote enduring, trust-based partnerships between micro-influencers and businesses. Because credibility and trustworthiness have significant impacts on consumer choices, one-time, highly commercialized posts may be ineffective. In fact, companies in the beauty and cosmetics industries are being encouraged to form enduring partnerships with a smaller group of micro-influencers who share their opinions. Influencers might demonstrate consistent behavior, honest product reviews, and real usage over time due to this continuity, which enhances followers' trust and may result in increased purchase intention and loyalty.

5.2.2 Theoretical Implications

It provides to theory by demonstrating how micro-influencer attributes influence consumer choices in a social media arena. In particular, the findings also enhance the Source Attractiveness Model and Source Credibility Theory while also expanding the Uses and Gratifications Theory to a social media. First, the findings strengthening

Source Attractiveness Model (SAM) in connection with micro-influencer marketing. This suggests that when micro-influencers show appealing personal traits like confidence and a relatable personality and visible outcomes such as "glow up" results, followers may be more convinced. This might result in higher purchase intentions and consumer choices.

Second, the results reinforce Source Credibility Theory (SCT) by demonstrating the strong correlation between followers' social media purchasing decisions and credibility. Thus, followers are more inclined to accept recommendations and convert them into purchase intentions and actual choosing behavior when a micro-influencer is seen as reliable and trustworthy (Sokolova & Kefi, 2020).

Third, the study strengthens the Uses and Gratifications Theory (UGT) by demonstrating that consumer choices in social media can be directly influenced by the entertainment and informational gratifications obtained from micro-influencer contents. This indicates followers' demands for pleasure and direction are better met when micro-influencers deliver entertaining and engaging content like entertainment gratification together with product knowledge, evaluations, or advice. As a result, followers become more motivated to rely on the information, which boosts purchase intent and promotes greater consumer choice behavior in social media.

5.3 Limitations of the study

There was a demographic limitation because the respondents were only people who use social media in this research. Because the questionnaire was distributed online, participation required internet access and some familiarity with social media platforms, which may have resulted in an overrepresentation of frequent users who are more exposed to micro-influencer content and more accustomed to engaging in influencer marketing. Besides, people who rarely use social media, have restricted internet connection, or do not follow influencers were most likely underrepresented. This sampling characteristic might restrict the findings' generalizability, as the relationships observed between micro-influencer attributes and consumer choices may be stronger

among active users due to higher visibility, platform involvement, and opportunities to engage with content created by influencers. As a result, the findings should be considered to be representing the beliefs and behavioral inclinations of socially active online audiences rather than the whole population, which includes low-frequency users and non-users. In addition, the sample in this study had an uneven gender distribution, with responders who were female more numerous compared to responders who were male. Thus, the findings may reflect female perspectives more strongly and may not fully capture or generalize to male consumers' views.

Furthermore, another weakness of this study is narrow scope of variables. The study only focused on four variables of micro-influencer attribute such as credibility, entertainment value, expertise and trustworthiness as predictors of consumer choices in social media. Other possibly significant aspects, such as perceived similarity, authenticity, parasocial interaction, platform technology, and brand-related variables which is including brand familiarity and brand attitude were not be explored.

5.4 Recommendations for future research

To increase the precision of the outcomes and address this limitation, future research should expand the sample demographic by using mixed data collection channels, such as distributing the survey through both online and offline methods. It will gather responses from both active and less active social media users. Additionally, future research ought to utilize gender quotas like 50% female and 50% male during data collecting to enhance the participation of male respondents in order to eliminate gender imbalance and ensure a fair and balanced sample.

Also, future research should broaden the set of independent variables to include micro-influencer attributes to encompass attributes like perceived similarity, perceived authenticity, parasocial interaction, platform-related features, brand familiarity, and brand attitude. These variables may influence how consumers interpret influencer content and transform it into consumer choices. Future research should also examine the reliability of the model across various product categories. For example, food and

beverage, gaming, and blind box products as consumers' choices may differ based on perceived risk, hedonic versus utilitarian consumption, and extent of engagement. Researchers are also encouraged to include people who do not actively follow micro-influencers or use social media on frequently, since this would offer a more extensive view of consumer behaviour and improve the findings' generalizability across broader audience segments.

5.5 Conclusion

Throughout this chapter 5, it summarized the main conclusions and discussed their importance. It addressed the study's practical and theoretical implications, acknowledged its weaknesses, and provided recommendations for future research.

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APPENDIX



UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT

BACHELOR OF INTERNATIONAL BUSINESS (HONS)

UKMZ 3016 RESEARCH PROJECT

The Impact of Micro-Influencer Attributes on Consumer Choices in Social Media

Survey Questionnaires

Dear Respondent,

I am currently conducting an academic research study as part of my Final Year Project at University Tunku Abdul Rahman (UTAR), titled: “The Impact of Micro-Influencer Attribute on Consumer Choices in Social Media.”

The purpose of this research is to investigate Micro-Influencer 's credibility, expertise, entertainment value, and trustworthiness in influencing consumer choices on social media. Your valuable responses will help us better understand how key attributes such as credibility, entertainment value, expertise and trustworthiness in social media.

Completing the questionnaire will take approximately 5 minutes. There are no known risks in participating and your response will remain confidential and used solely for research purposes. Your participation is voluntary, and you may withdraw at any time without consequence.

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.

Thank you for your participation.

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 qiaoenn06@utar.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 proceed

Section A: Respondent Information

1. Which type of micro-influencer do you usually follow? *(Tick one only)*

- Beauty/Fashion
- Food & Beverage
- Tech/Gadgets
- Fitness/Wellness
- Travel
- Finance/Investment
- Gaming
- Others (please specify): _____

2. How often did you see or interact with micro-influencer product posts in the past one week?
(Tick one only)

- 1–2 times
- 3–4 times

- 5 times
- Never

3. What is the main reason you would consider buying a product recommended by a micro-influencer? (*Tick one only*)

- Credibility (gives evidence/reviews)
- Expertise (knowledge in the product area)
- Entertainment value (content is engaging/fun)
- Trustworthiness/Authenticity (honest, transparent about ads)
- Relatability (similar lifestyle to me)
- Others (please specify): _____

4. Where do you normally see micro-influencer product recommendations? (*Tick one only*)

- Instagram (Feed/Stories/Reels)
- TikTok
- YouTube (Videos/Shorts)
- Facebook
- Livestreams (IG Live/TikTok Live/YouTube Live)
- Others (please specify): _____

5. In the past three months, how many purchases did you make because of a micro-influencer's recommendation? (*Tick one only*)

- 0
- 1–2
- 3–4

5–6

More than 6

Section B: Impacts of Micro-Influencer Attributes on Consumer Choices in Social Media

INSTRUCTIONS: Listed below are different impacts that attributes on consumer choices in social media. Please indicate how strongly you agree or disagree with each statement by placing a tick on the number from 1 to 5, where:

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Micro-influencer Credibility

	SD	D	N	A	SA
Micro-influencers exhibit a high level of credibility.					
I perceive micro-influencers as credible sources.					
Micro-influencers offer trustworthy information.					
I consider micro-influencers to be dependable. (Reliable in their information, and knowledgeable in their niche)					

Micro-influencer Entertainment Value

	SD	D	N	A	SA
Following micro-influencers on social media platforms provides me with a lot of fun.					
The content shared by micro-influencers on social media platforms is enjoyable.					
The content shared by micro-influencers on social media platforms keeps me engaged.					
The process of using social media platforms with micro-influencer content is enjoyable.					
I find using social media platforms with micro-influencer content to be engaging.					

Micro-influencer Expertise

	SD	D	N	A	SA
I perceive micro-influencers as experts in their respective niches.					
I believe micro-influencers possess significant expertise.					
Micro-influencers exhibit a high level of competence					
Micro-influencers display extensive knowledge.					
I consider micro-influencers to be qualified in their fields.					

Micro-influencer Trustworthiness

	SD	D	N	A	SA
I find micro-influencers to be trustworthy sources of information.					
Micro-influencers come across as dependable. (They disclose sponsorships, engage consistently with followers)					
I perceive micro-influencers as honest and sincere.					
Micro-influencers are reliable in the content they share.					
Micro-influencers provide accurate and reliable information.					

Consumer Choices in Social Media

	SD	D	N	A	SA
As a consumer, I consider the familiarity of a micro-influencer as an attribute that can influence my purchase decision for a certain product or service.					
I think that negative publicity about a micro-influencer can influence my purchase decision.					
I am more likely to consider purchasing products or services endorsed by micro-influencers.					
I have purchased products and services endorsed by micro-influencers.					
Overall, I am satisfied with purchasing products or services advertised by micro-influencers.					

Section C: Demographic Profile

1. Gender

- Female
- Male

2. Age group

- Below 18
- 19-23
- 24-28
- 29-33
- 34-38
- 39 and above

3. Occupation

- Student
- Self-employed
- Professional
- Manager
- Executive
- Others (please specify): _____

4. Highest education level

- Secondary School/SPM
- STPM/A-Level/UEC

- Diploma/Foundation
- Bachelor's degree
- Postgraduate (Master/PHD)
- Other (please specify): _____
- Prefer not to say

5.Income level

- Below RM2500
- RM2,501-RM4850
- RM4851-RM7200
- Above RM7200
- Prefer not to say

Appendix: Group 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	Dr Farah Waheda Binti Jalaludin	
6.	Determinants of Firm Performance Among Malaysian SMEs in Cross-Border E-Commerce	Lee Yee Heng		
7.	The Influence of E-Commerce Live Streaming Features on Consumer Trust and Purchase Intention in Malaysia	Lai Jing Yu	Dr Komathi a/p Munusamy	
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 Kim Ann	

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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 Munusamy	16 October 2025 – 15 October 2026
13.	Exploring Job Seekers' Experiences and Intention to Use AI Technologies in Recruitment in Malaysia	Nyew Shuen Yee	Dr Mahendra Kumar a/l Chelliah	
14.	The Role of Emotional Marketing on Instagram in Shaping Generation Z's Purchase Intention toward Pop Culture Collectibles	Chu Hor Yin	Dr Malathi Nair a/p G Narayana Nair	
15.	The Impact of Cross-Cultural Human Resource Management Practices on Employee Performance in Multinational Corporation (MNCs)	Pang Yun Ling	Dr Cheah Lee Fong	
16.	Factors that Influence Consumers' Purchase Intention Based on Brand Trust for Battery Electric Vehicle (BEV) in Malaysia	Chaw Khun Thin	Dr Sia Bee Chuan	
17.	The Impact of Marketing on Customer Behaviour: Fashion and Daily Clothing	Reyes Loh Chang Le	Dr Law Kian An	
18.	Factors Influencing Purchase Intention on Plant-Based Food in Malaysia	Tan Guan Ming	Pn Faridah Hanum Binti Arman	
19.	Factors Influencing Consumers' Intention to Participate in Racquet Sports	Pang Poh Yee	Dr Cheah Lee Fong	
20.	Factors of Hybrid Workplace that Affect Employees' Work Performance	Tan Ling Zi	Ms Hooi Pik Hua @ Rae Hooi	
21.	The Influence of TikTok on Consumer Purchase Decisions for Beauty and Personal Care (BPC) Products Among Generation Z in Malaysia	Lim Zhi Qing	Dr Sia Bee Chuan	
22.	False Feedback, Real Consequences: The Effect of Fake Reviews on E-commerce Trust and Credibility	Lee Kar Man	Ms Low Suet Cheng	
23.	The Impact of Delivery Service, Time, Security and Privacy, and Price on Consumer Satisfaction Towards Online Food Delivery Services in Malaysia	Loy Hew Lam		
24.	To Assess the Digital Literacy of Great Eastern Life Assurance Policyholders to use E-Connect	Jank Eng Jian Yee	Pn Ezatul Emilin 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 An	
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 Sui Yee	Dr Yeong Wai Man	
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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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 Jia	
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 Munusamy	
45.	Factors Affecting SMEs' Performance in Malaysia	Brandon Cheong Zhu 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	Chong 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 Hanom Binti Anran	
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 Jinn	Dr Law Kian Aun	
57.	Sustainable Supply Chain Practices in Last-Mile Delivery	Lee Guy Hoe	Dr Komathi a/p Munusamy	
58.	How FoMO-AI and Technology Acceptance Factors Affect the Intention to Learn Artificial Intelligence	Choo Min Xin	Dr Corinne Lee Mei Jyin	
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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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 4.2: Result of Reliability Test

Independent Variable: Micro-Influencer Credibility

Case Processing Summary			
		N	%
Cases	Valid	189	100.0
	Excluded ^a	0	.0
	Total	189	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.792	4

Independent Variable: Micro-Influencer Entertainment Value

Scale: CV2-EV

Case Processing Summary			
		N	%
Cases	Valid	189	100.0
	Excluded ^a	0	.0
	Total	189	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.701	5

Independent Variable: Micro-Influencer Expertise

Scale: CV3-EXP

Case Processing Summary

		N	%
Cases	Valid	189	100.0
	Excluded ^a	0	.0
	Total	189	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.786	5

Independent Variable: Micro-Influencer Trustworthiness

Scale: CV4-T

Case Processing Summary

		N	%
Cases	Valid	189	100.0
	Excluded ^a	0	.0
	Total	189	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.814	5

Dependent Variable: Consumer Choices in Social Media

Scale: DV

Case Processing Summary

		N	%
Cases	Valid	189	100.0
	Excluded ^a	0	.0
	Total	189	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.658	5

Appendix 4.3: Multiple Linear Regression Analysis

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	.725 ^a	.525	.515	.35531	.525	50.892	4	184	<.001

a. Predictors: (Constant), Tmean, EVmean, CRmean, EXPmean

b. Dependent Variable: CCmean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.700	4	6.425	50.892	<.001 ^b
	Residual	23.230	184	.126		
	Total	48.930	188			

a. Dependent Variable: CCmean

b. Predictors: (Constant), Tmean, EVmean, CRmean, EXPmean

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations		
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part
1	(Constant)	1.202	.237		5.062	<.001	.733	1.670			
	CRmean	.281	.065	.340	4.285	<.001	.151	.410	.667	.301	.218
	EVmean	.211	.071	.205	2.987	.003	.072	.350	.562	.215	.152
	EXPmean	.047	.066	.058	.707	.480	-.084	.178	.587	.052	.036
	Tmean	.187	.060	.240	3.110	.002	.069	.306	.621	.223	.158

a. Dependent Variable: CCmean

Correlations

		CRmean	EVmean	Tmean	EXPmean	CCmean
CRmean	Pearson Correlation	1	.583**	.698**	.685**	.667**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	189	189	189	189	189
EVmean	Pearson Correlation	.583**	1	.505**	.642**	.562**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	189	189	189	189	189
Tmean	Pearson Correlation	.698**	.505**	1	.686**	.621**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	189	189	189	189	189
EXPmean	Pearson Correlation	.685**	.642**	.686**	1	.587**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	189	189	189	189	189
CCmean	Pearson Correlation	.667**	.562**	.621**	.587**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	189	189	189	189	189

** . Correlation is significant at the 0.01 level (2-tailed).