


**Faculty of Economics and Business**

# The Impact of Influencer Attributes on Consumer Information Adoption and Purchase Intention of Cosmetic Products in Malaysia: The Mediating Effect of Information Credibility

**Nurashikin Binti Nazer Mohamed**

**Doctor of Philosophy**
**2023**

# The Impact of Influencer Attributes on Consumer Information Adoption and Purchase Intention of Cosmetic Products in Malaysia: The Mediating Effect of Information Credibility

Nurashikin Binti Nazer Mohamed

A thesis submitted

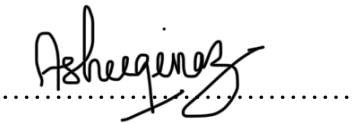
In fulfillment of the requirements for the degree of Doctor of Philosophy

(Marketing)

Faculty of Economics and Business
UNIVERSITI MALAYSIA SARAWAK
2023

## DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Malaysia Sarawak. Except where due acknowledgements have been made, the work is that of the author alone. The thesis has not been accepted for any degree and is not concurrently submitted in candidature of any other degree.



Signature

Name: Nurashikin Binti Nazer Mohamed

Matric No.: 16010097

Faculty of Economics and Business

Universiti Malaysia Sarawak

Date : 23 October 2023

## ACKNOWLEDGEMENT



My dissertation for the doctor of philosophy is now complete. Syukur Alhamdulillah and I give praise and thanks to Allah SWT for the blessing.

First, I want to convey my utmost appreciation to my advisor, Associate Professor Dr. Norizan Binti Jaafar, for the ongoing advice, insightful comments, and continual support she has provided me throughout my path toward earning my PhD.

Most importantly, I would like to express my deepest gratitude, especially to my beloved mother, husband, and my son, for consistently supporting me through all the hardships, as well as for showering me with love, understanding, and patience as I worked toward earning my PhD.

In addition, I would like to extend my gratitude to my siblings for their support and encouragement.

Last but not least, I would like to take this opportunity to those who have contributed directly or indirectly to my dissertation for a degree of doctoral philosophy.

## ABSTRACT

Consumers tend to pay attention to the information shared by influencers due to the influencers' first-hand knowledge of products or services. In Malaysia, women consumers prefer to seek information from beauty influencers on YouTube since they rely more on the recommendations made by those influencers. Therefore, the aim of this study is to examine the effect of influencer attributes on information credibility, thus has a significant impact on women consumers' information adoption and purchase intention towards cosmetic products in Malaysia. In this study, the data was collected by distributing an online questionnaire using purposive and snowball sampling that yielded a total of 393 responses for data analysis. Data were analysed using the structural equation modelling (SEM) method via IBM-SPSS-AMOS version 24.0. All the influencer attributes were found to have significant effects on information credibility. In addition, information credibility had a significant direct effect on information adoption and purchase intention. Information adoption also had a significant effect on purchase intention. Apart from analysing the direct effects among the constructs, the mediating effects were also analysed. Information credibility acted as a partial mediator of the relationships between expertise and information adoption, expertise and purchase intention, information quality and information adoption, and information quality and purchase intention. Besides, information credibility fully mediated the relationships between other influencer attributes (attractiveness, trustworthiness, and homophily) and information adoption and purchase intention. This study has found evidence on the influence of information credibility on the relationships between the influencer attributes and consumers' information adoption and purchase intention. Marketing practitioners could refer to this study's findings in building relationships with social media influencers. For future studies, the conceptual model could be expanded through modification or the inclusion of

new constructs. Furthermore, examining the influence of social media influencers on the adoption of information and purchase intention in both genders by looking at the influence on men and women could gauge the model's effectiveness across diverse contexts.

**Keywords:** Information adoption, information credibility, purchase intention, social media influencer, user generated content

***Pengaruh Atribut Pempengaruh Media Sosial terhadap Penerimaan Maklumat dan Niat Membeli Pengguna: Kesan Pengantara Kredibiliti Maklumat***

## *ABSTRAK*

*Pengguna lebih cenderung menumpukan perhatian kepada maklumat yang dikongsi oleh pempengaruh kerana mereka mempunyai pengetahuan langsung berkenaan dengan produk atau perkhidmatan. Di Malaysia, pengguna lebih suka mendapatkan maklumat daripada pempengaruh kecantikkan di YouTube kerana mereka meletakkan tahap kepercayaan yang lebih tinggi terhadap cadangan yang diberikan oelh pempengaruh. Oleh itu, tujuan penyelidikan ini adalah untuk mengkaji pengaruh atribut pempengaruh media sosial terhadap kredibiliti maklumat, sekali gus mempunyai kesan yang signifikan terhadap penerimaan maklumat dan niat pembelian pengguna wanita terhadap produk kosmetik di Malaysia. Dalam penyelidikan ini, data dikumpul dengan mengedarkan soal selidik dalam talian menggunakan persampelan bertujuan dan bola salji yang menghasilkan sejumlah 393 maklum balas untuk analisis data. Data dianalisis melalui kaedah yang dikenali sebagai Pemodelan Persamaan Struktur (SEM) dengan menggunakan IBM-SPSS-AMOS versi 24.0. Semua penentu ciri-ciri pempengaruh media sosial didapati mempunyai kesan yang ketara terhadap kebolehpercayaan maklumat. Di samping itu, kebolehpercayaan maklumat mempunyai kesan langsung yang ketara terhadap penggunaan maklumat dan niat pembelian. Selain itu, penggunaan maklumat juga mempunyai kesan yang ketara terhadap niat pembelian. Selain daripada menganalisis kesan langsung antara konstruk, kesan pengantara juga dianalisis. Kebolehpercayaan maklumat memainkan peranan sebagai pengantara separa bagi hubungan antara Kepakaran dengan Penggunaan Maklumat, Kepakaran dengan Niat Pembelian, Kualiti Maklumat dengan Penggunaan Maklumat dan akhirnya menjadi pengantara separa bagi hubungan antara Kualiti Maklumat dengan Niat*

*Pembelian. Sementara itu, Kebolehpercayaan Maklumat juga menjadi pengantara sepenuhnya bagi hubungan antara penentu lain ciri-ciri pempengaruh media sosial (daya tarikan, kebolehpercayaan, dan homofili) dengan penggunaan maklumat dan niat pembelian. Penyelidikan membuktikan bahawa kebolehpercayaan maklumat merupakan salah satu faktor yang mempengaruhi hubungan antara penentu ciri-ciri pempengaruh media sosial dengan penggunaan maklumat pengguna dan niat pembelian. Penemuan ini boleh dimanfaatkan oleh pengamal pemasaran sebagai garis panduan untuk menjalinkan hubungan dengan pempengaruh media sosial. Untuk kajian akan datang, model konsep boleh dikembangkan melalui pengubahsuaian atau kemasukan konstruk baharu. Tambahan pula, mengkaji pengaruh pengaruh media sosial terhadap penerimaan maklumat dan niat membeli dalam kedua-dua jantina dengan melihat pengaruh ke atas lelaki dan wanita boleh mengukur keberkesanan model merentas pelbagai konteks.*

***Kata kunci:*** *Penerimaan maklumat, kridibiliti maklumat, niat membeli, pempengaruh media sosial, kandungan janaan penguna*

## TABLE OF CONTENTS


| | | Page |
|---|---|---|
| **DECLARATION** | | i |
| **ACKNOWLEDGEMENT** | | ii |
| **ABSTRACT** | | iii |
| **ABSTRAK** | | v |
| **TABLE OF CONTENTS** | | vii |
| **LIST OF TABLES** | | xvii |
| **LIST OF FIGURES** | | xxii |
| **LIST OF ABBREVIATIONS** | | xxiv |
| **CHAPTER 1** | **INTRODUCTION** | 1 |
| 1.1 | Introduction | 1 |
| 1.2 | Background of Study | 2 |
| 1.2.1 | Malaysia Scenario | 4 |
| 1.2.2 | Cosmetic Industry | 9 |
| 1.2.3 | YouTube Beauty Influencer | 10 |
| 1.3 | Problem Statement | 13 |
| 1.4 | Research Objectives | 17 |
| 1.5 | Research Questions | 18 |

1.6 Significance of Study 19

1.7 Scope of the Study 20

1.8 Definition of Key Terms 21

1.9 Organisation of Chapters 23

**CHAPTER 2 LITERATURE REVIEW** 26

2.1 Introduction 26

2.2 Concept of Word of Mouth, Electronic Word of Mouth and User Generated Content 27

2.2.1 Word of Mouth 27

2.2.2 Electronic Word of Mouth as a Form of Word of Mouth 30

2.2.3 User Generated Content as a Form of Electronic Word of Mouth 33

2.3 Influencer and User Generated Content 36

2.3.1 Social Media Influencer 40

2.4 Underpinning Theories in Developing the Conceptual Model 44

2.4.1 Source Credibility Model 44

2.4.2 Information Adoption Model 47

2.4.3 Stimulus Organism Response Model 49

2.5 Influencer Attributes 50

2.5.1 Expertise 54

2.5.2 Attractiveness 70

2.5.3 Trustworthiness 81

2.5.4 Homophily 96

2.5.5 Information Quality 104

2.6 Information Credibility 113

2.7 Information Adoption 125

2.8 Purchase Intention 131

2.9 Hypothesis Development 133

2.10 Research Gap 139

2.11 Proposed Conceptual Framework 143

2.12 Chapter Summary 147

**CHAPTER 3 METHODOLOGY** 148

3.1 Introduction 148

3.2 Research Paradigm 148

3.3 Research Design 150

3.3.1 Research Strategy 153

3.4 The Sampling Procedure 154

3.4.1 Target Population 154

3.4.2 Sampling Technique 157

3.4.3 Sample Size 163

3.5 Questionnaire Design and Layout 164

3.5.1 Instrument Development 166

3.5.2 Measurement Scale Development 170

3.5.3 Back-to-Back Translation 172

3.5.4 Expert Review 175

3.5.5 Pre-Testing 176

3.6 Pilot Study 180

3.6.1 Profile of Pilot Study Respondents 182

3.6.2 Descriptive Statistics 183

3.6.3 Exploratory Factor Analysis (EFA) 184

3.6.3.1 Bartlett's Test of Sphericity and Kaiser-Meyer-Olkin (KMO) 185

3.6.3.2 Total Variance Explained and Rotated Components Matrix 185

3.6.4 Summary Results for Exploratory Factor Analysis (EFA) 186

3.6.5 Internal Reliability Analysis (Cronbach's Alpha) 186

3.7 Ethical Consideration 188

3.8 Data Collection Method 189

3.8.1 Data Collection Procedure 190

3.9 Data Analysis 192

3.9.1 Measurement Model Analysis 194

3.9.2 Reliability and Validity Analysis 196

3.9.3 Evaluating the Model Fit 197

3.9.4 Hypothesis Testing 199

3.10 Chapter Summary 203

**CHAPTER 4 ANALYSIS AND FINDINGS** 204

4.1 Introduction 204

4.2 Response Rate 204

4.3 Data Coding 205

4.4 Data Screening 205

4.4.1 Missing Data 206

4.4.2 Reverse Coding 207

4.4.3 Outlier Assessment 207

4.4.4 Normality Check 210

4.5 Profile of Respondents 212

4.5.1 Demographic Profile 213

4.5.2 Respondents' YouTube Usage 216

4.6 Descriptive Analysis 218

4.7 Reliability Test 219

4.8 Validity Test 220

4.8.1 Convergent Validity 220

4.8.2 Discriminant Validity 222

4.9 Measurement Model 223

4.10 Testing the Hypothesis 226

4.10.1 Hypothesis 1: Expertise has a Significant and Positive Impact on Information Credibility 228

4.10.2 Hypothesis 2: Attractiveness Has a Significant and Positive Impact on Information Credibility 228

4.10.3 Hypothesis 3: Trustworthiness Has a Significant and Positive Impact on Information Credibility 228

4.10.4 Hypothesis 4: Homophily has a Significant and Positive Impact on Information Credibility 229

4.10.5 Hypothesis 5: Information Quality has a Significant and Positive Impact on Information Credibility 229

4.10.6 Hypothesis 6: Information Credibility has a Significant and Positive Impact on Information Adoption 230

4.10.7 Hypothesis 7: Information Credibility has a Significant and Positive Impact on Purchase Intention 230

4.10.8 Hypothesis 8: Information Adoption has a Significant and Positive Impact on Purchase Intention 231

4.10.9 Hypothesis 9: Information Credibility Mediate the Relationship Between Expertise and Information Adoption 231

4.10.10 Hypothesis 10: Information Credibility Mediate the Relationship Between Attractiveness and Information Adoption 234

4.10.11 Hypothesis 11: Information Credibility Mediate the Relationship Between

Trustworthiness and Information Adoption 236

4.10.12 Hypothesis 12: Information Credibility Mediate the Relationship Between Homophily and Information Adoption 238

4.10.13 Hypothesis 13: Information Credibility Mediate the Relationship Between Information Quality and Information Adoption 240

4.10.14 Hypothesis 14: Information Credibility Mediate the Relationship Between Expertise and Purchase Intention 242

4.10.15 Hypothesis 15: Information Credibility Mediate the Relationship Between Attractiveness and Purchase Intention 245

4.10.16 Hypothesis 16: Information Credibility Mediate the Relationship Between Trustworthiness and Purchase Intention 247

4.10.17 Hypothesis 17: Information Credibility Mediate the Relationship Between Homophily and Purchase Intention 249

4.10.18 Hypothesis 18: Information Credibility Mediate the Relationship Between Information Quality and Purchase Intention 251

4.11 Discussion of The Findings 253

4.11.1 Finding 1: Expertise Has a Significant and Positive Impact on Information Credibility 253

4.11.2 Findings 2: Attractiveness Has a Significant and Positive Impact on Information Credibility 254

4.11.3 Finding 3: Trustworthiness Has a Significant and Positive Impact on Information Credibility 256

4.11.4 Finding 4: Homophily Has a Significant and Positive Impact on Information Credibility 257

4.11.5 Finding 5: Information Quality Has a significant and positive impact on Information Credibility 258

4.11.6 Finding 6: Information Credibility Has a Significant and Positive Impact on Information Adoption 259

4.11.7 Finding 7: Information Credibility Has a Significant and Positive Impact on Purchase Intention 261

4.11.8 Finding 8: Information Adoption Has a Significant and Positive Impact on Purchase Intention 262

4.11.9 Finding 9: Information Credibility Mediates the Relationship Between Expertise and Information Adoption 263

4.10.10 Finding 10: Information Credibility Mediate the Relationship Between Attractiveness and Information Adoption 263

4.10.11 Finding 11: Information Credibility Mediate the Relationship Between Trustworthiness and Information Adoption 264

4.10.12 Finding 12: Information Credibility Mediate the Relationship Between Homophily and Information Adoption 264

4.10.13 Finding 13: Information Credibility Mediate the Relationship Between

Information Quality and Information Adoption 265

4.10.14 Finding 14: Information Credibility Mediate the Relationship Between Expertise and Purchase Intention 265

4.10.15 Finding 15: Information Credibility Mediate the Relationship Between Attractiveness and Purchase Intention 266

4.10.16 Finding 16: Information Credibility Mediate the Relationship Between Trustworthiness and Purchase Intention 266

4.10.15 Finding 15: Information Credibility Mediate the Relationship Between Homophily and Purchase Intention 267

4.10.16 Finding 16: Information Credibility Mediate the Relationship Between Information Quality and Purchase Intention 268

4.12 Summary of Hypothesis Testing 268

4.13 Chapter Summary 270

**CHAPTER 5 DISCUSSION AND CONCLUSION** 271

5.1 Introduction 271

5.2 Discussion 271

5.2.1 The Relationship Between Influencers' Attributes and Information Credibility 271

5.2.2 The Relationship Between Information Credibility and Information Adoption 275

5.2.3 The Relationship Between Information Credibility and Purchase Intention 276

5.2.4 The Relationship Between Information Adoption and Purchase Intention 277

5.2.5 The Mediating Effect of Information Credibility on the Relationships Between Influencers' Attributes and Information Adoption 278

5.2.6 The Mediating Effect of Information Credibility on the Relationship Between Influencers' Attributes and Purchase Intention 279

5.3 Research Contributions 281

5.3.1 Theoretical Contribution 282

5.3.2 Methodology Contribution 283

5.3.3 Practical Contribution 285

5.4 Limitations and Recommendations Future Research 286

5.5 Conclusion 288

**REFERENCES** **291**

**APPENDICES** **344**

## LIST OF TABLES


| | | Page |
|---|---|---|
| Table 2.1: | Previous Studies on Social Media Influencer in Malaysia | 41 |
| Table 2.2: | Summaries of the Influencer Attributes that Influence Information Credibility from Previous Studies | 53 |
| Table 2.3: | Previous Research on the Relationship Between Expertise and Information Credibility | 58 |
| Table 2.4: | Previous Research on the Relationship Between Expertise and Information Adoption | 63 |
| Table 2.5: | Previous Research on the Relationship Between Expertise and Purchase Intention | 65 |
| Table 2.6: | Previous Research on Information Credibility Mediate the Relationship Between Expertise and Purchase Intention | 69 |
| Table 2.7: | Previous Research on the Relationship Between Attractiveness and Information Credibility | 73 |
| Table 2.8: | Previous Research on the Relationship Between Attractiveness and Purchase Intention | 77 |
| Table 2.9: | Previous Research on the Relationship Between Trustworthiness and Information Credibility | 84 |
| Table 2.10: | Previous Research on the Relationship Between Trustworthiness and Information Adoption | 89 |
| Table 2.11: | Previous Research on the Relationship Between Trustworthiness and Purchase Intention | 91 |
| Table 2.12: | Previous Research on Information Credibility Mediate the Relationship Between Trustworthiness and Purchase Intention | 95 |
| Table 2.13: | Previous Research on the Relationship Between Homophily and Information Credibility | 98 |
| Table 2.14: | Previous Research on the Relationship Between Homophily and Purchase Intention | 103 |
| Table 2.15: | Previous research on the Relationship Between Information Quality and Information Credibility | 107 |

Table 2.16: Previous research on the Relationship Between Information Quality and Information Adoption 110

Table 2.17: Previous Research on the Relationship Between Information Quality and Purchase Intention 111

Table 2.18: Previous Research on Information Credibility Mediate the Relationship Between Information Quality and Purchase Intention 112

Table 2.19: Previous Research on the Relationship Between Information Credibility and Information Adoption 116

Table 2.20: Previous Research on the Relationship Between Information Credibility and Purchase Intention 121

Table 2.21: Previous Research on the Relationship Between Information Adoption and Purchase Intention 127

Table 3.1: Summary of Methodology Employed by Previous Study 160

Table 3.2: Source of Instrument 167

Table 3.3: Summary of the Response Anchors 172

Table 3.4: List of Expert for Instruments Validation 176

Table 3.5: Age of the Respondents 182

Table 3.6: Respondents' Ethnicity 182

Table 3.7: Descriptive Analysis for the Instruments 183

Table 3.8: Items Retention Results from Exploratory Factor Analysis (EFA) 186

Table 3.9: Cronbach Alpha for Each Dimension 187

Table 3.10: Cronbach Alpha After Deletion of Instrument 187

Table 3.11: Types of Models Fit and the Acceptance Level 198

Table 3.12: Most Frequent Reported Models Fit and the Acceptance Level 198

Table 3.13: The Hypothesis and the Statistical Analysis 202

Table 4.1: Types of Missing Data 207

Table 4.2: Summary of Z-score 208

Table 4.3: Multivariate Outliers Investigated for Removal 210

Table 4.4: Skewness and Kurtosis 211

Table 4.5: Respondents Age 213

Table 4.6: Respondents' Ethnicity 213

Table 4.7: Respondents' Current Location 214

Table 4.8: Respondents' Employment Status 214

Table 4.9: Respondents' Academic Qualification 215

Table 4.10: Respondents' Average Income Level 215

Table 4.11: Frequencies of Watching Cosmetic Product Review Videos 216

Table 4.12: Preferred Beauty Influencers 217

Table 4.13: Types of Cosmetic Product Review Videos 217

Table 4.14: Descriptive Analysis 218

Table 4.15: Result for Reliability Test 220

Table 4.16: Convergent Validity 221

Table 4.17: Discriminant Validity Index Summary 223

Table 4.18: Fit Indices for Measurement Model 225

Table 4.19: Correlation Value Between Exogenous Construct 226

Table 4.20: The Significant Effect of Expertise on Information Credibility 228

Table 4.21: The Significant Effect of Attractiveness on Information Credibility 228

Table 4.22: The Significant Effect of Attractiveness on Information Credibility 229

Table 4.23: The Significant Effect of Homophily on Information Credibility 229

Table 4.24: The Significant Effect of Information Quality on Information Credibility 230

Table 4.25: The Significant Information Credibility on Information Adoption 230

Table 4.26: The Significant Information Credibility on Purchase Intention 230

Table 4.27: The Significant Information Adoption on Purchase Intention 231

Table 4.28: The Path Regression Coefficient and its Significance for Hypothesis 9 233

Table 4.29: Direct vs. Indirect Effect Tests Using the Bootstrapping for Hypothesis 9 233

Table 4.30: The Path Regression Coefficient and its Significance for Hypothesis 10 235

Table 4.31: Direct vs. Indirect Effect Tests Using the Bootstrapping for Hypothesis 10 235

Table 4.32: The Path Regression Coefficient and its Significance for Hypothesis 11 237

Table 4.33: Direct vs. Indirect Effect Tests Using the Bootstrapping for Hypothesis 11 237

Table 4.34: The Path Regression Coefficient and its Significance for Hypothesis 12 239

Table 4.35: Direct vs. Indirect Effect Tests Using the Bootstrapping for Hypothesis 12 239

Table 4.36: The Path Regression Coefficient and its Significance for Hypothesis 13 241

Table 4.37: Direct vs. Indirect Effect Tests Using the Bootstrapping for Hypothesis 13 242

Table 4.38: The Path Regression Coefficient and its Significance for Hypothesis 14 244

Table 4.39: Direct vs. Indirect Effect Tests Using the Bootstrapping for Hypothesis 14 244

Table 4.40: The Path Regression Coefficient and its Significance for Hypothesis 15 246

Table 4.41: Direct vs. Indirect Effect Tests Using the Bootstrapping for Hypothesis 15 246

Table 4.42: The Path Regression Coefficient and its Significance for Hypothesis 16 248

Table 4.43: Direct vs. Indirect Effect Tests Using the Bootstrapping for Hypothesis 16 248

Table 4.44: The Path Regression Coefficient and its Significance for Hypothesis 17 250

Table 4.45: Direct vs. Indirect Effect Tests Using the Bootstrapping for Hypothesis 17 250

Table 4.46: The Path Regression Coefficient and its Significance for Hypothesis 18 252

Table 4.47: Direct vs. Indirect Effect Tests Using the Bootstrapping for Hypothesis 18 252

Table 4.48: The Hypothesis and Statistical Analysis 269

## LIST OF FIGURES


| | | Page |
|---|---|---|
| Figure 1.1 | Duration of Malaysian Spend on the Internet Daily (Malaysian Communications and Multimedia Commission [MCMC], 2020) | 5 |
| Figure 1.2 | Malaysian Online Activities (MCMC, 2020) | 6 |
| Figure 1.3 | Internet Activities by Individuals (Department of Statistics Malaysia, 2020) | 7 |
| Figure 1.4 | Numbers of Beauty Videos Viewed on YouTube | 11 |
| Figure 1.5 | The Distribution of Views for Beauty Videos on YouTube | 12 |
| Figure 1.6 | Structure of the Thesis | 25 |
| Figure 2.1 | Source Credibility Model (Ohanian, 1990) | 46 |
| Figure 2.2 | Information Adoption Model (Sussman & Siegal, 2003) | 48 |
| Figure 2.3 | Proposed Conceptual Framework | 145 |
| Figure 2.4 | Conceptual Framework with Components | 146 |
| Figure 3.1 | Data Analysis Procedure | 194 |
| Figure 3.2 | Modelling the Mediator in the structural Model (Awang, 2015; Awang et al., 2018) | 201 |
| Figure 4.1 | The Standardized Path Coefficients between Constructs in the Model | 224 |
| Figure 4.2 | The Regression Path Coefficients between Constructs in the Model | 227 |
| Figure 4.3 | Modelling the Direct Effect for Hypothesis 9 | 231 |
| Figure 4.4 | Modelling the Mediating Effect for Hypothesis 9 | 232 |
| Figure 4.5 | Modelling the Direct Effect for Hypothesis 10 | 234 |
| Figure 4.6 | Modelling the Mediating Effect for Hypothesis 10 | 234 |
| Figure 4.7 | Modelling the Direct Effect for Hypothesis 11 | 236 |
| Figure 4.8 | Modelling the Mediating Effect for Hypothesis 11 | 236 |
| Figure 4.9 | Modelling the Direct Effect for Hypothesis 12 | 238 |

Figure 4.10 Modelling the Mediating Effect for Hypothesis 12 238
Figure 4.11 Modelling the Direct Effect for Hypothesis 13 240
Figure 4.12 Modelling the Mediating Effect for Hypothesis 13 240
Figure 4.13 Modelling the Direct Effect for Hypothesis 14 242
Figure 4.14 Modelling the Mediating Effect for Hypothesis 14 243
Figure 4.15 Modelling the Direct Effect for Hypothesis 15 245
Figure 4.16 Modelling the Mediating Effect for Hypothesis 15 245
Figure 4.17 Modelling the Direct Effect for Hypothesis 16 247
Figure 4.18 Modelling the Mediating Effect for Hypothesis 16 247
Figure 4.19 Modelling the Direct Effect for Hypothesis 17 249
Figure 4.20 Modelling the Mediating Effect for Hypothesis 17 249
Figure 4.21 Modelling the Direct Effect for Hypothesis 18 251
Figure 4.22 Modelling the Mediating Effect for Hypothesis 18 251

## LIST OF ABBREVIATIONS

| | |
|---|---|
| CFA | Confirmatory Factor Analysis |
| CGS | Centre for Graduate Studies |
| EFA | Exploratory Factor Analysis |
| EWOM | Electronic Word of Mouth |
| SEM | Structural Equation Modelling |
| UNIMAS | Universiti Malaysia Sarawak |
| WOM | Word of Mouth |

# CHAPTER 1

# INTRODUCTION

## 1.1 Introduction

The growing popularity of the internet has promoted user generated content to be a resource for consumers that are seeking product information. User generated content includes consumers' feedback in which consumers share their experiences on the internet and those experiences are made available to others, including potential buyers, to read and learn from (Bahtar & Muda, 2016). Due to the rise of social media, consumers have begun to utilise social media sites as a means of exchanging information (Dimitriu & Guesalaga, 2017). YouTube is one of the popular platforms frequented by consumers to find product information before making purchasing decisions due to the vast amount of user-generated content uploaded there (Yüksel, 2016). However, misleading and inaccurate information affects consumers' adoption of information, driving them to scrutinise the credibility of the information they receive (Jiang et al., 2021). Credible information will boost consumers' confidence to adopt user-generated content, such as product review videos or postings, as a source of information to guide their purchase decisions (Rahim et al., 2015). The credibility of the information provided by social media influencers is significantly higher than the information provided by celebrity endorsers (Schouten et al., 2020). However, despite the growing interest in influencer marketing, relatively few studies have examined the overall impact of influencers on consumer behaviour (Pick, 2020). As a result, the purpose of this study is to investigate the ways in which credible information provided by social media influencers on YouTube, more specifically beauty influencers, affect the consumers' adoption of information and their intention to make purchases.

## 1.2 Background of Study

Nowadays, consumers are willing to adopt new technologies and include such technologies as part of their daily activities. The internet is a widely used medium that provides access to a broad range of information and data sources framed from a variety of viewpoints (Keshavarz, 2020). Thus, due to the advancement of technology and the widespread use of the internet, consumers are being exposed to excessive information about the products and services available in the marketplace. The internet has facilitated conversations among consumers, allowing them to share information easily with a large audience within a short time period. Hence, marketing managers seem to have gained an unparalleled opportunity to obtain market knowledge since customers have become actively involved in discussing their purchasing experiences online (Erevelles et al., 2016). Consumers frequently leave their digital footprints in virtual environments, indicating their perceptions of products or services as well as personal experiences and evaluations of companies' overall performance (Vander Shee et al., 2020). Consequently, information flow has evolved from a one-way communication process to an interactive one in which users share and obtain information from various online platforms (Dahl et al., 2019). Consumers' experiences that are not paid for or manipulated by businesses are called user-generated content. This user-generated content can be provided online or offline, and it does not have to come from an organisation (Kaplan & Haenlein, 2010). User-generated content relating to brands is popular on social media due to consumers creating and sharing their own content to communicate their thoughts and feelings, to amuse themselves, to learn something new, or to interact socially with others (Davcik et al., 2022). In this respect, influencer marketing is an interactive technique on social media that encourages customers to create their own content (Ghosh, 2021).

Influencer marketing has been growing in popularity over the years. The influencer marketing industry was estimated to have a value of $6.5 billion in 2019 and more than 100,000 influencers worldwide (Yıldırım, 2021). Social media influencers are engaged by approximately 80% of marketers worldwide to attract customers' attention to their businesses and to spread words about those businesses (Dinh & Lee, 2021). Internet users who have amassed a high number of followers as a result of their content creation and sharing activities across social media platforms are known as social media influencers (Yuan & Lou, 2020). The growing popularity of social networking platforms has increased the importance of customer engagement and communication exponentially (Dinh & Lee, 2021). Social networking platforms have changed the way users communicate and share information over the web. The internet and social media platforms are the most popular resources for consumers that are seeking information about particular products or services (Dedeoglu, 2019). Consumers' interaction with products or services is evolving as a result of social media influencers establishing themselves as personable and approachable experts on social media platforms. The number of social media influencers is increasing in recent years, and this trend has a significant effect on consumer behaviour (Dinh & Lee, 2021). The online reviews that customers leave for each other could be a good source of user-generated content (Fang et al., 2016). Consumers engage in electronic word of mouth to reduce uncertainty and risk when purchasing new products or services by finding useful information regarding a preferred product before making a purchase decision (Daugherty & Hoffman, 2014). The rapid growth of the sources of online product reviews has eventually made it challenging for customers to find reliable reviews (Hlee et al., 2019).

Due to the rapid growth of information technology, the information produced as a result of user participation in an online environment has evolved into an integral component

of the consumer decision-making process (Jiang et al., 2021). Social media influencers are valuable resources for obtaining facts and information about products and services. This type of information is valuable because it comes from an outside source that is not controlled by the company. Online marketing tools facilitate the growth of influencer marketing, which is primarily used by businesses to increase their brand awareness (Yıldırım, 2021). Information credibility is greatly increased when people learn from the information and incorporate it in their daily lives. Information adoption also benefits from information credibility because it allows people to learn from such information and then influences their purchase decisions (Tien et al., 2018). Purchase intention is defined as a consumer's interest in a product combined with the likelihood of that consumer actually purchasing the product (Dabbous & Barakat, 2020). Social networking platforms have received greater attention from marketers who intend to take advantage of the possibilities to influence consumers' purchase intentions (Weismueller et al., 2020). Consumers are more likely to pay attention to the information shared by influencers because the influencers have first-hand knowledge of the product or service that the consumers are considering to purchase. The credibility of a social media influencer also influences consumers' information adoption (Daowd et al., 2020; Tien et al., 2018) and purchase intention (Sokolova & Kefi, 2020). Furthermore, information credibility may have a positive influence on the relationship between information adoption and purchase intention. Therefore, it is important for marketers to identify this influence.

### 1.2.1 Malaysia Scenario

The rapid growth of information technology has significantly changed the ways in which digital communications are carried out. Together with the drive of globalisation, the

fast-moving online technology developments of the 21st century are likely to change the fundamentals of online marketing. Today, people can access the internet not only from their own desktops but also from other devices, such as their smartphones and tablets, resulting in the rapid growth of internet users worldwide. Hence, the usage of the internet and social media platforms as a source of information has grown in importance (Dedeoglu, 2019).

The Internet Users Survey 2020 conducted by Malaysia Communications and Multimedia Commission (MCMC) divided Malaysian internet users into three categories based on the number of hours spent using the internet daily. The first category comprised 50% of the respondents who were regular users, spending 5 to 12 hours a day on the internet. The second category consisted of 26% of the respondents who were mild users, spending fewer than 4 hours a day on the internet. The final category, represented by 21% of the respondents, were heavy users who spent more than 12 hours a day on the internet. Details on the amount of time Malaysians spend on the internet daily are illustrated in Figure 1.1.

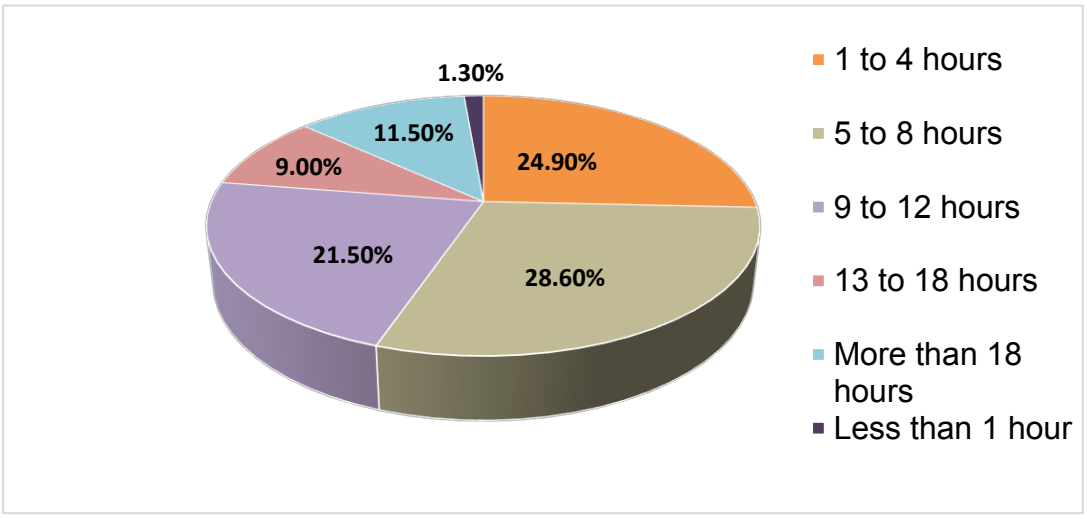



**Figure 1.1:** Duration of Malaysian Spend on the Internet Daily (Malaysian Communications and Multimedia Commission [MCMC], 2020)

Today, social engagement among internet users continues to flourish. About 98.1% of Malaysian internet users used the internet to send texts through messaging networks. Social networking has become an important tool in connecting people, with 93.3% of the survey respondents were found to visit social networking sites. Based on the report by MCMC, 74.3% of Malaysian internet users used the internet to search for information and to watch videos online. The top five online activities carried out by Malaysian users are depicted in Figure 1.2.

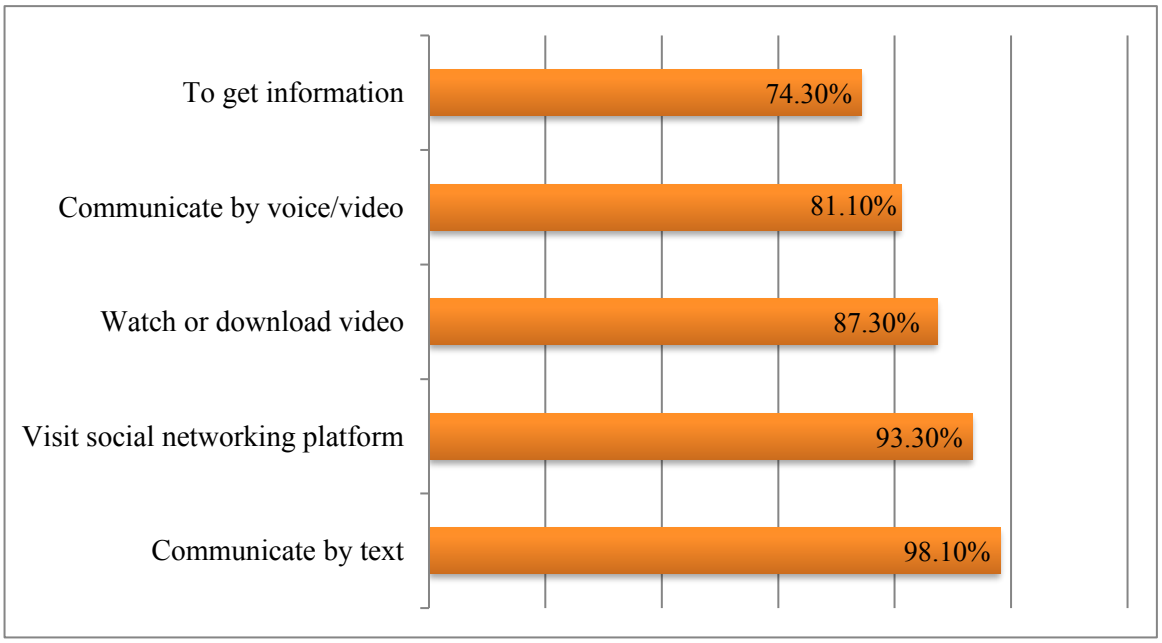



**Figure 1.2:** Malaysian Online Activities (MCMC, 2020)

Meanwhile, according to the ICT Use and Access by Individuals and Households Survey Report, Malaysia, 2019, the most popular internet activity among individuals was participating in social networks. This activity was carried out by 97.1% of the internet users in Malaysia. This was followed by downloading photographs, images, videos, or music (84.7%), obtaining information on products or services (83.5%), telephoning via the

internet/VoIP (77.4%), and downloading software or apps (77.1%). Figure 1.3 portrays a summary of the internet activities carried out by individuals in Malaysia.

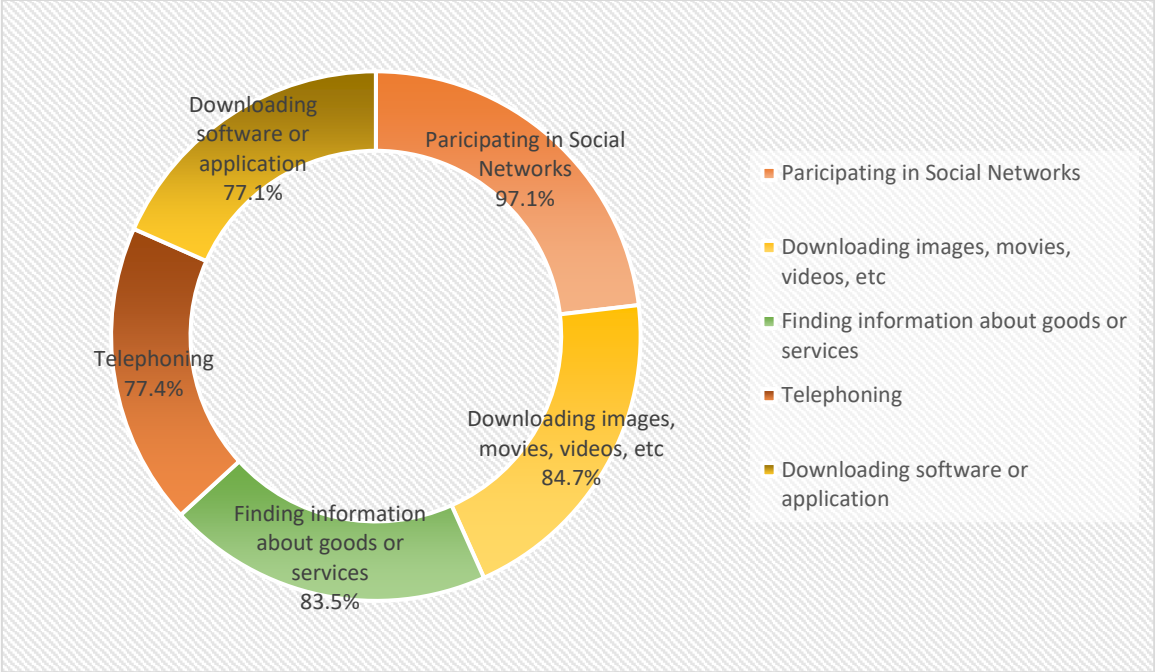



**Figure 1.3:** Internet Activities by Individuals (Department of Statistics Malaysia, 2020)

MCMC's Internet Users Survey 2020 was carried out during the COVID-19 pandemic, which was a time when a considerable number of activities moved online. Hence, it was anticipated that the rates of change in internet user behaviours and patterns would quicken in tandem with the pandemic's increased propensity, which forced society as a whole to adopt technology and the digital transformation.

The impact of user-generated content on consumers' decision-making has attracted the attention of many researchers for a long time (Cheong & Morrison, 2008). User-generated content refers to the material created by users and uploaded on the internet that has immense influence on consumer spending (Cheong & Morrison, 2008; Presi et al., 2014).

User-generated content can be regarded as the electronic form of word of mouth, which works very much like the traditional form of word of mouth (Manap, 2013) except that the information is generally circulated through social media platforms such as Facebook, Twitter, YouTube, and Instagram. In line with the growing variety of products and services available in the market, information about products and services can be accessed through an increasing variety of channels (Dedeoglu, 2019).

The above data shows that the increasing popularity of the internet and the growth of social media platforms have resulted in a steady shift in consumer habits, with individuals becoming increasingly interested in obtaining information on products and services from the internet. Social media platforms offer an unrestricted digital environment for individuals to create and communicate with large audiences (Kim & Kim, 2022). Female social media users usually create and share self-generated content on topics such as beauty, fashion, food and fitness, and they are able to gain a large number of followers on social media (Lin et al., 2018). They are called influencers, and they gain popularity on social media platforms by successfully presenting themselves as experts on specific topics (Khamis et al., 2017). Consumers in Malaysia prefer to acquire information from social media influencers, relying more on the recommendations made by the influencers than on the information provided on company websites (Khan & Phung, 2021). Cosmetic Industry

Cosmetics refer to any of a variety of preparations (with the exception of soap) which are used on the human body to enhance, preserve, or change the appearance or to cleanse, colour, condition, and protect the hair, skin, lips, nails, eyes, and teeth (Brittanica, 2021). Cosmetics usage in the daily life is growing increasingly popular among individuals, particularly women and teenagers (Krishnan et al., 2017).

A change in consumer behaviour is one of the primary drivers of the thriving cosmetics sector. In recent years, the cosmetics industry worldwide has been growing and expanding. Technological advancement, through the use of social media, has played an immense role in influencing consumers' purchase decisions, resulting in a more innovative and dynamic cosmetics industry. The cosmetics business has long been one of the world's most successful industries globally. This industry is considered to be one of the most important industries not only because of its contribution to the global gross domestic product (GDP) but also due to its ability to influence everyone's social life (Hadi et al., 2020). The cosmetics and toiletries industry in Malaysia is anticipated to experience faster growth in the future (Hassali et al., 2015). In fact, the cosmetics industry is regarded as a highly profitable market in this country (Chekima et al., 2020). Due to the constant expansion of the cosmetic industry in Malaysia, the field has gained interest from consumers and manufacturers alike (Ali et al., 2019). As consumers become more conscious of new products, beauty video blogging seems to gain influence on the cosmetics industry. Hence, research needs to be conducted on consumers' expenditure and purchase of cosmetics in Malaysia due to the tendency for their behaviour to change over time (Hassali et al., 2015).

### 1.2.2 Cosmetic Industry

Cosmetics refer to any of a variety of preparations (with the exception of soap) which are used on the human body to enhance, preserve, or change the appearance or to cleanse, colour, condition, and protect the hair, skin, lips, nails, eyes, and teeth (Brittanica, 2021). Cosmetics usage in the daily life is growing increasingly popular among individuals, particularly women and teenagers (Krishnan et al., 2017).

A change in consumer behaviour is one of the primary drivers of the thriving cosmetics sector. In recent years, the cosmetics industry worldwide has been growing and expanding. Technological advancement, through the use of social media, has played an immense role in influencing consumers' purchase decisions, resulting in a more innovative and dynamic cosmetics industry. The cosmetics business has long been one of the world's most successful industries globally. This industry is considered to be one of the most important industries not only because of its contribution to the global gross domestic product (GDP) but also due to its ability to influence everyone's social life (Hadi et al., 2020).

The cosmetics and toiletries industry in Malaysia is anticipated to experience faster growth in the future (Hassali et al., 2015). In fact, the cosmetics industry is regarded as a highly profitable market in this country (Chekima et al., 2020). Due to the constant expansion of the cosmetic industry in Malaysia, the field has gained interest from consumers and manufacturers alike (Ali et al., 2019). As consumers become more conscious of new products, beauty video blogging seems to gain influence on the cosmetics industry. Hence, research needs to be conducted on consumers' expenditure and purchase of cosmetics in Malaysia due to the tendency for their behaviour to change over time (Hassali et al., 2015).

### 1.2.3 YouTube Beauty Influencer

Nowadays, user-generated videos created by beauty influencers are a new sensation on YouTube and are very popular with women. Beauty influencer use such videos to share their views of a beauty product or to compare similar products from various brands (Afifah, 2019). Beauty influencer is a term that primarily refers to an aesthetic expert who teaches others about various issues related to enhancement and beauty practices (Tran et al., 2020).

Customers' interest in watching videos online is becoming more intense, and YouTube has risen quickly to become the preferred social media platform among beauty influencers (Dankwa, 2021). The usage of YouTube is projected to grow substantially in Malaysia, increasing from 48.3% in the year 2018 to 80.6% in 2020. As depicted in Figure 1.4, the number of beauty videos viewed on YouTube yearly is increasing year by year, with the total number of views predicted to reach 169 billion by the end of 2018 (Pixability, 2018). This scenario not only demonstrates that there is an increasing number of beauty videos available on YouTube but also indicates that these videos are growing in popularity among viewers (Sun, 2021).

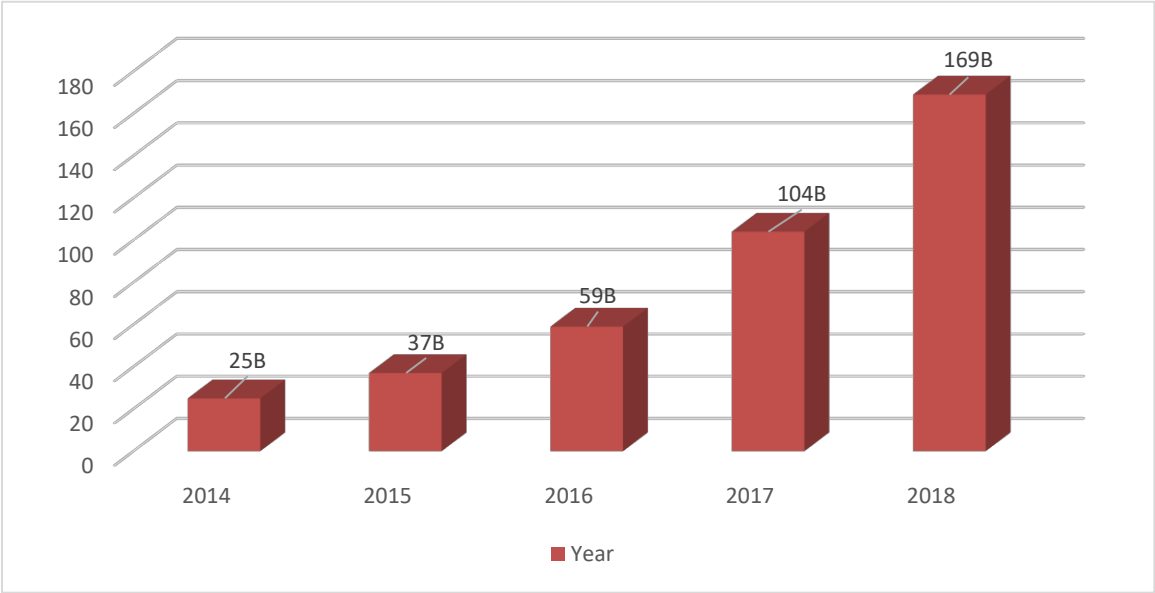



**Figure 1.4:** Numbers of Beauty Videos Viewed on YouTube

Figure 1.5 shows the distribution of views for beauty videos on YouTube. In particular, influencers account for 60%, companies account for 39%, and publishers account for 1% of all views for beauty videos (Pixability, 2018). The interactions on YouTube seem

to indicate that viewers are becoming more comfortable in watching the videos generated by beauty influencers.

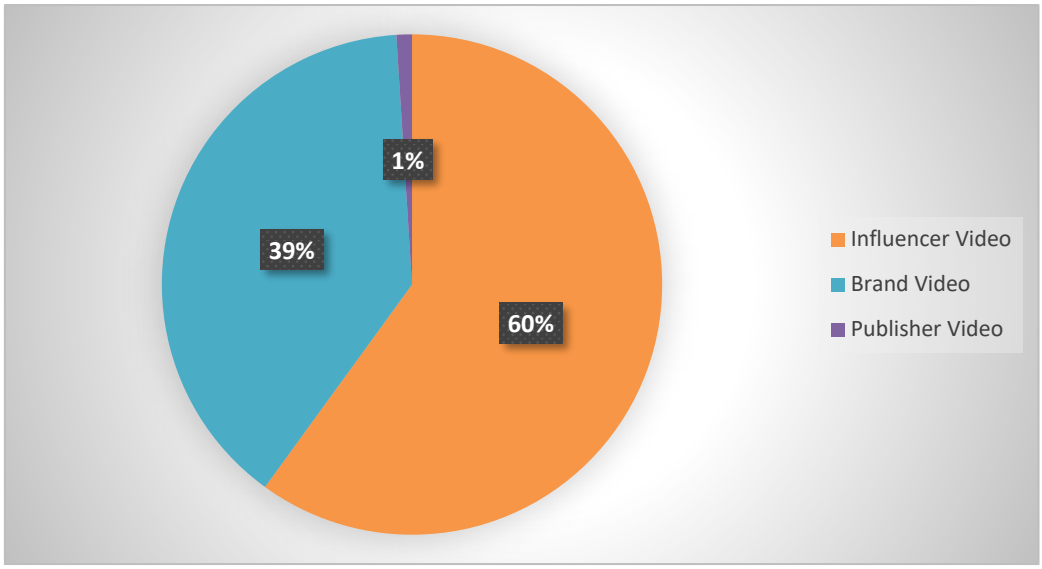



**Figure 1.5:** The Distribution of Views for Beauty Videos on YouTube

Marketing via social media influencers is a new strategy that has become an increasingly common marketing trend in Malaysia (Lokithasan et al., 2019). If subscribers believe that they and a beauty influencer have something in common, they will want to continue watching the influencer's videos and comments on the influencer's YouTube channel (Purnamaningsih & Rizkalla, 2020). Today, companies have begun to understand that user-generated content created by the beauty influencers will be the next big trend in terms of marketing and advertising tools to increase brand awareness (Lokithasan et al., 2019).

## 1.3 Problem Statement

In today's society, especially among women, the use of cosmetics is seen as a necessity rather than a purely esthetic choice (Eze et al., 2012). Due to factors such as the increasing number of working women, urbanization, and increasing self-confidence, the cosmetics industry in Malaysia has continued to experience optimistic growth in recent years (Nik Mud et al., 2020). The videos created by beauty vloggers and posted on YouTube are a new phenomenon that has gained popularity among women, as previous studies have shown (Afifah, 2019). The purpose of this study is to analyse the shifting dynamics of consumer behaviour in the context of the internet and social media platforms, with a particular emphasis on YouTube as a platform for beauty influencers to share their reviews on cosmetic products. Users prefer watching videos on social media platforms such as YouTube to reading (Chen & Dermawan, 2020). Unlike other social media platforms that rely on text and static image content, YouTube offers dynamic video images that narrate a complete story. Therefore, YouTube is an excellent platform for consumers to discuss their product purchase and usage experiences with other YouTube viewers (Muda & Khan, 2020). Even though video blogging is a relatively new trend in user-generated product reviews, a study on beauty influencers on YouTube can serve multiple objectives and provide significant insights into a variety of areas of the beauty industry as well as the process of creating content for the internet. This study aims to explore the preference shift from text-based and static image content to dynamic video narratives as consumer preferences are reshaped by the development of social media platforms and the increasing popularity of the influencers.

Understanding the credibility of information shared by influencers has become crucial in the modern digital age, when social media platforms are crucial to consumer

behaviour. It is imperative for marketers to determine the information credibility variable as it can help them present information in a way that makes businesses seem more trustworthy (Ghaisani et al., 2018). However, despite its importance, a limited number of studies have been conducted to evaluate the factors influencing the credibility of information shared on social media (Li & Suh, 2015; Lis, 2013; Sheldon & Bryant, 2016). Several studies on the effect of social media influencers have been done in different contexts in Malaysia, such as the impact of social media influencers on consumer behaviour (Khan & Phung, 2021), the effect of social media influencers on consumer attitude (Chekima et al., 2020), the effect of trustworthiness and style of promotion on purchase intention (Lokithasan et al., 2019), the effect of attitude towards user-generated content on purchase intention (Muda & Hamzah, 2021; Muda & Khan, 2020), the effect of consumer attitude on purchase intention (Lim et al., 2017), the influence of trust on purchase intention (Hassan et al., 2021), and the effect of social media influencers' characteristics on purchase intention (Abdullah et al., 2020), the influence of influencers' expertise, attractiveness and trustworthiness on purchase intention (Koay et al., 2021). Further, only a few studies have been conducted on Malaysian beauty influencers (Chin, 2019). In the absence of a comprehensive framework covering the determinants of the credibility of information shared by beauty influencers, this study aimed to bridge the gap by examining these factors, coining them as influencer attributes.

In the social media age, the credibility of information spread by influencers is crucial in influencing users' choices, especially when those choices depend on user evaluation of the information provided. Increasing the credibility of the source will also increase the effectiveness of the message (Lou & Yuan, 2019). Businesses must have an understanding of the relevant factors affecting the information adoption processes of potential customers, as this understanding enables businesses to make optimal use of these factors in promoting

their goods or services (Wang, 2016). Customers' behaviour towards the adoption of online information when evaluating the benefits of a service or product is a crucial factor to consider (Hussain et al., 2018). Apart from that, the credibility of a piece of information is an important factor in promoting its adoption (Hajli, 2018; Lis, 2013). Previous research on the impact of information credibility on information adoption has concentrated mostly on electronic word of mouth, including consumer reviews on social networking sites (Daowd et al., 2020; Fang, 2014; Sardar et al., 2021; Tien et al., 2018), online review platforms (Jiang et al., 2021), and online community websites (Intansari & Roostika, 2022; Lis, 2013). However, compared to customer reviews, the message from an influencer is more likely to be seen by a large number of people because the influencer has a significant number of followers (Dwidienawati et al., 2020). In light of this, the purpose of this study is to investigate the influence of social media influencers' information credibility on consumers' information adoption.

From the standpoint of interactive marketing, the environment is evolving rapidly, moving away from company-focused marketing communications to consumer-centric collaborative exchanges and interactions (Muda & Hamzah, 2021). Even though anyone can share their video blogging, only selected users can significantly impact the majority of viewers' intentions (Le & Hancer, 2021). User-generated product review videos from influencers should be considered a credible source of information that positively influences consumer behaviour (Bahtar & Muda, 2016). Additionally, credible information will boost consumers' confidence to rely on user-generated reviews in making their purchase decisions (Rahim et al., 2015). In the context of influencers and purchasing behaviour, there is a direct relationship between influencers and purchase intention (Kim & Choi, 2018). Furthermore, concerning consumers' attitudes towards user-generated content on YouTube and purchase

intention, perceived source credibility has a positive relationship with both of these variables (Muda & Hamzah, 2021). However, there is a dearth of research focusing on how information credibility affects the intention of consumers to purchase a good or service (Daowd et al., 2020). Therefore, more reliable study models are needed to improve one's understanding of the impact of influencer information credibility on consumers' purchasing behaviours.

Consumers' attitudes toward information must also be considered when investigating their purchase intentions (Erkan & Evans, 2016; Knoll, 2015). A key determinant of consumer decisions is likely to be the adoption of information found in online customer reviews (Elwalda et al., 2016). The relationship between consumers' adoption of the information shared on social media and their purchase intentions remains uncertain due to limited studies (Tien et al., 2018). The influence of information adoption on purchase attention has received attention recently. However, previous research mostly concentrated on electronic word of mouth (Abedi et al., 2020; Daowd et al., 2020; Erkan & Evans, 2016; Intansari & Roostika, 2022; Khwaja et al., 2020; Leong et al., 2021). In light of this, this study aims to investigate the relationship between consumers' information adoption and purchase intention by focusing on the information provided by beauty influencers.

In the fast-transforming environment of influencer marketing, there exist wide uncharted study areas with substantial potential for growth. Previous research has emphasized the importance of credible information in fostering customer adoption and directing their purchasing decisions. While the proliferation of beauty influencers endorsing products and services is apparent, there is a significant knowledge gap regarding the intrinsic value of these influencers in the Malaysian context, particularly in terms of their credibility's

efficacy in cosmetic product advertisements, product information dissemination, and purchase intentions (Chekima et al., 2020). Despite a growing body of research, research up to now has been almost entirely concerned with the relationship between information credibility with information adoption (Chih et al., 2020; Daowd et al., 2020; Hajli, 2018; Lis, 2013; Tien et al., 2018), and purchase intentions (Hui, 2017; Pick, 2020; Sokolova & Kefi, 2020) being studied separately. Therefore, this study aims to overcome this gap by performing an in-depth and comprehensive investigation of the impact of information credibility on information adoption and purchase intention. Furthermore, uncover the insightful dynamics underlying consumers' perceptions of the credibility of influencer-driven information, its subsequent incorporation into their decision-making processes, and the ultimate manifestation of these interactions in shaping purchase intentions through an integrated evaluation.

## 1.4 Research Objectives

The general objective of this study to determine whether the influencer attributes influence information credibility, thus has a significant impact on consumers' information adoption and purchase intention towards cosmetic products in Malaysia. This general objective can be accomplished by pursuing the following specific objectives:

i. To determine the relationship between influencers' attributes and information credibility;

ii. To determine the relationship between information credibility and information adoption;

iii. To determine the relationship between information credibility and purchase intention;

iv. To determine the relationship between information adoption and purchase intention;

v. To determine the mediating effect of information credibility on the relationship between influencers' attributes and information adoption; and

vi. To determine the mediating effect of information credibility on the relationship between influencers' attributes and purchase intention.

## 1.5 Research Questions

The research questions are aligned with the research objectives. Thus, this study addressed the following research questions:

i. What is the relationship between influencers' attributes and information credibility?

ii. What is the relationship between information credibility and information adoption?

iii. What is the relationship between information credibility and purchase intention?

iv. What is the relationship between information adoption and purchase intention?

v. Does information credibility mediate the relationship between influencers' attributes and information adoption?

vi. Does information credibility mediate the relationship between influencers' attributes and purchase intention?

## 1.6 Significance of Study

In order for Cosmetic companies to get a competitive advantage in this extremely competitive industry, cosmetic marketers should seriously examine the possibility of using beauty influencers who have credibility sources. Companies that are interested in utilising social media as a part of their marketing strategies will need to carefully identify the influencers that have high reputation scores on social media platforms such as YouTube (Muda & Hamzah, 2021). The findings of this study contribute to the growing body of knowledge on social media marketing by establishing the important links between the credibility of beauty influencers, information adoption, and purchase intentions among female customers.

Researchers and businesses can gain a better understanding of customer preferences, behaviour, and trends relating to beauty products and routines by researching and analysing beauty influencers on YouTube. These details can serve as a roadmap for the creation of new products, marketing strategies, and digital marketing initiatives. Consumer engagement increases when a product or service is endorsed by social media influencers, making such endorsement a valuable marketing tool. Hence, it is imperative for marketers and social media influencers to be aware of how followers interpret the information found in user-generated content as credible information. There is a notable rise in interest in using social media influencers in marketing campaigns across all industries (AlFarraj et al., 2021). Given that user-generated content has proven to be more common and successful than professional advertising, marketers must obtain an understanding of the aspects that determine the credibility of the information shared on social media (Lipizzi et al., 2015; Welbourne & Grant, 2016).

There is a need to develop a model that identifies the determinants of influencers' attributes, which influence the credibility of the information shared by social media influencers, and further identifies the relationships between information credibility and information adoption and purchase intention. In addition, the results contribute to research on the roles of information credibility in mediating the relationships between expertise, attractiveness, trustworthiness, homophily, and information quality as influencers' attributes and information adoption and purchase intention. In this study, a conceptual framework was developed to examine the impact of influencers' attributes on information credibility concerning user-generated content created by beauty influencers which influences consumers' information adoption and purchase intention of cosmetic products in Malaysia. This study is hoped to provide a clearer picture to marketers regarding the factors influencing information credibility that lead to consumers adopting the information, particularly the direct impact of the information generated by beauty influencers on YouTube on Malaysian consumers' purchase intentions.

## 1.7 Scope of the Study

This study attempts to determine whether the influencer attributes influence information credibility and thus significantly impact consumers' information adoption and purchase intention towards cosmetic products in Malaysia. The scope of the study is limited to Women consumers aged from 18 to 56 years old in Malaysia who were internet users and who had experience in using YouTube as a source of information regarding cosmetic products.

As a result, study was carried out to build the conceptual model by integrating the source credibility model, the information adoption model, and the stimulus organism response model to support and guide the development of this study. The distribution of questionnaire was through the internet, where questionnaire was distributed using social media, including WhatsApp and Telegram application. Data were collected in 3 months from February 2022 until May 2022.

## 1.8 Definition of Key Terms

This study uses several significant terms, all of which need to be understood with regard to their definitions, meaning, and overall concept. The frequently used terms are as follows:

- Social Media Influencer

  A social media user who frequently shares their own material on subjects like beauty, fashion, food, and fitness and has a large number of followers on social media where they gain popularity by successfully positioning themselves as an expert on a certain area on social media platforms is known as a social media influencer (Khamis et al., 2017).

- Expertise

  Expertise is the extent to which a social media influencer is seen as possessing the required knowledge, experience, or skills to promote a specific product (Ki et al., 2020; Van der Waldt et al., 2009).

- Attractiveness

  Attractiveness refers to the external physical appearance of a person in which the person is considered as classy, sexy, or elegant (Amos et al., 2008; Ohanian, 1990). An influencer's attractiveness is closely tied to their physical attributes and characteristics, such as knowledge, beauty, and health, as well as their psychographic traits (Onu et al., 2019).

- Trustworthiness

  Trustworthiness refers to the extent to which a follower has trust in the reliability of a social media influencer, as the sincerity, reliability, and trustworthiness of the social media influencer can be observed (Lou & Kim, 2019).

- Homophily

  Homophily is the term for people in a large network of relationships who are comparable to one another in terms of age, gender, education, and income. Homophily is directly related to the significance that people place on relationships and conversation (Saleem & Ellahi, 2017).

- Information Quality

  Information quality refers to consumers' subjective evaluation of whether or not the features of a piece of information fit their own requirements and suit the purpose for which the information was created (Jiang et al., 2021).

- Information Credibility

  Information credibility is mainly concerned with customers' perceptions of the quality of information on social media websites and the degree of trust that can be derived from a reputational perspective (Song et al., 2021).

- Information Adoption

  It is defined as the extent to which the recipients of information establish the intention of adopting the opinions of the information they received during the information transfer process (Luo et al., 2019; Sussman & Siegal, 2003).

- Purchase Intention

  Purchase intention is defined as a conscious plan by consumers to acquire a product following an individual process and the use of both evaluative and normative judgements (Visentin et al., 2019).

## 1.9 Organisation of Chapters

Chapter 1 provides a detailed overview of the background of the study. The factors influencing the credibility of information shared by social media influencers, consumers' information adoption, and consumers' purchase intentions are examined before discussing the problem statement. This chapter also sets out the research questions examined in this study in order to meet the research objectives. Lastly, this chapter includes a general summary of each chapter of this thesis.

Chapter 2 initially discussed a detailed review and insight into the concepts of social media influencers to the readers. This chapter generally describes the evolution of word-of-mouth marketing to electronic word-of-mouth, user-generated content, and finally influencer marketing. One of the objectives of this study is to develop knowledge regarding the influence of influencers' attributes on information credibility, which acts as the antecedents that influence consumers' information adoption and purchase intention. Furthermore, conceptual background and hypotheses development are presented in this chapter.

Further chapter 3 summarises the methodology adopted in this study. It starts with an explanation of the research design and the data collection method employed. Then, the sampling design is reviewed, followed by an elaboration of the research instrument and the construct measurements used for the questionnaire. The data processing methods to improve and reduce errors in the survey instruments are also discussed. Finally, the data analysis methods are examined to ensure that the validity and reliability of the structural models are well-explained. The approach sets out the guidelines for data collection and data analysis.

The data analysis is presented in this chapter 4. First, the chapter explains the respondents' demographics and the questionnaire data analysis. The data analysis entails four steps. The first stage focuses on missing values, outliers, normality, and construct descriptions. In the second stage, the field study report elaborates on the survey participants' demographics. Then, the proposed model is analysed using structural equation modelling (SEM) to assess its fitness indices, unidimensionality, reliability, validity, and common method variance. The study's hypotheses are tested in the concluding stages.

This final chapter provides a detailed explanation of the overall statistical outcomes by focusing on the research findings against each research objective proposed in Chapter 1. Further, the contributions and limitations of the study are reviewed. Finally, the directions

for future research are presented in this chapter. The overall structure of this thesis is illustrated below in Figure 1.6.

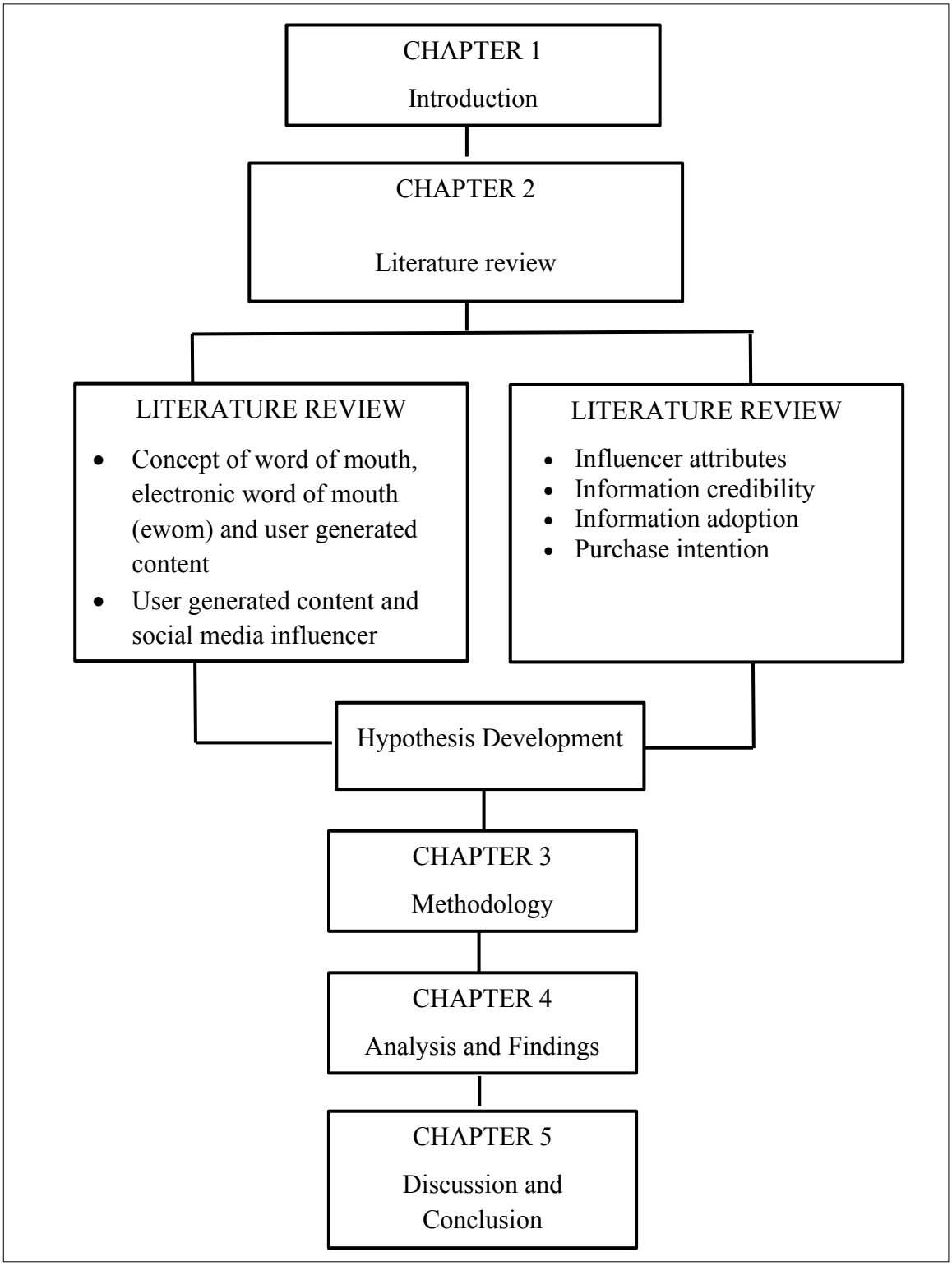



**Figure 1.6:** Structure of the Thesis

# CHAPTER 2

# LITERATURE REVIEW

## 2.1 Introduction

The discussion in the previous chapter provided an overview of the research phenomenon and research requirements for this study. The discussion in this chapter is divided into two sections. The first section contributes to the understanding of electronic word of mouth, in particular user-generated generated content that influences consumers' purchase intention. The following section continues with an explanation and illustration of the proposed hypotheses that were developed to achieve the objectives of this study. It begins with a set of factors as antecedents to influencers' attributes that influence information credibility. For this study, five constructs were considered as the components of the central route of this study, namely expertise, attractiveness, trustworthiness, homophily, and information quality. These constructs are expected to help improve the understanding of the factors influencing the credibility of information shared by social media influencers. Moreover, as an extension of the study, information credibility was used as a mediating factor in examining the relationship between influencers' attributes with information adoption and purchase intention. Following the discussion of the development of hypotheses, the proposed conceptual framework is presented. This framework is constructed on the basis of the conceptual relations derived from the hypothesised relationships among a number of constructs. Finally, a summary of the whole discussion is presented to conclude this chapter.

## 2.2 Concept of Word of Mouth, Electronic Word of Mouth and User Generated Content

The discussion presented in the previous chapter outlined the research phenomenon and research needs of this study. It also justified the investigation of the roles of user-generated content created by beauty influencers as a part of electronic word of mouth in influencing consumers' information adoption and developing consumers' intention to purchase by explaining the relationships between influencers' attributes and information credibility.

### 2.2.1 Word of Mouth

Most consumers search for reviews and information online before purchasing a product or service, and the majority of consumers believe in brand recommendations from their friends. The process of exchanging thoughts and opinions among consumers about a product or service through oral communication is known as word of mouth. Word of mouth is defined as a social process involving consumers who belong to the same group and influence one another's interests, preferences, and decisions regarding a specific brand of product or service (Libai et al., 2010). Consumers can engage in as many as 120 conversations related to word of mouth per week (Keller, 2007). This shows that consumers are most likely to share their experiences involving products and services and exchange information with others during face-to-face conversations. Jelačić et al. (2010) also found that consumers often share information regarding products or services with others.

Word of mouth has become an interesting research topic among marketing practitioners and scholars (Berger, 2014) due to the possibility of using it as a marketing tool

to promote a particular product or service. Consumers with great experience in using a particular product or service will spread the positive review with others, indirectly attracting other potential consumers to purchase the product or service. Many researchers have studied word of mouth (Berger & Schwartz, 2011; De Angelis et al., 2012) due to the realisation of its importance as a marketing tool (Feldman & Lynch, 1988).

When considering whether to purchase a new product or service, consumers often ask for advice from other consumers who have experience in using the same product or service. In fact, consumers who need detailed insights about a product or service tend to seek reviews from experienced consumers before making their purchase decisions. The inexperienced consumers may have some information or knowledge about the product or service, but they still need more detailed information regarding the product or service before making their purchase decisions. This increases the power of word of mouth (Keller, 2007), as most consumers prefer searching for information given by experts (Klucharev et al., 2008) and from those close to them such as family and friends (De Bruyn & Lilien, 2008). This is due to consumers' perception of communication as a custom-tailored and credible source of information (Wirtz & Chew, 2002).

Consumers tend to search for expert information when, for instance, making high-investment decisions or when the decisions have long-term consequences. They usually turn to expert opinions or reviews in making challenging purchase decisions. Gathering information and reviews from family or friends is mostly done through word of mouth when the decision-making involves short- to medium-term consequences or when the investments in the products or services involve only small amounts. Consumers tend to trust strong family and friend ties when making this type of purchase decisions. In other words, the sender's

intention in providing the information needed by the receiver is an important factor for word of mouth to be accepted (Romani, 2006). There are different types of motivation that might influence consumers to share information with others (Hennig-Thurau et al., 2004). When word of mouth information becomes more influential, consumers really need detailed information to reduce any potential risks before making any purchase.

Marketers have identified word of mouth as a highly credible source of marketing information (Hung & Li, 2007). Additionally, consumers trust their friends and those with strong ties to them, such as their family members. When information regarding a product or service is spread by these group of people, most consumers rely on this information before making any purchasing decision. Previous studies have found that word of mouth influences the decision to purchase a product or service (O'Reilly & Marx, 2011) and the decision to choose the brand to purchase (Hung & Li, 2007). Word of mouth also influences consumers' perception of a product or service (Sweeney et al., 2012). It has become a decision-influencer as consumers trust the product or service reviews shared by their friends or other consumers, thus influencing them to switch to a different service or brand (Wangenheim & Bayón, 2004). Consumers' satisfaction with a product or service plays a crucial role in influencing word of mouth (Brown et al., 2005; de Matos & Rossi, 2008). Such satisfaction is a result of whether their experience is in line or not with their expectation of the product or service. Consequently, positive word of mouth is identified as having a strong relationship with customer satisfaction (De Matos & Rossi, 2008). Moreover, negative word of mouth is believed to be more influential than positive word of mouth (Chevalier & Mayzlin, 2006).

Therefore, word of mouth is an interesting subject to be studied by marketing practitioners and academics due to the potential of using it as a marketing tool for product

promotion. Consumers often seek advice from other consumers who have experience when considering whether to purchase a new product or service. This is because communication is perceived by customers as a customised and credible source of tailored information. Consumers tend to search for expert data, for example, when making high-value investment decisions. Since consumers trust the product or service reviews shared by their friends or other customers, word of mouth has taken a central role in their decision-making. Consumers' satisfaction with a product or service is an important factor affecting word of mouth.

### 2.2.2 Electronic Word of Mouth as a Form of Word of Mouth

Electronic word of mouth is defined as the practice by individuals in sharing information about a particular product or service over the internet (Zinko et al., 2021). It occurs when current or previous customers make negative or positive statements about a product, service, or company on the internet to inform or to send messages to the public (Hennig-Thurau et al., 2004). Electronic word of mouth is enriched by customers' feedback and opinions about a particular product or service (Donthu et al., 2021). Consumers' experience with a product that has been shared online, whether positive or negative, will directly affect future consumers' purchase decisions. Besides making positive and negative statements about a product, consumers can have casual communication regarding the product through electronic word of mouth. They can share and convey their personal emotions and feelings on various social media sites, such as Facebook through likes, comments, and sharing, or YouTube through likes and dislikes (Chang et al., 2015; de Vries et al., 2012). Information about a product, service, or company is posted in these social media sites by consumers who are in the process of making purchase decisions, and they will seek

more detailed information from previous consumers regarding the product. This is where informal communication occurs through social media sites between previous consumers and potential consumers regarding purchase decisions.

Consumers' attitudes and their behaviours can be influenced by electronic word of mouth (Reimer & Benkenstein, 2016). Electronic word of mouth plays an important role in affecting consumers' purchase decisions or influencing the consumers to either purchase or go against the product, service, or company (Abubakar et al., 2016). Electronic word of mouth is considered to have convincing power as this type of communication is more reliable and regarded as honest and truthful by consumers. Furthermore, the growth of the internet has enabled electronic word of mouth to widen its reach and its indication to customers and companies through the creation of online forums, social media, and communities (Malthouse et al., 2013). Electronic word of mouth occurs in various online channels for this purpose, such as discussion forums, product reviews, social networking sites, and emails. An online review platform enables customers who have had a favourable or an unfavourable experience with a product or service to share their thoughts, recommendations, and even images and videos to back up their comments (Zinko et al., 2021). Consumers communicate with each other through various online channels such as social media platforms, discussion forums, and consumer review sites, where they share their experiences in using a specific product or service. In the present day, electronic word of mouth is seen as an advancement and expansion of traditional word of mouth communication, where the interpersonal communication that occurs directly in person has diversified into computer mediated word of mouth communication due to the creation of social media networks (Jeong & Koo, 2015).

The development of social media and mobile technology has allowed customers to share their thoughts and opine whether the service experiences they received are acceptable or unacceptable without facing any time-based constraints (Wilcox & Stephen, 2013). Apart from that, the present-day customer experience is often a result of online communication, which has become a crucial source for customers to gain experience regarding a product or service (Nusair et al., 2013). As such, online communication and electronic word of mouth have been enriched by communication channels that have altered the way customers access information and knowledge assimilated from consumer-centric communities (Chu & Kim, 2011; Kim et al., 2018). The increased use of web-based technology has resulted in an increase in the spread of electronic word of mouth to the extent that electronic word of mouth communication has become too significant for any product or service company to ignore (Qahri-Saremi & Montazemi, 2019).

In recent years, marketing studies have demonstrated that online customer reviews by sharing the information and expression of personal viewpoints have grown to become extremely strong communication tools (Nuseir, 2019). Researchers believe that social electronic word of mouth on numerous social networking platforms has a vital part in electronic word of mouth marketing apart from customers' online reviews, which are evidently needed in order to be successful in electronic word of mouth (Hu, 2014). The development of web-based technology has increased the popularity of social networking sites, review sites, and blogs and improved customers' ability to connect with one another in terms of speed and convenience (Qahri-Saremi & Montazemi, 2019). As a result, consumers who gather on the same social networking platform will gain product-related information that will influence their purchase decisions. In addition, the way online word of mouth is spread and utilised in this digital age has been altered by the increasing popularity

of social broadcasting networks such as Facebook and Twitter (Rui et al., 2013). Consumers use social networking sites to persuade their friends, acquaintances, and other consumers to look at their perspectives about a product or service, which will indirectly influence their networks' decision-making.

The information or message will be shared with or forwarded to other users to assist them in their purchasing-decision process (Hennig-Thurau et al., 2004; Pöyry et al., 2013). Electronic word of mouth greatly influences networks' decision-making because consumers who interact via social networking websites are exposed to a vast amount of information, including diverse marketing messages and information posted by other users or consumers. Hence, in this digital age, consumers' willingness to purchase products or services is greatly influenced by electronic word of mouth (Nuseir, 2019).

### 2.2.3 User Generated Content as a Form of Electronic Word of Mouth

There are three types of electronic word of mouth which are many to one, one to many, and many to many electronic words of mouth The persuasive aspect of many-to-one, which is a common kind of electronic word-of-mouth, is generally drawn from the collective trend that is suggested by overall evaluative information, while when it comes to one-to-many interactions, in which users read reviews written by other users, the impact is dependent on the context and can be either positive or negative, depending on the user's motive and innovation is fostered by many-to-many collaborations that involve intensive social interactions among themselves (Weisfeld-Spolter et al., 2014).

There is extensive discussion regarding the use of user-generated content as a marketing tool (Mayrhofer et al., 2020). User-generated content is the same as electronic word of mouth, which works exactly like traditional word of mouth (Manap, 2013), except the information spreads through social media platforms such as Facebook, Twitter, YouTube, and Instagram. Conventional media or traditional media (such as television and magazines) is continuously being replaced by social media, which has become an essential platform for marketers to promote brands and products. Since the advent of the internet, the impact of online product reviews on consumers' decision-making has attracted the attention of many researchers (Cheong & Morrison, 2008). Users produce and upload multimedia content, including their thoughts on brands and products, which they can then share with others (Sokolova & Kefi, 2020). User-generated content is a way for online users to express themselves by expressing their thoughts, opinions, and feedback on the products and services they have used or consumed (Bahtar & Muda, 2016).

Social media and mobile technology allow customers to share their opinions and evaluate satisfactory and unsatisfactory service experiences without temporal or spatial restrictions (Al-Jabri & Sohail, 2012; Wilcox & Stephen, 2013). Contributors are mostly unpaid clients who endorse a brand, rather than the brand promoting itself. User-generated content refers to a variety of online information sources that can be developed, initiated, and shared for consumers to refer (De Costa & Abd Aziz, 2021). User-generated content may come in any form of material, and it typically comes in the form of images, videos, reviews, or testimonials on social media. The content is often posted on social media because the authors believe that the knowledge offered will assist others in making their purchase decisions (Bahtar & Muda, 2016). Social media websites seem similar in bringing people together; however, they have particular, characteristic features (Erkan, 2015). Facebook,

YouTube, and Twitter are the top three most visited social media websites (*Alexa - Top Sites*, n.d.), and these platforms are distinct from one another. Also, some researchers have classified these platforms into different categories, such as networking for Facebook, video-sharing for YouTube, and microblog for Twitter (Kaplan & Haenlein, 2010).

Customers face no limitations or restrictions in sharing and expressing their opinions based on their previous experiences with a particular product or service at any time or any place. The emergence of social media websites has altered the way people interact with each other (Wang & Lin, 2012). According to Kaplan and Haenlein (2010), social media is a group of internet-based applications that acknowledge the formation and exchange of user-generated content. People form and preserve their friends network for the purpose of social or professional communication with the aid of social media (Trusov et al., 2009). People interact via social media to connect with not only family and friends but also professional organisations and customers. Social media is mostly used to educate one another about a specific product, service, brand, or even a social concern (De Costa & Abd Aziz, 2021).

The usage of user-generated content is one of the most effective and sensitive digital marketing strategies available today, as the information spreads quickly, extensively, and successfully (Al-Rawabdeh et al., 2021). Social media marketing is associated with the utilisation of user-generated content (Hudson et al., 2016). Numerous studies have proven how social media is the most capable tool in affecting consumer behaviour and also the most frequently used tool to acquire information before, during, and after utilising a specific product or service (Daugherty & Hoffman, 2014; Yang, 2017). Furthermore, social networking sites are mostly used for informational purposes, especially by conscientious individuals. Communication is the most constructive and productive tool in altering

consumers' attitude and behaviour towards a product or brand when social media is integrated with electronic word of mouth (Zhang et al., 2010). Consumers may use social media platforms to share information through electronic word of mouth, and these platforms have become strong tools (Ukpabi & Karjaluoto, 2018). Thus, their content will spread to the public when posted online or uploaded for the public to view.

Consumer-generated content can potentially reach a larger number of people more quickly than traditional word of mouth (Litvin et al., 2018). The internet has broadened consumers' alternatives for discovering information about products by allowing consumers to share their opinions and participate in user-generated content online (Al-Rawabdeh et al., 2021). Consumers' attitudes, preferences, and purchase decisions are increasingly being influenced by the information published on social media by other people (Sotiriadis, 2017).

## 2.3 Influencer and User Generated Content

Social media users are mostly female; they usually have a large number of followers and share self-generated content on social media regarding topics such as beauty, fashion, food, and fitness (Lin et al., 2018). This type of social media users are typically known as influencers, and they obtain popularity by successfully identifying themselves as experts on specific topics on social media platforms (Khamis et al., 2017). The rise of social media has made it easier for consumers to digest product information and feel comfortable in communicating with other consumers from around the world instantaneously. Influencer marketing has the potential to be a highly cost-effective marketing strategy by allowing companies to reach their target audience directly. Following the emergence of social media,

social media influencer marketing has become as an attractive choice for both businesses and influencers (Hassan et al., 2021).

Influencer marketing is a type of marketing in which brands cooperate with individuals who have substantial followers on social media platforms and who are actively engaged with those followers. The influencer marketing sector has evolved exponentially and has become extremely profitable in recent years, with an increasing number of young women becoming well-known on social media (Hassan et al., 2021). In recent years, the growing popularity of influencer marketing has prompted academic researchers to focus on finding the characteristics of influencers that allow them to have greater or lesser influence over their followers (Arora et al., 2019; Ki & Kim, 2019). Influencer marketing is a type of advertising that has emerged recently as a result of the presence of social media. Marketers are increasingly turning to influencer marketing, which is one of the fastest-growing sectors in marketing and an important field in marketing research (Boerman, 2020; Ki & Kim, 2019). Sponsored advertising is less credible and trustworthy than the communication and marketing information posted on social media platforms by influencers (Abdullah et al., 2020).

Organisations' expenditures on online promotional operations are constantly and dynamically growing in tandem with the increasingly encouraging extent of digital media consumption. Organisations have begun to explore other techniques of influencing consumers in the new market environment, where promoting products and services has never been more challenging. The concept of influencer marketing is progressively gaining popularity, making it one of the most significant trends today. Influencers are those who have built up a large number of followers who can have a glimpse into their personal and

daily lives, as well as their experiences and thoughts, through blogging, video blogging, and other short content creation methods (De Veirman et al., 2017). It has been discovered that the content generated by influencers is significantly more effective than the content created in a studio (Ki & Kim, 2019). When consumers have a positive attitude towards user-generated content, they are more likely to purchase the reviewed products (M. Muda & Hamzah, 2021). Influencers express their thoughts on products, services, and companies to their followers. Since they communicate with a large number of followers on social media, these influencers may be considered opinion leaders in their respective fields (De Veirman et al., 2017).

Influencers generally embrace new products and services related with their fields of interest before the majority of customers do; hence, they have a time advantage in terms of understanding how these products and services can be integrated into one's lifestyles (Casaló et al., 2020; Djafarova & Rushworth, 2017). They assess products and make suggestions, thereby establishing a credible reputation and earning incomes from their efforts (Ki et al., 2020). Influencers are positioned as a way to broaden the reach of brand information via electronic word of mouth. Brands can amplify their marketing messages and increase target consumers' adoption of their products by making influencers seed the media with specific messages or post new product endorsements (De Veirman et al., 2017). Influencers are recognised as opinion leaders in the online environment due to their genuineness, expertise, and knowledge, as well as their capacity to influence others (Childers et al., 2019).

Numerous social networks that outperform the traditional modes of communication have emerged (Al-Rawabdeh et al., 2021). The leading social networking website for posting, watching, and sharing videos is YouTube (Liu-Thompkins & Rogerson, 2012).

User-generated content on YouTube is multimedia content created and uploaded by users who may include their views on particular brands or products (Sokolova & Kefi, 2020). YouTube also has functions for users to post, view, like, dislike, or comment, similar to other social media websites; it also enables users to set up their personal profiles and subscribe to other channels in addition to uploading videos (Smith et al., 2012). The ability to post, comment, view, like, dislike, or comment on YouTube is beneficial to both companies and consumers as both parties can obtain instant reviews and feedback directly from the YouTube channels. Besides allowing users to post user-generated content, YouTube aims to let everyone have a voice and to provide them with the opportunity to express themselves to the world. Also, it seeks to show people that when they listen, share, and build communities through stories and tales, they can make the world a better place. Marketers are aware of the potential in advertising on social media, especially with user-generated content created by YouTube video influencers (Wu, 2016).

Influencers are not afraid to show their real personalities and personal matters in their videos. Consequently, beauty influencers on YouTube are considered to be honest and trustworthy because of their high status in the YouTube community (Turcotte et al., 2015). Influencers on YouTube are those who possess a higher status, education, and social ranking, and therefore have the potential to influence their followers (Li & Du, 2011). According to a previous study, the effectiveness of YouTube influencer marketing is attributed to consumers' high perception of the credibility of the information provided by the influencers (Xiao et al., 2018). YouTube has a large number of groups and communities, and it has become a prominent form of social media. Because of this, beauty communities on YouTube have expanded rapidly. Consumers have become more aware of the benefits of using cosmetics in their daily lives due to the improvement in individuals' lifestyles. Today,

cosmetics are considered a must-have item for women and metrosexual men (Ahmad et al., 2015). Globally, the cosmetics industry has grown rapidly due to the growing demand for cosmetic products.

### 2.3.1 Social Media Influencer

The growth of social media has made it easier for customers to gather information about products and engage with other consumers from around the world in real-time. Individuals who have gained fame through their presence on social media are referred to as influencers; they are different from traditional celebrities who are known for roles in movies, music, and television shows (Khamis et al., 2017). Influencers are individuals who have established significant relationships with their viewers by creating product or service content, interacting with their viewers, and making personal appearances on social media platforms. Social media influencers often use products that fit their lifestyles and use social media to share their experiences (Hermanda et al., 2019). Due to the scale and speed of the Internet's proliferation, some individuals are able to reach a vast number of people, build a following, and provide guidance to their followers, thus establishing themselves as social media influencers (Vrontis et al., 2021).

Social media influencers are divided into four categories: mega-influencers, macro-influencers, micro-influencers, and nano-influencers (Ladhari et al., 2020). Mega-influencers are social media superstars with tens of thousands of followers and are referred to in the industry as social stars. Influencers with 200,000–900,000 followers are referred to as macro-influencers. A well-known characteristic of these individuals is that they have

extensive knowledge and experience in a particular area of products or services. Micro-influencers are those who with 10,000–200,000 followers. They engage more actively in their communities and communicate more accurately with their followers. Finally, influencers with fewer than 10,000 followers are known as nano-influencers due to the small size of their followers. They are well-known brand ambassadors with a considerable following (Ladhari et al., 2020). Social influencer marketing is a cost-effective marketing strategy because it allows direct targeting of a specific audience. Consequently, the use of social media influencers as a marketing tool has proven to be a viable option for both companies and influencers (Hassan et al., 2021). Table 2.2 provides a summary of the previous studies on social media influencers in Malaysia:

**Table 2.1:** Previous Studies on Social Media Influencer in Malaysia

| Author / Tittle | Findings | Social Media Platform |
|---|---|---|
| Koay et al. (2021)<br><br>*Social media influencer marketing: the moderating role of materialism* | Based on the findings, the trustworthiness and expertise of social media influencers were important indicators of their followers' intentions to make a purchase. Furthermore, the mediation role of materialism in the link between attractiveness and intention to make a purchase was a key factor to consider. Also, the effect of attractiveness on the desire to make a purchase was stronger when the level of materialism was higher. | Instagram |
| Hassan et al. (2021)<br><br>*The credibility of social media beauty gurus in young millennials'* | The findings showed that social media influencers who promoted cosmetic products connected most effectively with their followers when they exhibited characteristics such as knowledge, relatability, confidence, and articulation, | Social media such as YouTube, Instagram, Twitter, and Facebook |

**Table 2.1** continued

| | | |
|---|---|---|
| *cosmetic product choice* | all of which are necessary for developing trust with followers. | |
| Khan and Phung (2021)<br><br>*Social media influencers and its impacts on consumer behavior: Malaysia* | The study's findings indicated that consumers were influenced by electronic verbal advertisements before or following the purchase of an item. Consumer spending, online content, and social exchanges all had an impact on how consumers made their purchasing decisions. | Facebook |
| Muda & Hamzah (2021)<br><br>*Should I suggest this YouTube clip? the impact of UGC source credibility on ewom and purchase intention* | Consumers' attitudes towards user-generated content on YouTube were favourably related to perceived source credibility. Findings also showed a positive correlation between customers' attitude towards user-generated content and future purchase intention and electronic word of mouth. | YouTube |
| Muda and Khan (2020)<br><br>*Electronic word-of-mouth (ewom) and user-generated content (UGC) on beauty products on youtube: factors affecting consumer attitudes and purchase intention* | This study demonstrated considerable support for the influence of all four dimensions (information quality, perceived usefulness, user-generated content credibility, and source homophily) on attitude towards user generated content. As a result, young beauty customers were more likely to use YouTube's user-generated content to make purchase decisions if they perceived the user-generated content to have excellent information from a reliable source that was comparable to them. | YouTube |
| Abdullah et al., (2020)<br><br>*Impact of social media influencer on Instagram user purchase intention* | The study found that trustworthiness, expertise, likability, similarity, and familiarity influenced the purchase intentions towards fashion products. Among the independent variables, likability had a greater correlation with | Instagram |

**Table 2.1** continued

| | | |
|---|---|---|
| *towards the fashion products: the perspectives of students* | the purchase intention towards fashion products. Affection to deliver information to Instagram users was more effective in persuading the purchase intention of Instagram users. | |
| Chekima et al., (2020)<br><br>*Social media influencer in advertising: the role of attractiveness, expertise and trustworthiness* | This study discovered that source credibility factors such as attractiveness, expertise, and trustworthiness had a beneficial effect on consumers' views about advertisements and brands, as well as their purchase intention. | Responses from consumers who have been exposed to social media influencers' ads |
| Chin (2019)<br><br>*The effect of social media influencers featured in beauty care products advertisements on purchase intention among UCSI university students* | Students' intention to purchase beauty care products was significantly correlated with several measures of social media influencers' credibility including expertise, trustworthiness, and attractiveness. | Social media such as Instagram and Facebook |
| Lokithasan et al. (2019)<br><br>*Male and female social media influencers: the impact of gender on emerging adults* | Women were more likely to be influenced by influencers who promoted beauty products while men were drawn to technology and gaming products. The most important variables in the impact of social media influencers' posts were entertainment and information. | Instagram and YouTube |
| Lim et al. (2017)<br><br>*The impact of social media influencers on* | It was discovered that the source credibility of social media influencers had an insignificant relationship with attitude and purchase intention. | Responses from consumers who have been exposed to |

**Table 2.1** continued

| | | |
|---|---|---|
| *purchase intention and the mediation effect of customer attitude* | | social media influencers' |

## 2.4 Underpinning Theories in Developing the Conceptual Model

This study sought to develop a conceptual model supported by relevant theories to identify the elements of the user-generated content created by beauty influencers on YouTube that contribute to the credibility of information, which influences consumers to adopt the information and affects their purchase intentions. As such, the fundamental theories for this study were identified as source credibility model, information adoption model, and stimulus organism response model. Each of these theories is briefly reviewed and summarised below.

### 2.4.1 Source Credibility Model

Source credibility is a proven theory that justifies how the perceived credibility of a source of communication affects the persuasiveness of the said communication. When the source of information is regarded as reliable, people will generally be willing to accept and adopt the information (Li & Suh, 2015). People also tend to seek more information about particular products or services from the same source in making their purchase decisions. People are more likely to be convinced if the persuader is seen as reliable, knowledgeable, and trustworthy. Ohanian, (1990) developed and verified three scales that are still actively being used today and are being employed widely in influencer marketing research

(Djafarova & Rushworth, 2017; Schouten et al., 2020). These scales are expertise, attractiveness, and trustworthiness (Ohanian, 1990).

Ohanian (1990) noticed inconsistencies in quantifiable source credibility measures and conducted a study to develop a three-component element that offered a consistent and valid scale for the source credibility model. This model is based on source credibility theory (Hovland et al., 1953) and source attractiveness model (McGuire, 1985). According to source credibility theory, source credibility is founded on two factors, namely expertise and trustworthiness. Meanwhile, according to source attractiveness model, the factors contributing to an effective message are familiarity, likability, and similarity.

The Ohanian model of source credibility uses five sub-points to determine a source's level of expertise, namely expert, experienced, knowledgeable, qualified, and skilled; five sub-points to determine attractiveness, namely attractive, classy, beautiful, elegant, and sexy; and five sub-points to determine trustworthiness, namely dependable, honest, reliable, sincere, and trustworthy. The source of credibility model analyses the various aspects that are important for the communicator's extent of credibility. The level of expertise relates to the extent to which the endorser is believed to be a reputable source of information, and trustworthiness refers to how reliable, trustworthy, and honest the endorser is perceived to be (Erdogan, 1999; Ohanian, 1990). While attractiveness is exclusively concerned with physical appearance, expertise and trustworthiness are important considerations relating to a person's personality and are frequently used to indicate credibility (Rifon et al., 2016).

There is a connection between an influencer's perceived credibility and the impact of the message transmitted, which is based on the influencer's established level of expertise

and trustworthiness (AlFarraj et al., 2021). A communication medium that provides accurate information is a credible source of information (Visentin et al., 2019). Since the influencer is the main source of information, the perceived credibility of the influencer is a vital aspect for the advertiser. The three major aspects influencing a source's credibility in the context of online video marketing are trustworthiness, attractiveness, and expertise (Todd & Melancon, 2018). Due to the enduring significance of credibility, no one can dispute that it plays a crucial role in marketing (Dwivedi et al., 2018).

Many studies have been conducted to determine the key dimensions of source credibility. Although different studies have arrived at different conclusions, a majority of them have found source credibility to be a multifaceted construct that focuses on the source's trustworthiness, expertise, and attractiveness to the audience (Todd & Melancon, 2018). According to current research, the perceived credibility of user-generated content is evaluated based on three key aspects, namely expertise, trustworthiness, and attractiveness (AlFarraj et al., 2021; Muda & Hamzah, 2021). Hence, in this research, an influencer's credibility was measured using the three dimensions suggested by Ohanian (1990).

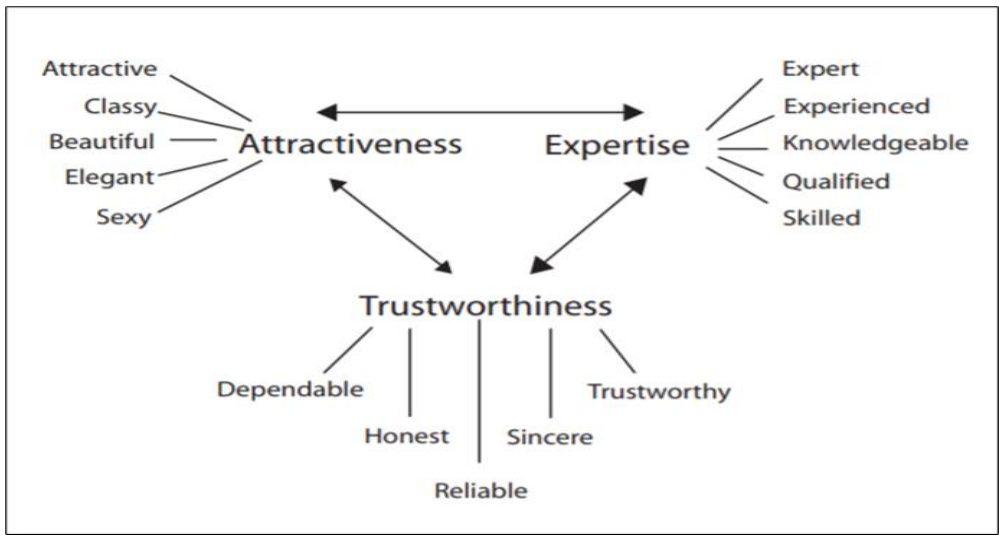



**Figure 2.1:** Source Credibility Model (Ohanian, 1990)

### 2.4.2 Information Adoption Model

Adoption theories discuss the various stages that individuals will go through while deciding to take action or use a new concept, information, or technology for the first time. Sussman and Siegal (2003) established the information adoption model, which utilises this concept to explain how information is adopted. This model integrates the adoption models based on theory of reasoned action, technology acceptance model, and elaboration likelihood model (Sussman & Siegal, 2003). A relevant theoretical explanation for how an individual has the behavioural intention to adopt information is provided by the theory of reasoned action and technology acceptance model. However, these models are unable to explain how individuals are affected by the information they receive (Erkan & Evans, 2016; Sussman & Siegal, 2003). Thus, the elaboration likelihood model was developed to complement these models. According to the elaboration likelihood model, individuals process information in two different ways: centrally and peripherally. These two routes of information processing are represented as two components, which are information quality through the central route and source credibility through the peripheral route (Erkan & Evans, 2016; Sussman & Siegal, 2003).

The information adoption model was originally developed to improve the understanding of how people form attitudes towards adopting information about particular supported concepts, behaviours, or technologies (Filieri & McLeay, 2014). User-generated review videos involve the process of transferring information from the individual who created the information video to the individuals who need the information. People convey their ideas and opinions by recording and uploading videos on social media platforms to share the video content with other users. To be more specific, information adoption is one of the most important acts that people engage in to acquire information (Cheung et al., 2008).

Consumers' usage of information is a crucial element in their purchase decisions, and information adoption is a huge component of this. Customers who adopt the information available on the internet regarding a product or service will also have the intention to purchase the product or service (Erkan & Evans, 2016).

The information adoption model is widely used in the fields of marketing and information system, and it is applicable to user-generated content that relates to how consumers process the information available on the internet (Cheung et al., 2008; Filieri & McLeay, 2014; Shu & Scott, 2014). This model also provides an overview of how the information available on online platforms can have an impact on consumers (Erkan & Evans, 2016). Researchers have extensively used the information adoption model to study the information adoption of user-generated content on social media such as Facebook (Erkan & Evans, 2016; Hsu, 2021; Shu & Scott, 2014) and YouTube (Arora & Lata, 2020). Therefore, this study used the information adoption model to gain a better understanding of how consumers process information from user-generated content on YouTube.

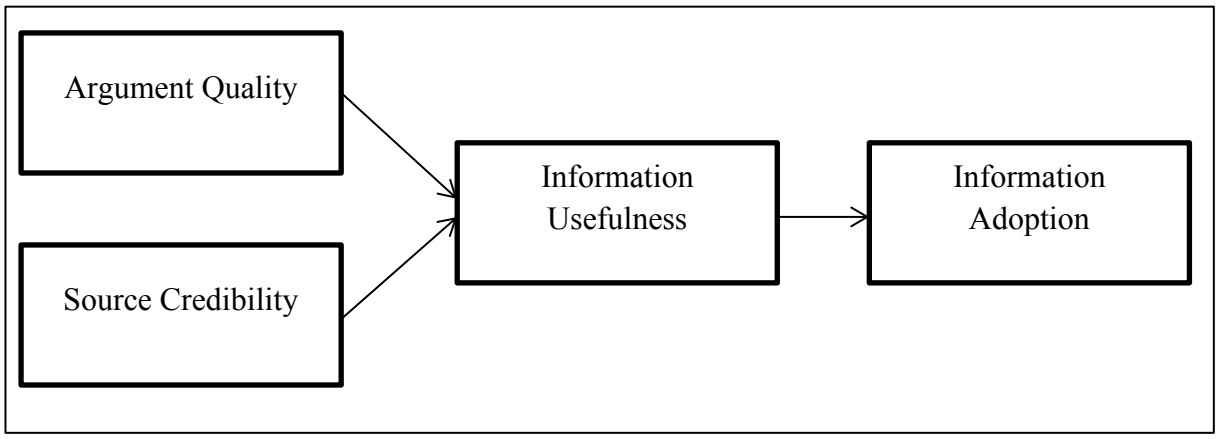



**Figure 2.2:** Information Adoption Model (Sussman & Siegal, 2003)

### 2.4.3 Stimulus Organism Response Model

The Stimulus Organism Response model concept was originally drawn up from the theory of stimulus response. The Stimuli Organism Response model was further developed by Mehrabian and Russell (1974), who introduced the idea of an organism's response to stimulus. The model considers environmental stimulus (S) that causes the emotional response of consumers (O), leading to the consumers' behavioural reactions (R). Using this model, researchers can measure customers' responses to external stimuli as well as their subsequent behaviour. This can assist researchers in better understanding customers' perceptions and feelings about external stimuli (Cheah et al., 2020). This model depicts how people react to environmental stimuli. The internal state of an individual can be changed by a range of variables, which are collectively referred to as stimuli. The term organism, on the other hand, is concerned with the internal processes and outputs of the stimulus, and in most circumstances, the organism acts as a mediator between the stimulus and the responses. Finally, response is the result of the interaction between a stimulus and an organism.

When used in consumer behaviour research, the stimulus organism response may be used as a framework to illustrate the impact of the external influences on customers. This can include managerially controllable elements as well as non-controlled environmental elements (S), a reaction to an external stimulus that involves an internal process that might include emotional and cognitive responses (O), as well as the actions that arise from all of this (R) (Bagozzi, 1983). In other words, when a consumer comes across user-generated content on YouTube, user-generated content (S) triggers the consumer's information processing (O), and as a result, behavioural actions (R) are connected to the product when the consumer analyses the information.

It is regarded as a psychological theory that is widely used in the study of consumer behaviour (Kim & Johnson, 2016; Wu & Li, 2018). Recently, several researchers have used the stimulus organism response model as the underpinning theory to study purchase intention (Cheah et al., 2020; Liu et al., 2018; Patanasiri & Krairit, 2019; Zhu et al., 2020). To better understand the factors that influence consumer purchase intention, this study applies the Stimuli Organism Response model. In this study, influencer attributes serve the function of the stimulus, in the sense that they become an external component that sets off a reaction in the organisms of the responders. Furthermore, the reaction to an external stimulus that involves an internal process that may include emotional and cognitive responses causes information credibility to transform into an organism. This transformation takes place as a result of the reaction. In conclusion, information adoption and purchase intention serve as the response, which is the observable behavior or reaction shown by the organism as a result of the interaction between the stimulus and the internal cognitive and emotional processes.

## 2.5 Influencer Attributes

The credibility of online reviews has often been used as a dependent variable in studies on e-commerce and social media (Flanagin & Metzger, 2013; Luo et al., 2015). Source credibility refers to the extent to which the public perceives the source as knowledgeable and from which the public can obtain expertise in product knowledge (Djafarova & Rushworth, 2017; Ohanian, 1990). However, despite the increasing amount of information received by consumers, there is inadequate explanation of the components of information credibility in terms of the information shared by social media influencers (Sheldon & Bryant, 2016).

By looking for recommendations on social networking sites, customers can make electronic word of mouth more useful by increasing the number of recommendations they receive. Meanwhile, social networking sites, with their interactivity, can help boost the credibility of information gained through electronic word of mouth and prevent the spreading of misinformation (Hajli, 2018). During the internalisation process, the information supplied by credible sources has a substantial impact on the attitudes, beliefs, and behaviours exhibited (Geho & Dangelo, 2012). The quality of information is incredibly diverse. It is challenging to find users who have information that is as highly relevant and credible as the information possessed by the source of information. Influencers' credibility is related to the success of the message they are spreading, which depends on the recognised level of expertise and trustworthiness of the influencers (AlFarraj et al., 2021).

It is useful to examine social media users' opinions regarding the credibility of user-generated information as it is associated with specific outcomes such as improved consumers' engagement intention, higher brand loyalty, and increased customer trust in the service quality (Shamhuyenhanzva et al., 2016). The concept of credibility has always played an important role in the marketing sphere (Dwivedi et al., 2018). Further, determining the source of information credibility is considered a critical part of the source of information. However, there is ongoing debate among researchers about the precision and dimension of the credibility construct (Daowd et al., 2020).

Discussions on the importance of expertise, attractiveness, and trustworthiness in the context of social media influencers have been increasing in recent years (Weismueller et al., 2020). Research done by Song et al., (2021) suggests that information credibility is mainly concerned with customers' perceptions of the quality of the information found on social

media websites, as well as the degree of trust that can be derived from a reputational point of view. Additionally, homophily seems to be another crucial aspect in determining credibility (Daowd et al., 2020). The credibility of internet recommendations is higher when there is a high degree of homophily between the information provider and the reader (Pentina et al., 2018). Consequently, customers may regard suggestions from sources that are similar to them as more credible (Ismagilova et al., 2020). Thus, information quality and homophily were included as the determinants of information credibility in addition to the other three components of the source credibility model used in this study.

Table 2.2 presents the variables affecting information credibility which constructed using prior studies that served as the basis for the literature review presented in this thesis. These variables were investigated as the influencers' attributes in this study.

**Table 2.2:** Summaries of the Influencer Attributes that Influence Information Credibility from Previous Studies

| Author | Expertise | Attractiveness | Trustworthiness | Homophily | Information Quality |
|---|---|---|---|---|---|
| Astarini and Sumardi (2022) | X | ✓ | X | ✓ | X |
| Chakraborty and Bhat (2018) | X | X | X | X | ✓ |
| Chih et al. (2020) | X | X | ✓ | ✓ | X |
| Andoy et al. (2022) | ✓ | X | X | X | X |
| Daowd et al. (2020) | X | X | X | ✓ | X |
| Fang, (2014) | ✓ | X | X | X | X |
| Intansari and Roostika (2022) | ✓ | X | ✓ | X | X |
| Ismagilova et al. (2020) | ✓ | X | ✓ | ✓ | X |
| Jiang et al. (2021) | X | X | X | X | ✓ |
| Li and Suh (2015) | X | X | X | X | ✓ |
| Lis (2013) | ✓ | X | ✓ | ✓ | X |
| Pinda et al. (2021) | X | ✓ | X | ✓ | X |
| Saima and Khan (2020) | ✓ | X | ✓ | X | ✓ |
| Sokolova and Kefi (2020) | X | ✓ | X | X | X |
| Tien et al. (2018) | ✓ | X | ✓ | X | X |
| Wang et al. (2017) | ✓ | ✓ | ✓ | X | X |
| Wang and Scheinbaum (2017) | ✓ | ✓ | ✓ | X | X |
| Xiao et al. (2018) | ✓ | X | ✓ | ✓ | X |
| **Current Study** | ✓ | ✓ | ✓ | ✓ | ✓ |

### 2.5.1 Expertise

Expertise is defined as the extent to which an influencer is perceived to have the necessary knowledge, experience, or skills to promote a particular product (Ki et al., 2020; Van der Waldt et al., 2009). Yin et al. (2018) described expertise as the source's level of knowledge. Meanwhile, Wiedmann and von Mettenheim (2020) defined expertise as high levels of knowledge, experience, and problem-solving skills in a given domain. Social media influencers make a remarkable impact on their followers by sharing content about their daily lives on social media platforms like YouTube or Facebook. Additionally, consumers who follow lifestyle vloggers' product recommendations often purchase the products recommended by such influencers as they consider the influencers to be credible sources of information. This is due to the similarity the consumers feel with the vlogger and also the relationship bond with the vlogger. Moreover, influencers tend to communicate directly with their followers by allowing the followers to leave comments on their posts. The interaction between the influencer and the followers may strengthen the feeling that the influencer is similar to the followers. In this context, the ability of the influencer to produce reliable and credible information from the beginning of contact with customers to strengthen the relationship bond with them is sometimes referred to as expertise (Nejad et al., 2014).

Consumers can evaluate and identify influencers' expertise from their knowledge and experience in dealing with or using a product, or product-related skills, and anything else that could be perceived as expertise. Influencers are considered to possess broad knowledge and expertise in several categories of items such as makeup or fashion rather than just a single product (Kapitan & Silvera, 2016). The level of an influencer's expertise can be observed by consumers, regardless of whether the influencer has sufficient knowledge about the product or service that they endorsed or not. Consumers typically prefer the products and

services endorsed and promoted by high-expertise influencers and celebrities (Uribe et al., 2016). Consumers perceive a source of information as reliable when it is in accordance with their perception that the source must have excellent knowledge in the area of the endorsed product. The endorser's expertise also enables them to identify the advantages and disadvantages of the product they endorse; hence, the endorser is assumed to be credible as they view the endorsed product from a consumer's perspective. A source's perceived expertise indicates that the source recognises the pros and cons of the endorsed product, making what they deliver much more credible from a consumer's perspective (Uribe et al., 2016).

An expert is someone capable of functioning in a domain at a high level, and this feat can be accomplished by only a small number of people (Wiedmann & Von Mettenheim, 2020). Consumers view expertise as a highly desirable trait when deciding whether or not to adopt the material that comes from the influencer (Yadav et al., 2013). Expertise in this context often refers to the consumer's perception of the potential of the influencer to produce credible and trustworthy content based on the interaction between the customer and the influencer from the beginning (Nejad et al., 2014). Additionally, the consumer might have inquiries regarding the product or service recommended by the influencer. Thus, the influencer must have the experience in using the product or service in order to have a strong influence on the consumers' purchasing decision. It is highly possible that a consumer will accept the information offered by an influencer when the influencer is perceived as an expert in their area (Yadav et al., 2013).

Consumers can evaluate and recognise influencers' expertise in various ways by identifying their product-related abilities, their awareness, and their sharing of experiences

in dealing with or using a product. Consumers usually favour the products and services supported and marketed by celebrities and influencers with higher levels of expertise. An influencer will not be regarded as an expert in a certain field unless the followers feel that the influencer is skilled, competent, and knowledgeable (Schouten et al., 2020). The influencer's experience, which includes the ability to recognise a product's benefits and drawbacks, is believed to be reliable. Consumers who lack experience are more likely to seek expert advice. The expertise of an individual is a critical factor when it comes to increasing the persuasiveness of a user-generated message and purchase intention (Ismagilova et al., 2020). When an influencer has extensive experience in a variety of fields, they are often referred to as experts. When the expert influencer uses a supported product that is illustrated on their video blog, the followers will consider purchasing the same product. Thus, influencers who are experts in the industry offer more credible information on the products (AlFarraj et al., 2021).

Social media influencers who are viewed as experts in their field are more likely to create good para-social relationships with their followers (Lou & Kim, 2019). Consumers are more likely to take advice from an expert compared to those who lack expertise. An influencer is also regarded as an expert when they have considerable knowledge in various categories. For example, a YouTube influencer who specialises in the lifestyle category will provide reviews and recommendations on various lifestyle topics such as makeup trends, perfumes, and fashion trends. When applied to the context of social media, followers are more likely to purchase the products endorsed by social media influencers that have particular levels of expertise and experience regarding the products they endorsed (Weismueller et al., 2020). This will lead the followers to consider purchasing the endorsed products as the expert influencers themselves use the same products, as demonstrated on

their vlogs. Knowledge and expertise are what make influencers more credible because they are aware of what they are actually talking about when they suggest a product (Kapitan & Silvera, 2016). Furthermore, the level of expertise of an influencer will not only have an impact on their credibility but also influence consumers' purchasing behaviour and intention (Schouten et al., 2020).

A large and growing body of literature has investigated the relationships that expertise has with information credibility, information adoption, and purchase intention. These relationships are summarised below:

**Table 2.3:** Previous Research on the Relationship Between Expertise and Information Credibility

| Relationship between Expertise and Information Credibility | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | | Methodology Employed | | | |
| No | Author | Objective of the study | Theory / Model | Research Design | Data Analysis | Sample Size | Discussion |
| 1 | Lis (2013) | This study investigated the factors that consumers regarded as having an impact on the credibility of consumer recommendations made online. | Dual process theory and Source credibility models | Quantitative: Online Questionnaire | SPSS-AMOS version 19 | In total, there were 634 people who filled out the survey. Respondents are members of a prominent online consumer discussion forum. | This study offers evidence to support the proposition that expertise is one of the most significant factors in determining how credible electronic word of mouth is perceived |
| 2 | Fang (2014) | This research investigated how users of social networking sites used the information included in the electronic word of mouth reviews contributed by other users. | Stimulus Organism Response Model (SOR) and Curiosity theory | Quantitative: Online Questionnaire | PLS-SEM | There were 445 respondents who answered the survey who were active Facebook users. | The research demonstrated that source expertise had a significant positive impact on the sense of credibility. |

**Table 2.3** continued

| Relationship between Expertise and Information Credibility | | | | | | | |
|---|---|---|---|---|---|---|---|
| 3 | Wang and Scheinbaum (2017) | The purpose of this study was to determine the effects of celebrity endorsers' source characteristics on consumers' brand attitude, brand credibility, and consumers' purchase intention towards the endorsed brands. | Source credibility model | Quantitative: Questionnaire | LISREL 8.80 | 674 respondents | Customers of an airline who had a limited level of involvement in their travel decisions were not as significantly influenced by the expertise of the company's celebrity endorser. The influence of celebrity endorsement on the credibility of the brand was not significant. |
| 4 | Wang et al. (2017) | This study investigated the links between endorsers' credibility, consumers' attitudes towards the brand, the brand's credibility, and consumers' intention to purchase the air transportation services offered by airlines that used celebrity endorsements as a marketing strategy. | Source credibility theory Product differentiation theory, | Quantitative: Questionnaire | LISREL 8.80 | 637 respondents. The questionnaires were distributed and collected at Taipei Shongshan Airport in Taiwan | A significant relationship was found between celebrities' level of expertise and their credibility. |

**Table 2.3** continued

| Relationship between Expertise and Information Credibility | | | | | | | |
|---|---|---|---|---|---|---|---|
| 5 | Xiao et al. (2018) | This study investigated the influence of heuristic and systematic information signals on individuals' evaluations of the credibility of the material offered by YouTube influencers. | The heuristic-systematic model Source Credibility Model | Quantitative: Online Questionnaire Online survey was administered on Amazon's Mechanical Turk platform (MTurk) | MPlus 7 (version 7.4) was used to process the data by applying linear structural equation modelling (SEM) | 497 respondents | In terms of deciding whether or not a user considered a YouTube influencer to be an expert on a given topic, heuristic information processing strongly focused on the function of source expertise. |
| 6 | Tien et al. (2018) | This study developed a comprehensive research framework that focused on the influence of customer-to-customer (C2C) electronic word of mouth (eWom) using information persuasion in reference to purchase decision-making. | Information Adoption Model | Quantitative: Questionnaire | SPSS and SMART PLS | 350 students from two universities in Taipei | When evaluating the credibility of the electronic word of mouth messages received from customer-to-customer interaction in social networking sites, users of electronic word of mouth considered source expertise to be one of the most important aspects. |

**Table 2.3** continued

| Relationship between Expertise and Information Credibility | | | | | | | |
|---|---|---|---|---|---|---|---|
| 7 | Ismagilova et al. (2020) | This research sought to synthesise the findings of previous studies on the characteristics of source credibility in electronic word of mouth communications into a unified model by using meta-analytic techniques. | Meta analysis: This meta-analysis was based on a total of 20 different investigations. | N/A | Comprehensive Meta-Analysis software | N/A | It was discovered that expertise had an effect on the credibility of information. When the information originated from a competent and experienced source, the recipient was more likely to view the information as credible. This finding is in line with the dual process theory and the findings of some earlier studies. |
| 8 | Saima and Khan (2020) | This study attempted to determine the effects of various characteristics of social media influencers on their credibility and, ultimately, on consumers' intention to make a purchase. | Source credibility and source attractiveness models | Quantitative: Online Questionnaire | PLS-SEM | 76 respondents | It was discovered that the level of expertise of a social media influencer had no effect on the credibility of the influencer. |
| 9 | Andoy et al. (2022) | This study sought to determine the factors affecting review credibility and | Elaboration Likelihood Model (ELM) | Quantitative: Online Questionnaire | Structural Equation Modeling (SEM) | 399 respondents who were the | The level of expertise of a reviewer was found to be the most important determinant |

**Table 2.3** continued

| Relationship between Expertise and Information Credibility | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | ultimately, the effect of credibility on a person's intention to make a purchase. | | | | customers that used Shopee to make purchases of clothing items online and read reviews | of the review's credibility. Customers felt that the reviewer's competency and ability to provide sufficient insights demonstrated expertise. |
| 10 | Intansari and Roostika (2022) | This research investigated the impact of consumers' electronic word of mouth on their intentions to purchase the products featured on information media sites on TripAdvisor. | Based on previous literature | Quantitative: Questionnaire | SPSS-AMOS | 270 respondents who have an account on TripAdvisor but have never purchased anything through the platform | The credibility of electronic word of mouth improved when the source possessed a high level of expertise. When reviewers had used a travel product and went on a vacation using TripAdvisor services, they shared their experiences with the website in the form of a review. The vast majority of TripAdvisor users had their own opinions concerning the airlines and hotels whose services they could buy through the website. |

**Table 2.4:** Previous Research on the Relationship Between Expertise and Information Adoption

| Relationship between Expertise and Information Adoption | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | | Methodology Employed | | | |
| No | Author | Objective of the study | Theory / Model | Type of research | Data Analysis | Sample Size | Discussion |
| 1 | Chircu et al. (2000) | This study sought to analyse the relationship between the level of expertise a consumer required and the level of trust that consumer had in an electronic commerce intermediary. Further, in order to have the capability to utilise the intermediary, it was necessary to have the purpose to use the electronic commerce intermediary. | Innovation Diffusion Theory and Technology Acceptance Model (TAM) | Quantitative: Questionnaire | Econometric analysis of experimental data, with special attention given to tests for departures from the assumptions of ordinary least squares (OLS) regression models | 43 MBA students at a prominent Midwestern university. The tasks for this experiment consisted of making bookings for vacation utilising an online travel agency known as Trip.Com. | Expertise only had a more substantial negative effect than usefulness had on adoption intention (at the .05 level) when dealing with complex transactions. Therefore, the direct effect of expertise was found to be insignificant. |

**Table 2.4** continued

| Relationship between Expertise and Information Adoption | | | | | | | |
|---|---|---|---|---|---|---|---|
| 2 | Ismagilova et al. (2020) | This research sought to synthesise the findings of previous studies on the characteristics of source credibility in electronic word of mouth communications into a unified model by using meta-analytic techniques. | Meta analysis: This meta-analysis was based on a total of 20 different investigations | N/A | Comprehensive Meta-Analysis software | N/A | A source's expertise affected how information was utilised. Therefore, the perceived level of expertise of a source was directly related to the likelihood that the recipient of the information would dedicate a considerable number of cognitive resources to processing the information presented with a low level of scepticism. |

**Table 2.5:** Previous Research on the Relationship Between Expertise and Purchase Intention

| Relationship between Expertise and Purchase Intention | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | | Methodology Employed | | | |
| **No** | **Author** | **Objective of the study** | **Theory / Model** | **Type of research** | **Data Analysis** | **Sample Size** | **Discussion** |
| 1 | Chin (2019) | This study investigated the effect of advertisements for beauty care products that used social media influencers on the students of UCSI University in terms of their intentions to purchase the advertised products. | Source credibility model | Quantitative: Questionnaire | SPSS | 234 students from the Faculty of Social Science and Liberal Arts. | There was a significant connection between the expertise of social media influencers and the intention to purchase beauty care products among UCSI University students. |
| 2 | Ismagilova et al. (2020) | This research sought to synthesise the findings of previous studies on the characteristics of source credibility in electronic word of mouth communications into a unified model by using meta-analytic techniques. | Meta analysis: This meta-analysis was based on a total of 20 different investigations. | N/A | Comprehensive Meta-Analysis software | N/A | It was discovered that a source's expertise influenced consumers' intention to purchase. Furthermore, if the person receiving the information believed that the person providing the information had a high level of expertise, the greater the likelihood that they would be influenced by the |

**Table 2.5** continued

| Relationship between Expertise and Purchase Intention | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | | | | | electronic word of mouth communication offered. |
| 3 | Saima and Khan (2020) | This study attempted to determine the effects of various characteristics of social media influencers on their credibility and, ultimately, on consumers' intention to purchase. | Source credibility and source attractiveness models | Quantitative: Online Questionnaire | PLS-SEM | 76 respondents | The study determined that the expertise of social media influencers had no significant effect on consumers' intention to purchase. |
| 4 | AlFarraj et al. (2021) | This study evaluated the impact of influencers' credibility aspects on purchase intention among Jordanian consumers of cosmetic dermatological products through the mediating function of cognitive and affective online interaction. | Source credibility model | Quantitative: Questionnaire | SPSS-AMOS | 384 participants who are aesthetic dermatology clinics' Instagram followers | This study's findings suggest that customers will be more encouraged to engage with content that has been uploaded by social media influencers as long as they perceive that those influencers have a high level of expertise. As a result, they will have a positive intention to purchase the dermatology items recommended by those credible influencers. |

**Table 2.5** continued

| Relationship between Expertise and Purchase Intention | | | | | | | |
|---|---|---|---|---|---|---|---|
| 5 | Martiningsih and Setyawan (2022) | This study evaluated the credibility of influencers, including their attractiveness, trustworthiness, and expertise and how they influenced shoppers' intentions to purchase on the Shopee platform during the COVID-19 pandemic. | Source credibility model | Quantitative: Online Questionnaire | SPSS | 200 respondents | The level of source expertise possessed by influencers had a significant impact on customers' purchase intention. |
| 6 | Rungruangjit (2022) | This study aimed to determine which aspects of a celebrity's persona, such as attractiveness, trustworthiness, and expertise, are most likely to stimulate strong purchase intentions. It also examined the underlying processes | Parasocial relationship theory | Quantitative: Questionnaire | PLS-SEM | 454 respondents who are students at universities in Bangkok who saw a popular Chinese internet personality promote and sell | Internet celebrities that possessed greater levels of expertise were found to produce greater numbers of intentions to purchase. |

**Table 2.5** continued

| Relationship between Expertise and Purchase Intention | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | through which celebrity attributes influence purchase intentions by focusing on the mediating role of para-social interactions. Further, the study investigated how closely celebrity attributes align with the products. | | | | cosmetic products on Taobao live streaming and then went on to make a purchase of a cosmetic product | |

**Table 2.6:** Previous Research on Information Credibility Mediate the Relationship Between Expertise and Purchase Intention

| Information Credibility as a Mediator of the Relationship between Expertise and Purchase Intention | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | | Methodology Employed | | | |
| No | Author | Objective of the study | Theory / Model | Type of research | Data Analysis | Sample Size | Discussion |
| 1 | Saima and Khan (2020) | This study attempted to determine the effects of various characteristics of social media influencers on their credibility and, ultimately, on consumers' intention to make a purchase. | Source credibility and source attractiveness models | Quantitative: Online Questionnaire | PLS-SEM | 76 respondents | The connection between social media influencers' expertise and purchase intention was not mediated by credibility. |

### 2.5.2 Attractiveness

Attractiveness is one of the three components of the source credibility model (Wang & Scheinbaum, 2017) apart from trustworthiness and expertise. Attractiveness refers to the external physical appearance of a person whereby the person is considered classy, sexy, or elegant (Amos et al., 2008; Ohanian, 1990). Source attractiveness focuses on the physical features or characteristics of an endorser (Erdogan, 1999). Consumers prefer choosing a product endorsed by an attractive endorser because physical appearance is essential for brand representatives. Nevertheless, the level of importance of the physical appearance of an endorser depends on the product category or brand; for instance, physical appearance is an essential factor that can impact consumers' purchase intention towards beauty products or sports-related products. Consumers are more willing to follow the suggestions or recommendations made by visually attractive influencers. Attractiveness has to do with one's outward physical appearance. A customer's perception of an influencer's attractiveness is closely tied to the influencer's physical attributes and characteristics, such as knowledge, beauty, and health, as well as their psychographic traits (Onu et al., 2019).

The concept of attractiveness extends beyond physical appeal. Attractiveness encompasses the intellectual abilities, personal attributes, lifestyle, athletic performance, and abilities of the endorser (Erdogan, 1999). Physical appearance may not be the main factor influencing the consumer when the endorser is considered an expert, as the consumer expects to benefit from an endorser who is an expert in terms of their educational background and knowledge. Nevertheless, consumers tend to be more drawn towards attractive expert endorsers. However, the factors that are most likely to influence the attitude of a customer towards an influencer are the experiences and expectations of the influencer (Li et al., 2012). Influencers may be perceived as credible endorsers and may have a great influence on

consumer behaviour because influencers share and post user-oriented product reviews, recommendations, and their personal experiences in using the endorsed products on their social media platforms. Beauty influencers, in particular, share make-up tutorials in their vlogs and offer honest reviews. As a result, influencers have a substantial impact on consumers' brand attitudes and purchase behaviour.

Consumers are more likely to adopt and purchase a product from a particular brand over other brands' products when they see the people, they like wearing, using, or displaying that particular product (Forbes, 2016). The attractiveness of the source is conceptualised and measured by how beautiful, elegant, classy, likable, and physically attractive the source is perceived to be (Amos et al., 2008; Balabanis & Chatzopoulou, 2019). Besides, influencers who are beauty vloggers are perceived to have knowledge in the beauty industry. They are often physically attractive, especially among the influencers who endorse beauty products. A person's attractiveness is measured in terms of their physical appearance (Wiedmann & Von Mettenheim, 2020). Consumers tend to be easily convinced by physically appealing influencers, especially when these influencers make recommendation videos in their vlogs. Likewise, an influencer who recommends a skincare product and appears to have flawless skin is more convincing in influencing their followers to use the endorsed skincare products. The endorsement of a product by an attractive social media influencer is likely to be accepted (Lim et al., 2017). Hence, an attractive social media influencer can have a positive effect on consumers. Consequently, an influencer's ability to influence customers' behavioural intention depends on how attractive the influencer is (Yuan & Lou, 2020).

A prominent social media influencer can influence consumers favourably. Additionally, a well-known influencer is perceived to be more attractive and trustworthy

and, as a result, has a more significant impact on consumers' product choices (Forbes, 2016; Uzunoğlu & Misci Kip, 2014). The set of essential requirements that influencers must satisfy to achieve credibility includes attractiveness. It is easier to believe in a brand or product when the brand or product is recommended by an attractive influencer (Wiedmann & Von Mettenheim, 2020). If the endorser is likeable, consumers may have more confidence in the endorsement. Attractiveness is regarded as a key factor in spreading important messages (Wang & Scheinbaum, 2017). Attractiveness helps influencers keep their followers, and the majority of their followers are likely to follow their product recommendations, resulting in product or service purchases. The attractiveness of social media influencers not only influences customers' trust in the information but also has the potential to increase brand recognition (Lou & Yuan, 2019).

Numerous studies have studied the relationships between attractiveness and information credibility and purchasing intention. These relationships are summarised below:

**Table 2.7:** Previous Research on the Relationship Between Attractiveness and Information Credibility

| Relationship between Attractiveness and Information Credibility | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | | Methodology Employed | | | |
| **No** | **Author** | **Objective of the study** | **Theory / Model** | **Type of research** | **Data Analysis** | **Sample Size** | **Discussion** |
| 1 | Wang and Scheinbaum (2017) | The purpose of this study was to determine the effects of celebrity endorsers' source characteristics on consumers' brand attitude, brand credibility, and consumers' purchase intention towards the endorsed brands. | Source credibility model | Quantitative: Questionnaire | LISREL 8.80 | 674 respondents | Customers of an airline who had a limited level of involvement in their travel decisions were not as significantly influenced by the expertise of the company's celebrity endorser. The influence of celebrity endorsement on the credibility of the brand was not significant. |
| 2 | Wang et al. (2017) | This study investigated the links between endorsers'credibility, consumers' attitudes towards the brand, the brand's credibility, and consumers' intention to purchase the air transportation | Source credibility theory Product differentiation theory, | Quantitative: Questionnaire | LISREL 8.80 | 637 respondents. The questionnaires were distributed and collected at Taipei Shongshan Airport in Taiwan | The attractiveness of a celebrity endorser was not significant in explaining the credibility of their endorsement. On the other hand, there was a relationship between the attractiveness of celebrity endorser and their level of credibility. |

**Table 2.7** continued

| Relationship between Attractiveness and Information Credibility | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | services offered by airlines that used celebrity endorsements as a marketing strategy. | | | | | |
| 3 | Sokolova and Kefi (2020) | This study's objective was to investigate how the audience's para-social interaction (PSI) developed with the online influencer, along with their perceived credibility. It also looked at how these factors were related to the purchase intention, and how these factors, in turn, were related to the social and physical attractiveness as well as attitude homophily of members of the audience. | Elaboration likelihood model (ELM) The theory of para-social interaction (PSI) | Quantitative: Online Questionnaire | SMART PLS | 1209 female respondents | The credibility of beauty and fashion influencers on YouTube and Instagram was positively associated to their physical attractiveness. |

**Table 2.7** continued

| Relationship between Attractiveness and Information Credibility | | | | | | | |
|---|---|---|---|---|---|---|---|
| 4 | Pinda et al. (2021) | The purpose of this research was to investigate the connections between a person's physical attractiveness, attitude homophily, social attractiveness, openness, interactivity, credibility, and para-social interaction on YouTube within the context of the culinary industry in Indonesia. | Based on previous literature | Quantitative: Online Questionnaire | SMART PLS | 202 respondents who are active users of YouTube in Indonesia and who have an interest in content related to culinary. | The audience was interested in the physical attractiveness of food vloggers, and physical attractiveness could influence credibility. As a result, the audience was more likely to believe the information about the culinary world that was transmitted by food vloggers. |

**Table 2.7** continued

| Relationship between Attractiveness and Information Credibility | | | | | | | |
|---|---|---|---|---|---|---|---|
| 5 | Astarini and Sumardi (2022) | The purpose of this study was to investigate the impacts of a person's physical attractiveness, attitude homophily, social attractiveness, and relationship-building motives on credibility and para-social interaction. This study also looked at the impact of attitude towards brands and advertisements on the intention to make a purchase. | Based on previous literature | Quantitative: Online Questionnaire | SPSS-AMOS | 200 respondents | It was shown that the physical attractiveness of an influencer had a significant and positive effect on their credibility. Positive qualities, such as looking lovely or handsome, as well as an attractive physical appearance, were related to a person's level of physical attractiveness. |

**Table 2.8:** Previous Research on the Relationship Between Attractiveness and Purchase Intention

| Relationship between Attractiveness and Purchase Intention | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | | Methodology Employed | | | |
| No | Author | Objective of the study | Theory / Model | Type of research | Data Analysis | Sample Size | Discussion |
| 1 | Lim et al. (2017) | The purpose of this research was to analyse the effectiveness of social media influencers by emphasising the legitimacy of the source, the attractiveness of the source, the compatibility of the product, and the meaning transfer. | Social learning theory | Quantitative: Questionnaire | PLS-SEM | 200 respondents | The fact that the source attractiveness of social media influencers was unable to influence consumers' purchase intentions revealed that attractiveness was not a powerful dimension to generate purchase behaviour. This was due to the significantly weak logical link between an attractive endorser and purchase intention. |
| 2 | Chin (2019) | This study investigated the effect of advertisements for beauty care products that used social media influencers on the students of UCSI University in terms of their intentions to purchase the | Source credibility model | Quantitative: Questionnaire | SPSS | 234 students from the Faculty of Social Science and Liberal Arts. | There was a significant connection between the attractiveness of social media influencers and the intention to purchase beauty care products among UCSI University students. |

**Table 2.8** continued

| Relationship between Attractiveness and Purchase Intention | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | advertised products. | | | | | |
| 3 | AlFarraj et al. (2021) | The purpose of this study was to evaluate the impacts of influencers' credibility aspects on purchase intention among Jordanian consumers of cosmetic dermatological products through the mediating function of cognitive and affective online interaction. | Source credibility model | Quantitative: Questionnaire | SPSS-AMOS | 384 participants who are aesthetic dermatology clinics' Instagram followers | The study did not find any impact of attractiveness on consumers' intentions to purchase. |

**Table 2.8** continued

| Relationship between Attractiveness and Purchase Intention | | | | | | | |
|---|---|---|---|---|---|---|---|
| 4 | Rungruangjit (2022) | This study aimed to determine which aspects of a celebrity's persona, such as attractiveness, trustworthiness, and expertise, are most likely to stimulate strong purchase intentions. It also examined the underlying processes through which celebrity attributes influence purchase intentions by focusing on the mediating role of para-social interactions. Further, the study investigated how closely celebrity attributes align with the products. | Parasocial relationship theory | Quantitative: Questionnaire | PLS-SEM | 454 respondents who are students at universities in Bangkok who saw a popular Chinese internet personality promote and sell cosmetic products on Taobao live streaming and then went on to make a purchase of a cosmetic product | The findings showed that customers' perceptions of the attractiveness of online celebrity endorsers did not affect their decisions to purchase. The positive feelings of charming celebrity endorsers did not necessarily affect the purchases made by other consumers. This finding suggests that the appearances of celebrities have no bearing on the decisions made to purchase products. |

**Table 2.8** continued

| Relationship between Attractiveness and Purchase Intention | | | | | | | |
|---|---|---|---|---|---|---|---|
| 5 | Martiningsih and Setyawan (2022) | This study evaluated the credibility of influencers, including their attractiveness, trustworthiness, and expertise and how they influenced shoppers' intentions to purchase on the Shopee platform. | Source credibility model | Quantitative: Online Questionnaire | SPSS | 200 respondents | During the COVID-19 epidemic, the attractiveness of the influencer had a significant and positive effect on consumers' intention to purchase on the Shopee marketplace. |

### 2.5.3 Trustworthiness

Trustworthiness is defined as the extent to which the recipients of information perceive an information source as credible and trustworthy (Sussman & Siegal, 2003). Trustworthiness refers to the information source's credibility. It is about how good and beneficial people think the source is (Yin et al., 2018). Social media influencers are considered trustworthy and credible sources of information, mainly due to the perception of similarity between the consumers and the influencers, as well as the trust between them. In the context of social media influencers, trustworthiness refers to the extent to which a follower has trust in the reliability of a social media influencer because the sincerity, reliability, and trustworthiness of the social media influencer can be observed (Lou & Kim, 2019). Most influencer-generated content is regarded as an honest opinion and not for promotional purposes. The most important issue in the beauty industry is the trustworthiness of public figures, which have been linked to social media influencers (Wang & Scheinbaum, 2017).

Influencers seem trustworthy because they post videos of themselves demonstrating the endorsed product. A social media influencer who consistently shares informative content with their followers might develop an emotional attachment with them, thereby positively encouraging them to purchase the recommended products (Ki et al., 2020). Customers' trust and loyalty towards social media influencers has been shown to have a positive impact on the long-term viability of the relationships between them, as well as on the brand's sales and overall performance in the market (AlFarraj et al., 2021). This scenario results in increased perceptions of trustworthiness as influencers usually recommend products in a real-life setting. The trustworthiness of the source reflects the extent of the consumer's confidence that the information provided is reliable and valid (Shamhuyenhanzva et al., 2016).

Customers are concerned as to whether or not they can trust the influencer when it comes to product reviews. It is not sufficient for the source of information to appear knowledgeable. Perceivers must consider the reliability and trustworthiness of the source. Hence, the source of information must not only appear knowledgeable but also seem to be reliable and truthful in order to have a positive impact on consumers. Trustworthiness is the extent of consumers' confidence that the information supplied is truthful and valid (Shamhuyenhanzva et al., 2016). The trustworthiness of the information source is vital in social networking as it reflects the value of the information provided; hence, a lack of trustworthiness is extremely detrimental for user-generated content (Saleem & Ellahi, 2017). Consumers' lack of trust has an adverse impact on product persuasiveness as they do not want to risk purchasing a product, they are not familiar with. Consumers will do their own product evaluation from the information gained online from the source. If the source of information is perceived to be reliable and trustworthy, consumers may consider purchasing the product or service. Hence, social media influencers' perceived trustworthiness has a significant influence on the behavioural intention of consumers (Yuan & Lou, 2020).

Influencers who create and post videos of themselves evaluating products on their social media platforms have a high level of trustworthiness and honesty. Consumers who watch their videos will be drawn to the influencers' recommendations and will consider purchasing the recommended products. A person's trustworthiness is a measure of whether or not they can be relied upon to give their honest views without being influenced by others (Wiedmann & Von Mettenheim, 2020). When users regard an influencer as good, reliable, dependable, honest, or trustworthy, the influencer's trustworthiness increases (Ceyhan et al., 2018). Consumers may consider purchasing a product if the source is considered to be reliable and trustworthy.

Trustworthiness is regarded as an essential factor for promoting valuable messages (Wang & Scheinbaum, 2017). In the world of social media influencers, trustworthiness is the most powerful and most essential credibility characteristic (Schouten et al., 2020). Influencer marketing relies heavily on the trustworthiness of influencers because their expertise is often derived from their own personal experiences rather than from formal education or specialised knowledge (Lou & Yuan, 2019). The use of social media influencers is considered more trustworthy than the celebrity endorsement promotion approach because of influencers' friendliness in establishing relationships with customers. Therefore, when consumers regard an influencer as trustworthy, there will be a positive impact on their attitudes and actions, including their intention to purchase (Sokolova & Kefi, 2020). The issue of influencers' trustworthiness is one that is most closely investigated and studied in the cosmetics industry. Research has discovered a strong link between social media influencers and attractiveness, as appearance is a vital factor in shaping consumers' attitudes (Wang & Scheinbaum, 2017).

A summary of previous research on the impact of trustworthiness on information credibility, information adoption, and intention to purchase is provided below:

**Table 2.9:** Previous Research on the Relationship Between Trustworthiness and Information Credibility

| Relationship between Trustworthiness and Information Credibility | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | | Methodology Employed | | | |
| No | Author | Objective of the study | Theory / Model | Type of research | Data Analysis | Sample Size | Discussion |
| 1 | Lis (2013) | This study investigated the factors consumers regarded as having an impact on the credibility of consumer recommendations made online. | Dual process theory and source credibility models | Quantitative: Online Questionnaire | SPSS-AMOS version 19 | In total, there were 634 people who filled out the survey. Respondents are members of a prominent online consumer discussion forum. | The findings offer additional support for the hypothesis that there is a strong positive association between credibility and trustworthiness. The degree to which a person can be trusted is one of the most important factors in determining credibility in electronic word of mouth. |
| 2 | Wang and Scheinbaum (2017) | The purpose of this study was to determine the effects of celebrity endorsers' source characteristics on consumers' brand attitude, brand credibility, and consumers' purchase | Source credibility model | Quantitative: Questionnaire | LISREL 8.80 | 674 respondents | Within the context of the airline sector, the attractiveness of celebrity endorsements had a significant beneficial effect on the credibility of brands. |

**Table 2.9** continued

| Relationship between Trustworthiness and Information Credibility | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | intention towards the endorsed brands. | | | | | |
| 3 | Wang et al. (2017) | This study investigated the links between endorsers' credibility, consumers' attitudes towards the brand, the brand's credibility, and consumers' intention to purchase the air transportation services offered by airlines that used celebrity endorsements as a marketing strategy. | Source credibility theory Product differentiation theory | Quantitative: Questionnaire | LISREL 8.80 | 637 respondents. The questionnaires were distributed and collected at Taipei Shongshan Airport in Taiwan | The credibility of a celebrity endorser could best be explained by their trustworthiness. As soon as customers began to believe that a brand had become more trustworthy, reputable, and desirable due to an endorsement, their attitudes towards the celebrity-supported brand began to improve. |
| 4 | Xiao et al. (2018) | This study investigated the influence of heuristic and systematic information signals on individuals' evaluations of the credibility of the material offered by YouTube influencers. | The heuristic-systematic model Source Credibility Model | Quantitative: Online Questionnaire Online survey was administered on Amazon's Mechanical Turk platform (MTurk) | MPlus 7 (version 7.4) was used to process the data by applying linear structural equation | 497 respondents | The perceived information credibility in both heuristic and systematic information processing modes recognised the role of trustworthiness as a more important |

**Table 2.9** continued

| Relationship between Trustworthiness and Information Credibility | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | | | modelling (SEM) | | component in credibility judgements. |
| 5 | Tien et al. (2018) | This study developed a comprehensive research framework that focused on the influence of customer-to-customer (C2C) electronic word of mouth (eWom) using information persuasion in reference to purchase decision-making. | Information adoption model (IAM) | Quantitative: Questionnaire | SPSS and PLS-SEM | 350 students from two universities in Taipei | The trustworthiness of the source was a crucial determinant of the credibility of electronic word of mouth. |
| 6 | Ismagilova et al. (2020) | This research sought to synthesise the findings of previous studies on the characteristics of source credibility in electronic word of mouth communications into a unified model by using meta-analytic techniques. | Meta analysis: This meta-analysis was based on a total of 20 different investigations. | N/A | Comprehensive Meta-Analysis software | N/A | It was discovered that the trustworthiness of a source had an effect on the credibility of information. When the information presented to a receiver was from a trustworthy source, such information was regarded as credible if it demonstrated a high |

**Table 2.9** continued

| Relationship between Trustworthiness and Information Credibility | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | | | | | level of objectivity and sincerity. |
| 7 | Chih et al. (2020) | This study investigated the characteristics that contributed to the perceived credibility of positive electronic word of mouth reviews in order to determine the most important aspects of electronic word of mouth reviews. | Cognition-affection-behaviour (CAB) model | Quantitative: Online Questionnaire | SPSS-AMOS | 402 responders who have used The Fan Page of Fashion Guide for longer than a year and frequently browse the website's. | The degree to which a source's perceived trustworthiness had a significant and favourable impact on credibility was established through a favourable perception of electronic word of mouth. |
| 8 | Saima and Khan (2020) | This study attempted to determine the effects of various characteristics of social media influencers on their credibility and, ultimately, on consumers' intention to make a purchase. | Source credibility and source attractiveness models | Quantitative: Online Questionnaire | PLS-SEM | 76 respondents | The trustworthiness of a social media influencer was shown to have a significant impact on the credibility of the influencer. |

**Table 2.9** continued

| Relationship between Trustworthiness and Information Credibility | | | | | | | |
|---|---|---|---|---|---|---|---|
| 9 | Intansari and Roostika (2022) | This study investigated the effect of consumers' electronic word of mouth on their intentions to purchase based on the information provided by the information media pages hosted on TripAdvisor. | Based on previous literature | Quantitative: Questionnaire | SPSS-AMOS | 270 respondents | The credibility of electronic word of mouth improved when the source could be relied upon. Readers who were also customers and who read reviews on information media pages that discussed travel products opined that the reviews related to the products had a high level of trustworthiness. |

**Table 2.10**: Previous Research on the Relationship Between Trustworthiness and Information Adoption

| Relationship between Trustworthiness and Information Adoption | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | | Methodology Employed | | | |
| **No** | **Author** | **Objective of the study** | **Theory / Model** | **Type of research** | **Data Analysis** | **Sample Size** | **Discussion** |
| 1 | Chircu et al. (2000) | This study sought to analyse the relationship between the level of expertise a consumer required and the level of trust that consumer had in an electronic commerce intermediary. Further, in order to have the capability to utilise the intermediary, it was necessary to have the purpose to use the electronic commerce intermediary. | Innovation Diffusion Theory and Technology Acceptance Model (TAM) | Quantitative: Questionnaire | Econometric analysis of experimental data, with special attention given to tests for departures from the assumptions of ordinary least squares (OLS) regression models | 43 MBA students at a prominent Midwestern university. The tasks for this experiment consisted of making bookings for vacation utilising an online travel agency known as Trip.Com. | The trust that a consumer had in an electronic commerce intermediary had a direct and positive impact on the likelihood that the consumer would adopt that electronic commerce intermediary. |

**Table 2.10** continued

| Relationship between Trustworthiness and Information Adoption | | | | | | | |
|---|---|---|---|---|---|---|---|
| 2 | Ismagilova et al. (2020) | This research sought to synthesise the findings of previous studies on the characteristics of source credibility in electronic word of mouth communications into a unified model by using meta-analytic techniques. | Meta analysis: This meta-analysis was based on a total of 20 different investigations. The meta-analysis is a trustworthy method that may be used to offer quantitative summaries of the previous research. | N/A | Comprehensive Meta-Analysis software | N/A | It was shown that the trustworthiness of the source had a significant and positive influence on the adoption of the information provided. |

**Table 2.11**: Previous Research on the Relationship Between Trustworthiness and Purchase Intention

| Relationship between Trustworthiness and Purchase Intention | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | | Methodology Employed | | | |
| No | Author | Objective of the study | Theory / Model | Type of research | Data Analysis | Sample Size | Discussion |
| 1 | Chin (2019) | This study investigated the effect of advertisements for beauty care products that used social media influencers on the students of UCSI University in terms of their intentions to purchase the advertised products. | Source credibility model | Quantitative: Questionnaire | SPSS | 234 students from the Faculty of Social Science and Liberal Arts. | There was a significant connection between the trustworthiness of social media influencers and the intention to purchase beauty care products among UCSI University students. |
| 2 | Saima and Khan (2020) | This study attempted to determine the effects of various characteristics of social media influencers on their credibility and, ultimately, on consumers' intentions to make a purchase. | Source credibility and source attractiveness models | Quantitative: Online Questionnaire | PLS-SEM | 76 respondents | The trustworthiness of social media influencers was found to have a considerable impact on consumers' intentions to make a purchase. |

**Table 2.11** continued

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| **Relationship between Trustworthiness and Purchase Intention** | | | | | | | |
| 3 | AlFarraj et al. (2021) | The purpose of this study was to evaluate the impacts of influencers' credibility aspects on purchase intention among Jordanian consumers of cosmetic dermatological products through the mediating function of cognitive and affective online interaction. | Source credibility model | Quantitative: Questionnaire | SPSS-AMOS | 384 participants who are aesthetic dermatology clinics' Instagram followers | Trustworthiness did not play any role in consumers' decisions regarding whether or not to purchase a cosmetic dermatological product. This result indicated that there was a lack of trust in the content shared on social media by influencers since the vast majority of respondents believed that the feedback was paid for as a form of advertisement. |
| 4 | Plidtookpai and Yoopetch (2021) | Within the setting of Bangkok's medium class (3 star) and luxury class (5 star) hotels' social media, this study sought to investigate the factors influencing | Technology Acceptance Model (TAM) | Quantitative: Questionnaire | SPSS-AMOS | 403 respondents who are the hotel guests who are particularly active on social media | Trustworthiness of electronic word of mouth was a significant factor in influencing the decisions of customers to purchase a |

**Table 2.11** continued

| Relationship between Trustworthiness and Purchase Intention | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | consumers' intentions to purchase a product or service. | | | | platforms. The respondents need to have a history of utilising social media that spans at least one year. | particular product or service. |
| 5 | Rungruangjit (2022) | This study aimed to determine which aspects of a celebrity's persona, such as attractiveness, trustworthiness, and expertise, are most likely to stimulate strong purchase intentions. It also examined the underlying processes through which celebrity attributes influence purchase intentions by focusing on the mediating role of para-social | Parasocial relationship theory | Quantitative: Questionnaire | PLS-SEM | 454 respondents who are students at universities in Bangkok who saw a popular Chinese internet personality promote and sell cosmetic products on Taobao live streaming and then went on to make a purchase of a cosmetic product | No relationship was found between the perceived trustworthiness of celebrity endorsers and consumers' intention to purchase a product or service. |

**Table 2.11** continued

| Relationship between Trustworthiness and Purchase Intention | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | interactions. Further, the study investigated how closely celebrity attributes align with the products. | | | | | |
| 6 | Martiningsih and Setyawan (2022) | This study evaluated the credibility of influencers, including their attractiveness, trustworthiness, and expertise and how they influenced shoppers' intentions to purchase on the Shopee platform during the COVID-19 pandemic. | Source credibility model | Quantitative: Online Questionnaire | SPSS | 200 respondents | One of the factors influencing credibility, namely trustworthiness, was shown to have a negative effect on a person's intention to purchase on the Shopee platform. |

**Table 2.12**: Previous Research on Information Credibility Mediate the Relationship Between Trustworthiness and Purchase Intention

| Mediation Role of Information Credibility in the Relationship between Trustworthiness and Purchase Intention | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | | Methodology Employed | | | |
| No | Author | Objective of the study | Theory / Model | Type of research | Data Analysis | Sample Size | Discussion |
| 1 | Saima and Khan (2020) | This study attempted to determine the effects of various characteristics of social media influencers on their credibility and, ultimately, on consumers' intentions to make a purchase. | Source credibility and source attractiveness models | Quantitative: Online Questionnaire | PLS-SEM | 76 respondents | It was discovered that the trustworthiness of social media influencers had a significant positive direct effect on purchase intention and information credibility act as partial mediator in the relationship between trustworthiness and purchase intention. |

### 2.5.4 Homophily

Consumers prefer interacting with others who share their beliefs or interests (Ismagilova et al., 2020). Homophily is one of the mechanisms that influence the credibility of a message (Lis, 2013). Homophily refers to the situation where individuals are similar in age, gender, education, and income in their network of relationships. It is closely linked to the importance that individuals place in their conversations and relationships (Saleem & Ellahi, 2017). If a recommendation includes details that make the consumer feel they share similar values or preferences with the influencer, this fosters a rise in homophily. A consumer who engages more in electronic word of mouth normally shares a high degree of homophily with the influencer, who eventually influences the consumer's decision to purchase (Chu & Kim, 2011).

Consumers with similar interests are more inclined to declare themselves as members of a specific group and exchange brand-related information in brand communities on social networking sites (Chih et al., 2020). There is growing interest in homophily in the marketing literature because of the spread of social media and variety of social contexts, such as blogging, social commerce, and social services (Mainolfi & Vergura, 2021). Homophily influences consumers' intentions to seek opinions and user interaction on social networking platforms. It could help customers understand their responses to the content generated by other users or influencers. The greater the perceived similarity between the user's views and those of the media personality, the more likely the relationship would continue. Consumers are more likely to communicate with a source that is similar to them and, as a result, develop a trusting relationship (Hopp & Gallicano, 2016). The sense of compatibility between personal and social public opinions encourages individuals to engage and express their opinions in interactions.

Previous research identified the homophily of influencers on YouTube as a precedent for para-social interactions (Lee & Watkins, 2016). Initially, the idea of para-social interaction was suggested as an explanation for the creation of media-viewers relationships, and the concept has now been generalised to online environments and social media (Ballantine & Martin, 2005). Social media users like to follow the influencers whom they believe have similar personalities to theirs. Consumers are more likely to interact with those that hold similar ideas or interests to their own. A rise in homophily is facilitated if the recommendation includes specifics that indicate the influencer will help the consumer feel similar values or preferences to the influencer's. If a subscriber feels that they have something in common with a beauty influencer, they will want to keep watching the beauty influencer's videos and leaving comments on their YouTube channel (Purnamaningsih & Rizkalla, 2020). Beauty bloggers that are more similar to what their audience is looking for are rated as more influential (Balabanis & Chatzopoulou, 2019).

The relationships between homophily, information credibility, and purchase intention are summarised below:

**Table 2.13:** Previous Research on the Relationship Between Homophily and Information Credibility

| Relationship between Homophily and Purchase Intention | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | | Methodology Employed | | | |
| No | Author | Objective of the study | Theory / Model | Type of research | Data Analysis | Sample Size | Discussion |
| 1 | Lis (2013) | This study investigated the factors that consumers regarded as having an impact on the credibility of consumer recommendations made online. | Dual process theory and source credibility models | Quantitative: Online Questionnaire | SPSS-AMOS version 19 | In total, there were 634 people who filled out the survey. Respondents are members online consumer discussion forum. | The degree of similarity between the sender and the receiver of information did not have a significant impact on the credibility of the communication. |
| 2 | Xiao et al. (2018) | This study investigated the influence of heuristic and systematic information signals on individuals' evaluations of the credibility of the material offered by YouTube influencers. | The heuristic-systematic model Source Credibility Model | Quantitative: Online Questionnaire Online survey was administered on Amazon's Mechanical Turk platform (MTurk) | MPlus 7 (version 7.4) was used to process the data by applying linear structural equation modelling (SEM) | 497 respondents | When individuals processed information in a heuristic way, the positive influence of homophily on perceived information credibility demonstrated that YouTube video viewers had a tendency to |

**Table 2.13** continued

| Relationship between Homophily and Purchase Intention | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | | | | | interact with other persons who shared their values and perspectives. |
| 3 | Ismagilova et al. (2020) | This research sought to synthesise the findings of previous studies on the characteristics of source credibility in electronic word of mouth communications into a unified model by using meta-analytic techniques. | Meta analysis: This meta-analysis was based on a total of 20 different investigations. The meta-analysis is a trustworthy method that may be used to offer quantitative summaries of the previous research. | N/A | Comprehensive Meta-Analysis software | N/A | There was a positive and significant association between the homophily of the information source and the credibility of information. A higher degree of homophily between the sender and the recipient of information was found to increase the sender's influence. |
| 4 | Chih et al. (2020) | The purpose of this study was to investigate the characteristics contributing to the perceived credibility | Cognition-affection-behavior (CAB) model | Quantitative: Online Questionnaire | SPSS-AMOS | 402 responders who have used The Fan Page of Fashion Guide | The most significant finding of this research, as well as its primary contribution to the field of study, was |

**Table 2.13** continued

| Relationship between Homophily and Purchase Intention | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | of positive electronic word of mouth reviews in order to determine which aspects of electronic word of mouth reviews were the most important. | | | | for longer than a year and frequently browse the website's online content. | that homophily was the single most important component in the perceived credibility of positive electronic word of mouth when viewed from the perspectives of both interpersonal and informational determinants. |
| 5 | Daowd et al. (2020) | The purpose of this study was to determine the factors influencing the credibility of electronic word of mouth and whether or not a consumer would use it when making a purchase decision. | Based on previous model developed by Cheung et al. (2008); Lis (2013); Teng et al. (2017) and Information Adoption Model | Quantitative: Questionnaire | SPSS 25.0 | 230 Thai Generation Y respondents between the ages of 24 and 38 have experiences with online WOM such as customer reviews, blogs, web boards, and social media. These respondents | The generation Y in Thailand were typically receptive to new ideas and willing to accept the information provided by reviewers who shared their traits, attitudes, and behaviours. |

**Table 2.13** continued

| Relationship between Homophily and Purchase Intention | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | | | | include both genders. | |
| 6 | Pinda et al. (2021) | The purpose of this research was to investigate the connections between a person's physical attractiveness, attitude homophily, social attractiveness, openness, interactivity, credibility, and para-social interaction on YouTube within the context of the culinary industry in Indonesia. | Based on previous literature | Quantitative: Online Questionnaire | PLS-SEM | 202 respondents who are active users of YouTube in Indonesia and who have an interest in content related to culinary. | Attitude homophily did not have an impact on credibility. Instead, credibility was influenced by viewers' evaluations of the food vlogger. Even though members of the audience did not share the food vlogger's attitude homophily, they would continue to interact with the food vlogger and believe in the information provided by the food vlogger. |

**Table 2.13** continued

| Relationship between Homophily and Purchase Intention | | | | | | | |
|---|---|---|---|---|---|---|---|
| 7 | Astarini and Sumardi (2022) | This study investigated the impacts of a person's physical attractiveness, attitude homophily, social attractiveness, and relationship-building motives on credibility and para-social interaction. This study also looked at the impact of attitude towards brands and advertisements on the intention to make a purchase. | Based on previous literature | Quantitative: Online Questionnaire | SPSS-AMOS | 200 respondents | Credibility significantly benefited from attitude homophily. Consumers who exhibited attitude homophily shared the same lives and thought patterns as the influencers. When consumers identified with the influencers, they adopted a homophilic mindset. |

**Table 2.14**: Previous Research on the Relationship Between Homophily and Purchase Intention

| Relationship between Homophily and Purchase Intention | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | | Methodology Employed | | | |
| No | Author | Objective of the study | Theory / Model | Type of research | Data Analysis | Sample Size | Discussion |
| 1 | Mainolfi and Vergura (2021) | The study aimed to increase the understanding of the role of fashion bloggers in the process of product acceptance in both developed and developing markets. The study specifically examined the influences of homophily, engagement, and credibility on the intention to purchase the fashion products | Based on previous literature | Quantitative: Online Questionnaire | SPSS-AMOS | Respondents from both Italy and Taiwan were recruited online, with 252 Italians and 276 Taiwanese providing their responses after reading an instructive post shared on the accounts of some social media users. | Homophily, which is the perception of resemblance with other blog readers, enhanced blog engagement and, consequently, purchase intention. |

### 2.5.5 Information Quality

An online review's overall quality is measured by its information quality (Jiang et al., 2021). The quality of information is defined as the strength of the meaning contained in the message (Yeap et al., 2014). Previous researchers have investigated the quality of information in the electronic word of mouth context (Cheung et al., 2008; Cheung & Thadani, 2012) and found that it affected customers (Lee & Shin, 2014). The internet and social media, which are among the largest sources of information, have increased in importance. Consumers use the internet and social media to gain information about a particular product or service. There has been an explosive increase in the amount of online information due to the rapid growth of information technology and the internet (Xu et al., 2016). Technology allows consumers to obtain the information they need quickly, as various information sources are available on the internet. Social media users connect despite not knowing each other by communicating on social media platforms. The transition to web platforms has varied the range of possible sources of information, extending far beyond small social grouping exchanges to communications among thousands of online, but connected, strangers (O'Connor, 2010).

The term information quality refers to the users' subjective evaluation of whether or not the features of the information fit their own requirements and are suitable for the purpose for which it was created (Jiang et al., 2021). Product recommendations and reviews, for instance, are evaluated by consumers through the comment sections in social media platforms, where other experienced users share their experiences in using the same recommended product or service. This evaluation is done to ensure that the recommendations and reviews are sincere and reliable before the potential consumers proceed with their purchase decisions. Information quality is a function of a system's ability

to communicate the intended meaning and purpose of a piece of information (Wang & Lin, 2012). Almost anyone can now generate user-generated information as a result of an extensive internet usage. Hence, the quality of information has become more relevant for consumers. It thus plays a vital role in helping consumers evaluate products and services (Filieri & McLeay, 2014). A consumer's perception of the accuracy, validity, understandability, relevance, usefulness, and completeness of information determines the information's quality (Wang et al., 2019). There is a risk in relying on the user-generated content available on social media as a source of information as it is difficult to monitor the information shared and there are typically no universal standards for posting online content. As such, digital content can be easily altered (Suh & Chang, 2006), which raises concerns regarding the quality of the information shared on the internet (Fan et al., 2014; Matheus et al., 2014). Improving the overall quality of information can be one solution to the problem of having too much information (Zhang et al., 2022).

The quality of information has been shown to play a significant role among the many factors that may affect the credibility of information (King et al., 2014). Information quality is a crucial element of influencers' attributes. Consumers gather information from a website in the online environment, understand and analyse the quality of the information, and subsequently form their attitudes and actions based on that information (Klein, 2017). Consumers have a hostile perception towards the quality of the review information available on social media platforms, and they are uncertain as to whether such review information is credible and correct. The quality of a piece of information can help consumers determine the credibility of that information, which in turn assists them in deciding whether or not to adopt the information and to purchase the product or service (Jiang et al., 2021).

The relationships between information quality, information credibility, information adoption, and purchase intention have been the subject of a significant amount of research that is both extensive and expanding. A summary of these relationships is provided below:

**Table 2.15**: Previous research on the Relationship Between Information Quality and Information Credibility

| Relationship between Information Quality and Information Credibility | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | | Methodology Employed | | | |
| **No** | **Author** | **Objective of the study** | **Theory / Model** | **Type of research** | **Data Analysis** | **Sample Size** | **Discussion** |
| 1 | Li and Suh (2015) | This research investigated the characteristics that individuals regarded as important in determining the reliability of the information provided on social media platforms. | Elaboration likelihood model (ELM) | Quantitative: Online Questionnaire | PLS-SEM | 135 respondents who participated in the survey used Facebook as a source of information during the Umbrella Movement. | The quality of information did not significantly affect the credibility of the information. The respondents opined that the information was well-planned and had varying degrees of the power of persuasive arguments. |
| 2 | Chakraborty and Bhat (2017) | In the context of consumer electronic goods in India, the aim of this study was to evaluate the effects of online reviews on functional and hedonic brand images. | Yale attitude change model Attribution theory | Quantitative: Online Questionnaire | Structural equation modelling (SEM) | 1,038 respondents | The quality of reviews was shown to have a statistically significant and positive impact on the credibility of online reviews. Customers were not simply interested in reading reviews, though. They also sought reviews that contained |

**Table 2.15** continued

| Relationship between Information Quality and Information Credibility | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | | | | | justifications as part of the evaluations. |
| 3 | Saima and Khan (2020) | This study attempted to determine the effects of various characteristics of social media influencers on their credibility and, ultimately, on consumers' intention to make a purchase. | Source credibility and source attractiveness models | Quantitative: Online Questionnaire | PLS-SEM | 76 respondents | Media influencers' credibility was greatly influenced by the quality of the information they provided. |
| 4 | Jiang et al. (2021) | This research developed a model to analyse how information quality influenced individuals' information adoption on e-commerce platforms. Additionally, the moderating impacts of perceived risk on information quality, perceived diagnostic, and information credibility were | Elaboration likelihood model (ELM) | Quantitative: Online Questionnaire | PLS-SEM | 277 users of Dianping, which is one of the most popular social media review platforms in China, participated in the survey | There was a positive relationship between information quality and information credibility pertaining to online reviews on social media platforms. |

**Table 2.15** continued

| Relationship between Information Quality and Information Credibility | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | investigated in this study. | | | | | |
| 4 | Jiang et al. (2021) | This research developed a model to analyse how information quality influenced individuals' information adoption on e-commerce platforms. Additionally, the moderating impacts of perceived risk on information quality, perceived diagnostic, and information credibility were investigated in this study. | Elaboration likelihood model (ELM) | Quantitative: Online Questionnaire | PLS-SEM | 277 users of Dianping, which is one of the most popular social media review platforms in China, participated in the survey | There was a positive relationship between information quality and information credibility pertaining to online reviews on social media platforms. |

**Table 2.16**: Previous research on the Relationship Between Information Quality and Information Adoption

| Relationship between Information Quality and Information Adoption | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | | Methodology Employed | | | |
| No | Author | Objective of the study | Theory / Model | Type of research | Data Analysis | Sample Size | Discussion |
| 1 | Hussain et al. (2017) | This study investigated the relationships between the credibility of the source of electronic word of mouth, perceived risk, and information adoption by customers of food products, with argument quality and information usefulness acting as the mediators. | Elaboration likelihood model (ELM) | Elaboration likelihood model (ELM) Information adoption model (IAM) | Quantitative: Online Questionnaire | Structural equation modeling (SEM) | Argument quality had a positive effect on information adoption. Argument quality refers to communication persuasion, which is categorised into weak and strong informational messages. |
| 2 | Sardar et al. (2021) | This study investigated how the adoption of electronic word of mouth mediated the influence of the antecedents of electronic word of mouth adoption (quality, consumer attitude, credibility, usefulness, needs, and adoption) on customers' purchase intention. | Information Adoption Model (IAM) | Quantitative: Questionnaire | PLS-SEM | 384 university students studying in the city of Karachi | Among the antecedents, information quality had the least significant effect on the electronic word of mouth adoption. |

**Table 2.17:** Previous Research on the Relationship Between Information Quality and Purchase Intention

| Relationship between Information Quality and Purchase Intention | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | | Methodology Employed | | | |
| **No** | **Author** | **Objective of the study** | **Theory / Model** | **Type of research** | **Data Analysis** | **Sample Size** | **Discussion** |
| 1 | Saima and Khan (2020) | This study attempted to determine the effects of various characteristics of social media influencers on their credibility and, ultimately, on consumers' intention to make a purchase. | Source credibility and source attractiveness models | Quantitative: Online Questionnaire | PLS-SEM | 76 respondents | The informative value of the content posted by influencers had a significant influence on the purchase intentions of their followers on social media. This was because the influencers tried to create and post informative content on a regular basis in order to attract and keep their followers on social media. |

**Table 2.18**: Previous Research on Information Credibility Mediate the Relationship Between Information Quality and Purchase Intention

| Information Credibility as a Mediator of the Relationship between Information Quality and Purchase Intention | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | | Methodology Employed | | | |
| **No** | **Author** | **Objective of the study** | **Theory / Model** | **Type of research** | **Data Analysis** | **Sample Size** | **Discussion** |
| 1 | Saima and Khan (2020) | This study attempted to determine the effects of various characteristics of social media influencers on their credibility and, ultimately, on consumers' intention to make a purchase. | Source credibility and source attractiveness models | Quantitative: Online Questionnaire | PLS-SEM | 76 respondents | Information quality had an effect on consumers' intention to purchase through the full mediation role of credibility. |

## 2.6 Information Credibility

In today's information overloaded social media landscape, it may be challenging to determine the credibility of a message (Ali et al., 2022). Marketers recognise that the concept of credibility has always played a critical role in the field of marketing (Dwivedi et al., 2018). When assessing the credibility of information, one critical factor to consider is the source of the information (Aladhadh et al., 2019). People have almost unlimited freedom to publish and express their feelings towards certain products or services in the online environment without revealing their true identity. The availability of the comments section and online discussion forums has provided consumers with space to share their opinions and experiences in using a product or service recommended by influencers. As a result, a great amount of user-generated content is available for viewing by potential consumers, but the credibility of the information might be questionable. A message's credibility is influenced by its source (Keshavarz & Esmaeili Givi, 2020). When looking for advice on social media, people often find it more helpful to rely on sources of information that are regarded as more credible sources (Tien et al., 2018). Information creators' familiarity and physical appearance can be hard to judge in the online world; hence, the credibility of the source is the most common attribute of the information provider looked into by users (Yin et al., 2018). For electronic word of mouth, credibility is described as the extent to which the recommendations or reviews by other consumers are perceived as believable, true, or factual (Levy & Gvili, 2015).

Credibility is demonstrated by how the recipients accept and use the information provided (Tien et al., 2018). Positive comments from user-generated content will increase potential consumers' confidence to adopt the information, leading them to make a purchase.

The credibility level of the source also affects the adoption of online reviews by the receiver of the information (Daowd et al., 2020). Furthermore, if there are more positive reviews and information shared by other users, eventually consumers will have a positive attitude towards the product or service. Consumers appear to react highly favourably to an online suggestion that contains a compelling argument (Zhang et al., 2014), which is found to be an important factor affecting the credibility of information (Fang, 2014). Credibility is used to describe how much one can trust the information provided and the people providing it. Thus, if a recipient decides that a piece of information is credible, their confidence in believing what the influencer recommends will increase (Sussman & Siegal, 2003). When sources are identified as credible, the recipients of information will not declare their uncertainty and will likely acknowledge the related information (Petty et al., 2009). On the other hand, if a review is perceived as not credible, readers are likely to ignore its recommendation due to the risk of deception (Filieri & McLeay, 2014).

Besides benefitting the potential consumers that adopt the available information, user-generated content also provides information to companies that can help companies in enhancing the quality of their products and improving their brand reputation through consumer interaction on social media platforms. Consumers favour user-generated reviews because this type of review provides more precise and credible information that companies typically do not offer on public platforms (Yang & Mai, 2010). Many studies have sought to categorise individuals as either high- or low-reputation sources of information on social media in order to help users locate credible information on social media platforms (Aladhadh et al., 2019). The information provided by the sources would be relied upon by the users, and users expect the sources with the highest credibility to have stronger arguments on the products or services and they believe that the sources with the highest credibility to be more

knowledgeable than others (Yin et al., 2018). It is believed that the credibility of influencers is tied to the effectiveness of the message they communicate, which in turn is based on the recognised level of expertise and trustworthiness of the influencer (AlFarraj et al., 2021).

The relationships between information credibility, information adoption, and purchase intention have been the subject of much research that continues to grow in size. A summary of these relationships is provided below:

**Table 2.19:** Previous Research on the Relationship Between Information Credibility and Information Adoption

| Relationship between Information Credibility and Information Adoption | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | | Methodology Employed | | | |
| No | Author | Objective of the study | Theory / Model | Type of research | Data Analysis | Sample Size | Discussion |
| 1 | Lis (2013) | This study investigated the factors that consumers regarded as having an impact on the credibility of consumer recommendations made online. | Dual process theory and source credibility models | Quantitative: Online Questionnaire | SPSS-AMOS version 19 | In total, there were 634 people who filled out the survey. Respondents are members of a prominent online consumer discussion forum that remain unnamed for reasons of discretion. | The adoption of electronic word of mouth, or the acceptance of the recommendation made by the relevant review, is the final step in a communication process that has been completed successfully using electronic word of mouth. This research found the credibility of electronic word of mouth to be a powerful predictor of the adoption. |
| 2 | Fang (2014) | The purpose of this research was to investigate how users of social networking sites used the information included in the electronic word of mouth reviews | Stimulus Organism Response Model (SOR) Curiosity Theory | Quantitative: Online Questionnaire | PLS-SEM | There were 445 respondents who answered the survey who were active | The findings are in line with other research on electronic word of mouth, indicating that perceived credibility is a crucial element in encouraging the adoption of information. |

**Table 2.19** continued

| Relationship between Information Credibility and Information Adoption | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | contributed by other users. | | | | Facebook users. | |
| 3 | Tien et al. (2018) | This study developed a comprehensive research framework that focused on the influence of customer-to-customer (C2C) electronic word of mouth (eWom) using information persuasion in reference to purchase decision-making. | Information Adoption Model | Quantitative: Questionnaire | SPSS and SMART PLS | 350 students from two universities in Taipei | Electronic word of mouth credibility was found to be essential in customers' decision to embrace an electronic word of mouth message. This result implies that senders of electronic word-of-mouth should focus more on increasing customers' perceptions of reliability in order to encourage consumers' adoption of the information posted on social networking sites. |
| 4 | Daowd et al. (2020) | The purpose of this study was to determine the factors influencing the credibility of electronic word of mouth and whether or not consumers would use it when making a purchase decision. | Based on previous model developed by Cheung et al. (2008); Lis (2013); Teng et al. (2017) and Information | Quantitative: Questionnaire | SPSS 25.0 | 230 Thai Generation Y respondents between the ages of 24 and 38 have experiences with online WOM such as customer reviews, | The adoption of electronic word of mouth information was found to be significantly associated with the credibility of the information. |

**Table 2.19** continued

| Relationship between Information Credibility and Information Adoption | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | Adoption Model | | | blogs, web boards, and social media posts before making a purchase of a product or service. These respondents include both male and female respondents. | |
| 5 | Jiang et al. (2021) | This research developed a model to analyse how information quality influenced individuals' information adoption on e-commerce platforms. Additionally, the moderating impacts of perceived risk on information quality, perceived diagnostic, and information credibility were | Elaboration likelihood model (ELM) | Quantitative: Online Questionnaire | PLS-SEM | 277 users of Dianping, which is one of the most popular social media review platforms in China, participated in the survey | The ability of consumers to accurately diagnose information and, consequently, their readiness to adopt information was directly correlated to the credibility of the information. |

**Table 2.19** continued

| Relationship between Information Credibility and Information Adoption | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | investigated in this study. | | | | | |
| 6 | Sardar et al. (2021) | This study investigated how the adoption of electronic word of mouth mediated the influence of the antecedents of electronic word of mouth adoption (quality, consumer attitude, credibility, usefulness, needs, and adoption) on customers' purchase intention. | Information Adoption Model (IAM) | Quantitative: Questionnaire | PLS-SEM | 384 university students studying in the city of Karachi | According to the findings, consumers' decisions to adopt electronic word of mouth information were significantly influenced by the credibility of the information. This finding implies that information credibility is an important antecedent of electronic word of mouth information adoption. |
| 7 | Intansari and Roostika (2022) | This research investigated the impact of consumers' electronic word of mouth on their intentions to purchase based on the information provided by the information media pages hosted on TripAdvisor. | Based on previous literature | Quantitative: Questionnaire | SPSS-AMOS | 270 respondents | The credibility of electronic word of mouth had a beneficial effect on electronic word of mouth adoption. Online reviews written by customers regarding their experiences with a product after they had consumed it or used it could help minimise uncertainty and boost credibility. Respondents |

**Table 2.19** continued

| Relationship between Information Credibility and Information Adoption | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | | | | | quickly embraced the information offered by another customer as the reviewer on the information media page since the information was helpful to them. |

**Table 2.20:** Previous Research on the Relationship Between Information Credibility and Purchase Intention

| Relationship between Information Credibility and Purchase Intention | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | | Methodology Employed | | | |
| **No** | **Author** | **Objective of the study** | **Theory / Model** | **Type of research** | **Data Analysis** | **Sample Size** | **Discussion** |
| 1 | Hui (2017) | This study's objective was to investigate the influence of source credibility on consumers' desire to purchase within the context of the Malaysian online community. | Word Of Mouth (WOM) Theory | Quantitative: Questionnaire | SPSS | 120 university students who have previous experience participating in online communities | Source credibility was found to have a substantial effect on the purchasing intentions of Malaysian consumers. The trustworthiness of the source also had a direct impact on consumers' intentions to purchase in the context of interactive marketing. |
| 2 | Sokolova and Kefi (2020) | This study's objective was to investigate how the audience's para-social interaction (PSI) developed with the online influencer, along with their perceived credibility. It also looked at how these factors were related to purchase intention, and how these factors, in turn, were related to the | Elaboration likelihood model (ELM) The theory of para-social interaction (PSI) | Quantitative: Online Questionnaire | PLS-SEM | 1209 female respondents | When encouraged to purchase products, followers went through both affective and internalisation processes. This was because the credibility of bloggers influenced the purchase intention of their followers. |

**Table 2.20** continued

| Relationship between Information Credibility and Purchase Intention | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | social and physical attractiveness as well as attitude homophily of the audience members. | | | | | |
| 3 | Saima and Khan (2020) | This study attempted to determine the effects of various characteristics of social media influencers on their credibility and, ultimately, on consumers' intention to make a purchase. | Source credibility and source attractiveness models | Quantitative: Online Questionnaire | PLS-SEM | 76 respondents | The credibility of an influencer had a significant influence of consumers' intention to make a purchase. |
| 4 | Pick (2020) | This study's objective was to investigate the extent to which different types of influencers had different impacts on different types of consumer behaviour. | Social learning theory | Quantitative: Online Questionnaire | PLS-SEM | 222 respondents who are form generation Y and Z | The credibility of an influencer had a favourable impact on consumers' intention to make a purchase. |

**Table 2.20** continued

| Relationship between Information Credibility and Purchase Intention | | | | | | | |
|---|---|---|---|---|---|---|---|
| 5 | Astarini and Sumardi (2022) | The purpose of this study was to investigate the impacts of a person's physical attractiveness, attitude homophily, social attractiveness, and relationship-building motives on credibility and para-social interaction. The study also looked at the impact of attitude towards brands and advertisements on the intention to make a purchase. | Based on previous literature | Quantitative: Online Questionnaire | SPSS-AMOS | 200 respondents | When a product influencer is reputable and reliable, consumers are more likely to purchase the product. However, the findings of this study indicated that the credibility of an influencer had no significant effect on consumers' intention to purchase. |
| 6 | Intansari and Roostika (2022) | This study investigated the impact of consumers' electronic word of mouth on their intentions to purchase based on the information provided in the information media pages hosted on TripAdvisor. | Based on previous literature | Quantitative: Questionnaire | SPSS-AMOS | 270 respondents | The credibility of electronic word of mouth was found to have a positive influence on the intention to purchase. The decision to purchase a reviewed product is one type of response that can be given after reading the online reviews related to the |

**Table 2.20** continued

| Relationship between Information Credibility and Purchase Intention | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | | | | | experiences of other customers. These reviews can be obtained after the customers have either consumed or used the product. Other customers who read the review on a media page and found it to be credible would be immediately triggered to have the intention to purchase the product or service. |

## 2.7 Information Adoption

The information adoption model was designed to increase the understanding of how people intend to adopt knowledge, in particular advocated ideas, behaviour, or technologies (Sussman & Siegal, 2003). This model proposes that information acceptance or dismissal depends on the purpose, beliefs, and actions of the person. The information adoption process fits well with today's computer-mediated communication environments (Chih et al., 2020). Information adoption is defined as the extent to which the recipients of information establish the intention to adopt the opinions conveyed in the information they received during the process of information transfer (Luo et al., 2019). With the advancement of the internet, the use of social media allows consumers to adopt information, mainly via a large number of user-generated reviews, for their purchase decisions. The adoption of the information contained in online reviews involves voluntary use of the said information (Cheung et al., 2008). The information adoption model aims to understand more about how people expect to use knowledge.

According to previous studies, information adoption can assist customers in making better judgements by choosing useful information and putting it into action (Hussain et al., 2017). In the transfer of knowledge, the adoption of information must take place in the mind of the receiver. The information adoption process can also be regarded as the internal transmission step, whereby information is accepted and transformed into awareness (Sussman & Siegal, 2003). The decision whether to adopt the information or not depends on the receiver's evaluation of the credibility and importance of that information. User-generated reviews have captured the interest of consumers who are keen to accumulate the positive comments found in social networking sites for their reference (Chih et al., 2020).

One of the most focused on response variables in online communication is the adoption of user-generated content, along with the intention to purchase and the decision to purchase (Cheung & Thadani, 2012). Furthermore, there is a possibility that social media may provide a solid basis for customer-to-customer electronic word of mouth information, which will have a substantial influence on the purchasing decisions of individual consumers (Tien et al., 2018).

The relationships between information adoption, and purchase intention have been the subject of a significant amount of research that is both extensive and expanding. A summary of these relationships is provided below:

**Table 2.21:** Previous Research on the Relationship Between Information Adoption and Purchase Intention

| Relationship between Information Adoption and Purchase Intention | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | | Methodology Employed | | | |
| No | Author | Objective of the study | Theory / Model | Type of research | Data Analysis | Sample Size | Discussion |
| 1 | Abedi et al. (2020) | The objective of this study was to investigate the impact of electronic word of mouth information on the behavioural intentions of customers who were members of mobile social networks. | Information adoption model (IAM), Theory of reasoned action Social exchange theory | Quantitative: Questionnaire | PLS-SEM | 394 surveys that were completely filled out and were usable. Respondents were chosen at random from among students attending the North Tehran Branch of Islamic Azad University. | The findings of this study lend support to the theory that information adoption has a direct and favourable influence on purchase intention. |
| 2 | Erkan and Evans (2016) | This study's objective was to investigate the impact of the discussions taking place on social media on consumers' intentions to purchase a product or service. | Theory of reasoned action (TRA) Information adoption model (IAM) | Quantitative: Questionnaire | SPSS-AMOS | 384 students who were currently enrolled in universities in the United Kingdom took part in the study. | Social media users are either consciously or unconsciously exposed to a large volume of electronic word of mouth information. In this study, information adoption was found to influence their intentions |

**Table 2.21** continued

| Relationship between Information Adoption and Purchase Intention | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | | | | | to purchase a product or service. |
| 3 | Khwaja et al. (2020) | The study aimed to identify the factors contributing to the acceptance of information, which in turn encourages customers to purchase products or services. | Based on previous literature | Quantitative: Questionnaire | SPSS-AMOS | 342 respondents | A significant correlation was found between the adoption of information and the intention to purchase products or services. |
| 4 | Daowd et al. (2020) | The purpose of this study was to determine the factors influencing the credibility of electronic word of mouth and whether or not a consumer would use it when making a purchase decision. | Based on previous model developed by Cheung et al., 2008; Lis, 2013; Teng et al., 2017 and Information Adoption Model | Quantitative: Questionnaire | SPSS 25.0 | 230 Thai Generation Y respondents between the ages of 24 and 38 have experiences with online WOM such as customer reviews, blogs, web boards, and social media posts before making a purchase of a product or service. These | A significant association was observed between the adoption of electronic word of mouth information and an individual's intention to purchase a product or service. |

**Table 2.21** continued

| Relationship between Information Adoption and Purchase Intention | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | | | | respondents include both male and female respondents. | |
| 5 | Leong et al. (2021) | This study was aimed at analysing the connection between the actions taken by customers in respect to electronic word of mouth factors such as information quality, information believability, information task-fit, information demands, attitude towards information, and purchase intention towards a new preferred bubble tea product. | Information Acceptance Model | Quantitative: Online Questionnaire | PLS-SEM | 222 respondents | The adoption of information had a positive relationship with the intention to purchase the product. |

**Table 2.21** continued

| Relationship between Information Adoption and Purchase Intention | | | | | | | |
|---|---|---|---|---|---|---|---|
| 6 | Intansari and Roostika (2022) | This study investigated the impact of consumers' electronic word of mouth on their intentions to purchase based on the information provided by the information media pages hosted on TripAdvisor. | Based on previous literature | Quantitative: Questionnaire | SPSS-AMOS | 270 respondents | Consumers' purchase intention was influenced by the adoption of electronic word of mouth. |

## 2.8 Purchase Intention

It is generally accepted that purchase intention is a predictor of purchasing behaviour (Chakraborty, 2019). Purchase intention has proven to be a relevant primary market research component, as it can serve as a basis for consumers' purchasing behaviour (Yang & Mao, 2014). A conscious plan by a consumer to acquire a product is defined as purchase intention that follows an individual process and the use of both evaluative and normative judgements (Visentin et al., 2019). When users want further information about a product, they will turn to the virtual community for assistance. The possibility that online members will purchase the items from a certain brand as a result of online reviews is described as the purchase intention of online members (Hsu, 2021). Consumers' attitude towards a product can also be considered in determining whether they would be interested in making a purchase (Cheah, Phau, & Liang, 2015). For instance, consumers will study other users' opinions and comments before making any purchase decision. When the content of the information is relevant to the consumer, it would have a favourable impact on the consumer's purchase intention (Alalwan, 2018).

Marketers are increasingly paying attention to social networking sites as a means of capitalising on the opportunity to influence the purchase intention of consumers (Weismueller et al., 2020). Customers might have different interpretations as to whether the opinions found on networking sites could assist them in making better purchasing decisions. Customers' purchase intentions can be influenced by user-generated product review videos posted on social media that are usually directed at brands. According to Erkan and Evans (2016), consumers' purchase intentions are significantly influenced by electronic word of mouth on social networking sites. Electronic word of mouth enables the company to receive

feedback while also allowing customers to participate actively in the content creation process (AlFarraj et al., 2021), thereby benefitting both the company and the customers. After acquiring information, consumers will examine the various available options and finally make the decision regarding whether or not to purchase the product. They will consider purchasing the product after obtaining relevant information to ensure that they are purchasing the right product that can fulfil their wants and preferences (Rahim et al., 2016). A rise in purchase intention indicates an increase in the likelihood of making an actual purchase (Martins et al., 2019).

The credibility of the influencer has an impact on the purchase intention of followers, which means that when inspired to purchase a product, a follower goes through both affective and internalisation processes to do so (Sokolova & Kefi, 2020). Consumers who have a positive attitude towards a social media influencer are likely to purchase the product recommended by the influencer (Lim et al., 2017). Consumers tend to take notice of the information shared and provided by other experienced customers compared to the information provided by marketers and advertisers because those customers have the experience in purchasing and using a particular product or service. Consumers who believe that a social media influencer is credible are more likely to have the intention to purchase the recommended product, possibly due to the consumers' evaluation of the credibility of the influencer and the value of the product recommendation throughout the decision-making process (Weismueller et al., 2020).

## 2.9 Hypothesis Development

A tentative explanation that is consistent with known facts and is open to testing through the question of the study is called a hypothesis. A hypothesis is a statement describing the relationship between measurable variables. Hypotheses are developed for the different variables in the conceptual model to analyse the impacts and relationships between the independent variables, the moderator, and the dependent variable. When researchers hypothesise about the outcome of a study or experiment, they formulate a research hypothesis as the ultimate goal of the study. This assertion must be at the foundation of every meaningful study design (Mourougan & Sethuraman, 2017). The hypotheses for this study are presented below.

It is widely acknowledged that the information shared by people with a high level of expertise has more persuasive power, as individuals are more likely to embrace the information they receive when the communications appear to be more credible (Lis, 2013; Tien et al., 2018). Thus, this study hypothesised that:

H1: Expertise has a significant and positive impact on information credibility.

Social media influencers who possess a high level of attractiveness also have a high level of credibility. Previous studies have shown that the attractiveness of social media influencers has a significant impact on the credibility of the information they share (Pinda et al., 2021; Sokolova & Kefi, 2020; Wang & Scheinbaum, 2017). Thus, this study hypothesised that:

H2: Attractiveness has a significant and positive impact on information credibility.

The recommendations made by reviewers are considered trustworthy when they are based on accurate information that is presented in an open and honest manner. The trustworthiness of the influencer plays a role in determining the credibility of information. Credible influencers are considered to have a high level of trustworthiness because they demonstrate a high level of objectivity and sincerity (Ismagilova et al., 2020). It is easier for a customer to accept the information written by a trusted source who has high credibility (Shamhuyenhanzva et al., 2016). Thus, this study hypothesised that:

H3: Trustworthiness has a significant and positive impact on information credibility.

Homophily determines the perceived credibility of information. This study examines homophily as an underlying mechanism that influences the credibility of user-generated review videos. Previous studies have proven that if the perceived homophily between the information source and the receiver is high, the credibility of the information will also be high (Chih et al., 2020; Daowd et al., 2020; Ismagilova et al., 2020; Saleem & Ellahi, 2017)). Thus, this study hypothesised that:

H4: Homophily has a significant and positive impact on information credibility.

When users seek information online, they are affected by the quality of the information they obtain (Chung & Han, 2017). Users can benefit from the quality of the information shared on social media by increasing their ability to absorb the content and produce good emotional responses, which will increase their confidence in making the right decision (Jiang et al., 2021). Previous studies have found that information quality affects the credibility of the information shared on social media (Chakraborty & Bhat, 2018; Saima & Khan, 2020). Thus, this study hypothesised that:

H5: Information quality has a significant and positive impact on information credibility.

Customers are more likely to adopt the information from a credible source than from an unreliable one. Consumers will immediately turn to other similar products with positive recommendations if the sources of information are credible. Accordingly, the literature on electronic word of mouth indicates that information credibility is a key element in persuading the adoption of related information (Daowd et al., 2020; Hajli, 2018; Jiang et al., 2021; Tien et al., 2018). Thus, this study hypothesised that:

H6: Information credibility has a significant and positive impact on information adoption.

Consumers who have a favourable attitude towards certain social media influencers are more likely to consume the products advocated by those influencers (Lim et al., 2017). It has been found that the credibility of the information shared by an endorser influences consumers' intentions to purchase the endorsed product (Hui, 2017; Pick, 2020; Saima & Khan, 2020). Thus, this study hypothesised that:

H7: Information credibility has a significant and positive impact on purchase intention.

Customers will seek assistance from within the virtual community when they need more information about a product. In analysing customers' psychology and information processing regarding user-generated content and consumers' consumption goals, information adoption is an important factor that cannot be overlooked. Consumers' purchase

intentions are influenced by their adoption of the information available on social media platforms (Daowd et al., 2020; Erkan & Evans, 2016). Thus, this study hypothesised that:

H8: Information adoption has a significant and positive impact on purchase intention.

Mediating variables are the variables that mediate the influence of an independent variable on a dependent variable (Awang, 2012). According to the four-step model proposed by Baron and Kenny (1986), the first requirement for the mediator to exist is that variable X (independent variable) and variable Y (dependent variable) must be related. The second requirement is that variable X (independent variable) and variable M (mediator variable) must also be related. Once the influence of X has been managed, the next step is to establish the relationship between M and Y. After that, the association between X and Y should be drastically weakened once the effect of M has been manipulated. However, Pardo and Román (2013) mentioned that many previous studies have argued against the first steps of Baron and Kenny's (1986) mediation condition, hypothesising that the initial requirement of the sequence may be disregarded. Accordingly, Kenny et al. (1998) admitted in a review of their works dating back to 1986 that the first of the four conditions concerning the relationship between X and Y may, in many instances, be ignored. Hence, it is not necessary to have a statistically significant association between X and Y (Pardo & Román, 2013).

There are direct relationships between the attributes of social media influencers and information credibility. Previous studies have acknowledged the relationship between information credibility and information adoption (Daowd et al., 2020; Fang, 2014; Intansari & Roostika, 2022; Jiang et al., 2021; Lis, 2013; Sardar et al., 2021; Tien et al., 2018) and the relationships between expertise, trustworthiness (Ismagilova et al., 2020), information

quality (Hussain et al., 2017), and information adoption. However, to date, there is no literature evidence available on the mediating effect of information credibility on the relationships between the determinants of influencers' attributes and information adoption. In this section, this study proposes that information credibility mediates the direct relationships between influencers' attributes and information adoption. Based on the above review and discussion, this study hypothesised that:

H9: Information credibility mediates the relationship between expertise and information adoption.

H10: Information credibility mediates the relationship between attractiveness and information adoption.

H11: Information credibility mediates the relationship between trustworthiness and information adoption.

H12: Information credibility mediates the relationship between homophily and information adoption.

H13: Information credibility mediates the relationship between information credibility and information adoption.

The literature acknowledges the relationship between information credibility and purchase intention (Astarini & Sumardi, 2022; Hui, 2017; Intansari & Roostika, 2022; Pick, 2020; Saima & Khan, 2020; Sokolova & Kefi, 2020). However, only a few studies have been conducted on the topic of the mediating effect of information credibility on the relationships between trustworthiness, expertise, information quality, and purchase intention (Saima & Khan, 2020). Additionally, there is no literature evidence available regarding the

mediating effect of information credibility on the relationships between attractiveness, homophily, and purchase intention. Hence, based on the above review and discussion, this study hypothesised that:

H14: Information credibility mediates the relationship between expertise and information adoption.

H15: Information credibility mediates the relationship between attractiveness and information adoption.

H16: Information credibility mediates the relationship between trustworthiness and information adoption.

H17: Information credibility mediates the relationship between homophily and information adoption.

H18: Information credibility mediates the relationship between information credibility and information adoption.

## 2.10 Research Gap

Based on a review of the literature, limited studies seem to have been conducted on the mediating role of information credibility in the relationship between influencers' attributes and purchase intention. Furthermore, there is a connection between influencers' attributes, information credibility, and information adoption. However, as illustrated in Table 2.22, there is no indication from previous literature about the mediating role of information credibility in the relationship between influencers' attributes and information adoption. This table was constructed using the prior studies that served as the basis for the literature review that was presented in section 2.5 until section 2.8. Thus, given the limited empirical evidence on this mediating role of information credibility, a more detailed examination is warranted.

**Table 2.22:** Summary of Research Gap

| Author | Influencer Attributes Credibility and Information Credibility | | | | | Information Credibility to Information Adoption and Purchase Intention | | Information Adoption and Purchase Intention | The mediating effect of information credibility on the determinants of social media influencer credibility and purchase intention | | | | | The mediating effect of information credibility on the determinants of social media influencer credibility and information adoption | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | **E - IC** | **A - IC** | **T - IC** | **H - IC** | **IQ - IC** | **IC - IA** | **IC - PI** | **IA - PI** | **IC-E-PI** | **IC-T-PI** | **IC-IQ-PI** | **IC-A-PI** | **IC-H-PI** | **IC-E-IA** | **IC-A-IA** | **IC-T-IA** | **IC-H-IA** | **IC-IQ-IA** |
| Abedi et al. (2020) | X | X | X | X | X | X | X | / | X | X | X | X | X | X | X | X | X | X |
| Andoy et al. (2022) | / | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X |
| Astarini and Sumardi (2022) | X | / | X | / | X | X | / | X | X | X | X | X | X | X | X | X | X | X |
| Chakraborty and Bhat (2017) | X | X | X | X | / | X | X | X | X | X | X | X | X | X | X | X | X | X |
| Chih et al. (2020) | X | X | / | / | X | X | X | X | X | X | X | X | X | X | X | X | X | X |
| Chircu et al. (2000) | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X |
| Daowd et al. (2020) | X | X | X | / | X | / | X | / | X | X | X | X | X | X | X | X | X | X |

**Table 2.22** continued

| | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Erkan and Evans (2016) | X | X | X | X | X | X | X | / | X | X | X | X | X | X | X | X | X | X |
| Fang (2014) | / | X | X | X | X | / | X | X | X | X | X | X | X | X | X | X | X | X |
| Hui (2017) | X | X | X | X | X | X | / | X | X | X | X | X | X | X | X | X | X | X |
| Intansari and Roostika (2022) | / | X | X | X | X | / | / | / | X | X | X | X | X | X | X | X | X | X |
| Ismagilova et al. (2019) | / | X | / | / | X | X | X | X | X | X | X | X | X | X | X | X | X | X |
| Jiang et al. (2021) | X | X | X | X | / | / | X | X | X | X | X | X | X | X | X | X | X | X |
| Khwaja et al. (2020) | X | X | X | X | X | X | X | / | X | X | X | X | X | X | X | X | X | X |
| Leong et al. (2021) | X | X | X | X | X | X | X | / | X | X | X | X | X | X | X | X | X | X |
| Li and Suh (2015) | X | X | X | X | / | X | X | X | X | X | X | X | X | X | X | X | X | X |
| Lim et al. (2017) | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X |
| Lis (2013) | / | X | / | / | X | / | X | X | X | X | X | X | X | X | X | X | X | X |

**Table 2.22** continued

| | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Lis (2013) | / | X | / | / | X | / | X | X | X | X | X | X | X | X | X | X | X | X |
| Pick (2020) | X | X | X | X | X | X | / | X | X | X | X | X | X | X | X | X | X | X |
| Pinda et al. (2021) | X | / | X | / | X | X | X | X | X | X | X | X | X | X | X | X | X | X |
| Saima and Khan (2020) | / | X | / | X | / | X | / | X | / | / | / | X | X | X | X | X | X | X |
| Sardar et al. (2021) | X | X | X | X | X | / | X | X | X | X | X | X | X | X | X | X | X | X |
| Sokolovaa and Kefi (2019) | X | / | X | X | X | X | / | X | X | X | X | X | X | X | X | X | X | X |
| Tien et al. (2018) | / | X | / | X | X | / | X | X | X | X | X | X | X | X | X | X | X | X |
| Wang et al. (2017) | / | / | / | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X |
| Wang and Scheinbaum (2017) | / | / | / | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X |
| Xiao et al. (2018) | / | X | / | / | X | X | X | X | X | X | X | X | X | X | X | X | X | X |
| **Current Study** | / | / | / | / | / | / | / | / | / | / | / | / | / | / | / | / | / | / |

## 2.11 Proposed Conceptual Framework

Based on the above discussion, a conceptual framework was developed to determine influencers' attributes that influence the credibility of the information shared by influencers through user-generated product review videos on YouTube, in which the credibility influences customers' adoption of information and purchase intention. The three components of the source credibility model, namely expertise, attractiveness, and trustworthiness (Ohanian, 1990), were used as the determinants of influencers' attributes in this study. Apart from that, based on previous findings, homophily and information quality were added as the determinants of influencers' attributes.

Social media platforms such as Facebook, YouTube, and Instagram have direct impacts on consumers' purchase intention, leading to the development of various technology acceptance theories and models to seek an understanding of consumers' information adoption (Sharifi fard et al., 2016). At the same time, more reliable study models are needed for better evaluations of the impact of the information available on social media on consumers' purchase intention (Tien et al., 2018).

Simple mediation was used in developing the conceptual model. Ultimately, the stimulus organism response model describes the mechanisms in an organism that acts as a mediator between a stimulus and a response (Goi et al., 2014). In the simple mediation, where X (independent variable) → M (mediator variable) → Y (dependent variable) in the standard causal system, only one mediator exists in the relationship model (Demming et al., 2017). Therefore, the conceptual framework provides a new structure to enhance one's understanding of the mediating effect of information credibility on the relationships between the determinants of influencers' attributes and consumers' information adoption as well as

the mediating effect of information credibility on the relationships between the determinants of influencers' attributes and consumers' purchase intention.

The constructs of this conceptual framework were built upon the theoretical adoption of the source credibility model (Ohanian, 1990), information adoption model (Sussman & Siegal, 2003), and stimulus organism response model (Mehrabian & Russell, 1974). Figure 2.3 illustrates the proposed conceptual model for this study while Figure 2.4 shows the proposed conceptual framework with the number of components or questions that were asked to the respondents for every construct.

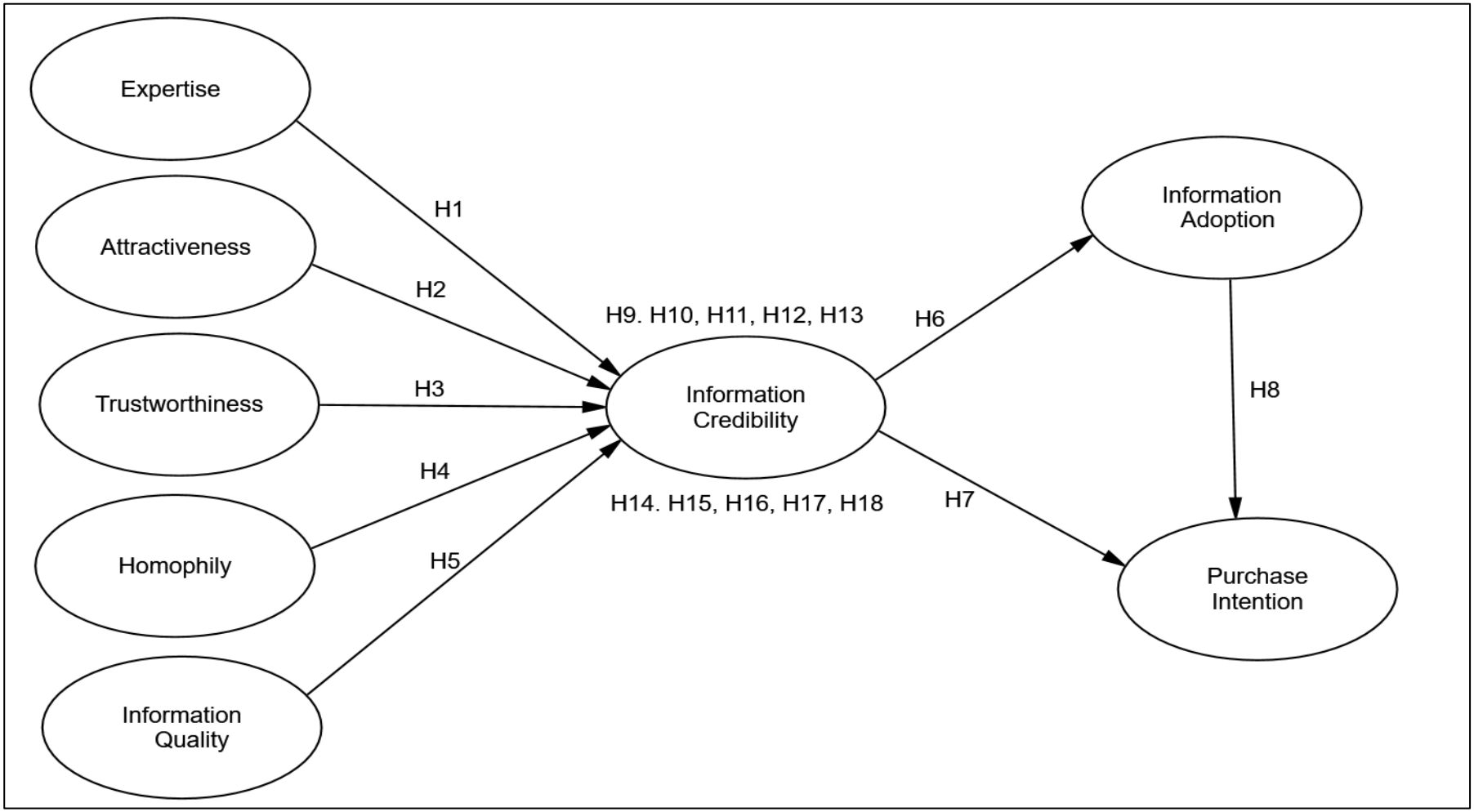



**Figure 2.3:** Proposed Conceptual Framework

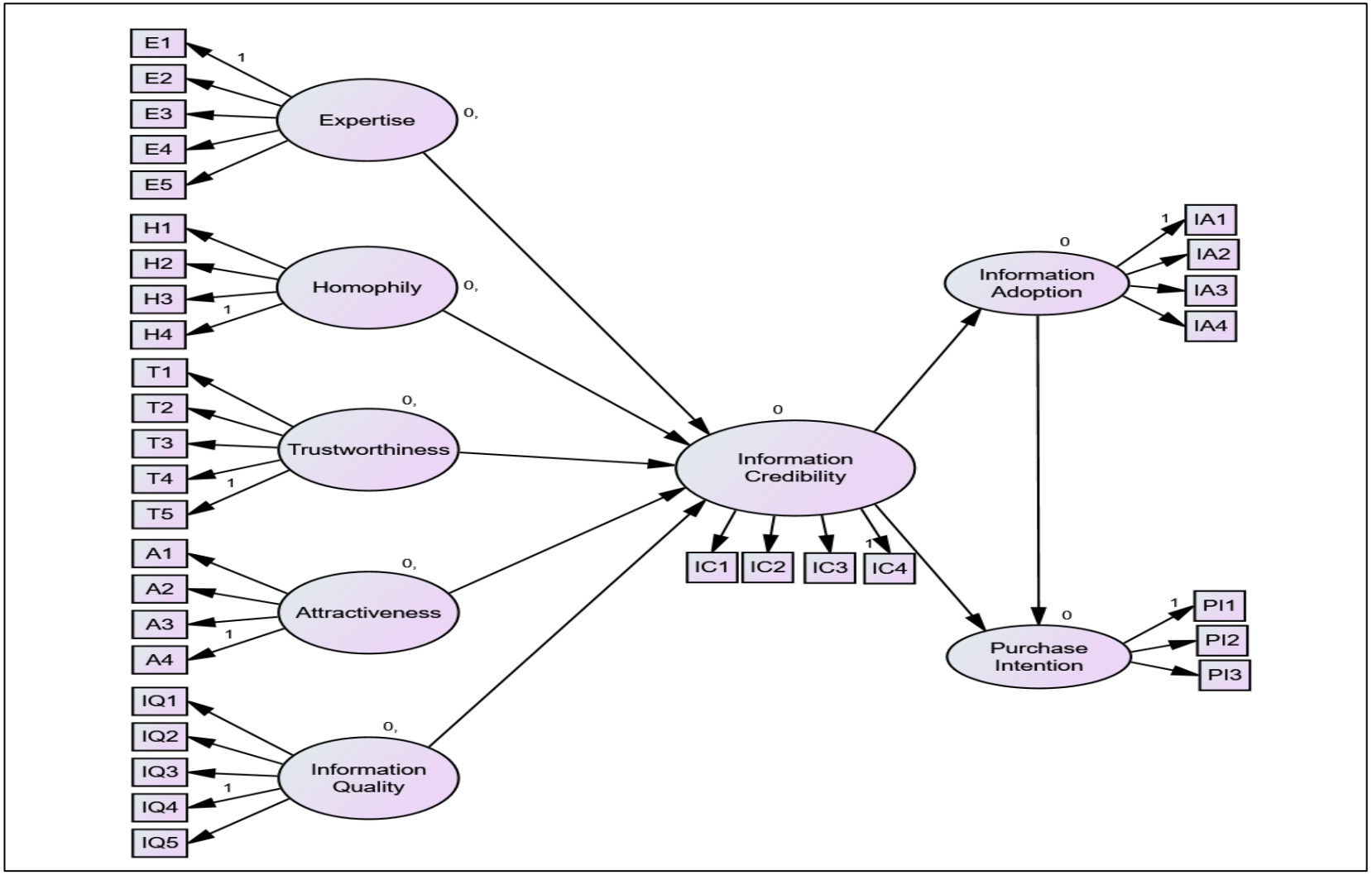



**Figure 2.4:** Conceptual Framework with Components

## 2.12 Chapter Summary

In this study, it was discovered that the concept of electronic word of mouth applies to user-generated content and therefore has an impact on product reviews on social media. In this chapter, the evaluation of user-generated product reviews was initiated from word of mouth to electronic word of mouth in a review of the existing literature. The link between user-generated content and social media influencers was then examined. This chapter also discussed the theoretical underpinning of this study as well as the hypotheses developed. A detailed discussion was provided on three aspects. First, the determinants of influencers' attributes, information credibility, information adoption, and purchase intention were discussed. Next, this chapter provided a review and a discussion of the relationships between influencers' attributes and information credibility. Finally, a review on the relationships between information credibility, information adoption, and purchase intention was provided based on previous studies. In addition, the framework used and the related research hypotheses were presented. The next chapter discusses the detailed methodology used to validate the theoretical model and the proposed hypotheses in this study.

# CHAPTER 3

# METHODOLOGY

## 3.1 Introduction

This study proposes a conceptual model of consumer information adoption and purchase intention. This model explores the antecedents of influencers' attributes and information credibility, which influences consumers' information adoption and purchase intention. This chapter examines a variety of research methodologies with the goal of determining which methodology is the most appropriate for carrying out the research outlined in this study. This chapter begins by examining the research paradigm and is followed by a discussion of the rational decisions taken when conducting this research. In the course of carrying out this research, an epistemological viewpoint was considered at every stage. In addition, the procedures for selecting the study methodology, design and strategy, such as sampling, sample size, questionnaire design, and measurement scale, are addressed in this section. Next, the reliability and validity tests for the pilot study and the main study are explained. The techniques for data analysis are also described, where this study used the analysis of moment structures (AMOS), which is a structural equation modelling (SEM) approach. Finally, the chapter concludes with a brief summary.

## 3.2 Research Paradigm

Research philosophy deals with the origins, existence, and development of knowledge. It is a belief in how to obtain, interpret, and use data about a phenomenon. The research philosophy is a system of thought used by the scholar, after which current and

accurate information about the object of research is gained. It serves as the research foundation that includes the research strategy selection, problem formulation, and data collection, processing, and analysis. The essence of the research philosophy is the development of knowledge and the development of awareness (Saunders et al., 2016). Ontology, axiology, and epistemology are three fundamental assumptions based on the research philosophy that represent how the world is viewed. These philosophical approaches make it possible to decide which approach the researcher should adopt and why, which is derived from the research questions (Saunders et al., 2016). Easterby-Smith et al. (2014), suggested that epistemology is vital in guiding research for several reasons. First, it helps to clarify the research design issue. Second, the researcher should find it easier to understand which design approaches are successful and which are not. Third, it assists in selecting a suitable analysis strategy and provides the methods for collecting empirical evidence.

From the epistemology philosophical perspective, the two major research paradigms are positivism and interpretivism (Bryman, 2012). The positivism paradigm is the most appropriate and effective perspective, especially for the social sciences, because this paradigm has a solid basis and is more reliable than other research paradigms (Easterby-Smith et al., 2014). The aim of this study is to investigate the influencers' attributes that influence the credibility of the information shared by influencers through product review videos on YouTube, in which credibility then influences customers' information adoption and purchase intention. This study also aims to investigate the influence of consumers' information adoption on their purchasing intention. Hypotheses about the causal relationships between the phenomena are put forward in the propositional or question form. Empirical evidence was collected and then analysed and formulated as a theory that explains the independent variables' effects on the dependent variable. In accomplishing this

endeavour, the study started by conducting a literature review of the relevant topics and then proceeded with constructing a research model using eightteen hypotheses.

Therefore, this study was developed based on the framework of the positivist paradigm to validate previous research and examine the proposed hypotheses, implying that the view of knowledge is objective and is founded on the methodologies used in natural sciences as well as the actual observation of data.

Positivism is connected to quantitative approaches, which involve acquiring numerical data and statistically analysing that data to examine and comprehend human behaviour (Saunders et al., 2016). This study centres its attention, in accordance with the objectives of its research, on human behaviour, which is associated with the philosophy of epistemological research. Positivism is linked to quantitative methods and statistical analyses because it is based on the assumption that reality can be characterised objectively by measurable features and that this description is dependent on the instruments used by the researchers (Collis & Hussey, 2014). The positivist worldview is objective and holds the belief that phenomena may be directly assessed through observation. It presupposes that the senses are the only access point to reality and that the natural sciences and social sciences adhere to the same universal, fact-based, logical, and methodological principles.

## 3.3 Research Design

A research design directs the researchers to the research methods that are appropriate for the topic and set up their studies for success. The function of a research design is to ensure that the evidence obtained allows the researchers to tackle the research problem as

clearly as possible. In social sciences research, specifying the type of evidence needed to test a theory, evaluate a programme, or accurately describe a phenomenon involves obtaining evidence that is relevant to the research problem. The research design is one of the most important components of a study technique because it enables researchers to create the research boundaries and extend the researchers' reach. If proper decisions are made in the research design, the process of conducting the research could be successful (Collis & Hussey, 2014). This is because judgements on the importance of various research process variables are reflected in the research design. The research design provides the overall data collection, findings, and analysis plan and process for the study. As such, there is a general plan for the overarching strategy that the research uses to answer the research question (Saunders et al., 2016).

There are three types of research design, namely exploratory, descriptive, and causal design (Sreejesh et al., 2014). The purpose of this study is to ascertain the determinants of influencers' attributes and to explain the relationships between the determinants of influencers' attributes, information credibility, information adoption, and purchase intention. Hence, a descriptive research design that uses inferential statistical methods is a suitable technique for the objectives of this study. Quantitative approaches, from a methodological point of view, are better suited for investigating the relationships between independent and dependent variables and for testing hypotheses by using the data obtained (Saunders et al., 2016). Quantitative research is best suited for solving research problems that involve determining the factors influencing the result or considering the predictors of the outcome. Often, evaluating a hypothesis or an interpretation is the best approach.

The primary purpose of quantitative research is to understand and explain social interactions by conducting the quantitative hypothesis testing, analysing the cause and effect, and forecasting them (Apuke, 2017). Quantitative research begins with a problem statement and involves forming a hypothesis, reviewing the literature, and analysing quantitative data (Williams, 2007). It entails the use and analysis of numerical data via specific statistical techniques to answer questions such as who, how much, where, when, how many, and how (Apuke, 2017). The quantitative research method, therefore, deals with the quantification and analysis of variables to obtain results.

Quantitative research is mostly conducted in social sciences, and it uses statistical methods to collect quantitative data. The compilation of a list of the data to be analysed using statistical methods is the primary goal of quantitative research (Bryman & Bell, 2011). Testing hypotheses with it involves looking at the connections between different variables (Creswell, 2003). It begins with a theory and is followed by the hypothesis formulation based on the theory, data collection and examination, and ultimately, the determination of whether to accept or reject the hypotheses based on the results. The flexibility of empirical data allows researchers to perform comparative and relative statistical analyses, thus increasing the reliability the study's findings.

Based on the above discussion, the quantitative approach was deemed to be more suitable than the qualitative approach for this study. Specifically, the quantitative approach was chosen for this study because of its full alignment with the methodology characteristics, objectives, and analysis, such as theory testing and the use of high-level measurement scales.

### 3.3.1 Research Strategy

A research strategy is seen as the methodological link between the selected research paradigm and the subsequent data collection and analysis (Saunders et al., 2016). It refers to a researcher's plan for conducting successful research by addressing the research questions (Bryman & Bell, 2011; Saunders et al., 2016). It is one of the critical aspects to consider when preparing a research plan. The research strategy outlines the general approach for undertaking, preparing, conducting, and monitoring the analysis.

For this study, the survey method was used as the research method. Survey research is the process of gathering data from a sample of people chosen as representatives of a specific community by asking them a series of questions in a pre-set sequence in a structured questionnaire (Sreejesh et al., 2014). The survey is a very popular research technique for collecting information on specific people, settings, or events in causal, exploratory, and descriptive studies (Sekaran & Bougie, 2016). The ability to acquire huge volumes of information, the availability of validated models, and having a large population are some of the benefits of conducting surveys (Hair et al., 2010; Jones et al., 2013).

A variety of approaches for data collection can be utilised in the survey tactics. Examples of these approaches include self-administered questionnaires, telephone interviews, and in-person interviews. The strengths and weaknesses of each approach in relation to the objectives of the research are considered when selecting the most relevant and useful instrument. This study intended to conduct empirical research on a significant scale to validate the theoretical model and hypotheses developed. Hence, the self-administered questionnaire was selected as the method for data collection in order to achieve the aim of this endeavour. Questionnaires are widely regarded as among the most effective instruments

for collecting information from large samples (Saunders et al., 2016). The questionnaire method is also known to be time and money efficient (Bryman & Bell, 2011). Hence, the objective of this study is completely served by this methodology.

## 3.4 The Sampling Procedure

The determination of an appropriate sampling procedure and sample size is regarded as a crucial component in almost all quantitative research studies (Collis & Hussey, 2014). Sampling is the process of selecting the population segment for inquiry. It is a process of selecting a sample of units from a data set to measure people's characteristics, beliefs, and attitudes. In practically all quantitative research investigations, figuring out an acceptable sample size and deciding the sampling strategy to use is regarded as an essential step in the research process. This is because research on the entire population is not practical due to time, money, and access constraints (Bryman & Bell, 2011). Thus, a representative part of a population, known as the sample, is chosen for analysis (Bryman & Bell, 2011). It represents the whole population as the full set (Saunders et al., 2016). The steps involved in the sampling process are determining the target population, the sampling technique and the sampling size.

### 3.4.1 Target Population

An appropriate target population must be selected for the study. The intervention target population is the group of people for whom the study performs analysis and makes conclusions. The characteristics of the study's population should be explicitly defined to save cost. The choice of the characteristics of the population depends on the study's

objectives. The primary objective of this study was to determine the relationship between YouTube beauty influencer attributes and consumer information adoption and cosmetic product purchasing intentions in Malaysia. Therefore, in order to meet the purpose of this study, the target population consisted of women who have experience of watching beauty product reviewed by the beauty influencer on YouTube.

According to the Internet Users Survey 2018 conducted by Malaysian Communications and Multimedia Commission, there were approximately 11.767 million female and 14.637 male internet users in Malaysia. Female users were found to spend an average of 6.6 hours per day on the internet, and male users spent an average of 6.1 hours per day using the internet. Owing to the male population outnumbering the female population, there were more male users than female users in the country. The male population rose from 16.7 million in 2018 to 16.8 million in 2019. Similarly, the female population grew from 15.7 million in 2018 to 15.8 million in 2019 (Department of Statistics Malaysia, 2020).

Cosmetics are seen as a necessity rather than only serving materialistic purposes, particularly among women (Eze et al., 2012). The cosmetics sector in Malaysia has continued to enjoy encouraging growth due to an increase in the number of working women, urbanisation, and rising self-awareness (Nik Mud et al., 2020). Previous studies have also found that the videos created by beauty vloggers and uploaded on YouTube are a new phenomenon that have gained preference among women (Afifah, 2019). Therefore, the subjects identified for this study were women consumers in Malaysia who were internet users and who had experience in using YouTube as a source of information regarding cosmetic products. This decision was made as women generally make greater use of social

media, and are thus more likely to influence their behaviour (Krasnova et al., 2017). Although the number of users of beauty products is increasing for both genders, women are still the predominant consumers (Krishnan et al., 2017).

Internet users in Malaysia are mostly adults in their 20s, 30s, and 40s. These individuals account for 46.0%, 21.2%, and 12.3% of internet users accordingly, which accounts for 79.5% of total internet users (MCMC, 2020). A study should broaden the sample to include different generational cohorts in order to improve the credibility of the findings (Lee et al., 2019; Muda & Khan, 2020). Therefore, the present study broadened the sample population by using three different generational cohorts: Generation X comprising those born between 1966 and 1980, Generation Y encompassing those born between 1981 and 1994, and Generation Z consisting of those born in 1995 and after (Brosdahl & Carpenter, 2011; Lissitsa & Kol, 2021). This study excluded the baby boomer generation comprising those who were born between 1946 and 1965 because research indicates that younger generations are more likely than baby boomers to use social media frequently (Hassan et al., 2021).

Therefore, this study focused on women aged between 18 and 56 years old. In ensuring that the data obtained reflects the general population of women in Malaysia, two demographic questions were included, namely race and location. Previous studies have found that in Malaysia, multiracial respondents can be used to represent the population in general (Hadi et al., 2020). Meanwhile, the locations represent the respondents from Peninsular Malaysia, Sabah, and Sarawak.

### 3.4.2 Sampling Technique

When dealing with small populations, it is manageable to attempt to survey each individual member of the population; however, when dealing with larger populations, a sample must be obtained in order to take a representative sample (Jones et al., 2013). Therefore, it is important to have a sampling frame available in order to draw a sample from the population. This method determines and identifies the locations of the sampling units within the population (West, 2016). However, there was no reliable estimate of the number of women internet users in Malaysia who had viewed beauty influencers' product review videos on YouTube, and it was also difficult to recruit a representative sample for this study.

The sampling technique used for this study is non-probability sampling. Non-probability sampling techniques were used to draw the sample using non-randomised methods. The method for non-probability sampling involves mostly judgement. There are various methods for non-probability sampling, such as purposive sampling, convenience sampling, snowball sampling, and quota sampling (Bryman & Bell, 2011).

This study employed both purposive and snowball sampling methods. Previous studies mostly used purposive sampling technique (AlFarraj et al., 2021; Andoy et al., 2022; Astarini & Sumardi, 2022; Chakraborty & Bhat, 2018; Hussain et al., 2017; Intansari & Roostika, 2022; Lim et al., 2017; Rungruangjit, 2022) while Daowd et al. (2020) used both purposive and snowball sampling. Table 3.1 summarises the sampling techniques used in previous research.

In purposive sampling, the researcher determines the information required and then searches for sources who can and are willing to provide it based on their experience or

knowledge (Etikan et al., 2016). Purposive sampling is a method of sampling in which researchers intentionally choose members of a population to sample based on their expertise, knowledge, qualities, or relevance to the objectives of the study. Purposive sampling was chosen for this study as the respondent for this study must be a woman between the ages of 18 and 56 who had watched a YouTube video featuring a beauty influencer reviewing a cosmetic product.

In addition, online snowball sampling was used to ensure this study had a sufficient sampling frame. Thus, this strategy took a fresh strategy to subject recruitment by using snowball sampling in combination with online social networks (Leighton et al., 2021). The snowball technique of subject recruitment is applicable to both quantitative and qualitative research, and it takes advantage of the participants' existing social networks in order to expand the responses based on the objectives and hypotheses of the research (Allen, 2017). In snowball sampling, a qualified person shares an invitation with other subjects similar to them who fulfil the qualifications specified for the target population. Snowball sampling is a well-established and useful method when the study's respondents are difficult to reach or identify (Leighton et al., 2021; Marcus et al., 2017). It can broaden the sample size and study scope while saving cost and time (Benfield & Szlemko, 2006). Snowball sampling or chain-referral sampling is employed when the samples have rare traits to find. When doing research, it is well known that the researchers' ties with study participants can create bias; hence, snowball sampling using social media broadens the sample to include people who are unfamiliar to the researchers (Leighton et al., 2021).

Snowball sampling can be effective when studying a specific community or group of consumers who share a particular interest, behavior, or characteristic. This study applied the

snowball sampling technique among the aforementioned sampling strategies. As there are no exact numbers of women who had experience watching beauty influencers watching cosmetic product review videos on YouTube. Beauty influencer cosmetic product reviews on YouTube may target a specific niche audience. Snowball sampling can be effective in identifying and reaching individuals within this niche who have actually watched these reviews, as they may not be easily identifiable through traditional sampling methods. Snowball sampling allows one to tap into existing connections or networks to reach potential respondents who fit the criteria. Social media is an appropriate platform for applying snowball sampling and can enhance the results' representativeness. Facebook can be an effective replacement for data gathered using more costly procedures (Brickman Bhutta, 2012). Indeed, Facebook has been more effective than traditional snowball sampling in expanding the sample size (Baltar & Brunet, 2012).

**Table 3.1:** Summary of Methodology Employed by Previous Study

| No | Author | Methodology Employed | | | |
|---|---|---|---|---|---|
| | | Sampling Technique | Research Design | Data Analysis Tool | Sample Size |
| 1 | AlFarraj et al. (2021) | Purposive sampling | Quantitative: Questionnaire | SPSS-AMOS | 384 participants who are aesthetic dermatology clinics' Instagram followers |
| 2 | Andoy et al. (2022) | Purposive sampling | Quantitative: Online Questionnaire | Structural Equation Modelling (SEM) | 399 respondents who were the customers that used Shopee to make purchases of clothing items online and read reviews |
| 3 | Astarini and Sumardi (2022) | Purposive sampling | Quantitative: Online Questionnaire | SPSS-AMOS | 200 respondents |
| 4 | Chakraborty and Bhat (2018) | Purposive sampling | Quantitative: Online Questionnaire | Structural Equation Modelling (SEM) | 1,038 respondents |
| 5 | Chih et al. (2020) | No information provided | Quantitative: Online Questionnaire | SPSS-AMOS | 402 responders who have used The Fan Page of Fashion Guide for longer than a year and frequently browse the website's online content. |
| 6 | Daowd et al. (2020) | Combination of purposive and snowball sampling techniques | Quantitative: Questionnaire | SPSS 25.0 | 230 Thai Generation Y respondents between the ages of 24 and 38 have experiences with online WOM such as customer reviews, blogs, web boards, and social media posts before making a purchase of a product or service. These respondents include both male and female respondents. |

**Table 3.1** continued

| | | | | | |
|---|---|---|---|---|---|
| 7 | Fang (2014) | Simple random sampling | Quantitative: Online Questionnaire | PLS-SEM | There were 445 respondents who answered the survey who were active Facebook users. |
| 8 | Hussain et al. (2017) | Purposive sampling | Quantitative: Online Questionnaire | Structural Equation Modeling (SEM) | 300 respondents |
| 9 | Intansari and Roostika (2022) | Purposive sampling | Quantitative: Questionnaire | SPSS-AMOS | 270 respondents who have an account on TripAdvisor but have never purchased anything through the platform |
| 10 | Jiang et al. (2021) | No information provided | Quantitative: Online Questionnaire | PLS-SEM | 277 users of Dianping, which is one of the most popular social media review platforms in China, participated in the survey |
| 11 | Li and Suh (2015) | No information provided | Quantitative: Online Questionnaire | PLS-SEM | 135 respondents who participated in the survey used Facebook as a source of information during the Umbrella Movement. |
| 12 | Lim et al. (2017) | Purposive sampling | Quantitative: Questionnaire | PLS-SEM | 200 respondents |
| 13 | Lis (2013) | No information provided | Quantitative: Online Questionnaire | SPSS-AMOS version 19 | In total, there were 634 people who filled out the survey.<br>Respondents are members of a prominent online consumer discussion forum that remain unnamed for reasons of discretion. |
| 14 | Mainolfi and Vergura (2021) | No information provided | Quantitative: Online Questionnaire | SPSS-AMOS | Respondents from both Italy and Taiwan were recruited online, with 252 Italians and 276 Taiwanese providing their responses after reading an instructive post shared on the accounts of some social media users. |

**Table 3.1** continued

| | | | | | |
|---|---|---|---|---|---|
| 15 | Pinda et al. (2021) | Convenience sampling | Quantitative: Online Questionnaire | SMART PLS | 202 respondents who are active users of YouTube in Indonesia and who have an interest in content related to culinary. |
| 16 | Plidtookpai and Yoopetch (2021) | Simple random sampling | Quantitative: Questionnaire | SPSS-AMOS | 403 respondents who are the hotel guests who are particularly active on social media platforms like the LINE programme, Facebook, and Instagram. |
| 17 | Rungruangjit (2022) | Probability sampling | Quantitative: Questionnaire | PLS-SEM | 454 respondents who are students at universities in Bangkok who saw a popular Chinese internet personality promote and sell cosmetic products on Taobao live streaming and then went on to make a purchase of a cosmetic product |
| 18 | Saima and Khan (2020) | Quota sampling | Quantitative: Online Questionnaire | PLS-SEM | 76 respondents |
| 19 | Sardar et al. (2021) | Convenience sampling | Quantitative: Questionnaire | PLS-SEM | 384 university students studying in the city of Karachi |
| 20 | Sokolovaa and Kefi (2019) | No information provided | Quantitative: Online Questionnaire | SMART PLS | 1209 female respondents |
| 21 | Tien et al. (2018) | No information provided | Quantitative: Questionnaire | SPSS and SMART PLS | 350 students from two universities in Taipei |
| 22 | Wang and Scheinbaum (2017) | Convenience sampling | Quantitative: Questionnaire | LISREL 8.80 | 674 respondents |
| 23 | Wang et al. (2017) | Convenience sampling | Quantitative: Questionnaire | LISREL 8.80 | 637 respondents. The questionnaires were distributed and collected at Taipei Shongshan Airport in Taiwan |

### 3.4.3 Sample Size

Sample size refers to the number of participants included in a study or observation. Usually, that number is represented by *n*. Principles on sample size, guidelines, and tools have been developed to enable researchers to establish and justify the acceptability of their sample size as an indication that the issue constitutes an important quality marker for quantitative research. Determining the right sample size is another crucial step for researchers after they have determined the appropriate sample. The size of the sample needs to be adequate so that it can reflect the population accurately (Collis & Hussey, 2014). However, Collis and Hussey (2014) pointed out the risk of using small sample sizes, which could prevent researchers from carrying out critical statistical tests and identifying the relationships among the proposed variables. Further, a sample size of less than 100 is not suggested for any form of structural equation modelling (SEM) approach (Kline, 2016).

Within the scope of SEM, there is no definitive response to the question of the ideal number of respondents to obtain. This is because studies vary in terms of the features of the population as well as the number of constructs utilised in the models (Hair et al., 2015; Rose et al., 2017). Nonetheless, Hair et al. (2014) recommended a minimum ratio of 5:1, but they also recommended ratios of 15:1 or 20:1. In this study, the ratio of 5:1 was used in setting the minimum sample size. This study's model had 34 parameters or questions. Therefore, the minimum sample size should be 170 respondents. Anyhow, the minimum sample size required for this study might not be enough to cover the large population of women in Malaysia.

Additionally, according to Hair et al. (1998), it is generally agreed that a sample size of at least 200 and no more than 400 is appropriate for SEM analysis. Based on this

recommendation, this study could not adopt the 15:1 ratio as the number of respondents would be 510. Furthermore, when the sample size exceeds 400 to 500 participants, the SEM analysis would become very sensitive and nearly any differences are noticed, resulting in a poor fit in the goodness-of-fit measure (Abdul-Rahim et al., 2022; Ahmad & Halim, 2017; Awang et al., 2016; Hair et al., 2010; Rose et al., 2017).

This study, therefore, used the sample size calculation recommended by Smith (2013) with a 95% confidence level, .5 standard deviation, and a margin of error (confidence interval) of +/– 5%. The calculation is shown below:

***** The z-scores for 95% confidence level = 1.96***

***Necessary Sample Size (NSS) = (Z-score)$^2$ * StdDev*(1 − StdDev) / (margin of error)$^2$***

NSS = ((1.96)$^2$ x .5(.5)) / (.05)$^2$

NSS = (3.8416 x .25) / .0025

NSS = .9604 / .0025

NSS = 384.16

Thus, it was determined that 384 should be considered as the minimum sample size for this study's purposes. After considering the possibility of random outlier occurrences and taking into account the above suggestion, it was decided that a sample size of 400 respondents would be appropriate for the purposes of this study.

## 3.5 Questionnaire Design and Layout

The goal of designing an attractive questionnaire layout is to maximise the completion rate, minimise fatigue among the respondents, obtain correct data, and maintain the interest of the respondents while completing the survey (Zikmund et al., 2009). A

questionnaire's design and layout should be very brief, precise, attractive, and neat. Jargons, technical terminologies, and questions that are unnecessarily long should be avoided in the questionnaire items. The questions must adhere to a natural logic so that it would be easier for the respondents to complete them gradually. The questions ought to be made clear and simple to comprehend. Consequently, the researcher considered these elements when developing the questionnaire for this study. In addition, the researcher offered directions for each component to aid the participants in comprehending what actions were required of them in providing their responses.

The cover page was the first page of the questionnaire. On this page, the participants were provided with an overview of the research topic to encourage them to fill out the questionnaire. In the background section, the research aims, the field of study, the information about the researchers, and the ethical considerations such as confidentiality were outlined. Bryman and Bell (2011) suggested providing participants with the guarantee of anonymity and assuring them that their identities would not be disclosed in order to boost their confidence. Consequently, the participants would feel more at ease in expressing their honest opinions and emotions regarding any social phenomenon. To enhance the understanding and readability of the questionnaire, the researcher divided it into 10 sections starting with the respondent's demographic information and then followed by use of the YouTube website, attractiveness, trustworthiness, expertise, homophily, information quality, information credibility, information adoption, and purchase intention.

### 3.5.1 Instrument Development

The development of instrument measurements is another important issue for researchers to address because it has a direct impact on the validity and reliability of the data collected. It is recommended that existing measurements be used because they have been validated by prior researchers (Bryman & Bell, 2011). Hence, for the purposes of this study, the measures were derived from previously published research and then changed to suit the aims and objectives of the research. The researcher gained immensely from using previously tested instruments, as the scales have already been subjected to a critical review process and have garnered significant credibility.

Rigorous tests must be used in order to design a questionnaire that is both valid and reliable (Thayer-Hart et al., 2010). Many academics use previously tested questionnaires to minimise delays due to the time constraints in applying rigorous tests. If the previous questionnaire does not totally fit the new study's ideas, then some form of adaptation should be made by, for example, rephrasing the items or adding additional items that are relevant to the current study (Sousa et al., 2017). In this study, the question for Section A: The Use of the YouTube Website was developed to determine the respondents' preferred beauty influencer, the types of cosmetic product review videos they liked to watch, and the frequency with which they watched videos on YouTube reviewing cosmetic products. Additionally, the Section B question was created to help better understand the respondents' demographic profile. Finally, the instruments for the variables were adapted from previous studies to ensure the reliability and validity of the questionnaire instrument, and the wordings were slightly modified to fit the context of the study. Table 3.2 represent the source of instruments.

**Table 3.2:** Source of Instrument

| Dimension | No of items | Instruments | Adapted from |
|---|---|---|---|
| Expertise | 5 | 1. I think that the beauty influencer who appears in a product review video on YouTube is an expert who represents a particular product category.<br>2. I think that the beauty influencer who appears in product review video on YouTube is an experienced individual to represent the product category<br>3. I think that the beauty influencer who appears in product review video on YouTube has adequate knowledge to represent the product category.<br>4. I think that the beauty influencer who appears in product review video on YouTube is qualified to represent the product category.<br>5. I think the beauty influencer who appears in product review video on YouTube is a skilled individual to represent the product category. | Ohanian (1990) and Thusyanthy (2018) |
| Attractiveness | 4 | 1. I think that the beauty influencer who appears in product review video on YouTube is attractive.<br>2. I think that the beauty influencer who appears in product review video on YouTube is someone with a class of her own (stylish).<br>3. I think the beauty influencer who appears in product review video on YouTube is someone who is beautiful.<br>4. I think the beauty influencer who appears in product review video on YouTube is elegant. | Ohanian (1990) and Thusyanthy (2018) |
| Trustworthiness | 5 | 1. The beauty influencer who appears in product review video on YouTube is someone who is dependable in the product category. | Ohanian (1990) and Thusyanthy (2018) |

**Table 3.2** Continued

| | | | |
|---|---|---|---|
| | | 2. The beauty influencer who appears in product review video on YouTube is someone who is honest to represent the product category.<br>3. The beauty influencer who appears in product review video on YouTube is someone who is reliable to represent the product category.<br>4. The beauty influencer who appears in product review video on YouTube is someone who is sincere to represent the product category.<br>5. The beauty influencer who appears in product review video on YouTube is someone who is trustworthy to represent the product category. | |
| Homophily | 4 | 1. I rely on product review video by beauty influencers who are in the same age group as me.<br>2. I rely on a product review video by beauty influencers who are of the same gender as me.<br>3. I rely on a product review video by beauty influencers who have the same interests as me.<br>4. I rely on a product review video by beauty influencers who purchase beauty products the same way as me. | Hussain et al. (2017) |
| Information Quality | 5 | 1. The information prepared for the product review video by the beauty influencers on YouTube is good and excellent.<br>2. The information prepared for the product review video by the beauty influencers on YouTube is sufficient and affluent.<br>3. The information prepared for the product review video by the | Xue et al. (2018) |

**Table 3.2** Continued

| | | | |
|---|---|---|---|
| | | beauty influencers on YouTube is new and latest.<br>4. The information prepared for the product review video by the beauty influencers on YouTube can be trusted and is convincing.<br>5. The information prepared for the product review video by the beauty influencers on YouTube is delivered right on time. | |
| Information Credibility | 4 | 1. In general, the information shared by the beauty influencers on YouTube is believable.<br>2. In general, the information shared by the beauty influencers on YouTube is based on facts.<br>3. In general, the information shared by the beauty influencers on YouTube is convincing.<br>4. In general, the information shared by the beauty influencers on YouTube can be trusted. | Li and Suh (2015) |
| Information Adoption | 4 | 1. The information from the product review video created by the beauty influencers on YouTube contributes to my knowledge about the product that is discussed.<br>2. The information from the product review video created by the beauty influencers on YouTube makes it easier for me to make purchasing decisions.<br>3. The information from the product review video created by the beauty influencers on YouTube has increased the efficiency of my purchasing decisions.<br>4. The information from the product review video created by the beauty influencers on YouTube has encouraged me to make purchases. | Cheung et al. (2009) |

**Table 3.2** Continued

| | | | |
|---|---|---|---|
| Purchase Intention | 3 | 1. I have become interested in making purchases after watching a product review video shared by a beauty influencer on YouTube.<br>2. I have become more prone to purchasing certain products after watching a product review video shared by a beauty influencer on YouTube.<br>3. I will definitely try the product after watching a product review video shared by a beauty influencer on YouTube. | Xue et al. (2018) |

### 3.5.2 Measurement Scale Development

This study used closed-ended questions. According to Baker (2003), structured, closed-ended questions are best suited for quantitative research for several reasons. First, it is simpler to respond to questions with closed-ended answers, such as picking the right option from a list. Second, researchers are able to collect standardised replies more easily, which is necessary for making meaningful comparisons, when they use closed-ended questions. Third, the format does not exclude respondents who are less talkative and assists those respondents in articulating their thoughts. Fourth, a closed-ended questionnaire does not focus on a task of memory but rather assists the participants with a task of recognition. Thus, closed-ended questions are easy to implement and facilitate the smooth entering of data as well as the calculation of statistics (Bryman & Bell, 2011).

A multi-item approach was used in developing the questionnaire. Hence, numerous items were used to measure each construct. This approach was adopted to improve the questionnaire's validity and reliability. The Likert scale was implemented for the variables

(Bryman & Bell, 2011). Respondents were asked to answer the items on a seven-point interval scale to indicate their level of agreement. The higher the number of categories, the wider the spectrum of responses, and the data analysis may be more revealing, as it encourages more variability in responses (Hair et al., 2010). Scales should have at least seven points to answer in most situations (Hair et al., 2015) to increase data variability.

A Likert scale is a type of scale that asks participants to indicate whether they agree or disagree with a question by rating a series of rational beliefs or behavioural beliefs (Hair et al., 2010). In other words, participants are asked to choose whether they agree or disagree with the statements provided. When the questionnaire survey approach is used to obtain the data, the Likert scales are the most effective method for collecting responses. According to Revilla et al. (2014), the discrepancy scale can be used to measure a wide range of constructs, and it is easy to visually display the scale on paper questionnaires or web surveys. This study applied different response anchors to suit the questions, and the frequency level used in this study was measured using the seven-point likert scale adopted from Vagias (2006).

In this study, every variable will be rated on a likert scale that has seven points. This is due to the fact that giving participants a scale that has more points allows them to express their emotions with greater specificity (Dawes, 2008). The use of a Likert scale with seven points is recommended since it gives respondents more room to express their thoughts by permitting a variety of responses to each question they are asked (Diamantopoulos et al., 1994). Participants on a likert scale are asked to rate how strongly they agree or disagree with a sequence of cognitive views or behavioral attitudes in order to indicate whether they agree or disagree with a given question (Hair et al., 2010). In addition, this study made use of a variety of response anchors in order to obtain the answer that represents the respondents'

level of agreement, an answer that can reflect their decision and is based on their beliefs. The summary of the response anchors and rating scale are presented in Table 3.3.

**Table 3.3:** Summary of the Response Anchors

| Response Anchors | Rating scale | Dimensions |
|---|---|---|
| Level of agreement | 1 – Strongly disagree<br>2 – Disagree<br>3 – Somewhat disagree<br>4 – Neither agree or disagree<br>5 – Somewhat agree<br>6 – Agree<br>7 – Strongly agree | • Expertise<br>• Attractiveness<br>• Trustworthiness |
| Reflects me? | 1 – Very untrue of me<br>2 – Untrue of me<br>3 – Somewhat untrue of me<br>4 – Neutral<br>5 – Somewhat true of me<br>6 – True of me<br>7 – Very true of me | • Homophily<br>• Purchase intention |
| My beliefs | 1 – Very untrue of what I believe<br>2 – Untrue of what I believe<br>3 – Somewhat untrue of what I believe<br>4 – Neutral<br>5 – Somewhat true of what I believe<br>6 – True of what I believe<br>7 – Very true of what I believe | • Information credibility<br>• Information quality<br>• Information adoption |

### 3.5.3 Back-to-Back Translation

It is critical to choose the right language for the questionnaire to ensure that the questions are properly interpreted and thoroughly answered. When data collection is

conducted among members of different language groups, the questionnaire must be translated and the translated questionnaire must be written in a language that is understandable and meaningful to the respondents (Del Greco et al., 1987). Hence, the questionnaire needs to be translated into the respondents' native language. A separate questionnaire might be prepared or the translation could be written underneath the English questions. The finest translators are those who comprehend the purpose and intent of the questionnaire and who can communicate clearly in both languages. Translating questionnaires into various languages has become common practice in a multilingual culture like Malaysia, particularly for self-administered questionnaires involving the general public (Jeen, 2006). Considering Malaysia is a multi-ethnic country with Malay as the primary language, developing a recognised instrument in the Malay language is essential (Jalaludin et al., 2013).

Relying on back translation to evaluate the translation quality is common in social sciences studies (Behr, 2017). Back translation models, such as Brislin's classic back translation model (1970), are now widely used in instrument validation, where an iterative method including independent translation and back translation by a translator is recommended. First, an instrument is translated by a translator from the original to the native language. Then, the instrument is independently translated from the native language to the original language by a second translator. Finally, the idea equivalence of the two variants of the instrument, which are the original language and the back-translated versions, is determined by comparing the two versions of the instrument. This method requires engaging numerous independent bilingual translators (Triandis & Brislin, 1984). However, the issue with Brislin's traditional translation model is that researchers are unable to estimate the number of independent bilingual translators required to achieve content equivalence between

the original and translated versions (Cha et al., 2007). Hence, Ozolins et al. (2020) advised performing two forward translations, reconciling them into a single final source text, and then reaching a final version through back translation by two independent translators.

A total of three translators participated in translating the questionnaire in this study, with the back translation completed by a different certified translator from the ones who completed the forward translations. Firstly, the English language version of the instrument was translated by two different translators into the Malay language version. A comparison between translation 1 and translation 2 was carried out to arrive at a common version of the Malay language questionnaire. The comparison was carried out by the researcher herself due to her proficiency in both English and Malay languages. The researchers, according to Behling and Law (2012), are the best candidates for translation if they are fluent in the target language. However, to guarantee the questionnaire's accuracy in Malay, it was evaluated by one native speaker and linguistic expert. The reviewer was a lecturer at i-CATS University College with a bachelor's degree in Malay Literature. After that, the Malay language version of the questionnaire was back-translated into English by a different certified translator.

At the end of the process, to ensure the questionnaire's accuracy in back translation, a comparison between the original version and the back-translated version of the instrument was conducted by two native speakers who are experts in English linguistics. The reviewers consisted of an English lecturer from University Technology MARA, Mukah and Universiti Malaya. The original source material was compared to the back translation to identify areas where the meaning was unclear or slightly incorrect. The reconciliation involved making necessary modifications and adjustments to the final translation. As suggested by the experts, the statements were changed to make the respondents feel more inclusive and relatable to

the items they were to answer. It was necessary to ensure that the content and meaning were compatible in order to create a single common questionnaire.

### 3.5.4 Expert Review

Expert reviews are widely used in evaluating questionnaire responses (Ikart, 2019). It is common practice to have a group of experts to analyse questionnaires in order to identify question flaws and other causes of measurement error. The use of expert reviews has become common practice in developing questionnaires (Yan et al., 2012). The expert review adds a fresh view to the process, allowing for a more critical examination of the questions. Expert reviewers are capable of identifying a wide variety of flaws, including issues with the questionnaire design, question phrasing, burden to the respondents, and considerations for the interviewer (Ikart, 2019).

Expert reviewers can significantly contribute to the development of an effective questionnaire by drawing on their knowledge and experience (Ikart, 2019). When developing questionnaire items for a survey, expert reviewers are engaged to determine the validity of the items (Muda et al., 2020). The experts pay complete attention to the questionnaire items, identify any issues, and make recommendations to strengthen the items. They identify problematic questions, such as those with language and structural flaws, so that the questions can be revised before being included in the questionnaire (Yan et al., 2012).

In this study, the instruments were reviewed by one expert in practice and three academic experts. Invitations to become members of the expert panel to assess the questionnaire in this study were sent through email. Table 3.4 presents the names of the

practice and academic experts who validated the questionnaire for this study and their respective institutions.

**Table 3.4:** List of Expert for Instruments Validation

| No | Name | Institution |
|---|---|---|
| 1 | Associate Professor Dr. Jati Kasuma Bin Ali | Faculty of Business Management, Universiti Teknologi MARA (UiTM) Cawangan Sarawak |
| 2 | Dr. Ida Izumi Binti Abdollah | Faculty of Business Management, Universiti Teknologi MARA (UiTM) Cawangan Sarawak |
| 3 | Dr Colin Wong | Faculty of Business and Accounting, I-CATS University College |
| 4 | Miss Rochesder Hillary | Marketing and Communication Manager, Pullman Waterfront Miri |

The experts were requested to provide feedback and identify any confusing or problematic questions in the survey. They were asked to respond by indicating each item as a perfect match, moderate match, or poor match (Muda et al., 2020). They were also invited to give an overall comment for every section. Afterwards, their responses to the questions were analysed, and the instruments were rewritten based on their comments and suggestions.

### 3.5.5 Pre-Testing

Pre-testing the questionnaire before distributing it is an important step in the survey questionnaire development process. Researchers might find themselves administering questionable instruments as a result of skipping this stage, leading to a build-up of questions about the research findings (Ikart, 2019). Pre-testing is the process of testing a series of

questions or a questionnaire to members of the target group (Babonea & Voicu, 2011). It is designed to assess whether or not the audience is capable of providing meaningful responses in order to ensure that the target audience understands the questions and response alternatives as the researcher intended (Perneger et al., 2014). The way in which the respondents respond to the questions is what is looked for in pretesting questionnaires because when responding to the questions, the respondents might be going through a variety of distinct processes.

This study employed declared pre-testing, in which the respondents were informed before completing the questionnaire that they would be asked to complete more than just the questions. Declared pre-test and undeclared pre-test are two types of pre-tests that can be used for a survey questionnaire (Babonea & Voicu, 2011). As a result of increasing awareness of the disadvantages of conventional pre-testing, which entails performing a small-scale survey in which the interviewer discovers questionnaire-related issues, the experts who advocated conventional pre-testing agreed that getting a set of 12 to 25 questionnaires completed is sufficient for detecting questionnaire errors (Babonea & Voicu, 2011). For this study, 12 respondents were selected for pre-testing. Cognitive interviews were also held as part of the pre-testing process. When selecting the sample for a cognitive interview, it is important to consider the diversity of the participants (Ryan et al., 2012). Therefore, the respondents were chosen based on their ethnicity to assess their comprehension of the questionnaires in English and Malay.

A cognitive interview is defined as the delivery of draft survey questions while simultaneously gathering extra verbal information regarding the survey findings; it is used to analyse the overall quality of the responses or to determine whether the question generates the information intended by the researcher (Beatty & Willis, 2007). As a result of the

COVID-19 pandemic that led to implementation of social distancing measures, the cognitive interviews were conducted via Google Meet video conferencing and the questionnaire was distributed via Google Form, a survey administration software. Social distancing was implemented in Malaysia to minimise the regularity of contact and physical interaction among people in order to curb the transmission of the virus in the population (Fong et al., 2020).

When performing cognitive interviews, there is an alternate method known as online or web probing that appears to be an effective approach for pre-testing questionnaires (Lenzner & Neuert, 2017). Before the questionnaire was distributed, this approach was followed to discover and eliminate any misunderstandings or inaccurate assumptions regarding the questionnaire. This pre-testing was designed to find out how the intended respondents might interpret the questions they were asked. A link to a Google Meet video conference session was sent to each of the 12 pre-testing participants. The sessions were held separately for each respondent depending on the day and time that was agreed upon by the respondent. A link to an identical survey was shared with each respondent at some point throughout their session. When answering the questionnaire, the respondents were asked to take note of any possible input they had. The idea was to capture their instant reactions and thoughts to a question by asking them to think and react immediately (Czaja, 1998). The interviews focused on explaining what they should think about, such as the spelling, language, and rationale behind the statements and instructions in the questionnaire.

Based on a checklist provided by Grimm, (2010), the respondents should be asked nine questions throughout the interview after completing the questionnaire. Two questions, however, were removed from this study. The first eliminated question was, “Did the

respondents comprehend any instructions on questions being skipped based on their responses to earlier questions?" Since there was no skipped question in the questionnaire, this item was eliminated. The second eliminated question was, "Specifically, if a survey was delivered by an interviewer, did respondents believe that the interviewer attempted to influence their responses, either vocally or non-verbally?" Since this study employed a self-administered questionnaire, this item was also eliminated. Hence, seven questions were asked during the interviews after eliminating the two questions. The following items were addressed in further detail:

1. Was it obvious to the responder what was being asked and what terminology was being used?
2. Was there a significant choice that was left from any of the questions? Options are clearly not exhaustive if numerous replies write additional option(s) in response to a query.
3. Was the respondent willing to provide responses to all questions? Were there any questions that were deemed to be sensitive, offensive, or excessively difficult?
4. Is it possible that the respondent misunderstood the instructions for each question?
5. Did the responder get the impression that the researcher expected him or her to reply in a certain way? For instance, did the responder believe that certain questions appeared biased?
6. The questionnaire's flow and phrasing appeared reasonable and natural to the responder.
7. Did you think the amount of time it took to complete the questionnaire was reasonable?

The participants offered helpful input on the format, scales, unclear questions, and wording. The questions that caused confusion were modified in order to address these issues. Words with confusing meanings were identified, reviewed, and replaced with words having comparable but clearer meanings. Based on the discussions with the respondents, it was predicted that the time required to complete the questionnaire would be between 10 and 15 minutes in total. Apart from that, the majority of the respondents stated that the English and translated Malay items were appropriate and easily understood.

## 3.6 Pilot Study

Despite the availability of detailed guidelines on how to design proper questionnaires, researchers and postgraduate students often find it challenging to identify and prevent any potential issues that might arise during the data collection process (Hulland et al., 2018). Hence, before using the questionnaire for collecting data, researchers must first subject it to a series of tests. Pre-testing the survey questionnaire is imperative in order to confirm that the questions are not ambiguous and that the respondents can understand the questions and how they are designed and intended (Sekaran & Bougie, 2016). In addition, a pilot test was carried out to evaluate the effectiveness of the questionnaire used for this study. Pilot testing should be used by researchers to ensure that the research instrument is adequate for administration (Bryman & Bell, 2011). Pilot testing aims at noticing readability issues, discovering confusing instructions, and uncovering the issues that make the participants uncomfortable (Bryman & Bell, 2011). According to Zikmund et al. (2009), pilot testing should be employed in the first draft of the questionnaire to eliminate any possible shortcomings, as well as to modify and enhance the measures, prior to the creation of the final questionnaire for the primary participants.

In social sciences research, pilot studies involving a small sample from the population are used to test the procedure in preparation for the main study. In carrying out a pilot study, it is useful to select a small group of participants who are comparable to the participants who will make up the primary sample and who are representative of the overall study population. A pilot study allows the researchers to clarify the statements in the questionnaire and improve the content flow; ultimately, the researchers can increase the reliability and validity of the questions through the pilot study (Saunders et al., 2012).

In the present study, a pilot study was carried out to evaluate the effectiveness of the questionnaire. The respondents were among the staffs and students of I-CATS University College. They were selected for the pilot study because of the university college's multicultural environment. According to Zafeiris et al. (2021), a multicultural environment is one in which individuals from various backgrounds in terms of geography, culture, and religion co-exist. For exploratory factor analysis (EFA), a minimum of 100 responses must be collected (Hair et al., 2010; Hoque et al., 2017; Shkeer & Awang, 2019). Hence, 100 respondents were selected using the convenience sampling method. The questionnaire was distributed via the WhatsApp application. The selected respondents were asked a filtering question, "Do you have any experience of watching a cosmetic product review video on YouTube?" before they could proceed to answer the online questionnaire. The filtering question was asked as the first question in the Google form. If the respondents indicate that they are not the targeted respondent by selecting "no" as an answer, the Google form will not proceed to the subsequent questions in the survey. The data collected were analysed using Statistical Package for the Social Sciences (SPSS version 25), and the results are presented below.

### 3.6.1 Profile of Pilot Study Respondents

**Table 3.5:** Age of the Respondents

| Age | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| 18 - 27 Years Old | 70 | 70.0 | 70.0 | 70.0 |
| 28 - 41 Years Old | 26 | 26.0 | 26.0 | 96.0 |
| 42 - 56 Years Old | 4 | 4.0 | 4.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

Based on the data collected, 70 respondents for the pilot study were from generation Z (18–27 years old), 26 respondents were from generation Y (28–41 years old), and 4 respondents were from generation Z (42–56 years old). The number of generation Z respondents was the highest because the number of students at I-CATS University College exceeded the number of staff.

**Table 3.6:** Respondents' Ethnicity

| Race | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| Malay | 49 | 49.0 | 49.0 | 49.0 |
| Chinese | 18 | 18.0 | 18.0 | 67.0 |
| Bumiputera Sarawak | 32 | 32.0 | 32.0 | 99.0 |
| Bumiputera Sabah | 1 | 1.0 | 1.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

As Table 3.6 shows, the respondents consisted of diverse ethnicities: 49 Malay respondents, 18 Chinese respondents, 32 Bumiputera Sarawak respondents, and 1 Bumiputera Sabah respondent. However, none of the respondents represented the Indian community.

### 3.6.2 Descriptive Statistics

The questionnaire for this study had 38 items that were measured on a scale from 1 to 7, with 1 indicating strong disagreement and 7 indicating strong agreement. Table 3.7 presents the descriptive information, such as mean and standard deviation scores for each item in this study. The mean values of the items were between 4.07 and 6.57, and the standard deviations were between 0.56 and 1.37.

**Table 3.7:** Descriptive Analysis for the Instruments

| Descriptive Statistics | | | |
|---|---|---|---|
| | N | Mean | Std. Deviation |
| Expertise 1 | 100 | 6.13 | 0.72 |
| Expertise 2 | 100 | 6.37 | 0.71 |
| Expertise 3 | 100 | 6.29 | 0.70 |
| Expertise 4 | 100 | 6.32 | 0.71 |
| Expertise 5 | 100 | 6.43 | 0.71 |
| Attractiveness 1 | 100 | 6.39 | 0.62 |
| Attractiveness 2 | 100 | 6.57 | 0.56 |
| Attractiveness 3 | 100 | 6.50 | 0.59 |
| Attractiveness 4 | 100 | 6.40 | 0.62 |
| Attractiveness 5 | 100 | 4.07 | 1.37 |
| Trustworthiness 1 | 100 | 6.27 | 0.66 |
| Trustworthiness 2 | 100 | 6.36 | 0.73 |
| Trustworthiness 3 | 100 | 6.38 | 0.68 |
| Trustworthiness 4 | 100 | 6.30 | 0.69 |
| Trustworthiness 5 | 100 | 6.37 | 0.66 |
| Homophily 1 | 100 | 6.16 | 0.75 |
| Homophily 2 | 100 | 6.39 | 0.76 |
| Homophily 3 | 100 | 6.36 | 0.75 |
| Homophily 4 | 100 | 6.39 | 0.76 |
| Information Quality 1 | 100 | 6.33 | 0.64 |
| Information Quality 2 | 100 | 6.35 | 0.64 |
| Information Quality 3 | 100 | 6.37 | 0.66 |

**Table 3.7** Continued

| | | | |
|---|---|---|---|
| Information Quality 4 | 100 | 6.42 | 0.67 |
| Information Quality 5 | 100 | 6.39 | 0.60 |
| Information Credibility 1 | 100 | 6.32 | 0.65 |
| Information Credibility 2 | 100 | 6.38 | 0.65 |
| Information Credibility 3 | 100 | 6.39 | 0.63 |
| Information Credibility 4 | 100 | 6.34 | 0.64 |
| Information Adoption 1 | 100 | 6.48 | 0.66 |
| Information Adoption 2 | 100 | 6.57 | 0.62 |
| Information Adoption 3 | 100 | 6.50 | 0.63 |
| Information Adoption 4 | 100 | 6.48 | 0.63 |
| Purchase Intention 1 | 100 | 6.38 | 0.68 |
| Purchase Intention 2 | 100 | 6.43 | 0.69 |
| Purchase Intention 3 | 100 | 6.39 | 0.67 |
| Valid N (listwise) | 100 | | |

### 3.6.3 Exploratory Factor Analysis (EFA)

Factor analysis is a multivariate statistical method that is used to evaluate self-administered questionnaires. If an item has dimensionality that is different from past studies because of its applicability or utility, exploratory factor analysis (EFA) should be used to examine it (Hair et al., 2010). The purpose of using EFA is to examine and assess the variables and their dimensionality in terms of evaluating the specific constructs under investigation (Al-Khamaiseh et al., 2020). EFA was used in this study to validate the number of specific dimensions and the structure of item–factor loadings on the instrument. Apart from that, construct validity was also established via factor analysis. EFA validates the concept of items that are considered to be practical. It indicates the elements that are most appropriate for each component (Sekaran & Bougie, 2016).

#### 3.6.3.1 Bartlett's Test of Sphericity and Kaiser-Meyer-Olkin (KMO)

The Exploratory Factor Analysis (EFA) procedure on construct elements was carried out by applying the Principal Component extraction method with Varimax (Variation Maximization) Rotation. The Bartlett's Test and Kaiser-Meyer-Olkin (KMO) were applied to determine whether the data were appropriate for factor analysis. The Bartlett's test of sphericity was used to estimate the potential of factor analysis stability, whilst the KMO test was employed to calculate the sample size needed for the analysis. A KMO value close to unity is desired (Al-Khamaiseh et al., 2020). For Bartlett's Test of Sphericity to be acceptable, the significant value should be less than .05 (Al-Khamaiseh et al., 2020; Ehido et al., 2020; Hoque et al., 2017). Additionally, the value for Kaiser-Meyer-Olkin (KMO) should be above 0.6 (Al-Khamaiseh et al., 2020; Bahkia et al., 2019; Hoque et al., 2017; Kaiser, 1974).

#### 3.6.3.2 Total Variance Explained and Rotated Components Matrix

The procedures for Exploratory Factor Analysis (EFA) are based on the computed Eigenvalue more than 1.0 (Alias et al., 2020; Ehido et al., 2020). Total variance explained is used to extract items from a large number of elements and reduce them to a manageable number of components (Hoque et al., 2017). Meanwhile, rotated components matrix shows the relationship between the components and their associated elements. The factor loading for each element must be greater than 0.6 in order to keep an item (Al-Khamaiseh et al., 2020; Awang, 2015; Awang et al., 2018).

### 3.6.4 Summary Results for Exploratory Factor Analysis (EFA)

EFA was carried out independently for expertise, attractiveness, trustworthiness, homophily, information quality, information credibility, information adoption, and purchase intention by utilising SPSS version 25 (refer to appendix A for detailed discussion).

**Table 3.8**: Items Retention Results from Exploratory Factor Analysis (EFA)

| Construct | No of items before run EFA | Number of items dropped | Number of items retained after run EFA |
|---|---|---|---|
| Expertise | 5 | 0 | 5 |
| Attractiveness | 5 | 1 | 4 |
| Trustworthiness | 5 | 0 | 5 |
| Homophily | 4 | 0 | 4 |
| Information Quality | 4 | 0 | 4 |
| Information Credibility | 5 | 0 | 5 |
| Information Adoption | 4 | 0 | 4 |
| Purchase Intention | 3 | 0 | 3 |

The results of EFA are presented in Table 3.8, which shows the number of items assigned to each construct during the EFA process for each construct. One item from attractiveness construct has to be removed due to low factor loading. The items that were retained after EFA were applied to the actual survey.

### 3.6.5 Internal Reliability Analysis (Cronbach's Alpha)

This study used Cronbach's alpha statistics to measure the internal consistency reliability of the data. Cronbach's alpha is a statistical test that is used to measure the reliability of internal consistency (Bonett & Wright, 2015). A Cronbach's alpha coefficient

of .60 is considered to indicate average reliability, and a coefficient of .70 or above indicates that the instrument has high reliability (Hoque et al., 2017; Sekaran & Bougie, 2016).

**Table 3.9:** Cronbach Alpha for Each Dimension

| | No of Items | Cronbach's Alpha |
|---|---|---|
| Expertise | 5 | .914 |
| Attractiveness | 5 | .662 |
| Trustworthiness | 5 | .941 |
| Homophily | 4 | .905 |
| Information Quality | 5 | .918 |
| Information Credibility | 4 | .927 |
| Information Adoption | 4 | .956 |
| Purchase Intention | 3 | .931 |

Table 3.9 presents the result for Cronbach's alpha for each dimension in this study. The construct for attractiveness had a Cronbach's alpha value of 0.662, which indicated reliability. This is because Cronbach's alpha values of .65–.80 are usually deemed sufficient for measures used in studies on human dimensions (Vaske, 2008; Vaske et al., 2017). One of the items needed to be eliminated when attractiveness was measured using rotated components matrix analysis due to low factor loading. It is possible that this item caused the low Cronbach's alpha value for attractiveness.

**Table 3.10:** Cronbach Alpha After Deletion of Instrument

| | No of Items | Cronbach's Alpha |
|---|---|---|
| Expertise | 5 | .914 |
| Attractiveness | 4 | .891 |
| Trustworthiness | 5 | .941 |
| Homophily | 4 | .905 |
| Information Quality | 5 | .918 |

**Table 3.10** Continued

| | | |
|---|---|---|
| Information Credibility | 4 | .927 |
| Information Adoption | 4 | .956 |
| Purchase Intention | 3 | .931 |

As shown in Table 3.10, after removing this item from attractiveness, the Cronbach's alpha value for attractiveness increased to .801, indicating higher reliability. Overall, the constructs of expertise, attractiveness, trustworthiness, information quality, information credibility, information adoption, and purchase intention were determined to be reliable, and no further items from the given instruments needed to be removed.

## 3.7 Ethical Consideration

Ethical considerations are one of the significant factors in conducting research (Saunders et al., 2016). Moral values and principles apply to the ethical questions that the researcher might find during the study (Cooper & Schindler, 2014). Protecting the identity and privacy of the participants is imperative, as well as assuring that the testing would not harm those involved in the process (Saunders et al., 2016). In this study, the survey was completely anonymous so that the results could not be traced back to a particular respondent to ensure their anonymity. Cooper and Schindler (2014) described the ethical matters researchers should consider, as follows:

1. The rights of the participants should be protected.
2. Research sponsors need to be informed.
3. The research should be conceived with ethical standards in mind.
4. The research should ensure the safety of the research team members.

5. The research design should be followed.

When implementing these ethical steps, the researcher looked for ethical concerns at all stages of the research design and implementation in order to reduce the potential issues that might arise during the study. The study's objective and the importance of their involvement were advised to all participants. The researcher also ensured that all responses remained anonymous. Participants were also informed that their participation in the survey was voluntary and that they were free to withdraw from the survey at any time without incurring any liabilities.

## 3.8 Data Collection Method

Many scholars have acknowledged that the internet offers new opportunities for non-probability survey data (Couper, 2000; Fricker & Schonlau, 2002). In this study, an online questionnaire was used to collect the required data. Questions regarding the variables were asked. Online questionnaires offer an alternative to traditional paper-based methods, and research suggests that the response rates are higher (Chizawsky et al., 2011). Social media platforms are free and widely accessible, and they are designed to connect internet users worldwide. The internet opens up new avenues for research for social and behavioural sciences (Baltar & Brunet, 2012). Furthermore, distributing the questionnaire via electronic means allows it to be shared quickly on social media platforms, including the WhatsApp application (Doherty et al., 2020). Online questionnaires are becoming increasingly popular among social science researchers as a result of the COVID-19 pandemic. Consequently, when events prevent in-person methods from being used, online questionnaires may provide a viable alternative method for carrying out the research plans (Wardropper et al., 2021).

### 3.8.1 Data Collection Procedure

In this study, the first step in data collection was creating an online questionnaire via Google Form. Google Form is an online survey tool that enables researchers to collect data from respondents through a customised online survey. The data was then collected and linked directly to a database that was filled with the survey responses. This tool is made available by Google and may be used by anyone to generate web-based questionnaires. Apart from that, it can be accessed for free on the internet and is accessible through any device with an internet connection. Since the survey was carried out with the assistance of Google Forms, all the questions were marked with "Required". In Google Form, marking a question with "Required" means that for the respondents to be able to complete the survey, they need to answer all the questions stated in the form. This was done to prevent the issue of missing values (Islam & Hussain, 2022). After finalising the Google Form, a short uniform resource locator (URL) for the online questionnaire was generated.

The snowball sampling method uses a limited pool of initial sources to recommend other respondents in their social networks who may match the eligibility criteria and thus could potentially participate in a given study (Kurniawan et al., 2022). Therefore, this study applied the snowball sampling steps suggested by Leighton et al. (2021). The first step entailed identifying the social media platforms that would best serve the target respondents. Facebook was chosen due to its ranking as the number one social media platform used in Malaysia (MCMC, 2020). However, since there were no specific groups related to cosmetic products available on Facebook, this study selected a group that had more than 90,000 members. The Doctorate Support Group was chosen. Next, to increase the number of responses, the URL of the questionnaire was shared on the researcher's personal Facebook account, and the post was set as visible to the public. During the time when recruitment was

taking place, a weekly plan for reposting and distributing the postings was developed with the intention of boosting the number of people taking part in the survey. Finally, the posting was worded such that it would encourage the respondents to share the questionnaire's URL, "This study is using a snowball sampling strategy, kindly share this questionnaire with your family and friend who might be interested to take part in this study. Thank you in advance for your participation and assistance".

Additionally, this study also used instant messaging platforms such as WhatsApp and Telegram by applying the same method suggested by Leighton et al. (2021) for the snowball strategy technique via social media. The questionnaire's URL was shared on the WhatsApp and Telegram of personal shopper groups. A personal shopper is someone who operates a business to fulfil the shopping needs of others who in this context may be referred to as consumers. In order to create earnings and interest from potential customers, the service is provided via a mobile device, an online connection, and social media (Efrin, 2021). This study chose personal shopper groups because most of the group members were women who had the potential to be the target respondents. Before posting in the personal shopper groups on WhatsApp and Telegram, permission was requested from the group admin of each group. The questionnaire's URL was shared only after obtaining their approval. Furthermore, the questionnaire's URL was also sent to personal respondents. The respondents were encouraged to not only respond to the survey but also share it with their family and friends who might meet the criteria of a targeted respondent. The online questionnaire was shared with respondents from Peninsular Malaysia, Sabah, and Sarawak.

This method allowed the sample size to grow like a rolling snowball, and enough data was collected as the sample grew. However, filtering questions were added to ensure

the data were collected from the right target respondents. The questions are “Are you a female respondent?” and “How often do you watch product review videos created by beauty influencers on YouTube?”. When a respondent answered “No” for the first question or “Never” for the second question, then the questionnaire was excluded.

In this cross-sectional study, the link to the online survey was available for response from 7 February 2022 until 10 May 2022. The respondents who agreed to take part in the study were required to complete a self-administered questionnaire. They were notified that their participation in the study was entirely voluntary and that they had the option to withdraw their participation at any time.

## 3.9 Data Analysis

The analysis of data is a method that involves inspecting, tabulating, categorising, or otherwise recombining information in various ways in order to answer the initial propositions of a study. A great number of researchers have recorded their reflections on the integrity of statistical data and its transmission. For instance, Aaker et al. (2001) argue that the process of collecting raw data and labelling it in preparation for statistical data analysis affects both the quality of the findings and the level of comprehension of the findings. In addition, Bryman (2004) and Cooper and Schindler (2014) argue that researchers ought to agree on the process of data analysis and evaluation before proceeding with the process of data collection. This would help prevent the possibility of collecting incomplete or inaccurate data during the data collection process.

This study adopted structural equation modelling (SEM) for data analysis for several reasons. First, SEM is well suited for the goal of hypothesis testing since it examines a number of correlations between dependent and independent variables all at once (Hair et al., 2010). In other words, SEM performs complete and continuous checks of all relationships between all components simultaneously (Tharenou et al., 2007). Second, calculating and extracting the measurement error is needed to achieve perfect reliability in a study. SEM can be used to estimate the size of the model's paths while also evaluating the data fit and accounting for measurement error (Tharenou et al., 2007). SEM provides valid construct level results, allowing for the simultaneous use of multiple variables per construct. It allows for inferential testing of hypotheses and provides unambiguous treatment of measurement errors (Byrne, 1998). Thus, SEM is able to simultaneously address a set of interrelated research questions through both measurement and structural models.

This study applied covariance-based structural equation modelling (CB-SEM), a SEM approach that allows researchers to examine relationships concurrently. CB-SEM is most commonly used when a well-established theory is employed in the study and the analysis is carried out well ( Beckett et al., 2017; Dash & Paul, 2021). Apart from that, CB-SEM provides model fit indices (Dash & Paul, 2021). In this study, SPSS version 25 and analysis of moment structure (AMOS) version 24 software were used to analyse the data, and the SEM technique and multigroup analysis were employed to validate the theoretical model and to test the hypotheses (Hair et al., 2010). An overview of the data analysis method used in this study is shown in Figure 3.1.

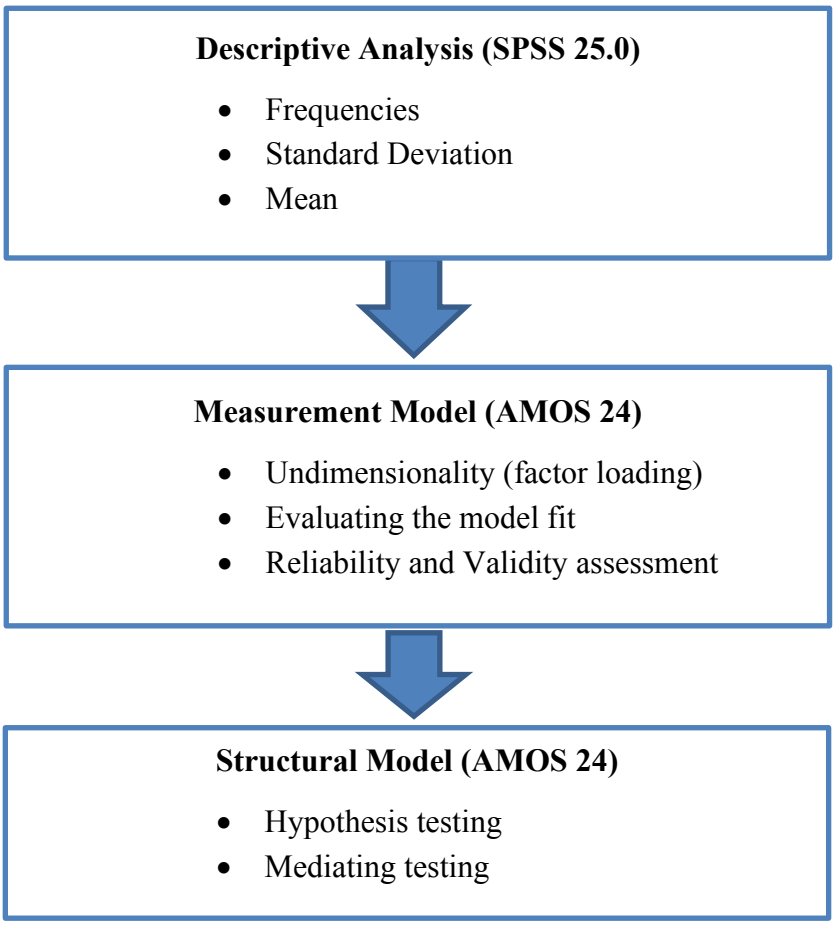



**Figure 3.1:** Data Analysis Procedure

### 3.9.1 Measurement Model Analysis

The SEM model consists of two parts: the measurement model and the structural model. Both of these models are used to analyse data. The measurement model is a formulation of the measurement theory that explains how ideas are operationalised through groups of the measured variables (Hair et al., 2010). Confirmatory factors analysis (CFA) must be carried out first in order to obtain the measurement model (Anderson & Gerbing, 1988; Awang, 2015; Hair et al., 2010). The CFA was performed after completing the EFA to confirm the measurement model developed in this study.

The EFA method should be performed using the data from the pilot study, whilst the CFA procedure should be performed using the data collected from the field study (Baistaman et al., 2020). CFA was performed to ensure that the attainment of goals was factorially valid. When applied to the structure of the components found from EFA, CFA can provide additional evidence about the fitness of the proposed model. CFA is capable of demonstrating a model that is acceptable in terms of good fit and construct validity (Hair et al., 2010).

In this study, CFA was used to conduct a confirmatory test of the measurement model, consisting of three primary procedures: the unidimensionality of the measurement model, the reliability of the items measuring the constructs, and the validity of the items measuring the constructs (Aziz et al., 2019). The examination of unidimensionality must be completed first before conducting validity and reliability analyses (Hair et al., 2017).

Unidimensionality is when a large number of estimated variables can be explained by a single underlying construct (Hair et al., 2014). When there are numerous dimensions involved, measuring unidimensionality is crucial, and a lack of unidimensionality hinders the growth of the dimensions (Hair et al., 2014). Unidimensionality is attained when all the measurement items have factor loadings that are acceptable for the latent construct for which they are being used. To achieve unidimensionality, the factor loadings must rise beyond the cut-off value of 0.6 (Awang, 2015; Dash & Paul, 2021; Hair et al., 2014). Furthermore, items with factor loadings below the threshold value should be deleted.

### 3.9.2 Reliability and Validity Analysis

Before proceeding any further, it is necessary to evaluate the reliability and validity of the measurement model. Composite reliability is used to evaluate the internal consistency reliability of constructs. According to Hair et al. (2010), reliability refers to a variable or set of variables in which what it is intended to measure is reliable. Validity is the extent to which a scale or a set of measurements accurately represents the subject of interest (Hair et al., 2010). It refers to the instrument's ability to assess the items that should be evaluated using the construct (Razali et al., 2018). This study tested the following aspects of validity:

1. Convergent validity. Convergent validity is the test to measure the level of similarity between multiple indicators of the same type. It is the extent to which several dimensional measures of the same idea are associated in which a high correlation suggests that the scale of the instrument is measuring the construct intended by the instrument (Nusair & Hua, 2010). The factor loading of the predictor, composite reliability, and the derived average variance extracted (AVE) have to be considered in establishing convergent validity. The composite reliability (CR) method is used to measure reliability, which replaces inner reliability (Hair et al., 2014; Mahfouz et al., 2019). CR measures the reliability and internal consistency of variables, and a value of .6 is required for CR (Abdul-Rahim et al., 2022; Awang, 2015; Hair et al., 2014). The derived AVE is the measure used to determine the convergent validity of a construct for all items of each construct (Hair et al., 2017). To measure the AVE, the loading of each indicator on a variable must be estimated and the mean value calculated. An appropriate AVE is .50 or higher, meaning that at least 50 per cent of the variance of its items is clarified by the structure (Abdul-Rahim et al., 2022; Awang, 2015; Hair et al., 2014; Razali et al., 2018).

2. Discriminant validity. This analysis reveals the extent to which a construct is empirically distinct from other constructs, both in terms of how much it integrates with other constructs and how precisely this particular construct reflects the indicators. To demonstrate discriminant validity, each construct must be unique from the others. Discriminant validity ensures that the measure construct is distinct from other measures from the structural equation model and captures phenomena of interest that other measures do not (Hair et al., 2010). To achieve discriminant validity, the square root of the AVE of the relevant construct must be greater than the correlations between the constructs (Fornell & Larcker, 1981).

### 3.9.3 Evaluating the Model Fit

Several different fitness indices are used in SEM to reflect how well a model fits the data that is being examined. When the fitness indices for each construct attain the required level, the validation will be accepted (Razali et al., 2018). There are three types of model fit indices, namely, absolute fit, incremental fit, and parsimonious fit (Dash & Paul, 2021). Absolute fit indices give the researcher an indication of how well their hypothesis matches the sample data they have collected (Hair et al., 2010). The incremental, comparative, and relative fitness of the model are evaluated using incremental fit indices (Dash & Paul, 2021). Parsimony fit indices evaluate a model's fit in relation to its complexity (Hair et al., 2021). Table 3.11 presents the types of models fit and the acceptance level (Awang, 2015; Awang et al., 2018).

**Table 3.11:** Types of Models Fit and the Acceptance Level

| Type | Index | Ideal Threshold Value |
|---|---|---|
| Absolute Fit Measures | Discrepancy Chi Square<br>Goodness-of-fit Index (GFI)<br>Root Mean Square Error of Approximation (RMSEA) | p-value>0.05<br>>0.90<br><0.08 |
| Incremental Fit Measures | Adjusted Goodness of Fit (AGFI)<br>Tucker-Lewis Index (TLI)<br>Normed Fit Index (NFI)<br>Comparative Fit Index (CFI) | >0.90<br>>0.90<br>>0.90<br>>0.90 |
| Parsimonious Fit Measures | Chi Square/Degree of Freedom (Chisq/df) | <3.0 |

There is no consensus among researchers regarding the fitness indicators that should be used (Awang, 2015). However, when evaluating a model, at least one fitting indices should be considered from each category (Hair et al., 2010). According to Awang (2015) and Awang et al. (2018), the indices that are most frequently reported in the literature for analysing the model fit are;

**Table 3.12:** Most Frequent Reported Models Fit and the Acceptance Level

| Type | Index | Ideal Threshold Value |
|---|---|---|
| Absolute Fit Measures | Root Mean Square Error of Approximation (RMSEA) | <0.08 |
| Incremental Fit Measures | Comparative Fit Index (CFI)<br>Tucker-Lewis Index (TLI) | >0.90<br>>0.90 |
| Parsimonious Fit Measures | Chi Square/Degree of Freedom (Chisq/df) | <3.0 |

The pooled measurement model was used to evaluate and validate the measurement model used for this study. As suggested by Awang (2015), it is important to evaluate the measurement model for all of the constructs that are a part of the study at the same time. The

results of the pooled CFA indicate the fitness indices, factor loading for each item along with its $R^2$, and the correlations among the constructs, which are computed at the same time. Furthermore, the factor loading needs to be investigated in the event that particular fitness indices do not reach the desired level. When the factor loading is less than 0.6, the measurement model for the constructs has a poor fit, and the item should be deleted (Awang, 2015).

### 3.9.4 Hypothesis Testing

Path analysis is the ideal approach for testing a hypothesis. In contrast to multiple regression, path analysis goes beyond regression by allowing the analysis of more complex models. The strength of path analysis as a methodology is that it enables researchers to examine both direct and indirect effects concurrently across various independent and dependent variables (Stage et al., 2004). It may be used to evaluate the situation in which there are multiple final dependent variables, where variable A affects variable B and influences variable C (Streiner, 2005). The purpose of path analysis is to offer estimates of the extent and significance of the hypothesised causal relationships between sets of variables using path diagrams (Stage et al., 2004).

Path analysis enables the researcher to visualise a collection of hypothesised relationships that can be directly transformed into the necessary equations for analysis (Stage et al., 2004). In the present study, path analysis was used to examine eight hypotheses to ascertain whether the independent variables have direct or indirect effects on a set of related variables. The *P*-value was used at a significance level of $< .05$ in testing the hypotheses (Awang, 2015; Awang et al., 2018; McLean et al., 2020; Wan Afthanorhan & Ahmad, 2014).

Furthermore, Path analysis was used to test the direct relationship between the dimensions of influencer attributes (expertise, attractiveness, trustworthiness, homophily, and information quality) with information credibility, the relationship between information credibility and information adoption, the relationship between information credibility and purchase intention and finally to test the direct relationship between information adoption and purchase intention.

In addition to testing the direct relationship, path analysis was used to examine the mediating relationship together with bootstrapping analysis. A mediating mechanism is defined by the presence of a third variable that acts as an intermediary in the relationship between two variables, namely the independent and dependent variables. To better understand this concept, direct and indirect impacts need to be examined (Hair et al., 2010). In other words, the actions of the third variable are examined to see how they affect the relationship between two variables (Hayes, 2009).

As it is the result of two paths that link the variable X (independent variable) to the variable M (mediating variable), shown as path (a), and the variable M (mediating variable) to the variable Y (dependent variable), shown as path (b), the indirect effect is represented as path ab, and when the indirect effect ab is greater than or less than zero, it can be said that some type of mediation exists (Demming et al., 2017; Zhao et al., 2010).

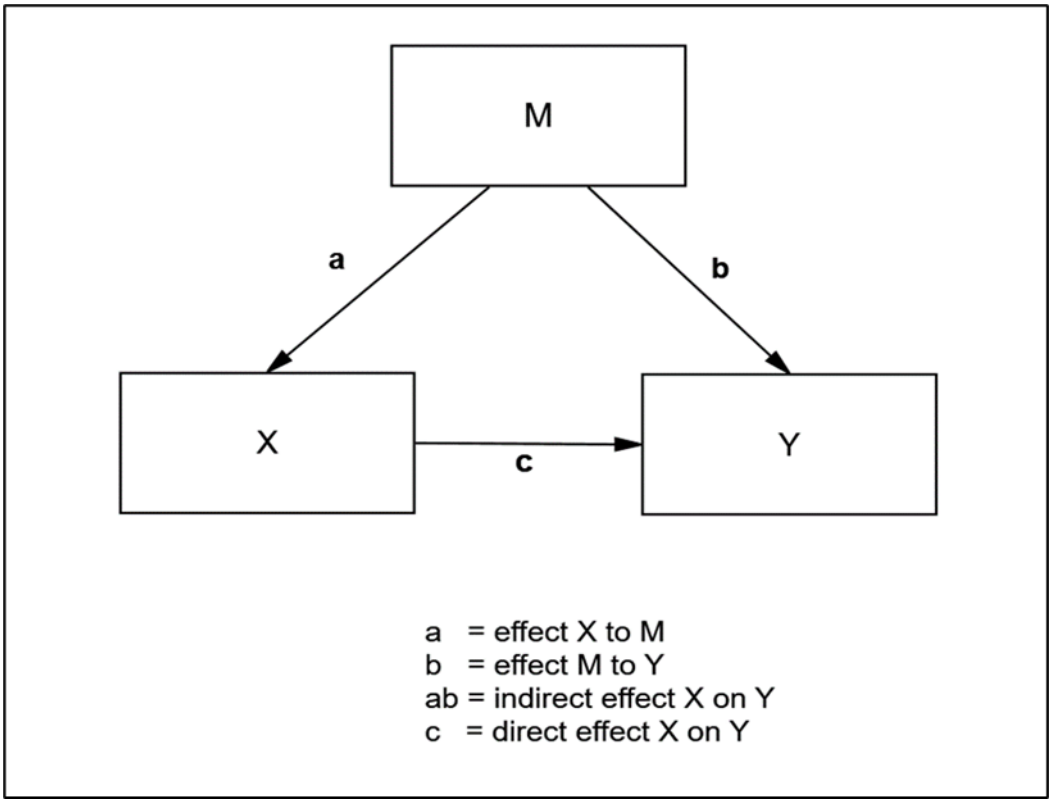



**Figure 3.2**: Modelling the Mediator in the structural Model (Awang, 2015; Awang et al., 2018)

The mediation relationship can be divided into two categories (Awang, 2012, 2015; Awang et al., 2018). It is important that X (the independent variable) has a direct effect on Y (the dependent variable). However, when the mediator variable (M) is added to the model, the direct effect between X and Y decreases due to the existence of M. The illustration for the relationship is presented in Figure 3.2. Thus, this first type of mediation is called "partial mediation", and it happens when the direct effect is lessened but is still significant. In addition, the second type of mediation happens when the direct effect is reduced and no longer significant. This type of mediation is called "complete mediation" or "full mediation".

In addition to the conventional method, there is an approach known as bootstrapping that may be used to examine and verify the mediating effect (Aimran et al., 2016; Awang,

2015; Awang et al., 2018; Mallinckrodt et al., 2006). The bootstrap of the data resampling processes is used to construct the confidence intervals in order to test the statistical significance of the indirect effect (Shrout & Bolger, 2002). In this study, the bootstrap test was used to further analyse the mediation effect with the *P*-value set at a significance level of < .05 (McLean et al., 2020). Table 3.13 summarises the hypotheses and the statistical analysis.

**Table 3.13:** The Hypothesis and the Statistical Analysis

| Hypothesis | Details | Statistical Test |
|---|---|---|
| H1 | Expertise has a significant and positive impact on information credibility. | Path Analysis |
| H2 | Attractiveness has a significant and positive impact on information credibility. | Path Analysis |
| H3 | Trustworthiness has a significant influence on information credibility. | Path Analysis |
| H4 | Homophily has a significant and positive impact on information credibility. | Path Analysis |
| H5 | Information quality has a significant and positive impact on information credibility. | Path Analysis |
| H6 | Information credibility has a significant and positive impact on information adoption | Path Analysis |
| H7 | Information credibility has a significant and positive impact on purchase intention | Path Analysis |
| H8 | Information adoption has a significant and positive impact on purchase intention | Path Analysis |
| H9 | Information credibility mediate the relationship between expertise and information adoption | Path Analysis and bootstrap test |
| H10 | Information credibility mediate the relationship between attractiveness and information adoption | Path Analysis and bootstrap test |
| H11 | Information credibility mediate the relationship between trustworthiness and information adoption | Path Analysis and bootstrap test |
| H12 | Information credibility mediate the relationship between homophily and information adoption | Path Analysis and bootstrap test |
| H13 | Information credibility mediate the relationship between information quality and information adoption | Path Analysis and bootstrap test |

**Table 3.13** continued

| Hypothesis | Details | Statistical Test |
|---|---|---|
| H14 | Information credibility mediate the relationship between expertise and purchase intention | Path Analysis and bootstrap test |
| H15 | Information credibility mediate the relationship between attractiveness and purchase intention | Path Analysis and bootstrap test |
| H16 | Information credibility mediate the relationship between trustworthiness and purchase intention | Path Analysis and bootstrap test |
| H17 | Information credibility mediate the relationship between homophily and purchase intention | Path Analysis and bootstrap test |
| H18 | Information credibility mediate the relationship between information quality and purchase intention | Path Analysis and bootstrap test |

## 3.10 Chapter Summary

This chapter described in depth the research method used and provided specifics regarding the research framework employed for this study. This was achieved by analysing the various research philosophies and offering an explanation of the research methods selected. Alternatively, several approaches to the research were applied, along with the approach that was ultimately chosen. First, quantitative research was supported by online questionnaires and the chosen processes. The definition of survey procedures, data collection method, sampling technique, sample size, and questionnaire design process were discussed within the same segment. Next, pilot testing, data analysis, and ethical consideration were also presented. Finally, AMOS was adopted as the modelling technique for SEM to analyse the data. The next chapter presents the results of this study and its conclusion.

# CHAPTER 4

# ANALYSIS AND FINDINGS

## 4.1 Introduction

This chapter discusses the testing and evaluation done using SEM on the proposed research model. In light of this, the chapter focuses on the demographic features of the respondents as well as the analysis of the data acquired from the distributed questionnaires. In the context of the present study, the technique of analysis can be broken down into four stages. Missing values, outliers, and normality, as well as a descriptive analysis of the constructs, are the primary focus at the early stage. The second stage presents the field study report, which details the demographic information of the survey participants. The steps included an analysis of the proposed model using SEM to check the suggested model's fitness indices, unidimensionality, reliability, validity, and common method variance. In the final steps, the hypotheses were tested, and the bootstrapping method was used to test the mediating hypotheses.

## 4.2 Response Rate

The researcher were unable to exert any control over the people who agreed to participate in this study because the data was collected through the internet. Google Form was used to develop the questionnaire, and links to the questionnaire were shared on Facebook, WhatsApp and Telegram. Finally, a data set consisting of 400 respondents was obtained from the online questionnaire for further analysis, which equal to 100% response for targeted sample size.

## 4.3 Data Coding

Data coding is the process of transforming data from a questionnaire into relevant categories so that it can be more easily analysed (Williams, 2003). The purpose of coding is to simplify the process of identifying data (Sukri & Yusoff, 2021). At the beginning of any research project, the researcher should consider the coding scheme and, whenever feasible, incorporate it into the questionnaire. A comprehensive coding method was applied to each questionnaire once they were processed so that the integrity of the data and its overall quality could be maintained.

Coding is an essential step that must be taken to categorise all of the responses before or after the data has been gathered, making entering the information into a database substantially simpler. The data coding process involves giving each response a unique number so that the information may be stored in a database (Sekaran & Bougie, 2016). Giving a unique serial number to each response facilitates identification and makes the data entry process in SPSS more efficient. In this study, the first step of data analysis starts with data coding by entering the coding number 001 and ending at 400 in SPSS.

## 4.4 Data Screening

Data screening is a crucial process that uses various methods to assist the researcher in finding any possible violations to the basic principles underlying the use of multivariate data analysis methods (Sukri & Yusoff, 2021). There are four steps that should be conducted for data screening (Mahmoud et al., 2022; Tay et al., 2021). Therefore in this study, the data screening process start with identifying the missing values. Next, a reverse coding of

negatively phrased items is performed. Third, outliers are assessed by considering both univariate and multivariate outliers. Finally, the normality of the data is checked.

### 4.4.1 Missing Data

Data are considered missing when there is no value recorded for observation and in the event that there is no input to be entered or generated (Mirzaei et al., 2022). Missing data results in a smaller number of sample size than expected, which eventually affects the reliability of the study's findings (Kwak & Kim, 2017). Researchers have to choose between ignoring missing data or making accurate predictions in order to produce a more comprehensive data set (Alsaber et al., 2021).

There are numerous causes of missing data in a survey, such as power outage that interrupts the data collection done via electronic devices, an interruption in the internet service, a missing page of a printed questionnaire, an invalid response item, or a participant skipping the questions (Mirzaei et al., 2022). It is necessary to first characterise the different types of missing values before deciding what should be done with the missing data. There are three distinct types of missing data that may occur when data are being collected, namely missing at random (MAR), missing completely at random (MCAR), and missing not at random (MNAR) (Bennett, 2001; Kwak & Kim, 2017; Mirzaei et al., 2022). Table 4.1 provides a summary of the different types of missing data.

**Table 4.1:** Types of Missing Data

| Types | Description |
|---|---|
| Missing at Random (MAR) | The absence of data happens randomly and is unrelated to or affected by any other data. |
| Missing Completely at Random (MCAR) | The disappearance of data at a certain moment in time is related to participant discontent with the study's results and continuous involvement. |
| Missing Not at Random (MNAR) | Data are considered missing when a respondent who is dissatisfied with the results of the study carries out the necessary measures independently, in advance of the scheduled measurement. |

In this study, missing data were checked by conducting the frequency test using SPSS version 24. The result did not display any missing values, as the respondents were required to provide responses to all survey questions before they could submit the questionnaire form.

### 4.4.2 Reverse Coding

The second step was performing reverse coding on the items that were phrased negatively. Reversing negatively phrased items refers to the process of changing the responses given to negatively worded questions into positive ones (Tay et al., 2021). This is to ensure that the entire questionnaire contains the same kind of responses. For this study, there were no negatively worded items in the questionnaire.

### 4.4.3 Outlier Assessment

An observation or a set of observations that considerably breaks away from the norm of most of the other observations is referred to as an outlier (Saleem et al., 2021). It is a data value that is so dissimilar to the other values in the sample that failing to consider it could

result in significantly incorrect estimations (Chambers et al., 2004). Depending on the nature of the outlier cases, the researcher can keep or discard them (Hair et al., 2010). The statistical significance can be completely overturned by even a small number of outliers (Sullivan et al., 2021). Estimates of the regression coefficient can be severely skewed by outliers, leading to inconsistent results (Verardi & Croux, 2009). Hence, in this study, univariate and multivariate outlier analyses were carried out to identify the outliers.

A case that has a value that is significantly different from the average of the population for a single variable is known as a univariate outlier (Tabachnick & Fidell, 2013). In this study, z-score was used to identify the univariate outliers. The z-score is a standardised score that is given to a continuous variable within the context of its relationship to the mean (Mowbray et al., 2019). The baseline value for determining whether observations should be considered as outliers is an absolute value of ±3.29 (Tabachnick & Fidell, 2013). In other words, any case with a z-score that is higher than +3.29 or lower than −3.29 is regarded as an outlier (Mowbray et al., 2019). As shown in Table 4.2, no univariate outliers were detected in this study.

**Table 4.2:** Summary of Z-score

| | N | Minimum | Maximum |
|---|---|---|---|
| | Valid | | |
| Zscore: E1 | 400 | -2.32518 | 1.63679 |
| Zscore: E2 | 400 | -2.63832 | 1.32164 |
| Zscore: E3 | 400 | -2.46465 | 1.39390 |
| Zscore: E4 | 400 | -2.64573 | 1.53312 |
| Zscore: E5 | 400 | -2.68012 | 1.37683 |
| Zscore: A1 | 400 | -3.16141 | 1.27955 |
| Zscore: A2 | 400 | -2.61508 | 1.21654 |
| Zscore: A3 | 400 | -2.62383 | 1.33667 |
| Zscore: A4 | 400 | -2.58448 | 1.27295 |
| Zscore: T1 | 400 | -2.82168 | 1.26401 |

**Table 4.2** continued

| | N | Minimum | Maximum |
|---|---|---|---|
| | Valid | | |
| Zscore: T2 | 400 | -2.54458 | 1.22866 |
| Zscore: T3 | 400 | -2.81721 | 1.26570 |
| Zscore: T4 | 400 | -2.86086 | 1.20431 |
| Zscore: T5 | 400 | -2.72038 | 1.17283 |
| Zscore: H1 | 400 | -2.91689 | 1.02485 |
| Zscore: H2 | 400 | -2.73752 | 0.98953 |
| Zscore: H3 | 400 | -3.12830 | 1.18065 |
| Zscore: IQ1 | 400 | -2.82415 | 1.31380 |
| Zscore: IQ2 | 400 | -2.89457 | 1.42166 |
| Zscore: IQ3 | 400 | -3.12345 | 1.48681 |
| Zscore: IQ4 | 400 | -2.88918 | 1.26418 |
| Zscore: IQ5 | 400 | -2.81767 | 1.37998 |
| Zscore: IC1 | 400 | -2.79539 | 1.25590 |
| Zscore: IC2 | 400 | -3.15788 | 1.17392 |
| Zscore: IC3 | 400 | -2.81569 | 1.16057 |
| Zscore: IC4 | 400 | -3.15824 | 1.16220 |
| Zscore: IA1 | 400 | -2.46412 | 1.19094 |
| Zscore: IA2 | 400 | -2.53879 | 1.27416 |
| Zscore: IA3 | 400 | -2.40768 | 1.24032 |
| Zscore: IA4 | 400 | -2.45265 | 1.23555 |
| Zscore: PI1 | 400 | -3.03226 | 1.10382 |
| Zscore: PI2 | 400 | -3.23842 | 1.17886 |
| Zscore: PI3 | 400 | -2.96752 | 1.24546 |

The Mahalanobis distance was used to identify the multivariate outliers (Ghorbani, 2019; Tabachnick & Fidell, 2013). According to Tabachnick and Fidell (2013), Mahalanobis distance is the distance that separates a case from the centroid of the other cases, where the centroid is the point generated when all of the means of the variables are brought together. The value for Mahalanobis distance is compared to the chi-square value in this analysis (Jamal et al., 2021). A multivariate outlier problem is identified when the Mahalanobis distance value is higher than the chi-square value. Therefore, a conservative significance test of $p < .001$ for the X2 value, which determines whether or not a case is an outlier, is

reasonable when used in conjunction with the Mahalanobis distance (Tabachnick & Fidell, 2013). The results presented in Table 4.6 show that 7 cases were found to be outliers and thus removed. Therefore, 393 responses were retained for further analysis.

**Table 4.3:** Multivariate Outliers Investigated for Removal

| Observation Number | Mahalanobis d-squared | P-Value |
|---|---|---|
| 355 | 0.00021 | 1.00 |
| 382 | 0.00013 | 1.00 |
| 384 | 0.00043 | 1.00 |
| 392 | 0.00038 | 1.00 |
| 396 | 0.00007 | 1.00 |
| 398 | 0.00024 | 1.00 |
| 400 | 0.00003 | 1.00 |

### 4.4.4 Normality Check

The degree of normality can be determined using either graphical or statistical methods. The statistical approach uses skewness and kurtosis, whereas the graphical procedure uses histogram residual plot, in assessing normality (Mahmoud et al., 2022). This study employed the statistical method of skewness and kurtosis to examine the normality of the data, as suggested by Hair et al. (2010) and Tabachnick and Fidell (2013). The state of the mode, median, and mean of the data in relation to one another is a factor in determining the skewness of a distribution. When the mean is in the middle, there is no skewness. Meanwhile, kurtosis is proportional to the degree to which the data deviate from the mean or the degree to which they converge on the mean, and it is related with the data's standard deviation (Demir, 2022).

AMOS version 24 was used to perform an analysis to determine the normality of the data. When the sample size is greater than 200, skewness values that fall between −1.5 and +1.5 are recommended (Abdul-Rahim et al., 2022; Awang, 2015; Awang et al., 2018). In addition, the SEM that uses the maximum likelihood estimator (MLE) is resistant to kurtosis violations of multivariate normality. However, this is only the case if the sample size is substantial (more than 200) and the value of the critical region (CR) for the kurtosis does not exceed 7.0 (Awang, 2015; Awang et al., 2018). When both the skewness and kurtosis values fall within the range, the data are regarded as normally distributed. Table 4.4 shows the results of the skewness and kurtosis tests performed in this study. The skewness values varied from −1.084 to −0.370, while the CR values for kurtosis ranged from −1.697 to 6.905, indicating a normal distribution.

**Table 4.4:** Skewness and Kurtosis

| Variable | Min | Max | Skew | c.r. | Kurtosis | c.r. |
|---|---|---|---|---|---|---|
| Expertise1 | 2 | 7 | -1.059 | -8.570 | 1.178 | 4.766 |
| Expertise2 | 1 | 7 | -0.886 | -7.168 | 1.706 | 6.905 |
| Expertise3 | 2 | 7 | -0.561 | -4.543 | 0.127 | 0.512 |
| Expertise4 | 2 | 7 | -0.785 | -6.357 | 0.977 | 3.954 |
| Expertise5 | 1 | 7 | -0.932 | -7.544 | 1.461 | 5.912 |
| Attractiveness1 | 3 | 7 | -0.511 | -4.132 | -0.013 | -0.052 |
| Attractiveness2 | 3 | 7 | -0.704 | -5.698 | -0.112 | -0.455 |
| Attractiveness3 | 3 | 7 | -0.644 | -5.212 | -0.173 | -0.699 |
| Attractiveness4 | 3 | 7 | -0.628 | -5.079 | -0.179 | -0.724 |
| Trustworthiness1 | 3 | 7 | -0.540 | -4.368 | -0.088 | -0.354 |
| Trustworthiness2 | 3 | 7 | -0.711 | -5.755 | 0.136 | 0.551 |
| Trustworthiness3 | 3 | 7 | -0.699 | -5.656 | 0.323 | 1.306 |
| Trustworthiness4 | 3 | 7 | -0.662 | -5.361 | 0.010 | 0.042 |
| Trustworthiness5 | 3 | 7 | -0.649 | -5.254 | -0.191 | -0.773 |
| Homophily1 | 2 | 7 | -1.084 | -8.776 | 0.968 | 3.918 |
| Homophily2 | 2 | 7 | -0.982 | -7.951 | 0.337 | 1.365 |
| Homophily3 | 2 | 7 | -0.750 | -6.066 | 0.093 | 0.376 |
| Homophily4 | 2 | 7 | -0.758 | -6.131 | 0.202 | 0.818 |

**Table 4.4** continued

| Variable | Min | Max | Skew | c.r. | Kurtosis | c.r. |
|---|---|---|---|---|---|---|
| Information Quality1 | 3 | 7 | -0.648 | -5.245 | 0.195 | 0.787 |
| Information Quality2 | 3 | 7 | -0.746 | -6.037 | 0.664 | 2.688 |
| Information Quality3 | 3 | 7 | -0.578 | -4.681 | 0.468 | 1.893 |
| Information Quality4 | 3 | 7 | -0.603 | -4.881 | 0.104 | 0.423 |
| Information Quality5 | 3 | 7 | -0.645 | -5.219 | 0.273 | 1.105 |
| Credibility1 | 3 | 7 | -0.619 | -5.009 | -0.056 | -0.228 |
| Credibility2 | 2 | 7 | -0.814 | -6.590 | 0.391 | 1.583 |
| Credibility3 | 3 | 7 | -0.667 | -5.395 | 0.052 | 0.209 |
| Credibility4 | 2 | 7 | -0.952 | -7.704 | 0.853 | 3.452 |
| Adoption1 | 4 | 7 | -0.526 | -4.261 | -0.275 | -1.114 |
| Adoption2 | 4 | 7 | -0.370 | -2.996 | -0.419 | -1.697 |
| Adoption3 | 4 | 7 | -0.441 | -3.567 | -0.365 | -1.479 |
| Adoption4 | 4 | 7 | -0.496 | -4.011 | -0.224 | -0.907 |
| Purchase1 | 3 | 7 | -0.858 | -6.942 | 0.465 | 1.883 |
| Purchase2 | 3 | 7 | -0.729 | -5.901 | 0.358 | 1.450 |
| Purchase3 | 3 | 7 | -0.762 | -6.164 | 0.359 | 1.454 |
| Multivariate | | | | | 229.081 | 45.893 |

## 4.5 Profile of Respondents

The descriptive analysis looks at the distribution of data across the demographic features of the respondents as well as the respondents' experiences in using YouTube. For this analysis, the respondents were requested to provide their demographic data such as age, race, current location, employment status, academic qualification, and personal income level. Apart from that, they were also asked questions related to their experience in using YouTube. The results are discussed in the following sub-sections.

### 4.5.1 Demographic Profile

**Table 4.5:** Respondents Age

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| 18 - 27 years old | 196 | 49.9 | 49.9 | 49.9 |
| 28 - 41 years old | 165 | 42.0 | 42.0 | 91.9 |
| 42 - 56 years old | 32 | 8.1 | 8.1 | 100.0 |
| Total | 393 | 100.0 | 100.0 | |

The ages of the respondents are summarised in Table 4.5. Out of the 393 respondents, 196 respondents (49.9%) were age range of 18–27 years old. Another 165 respondents (42%) were age range of 28–41 years old. Finally, age range of 42–56 years old was represented by 32 respondents (8.1%).

**Table 4.6:** Respondents' Ethnicity

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| Malay | 165 | 42.0 | 42.0 | 42.0 |
| Chinese | 59 | 15.0 | 15.0 | 57.0 |
| India | 28 | 7.1 | 7.1 | 64.1 |
| Bumiputera Sarawak | 95 | 24.2 | 24.2 | 88.3 |
| Bumiputera Sabah | 46 | 11.7 | 11.7 | 100.0 |
| Total | 393 | 100.0 | 100.0 | |

The results presented in Table 4.6 show that 165 respondents (42%) belonged to the Malay ethnic group, followed by Bumiputera Sarawak with 95 respondents (24.2%), Chinese with 59 respondents (15%), Bumiputera Sabah with 46 respondents (11.7%), and Indian with 28 respondents (7.1%). These results are in line with Lee (2017), which reported that the Malays made up the majority of the population in Malaysia, followed by Chinese,

Bumiputera Sarawak, Bumiputera Sabah, and finally Indians. Since this survey succeeded in recruiting respondents from various ethnic backgrounds in Malaysia, the results of this study can be said as representing the population of Malaysia as a whole (Hadi et al., 2020).

**Table 4.7:** Respondents' Current Location

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| Peninsular Malaysia | 179 | 45.5 | 45.5 | 45.5 |
| Sarawak | 150 | 38.2 | 38.2 | 83.7 |
| Sabah | 64 | 16.3 | 16.3 | 100.0 |
| Total | 393 | 100.0 | 100.0 | |

The findings presented in Table 4.7 show that the highest number of respondents 179 or 45.5% were from Peninsular Malaysia. Meanwhile, 150 respondents were from Sarawak, and the remaining 64 respondents were from Sabah.

**Table 4.8:** Respondents' Employment Status

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| Student | 100 | 25.4 | 25.4 | 25.4 |
| Employed | 233 | 59.3 | 59.3 | 84.7 |
| Self-employed | 47 | 12.0 | 12.0 | 96.7 |
| Un-employed | 13 | 3.3 | 3.3 | 100.0 |
| Total | 393 | 100.0 | 100.0 | |

Table 4.8 shows that the majority of the respondents who participated in this study were employees, totalling 233 respondents (59.3%). These employees worked for both private and public sectors. Another 47 respondents (12.0%) were self-employed. In addition, 100 respondents (25.4%) were students, and only 13 respondents (3.3%) were unemployed.

**Table 4.9:** Respondents' Academic Qualification

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| Sijil Pelajaran Malaysia (SPM) | 26 | 6.6 | 6.6 | 6.6 |
| Sijil Tinggi Pelajaran Malaysia (STPM) | 31 | 7.9 | 7.9 | 14.5 |
| Certificate | 16 | 4.1 | 4.1 | 18.6 |
| Diploma | 138 | 35.1 | 35.1 | 53.7 |
| Bachelor Degree | 128 | 32.6 | 32.6 | 86.3 |
| Master | 47 | 12.0 | 12.0 | 98.2 |
| PhD | 7 | 1.8 | 1.8 | 100.0 |
| Total | 393 | 100.0 | 100.0 | |

Table 4.9 presents the respondents' academic qualifications. The table shows that 138 respondents (35.1%) had a diploma as the highest academic qualification, followed by 128 respondents (32.6%) with a bachelor's degree and 47 respondents (12%) with a master's degree. Another 31 respondents (7.9%) were educated up to the Sijil Tinggi Pelajaran Malaysia (STPM) level, 26 respondents (6.6%) up to the Sijil Pelajaran Malaysia (SPM) level, and 16 respondents (4.1%) up to the certificate level. Finally, only 7 respondents (1.8%) possessed the highest academic qualification, namely the PhD qualification.

**Table 4.10:** Respondents' Average Income Level

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| Below RM1,000 | 89 | 22.6 | 22.6 | 22.6 |
| RM1,000 - RM2,999 | 93 | 23.7 | 23.7 | 46.3 |
| RM3,000 - RM4,999 | 114 | 29.0 | 29.0 | 75.3 |
| RM5,000 - RM6,999 | 63 | 16.0 | 16.0 | 91.3 |
| RM7,000 - RM8,999 | 18 | 4.6 | 4.6 | 95.9 |
| RM9,000 - RM10,999 | 10 | 2.5 | 2.5 | 98.5 |
| RM11,000 and above | 6 | 1.5 | 1.5 | 100.0 |
| Total | 393 | 100.0 | 100.0 | |

The respondents' average monthly income level is presented in Table 4.10. The results show that 114 respondents (29.9%) earned an average of RM3,000 to RM4,999 per month. The income range with the second highest number of respondents was RM1000 to RM2,999 per month with 93 respondents (23.7%). Another 89 respondents (22.6%) earned RM1000 and below per month, and 63 respondents (16%) earned RM5,000 to RM6,999 per month. Other than that, 10 respondents (2.5%) earned between RM9,000 and RM10,999 per month, and finally, 6 respondents (1.5%) earned above RM11,000 per month.

### 4.5.2 Respondents' YouTube Usage

**Table 4.11:** Frequencies of Watching Cosmetic Product Review Videos

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| More than once a month | 197 | 50.1 | 50.1 | 50.1 |
| Once a month | 139 | 35.4 | 35.4 | 85.5 |
| Very rare | 57 | 14.5 | 14.5 | 100.0 |
| Total | 393 | 100.0 | 100.0 | |

The respondents' frequencies of watching cosmetic product review videos on YouTube are presented in Table 4.11. The results demonstrate that 197 respondents (50.1%) watched such videos more than once a month. Further, 139 respondents (35.4%) watched cosmetic product review videos on YouTube once a month, and another 57 respondents (14.5%) watched cosmetic product review videos on YouTube on rare occasions.

**Table 4.12:** Preferred Beauty Influencers

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| Malaysia beauty influencer | 229 | 58.3 | 58.3 | 58.3 |
| International beauty influencer | 164 | 41.7 | 41.7 | 100.0 |
| Total | 393 | 100.0 | 100.0 | |

Table 4.12 presents the origins of beauty influencers that were preferred by consumers. The majority of the respondents (229 respondents or 58.3%) preferred watching cosmetic product review videos created by Malaysian beauty influencers. The remaining 164 respondents (41.7%) preferred watching product review videos created by international beauty influencers.

**Table 4.13:** Types of Cosmetic Product Review Videos

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| Make up products | 197 | 50.1 | 50.1 | 50.1 |
| Skin care products | 162 | 41.2 | 41.2 | 91.3 |
| Hair care products | 20 | 5.1 | 5.1 | 96.4 |
| Fragrance products | 14 | 3.6 | 3.6 | 100.0 |
| Total | 393 | 100.0 | 100.0 | |

The types of cosmetic product review videos watched by the respondents on YouTube are presented in Table 4.13. The results show that 197 respondents (50.1%) preferred watching make up product review videos. Another 162 respondents (41.2%) chose to watch cosmetic product review videos. Further, 20 respondents (5.1%) preferred watching product review videos on haircare products. Lastly, 14 respondents (3.6%) preferred watching fragrance product review videos on YouTube.

## 4.6 Descriptive Analysis

Basic descriptive statistics, such as mean and variance, can be used to accomplish the construct validity in a questionnaire. The mean indicates what the average value is, while the standard deviation indicates how far apart the values are, on average, around the mean (Andrade, 2020). Means and standard deviations are used to determine whether or not the items that make up each predicted grouping contain nearly the same amount of information regarding the construct being measured, and they are also used to determine whether or not the items have standard deviations that are approximately equivalent to one another, so that each item contributes an equal amount to the overall scale score (Yin et al., 2016). In other words, the means of the items and the standard deviations of the items within a Likert scale should be approximately equal to one another.

The questionnaire for this study had 33 items that were measured on a scale from 1 to 7, with 1 indicating strong disagreement and 7 indicating strong agreement. Table 4.14 presents the descriptive information, such as mean and standard deviation scores, for each item in this study. The items' mean values were between 5.63 and 6.03, and the standard deviation values were between 0.79 and 1.32.

**Table 4.14:** Descriptive Analysis

| Items | N | Minimum | Maximum | Mean | Std. Deviation |
|---|---|---|---|---|---|
| Expertise1 | 393 | 2.00 | 7.00 | 6.00 | 0.98 |
| Expertise2 | 393 | 1.00 | 7.00 | 5.78 | 0.92 |
| Expertise3 | 393 | 2.00 | 7.00 | 5.81 | 0.97 |
| Expertise4 | 393 | 2.00 | 7.00 | 5.67 | 0.88 |
| Expertise5 | 393 | 1.00 | 7.00 | 5.84 | 0.97 |
| Attractiveness1 | 393 | 3.00 | 7.00 | 5.86 | 0.89 |
| Attractiveness2 | 393 | 3.00 | 7.00 | 5.73 | 1.04 |
| Attractiveness3 | 393 | 3.00 | 7.00 | 5.66 | 1.00 |

**Table 4.14** continued

| Items | N | Minimum | Maximum | Mean | Std. Deviation |
|---|---|---|---|---|---|
| Attractiveness4 | 393 | 3.00 | 7.00 | 5.69 | 1.03 |
| Trustworthiness1 | 393 | 3.00 | 7.00 | 5.75 | 0.96 |
| Trustworthiness2 | 393 | 3.00 | 7.00 | 5.69 | 1.04 |
| Trustworthiness3 | 393 | 3.00 | 7.00 | 5.76 | 0.97 |
| Trustworthiness4 | 393 | 3.00 | 7.00 | 5.80 | 0.97 |
| Trustworthiness5 | 393 | 3.00 | 7.00 | 5.81 | 1.02 |
| Homophily1 | 393 | 2.00 | 7.00 | 5.73 | 1.24 |
| Homophily2 | 393 | 2.00 | 7.00 | 5.70 | 1.32 |
| Homophily3 | 393 | 2.00 | 7.00 | 5.65 | 1.14 |
| Homophily4 | 393 | 2.00 | 7.00 | 5.65 | 1.13 |
| Information Quality1 | 393 | 3.00 | 7.00 | 5.75 | 0.95 |
| Information Quality2 | 393 | 3.00 | 7.00 | 5.70 | 0.90 |
| Information Quality3 | 393 | 3.00 | 7.00 | 5.72 | 0.84 |
| Information Quality4 | 393 | 3.00 | 7.00 | 5.80 | 0.94 |
| Information Quality5 | 393 | 3.00 | 7.00 | 5.69 | 0.93 |
| Information Credibility1 | 393 | 3.00 | 7.00 | 5.74 | 0.99 |
| Information Credibility2 | 393 | 2.00 | 7.00 | 5.63 | 1.12 |
| Information Credibility3 | 393 | 3.00 | 7.00 | 5.81 | 1.00 |
| Information Credibility4 | 393 | 2.00 | 7.00 | 5.64 | 1.13 |
| Information Adoption1 | 393 | 4.00 | 7.00 | 6.03 | 0.82 |
| Information Adoption2 | 393 | 4.00 | 7.00 | 5.99 | 0.79 |
| Information Adoption3 | 393 | 4.00 | 7.00 | 5.99 | 0.81 |
| Information Adoption4 | 393 | 4.00 | 7.00 | 6.02 | 0.80 |
| Purchase Intention1 | 393 | 3.00 | 7.00 | 5.94 | 0.95 |
| Purchase Intention2 | 393 | 3.00 | 7.00 | 5.94 | 0.90 |
| Purchase Intention3 | 393 | 3.00 | 7.00 | 5.81 | 0.95 |

## 4.7 Reliability Test

When conducting a study, it is necessary to conduct reliability assessments on each of the research instruments. Internal consistency is one of the most commonly used reliability estimates for instruments with a linear composite (Ferketich, 1990). Cronbach's alpha is a popular statistic that is used to evaluate the degree of internal consistency (Adamson & Prion, 2013; Ferketich, 1990). A Cronbach's alpha coefficient of .60 indicates

average reliability, and a coefficient of .70 and above indicates that the instrument has a higher reliability standard (Hoque et al., 2017; Sekaran & Bougie, 2016).

**Table 4.15:** Result for Reliability Test

| Construct | Number of Items | Cronbach's Alpha |
|---|---|---|
| Expertise | 5 | 0.888 |
| Attractiveness | 4 | 0.910 |
| Trustworthiness | 5 | 0.903 |
| Homophily | 4 | 0.931 |
| Information Quality | 5 | 0.913 |
| Information Credibility | 4 | 0.886 |
| Information Adoption | 4 | 0.845 |
| Purchase Intention | 3 | 0.859 |

The results of the reliability test are presented in Table 4.15. Since every construct in this investigation had a value that exceeded .70, the internal consistency of every variable in this research was considered reliable. Furthermore, reliability was achieved by looking at the Average Variance Extracted (AVE) and Composite Reliability (CR) value (Awang, 2015; Awang et al., 2018) as presented in Table 4.16.

## 4.8 Validity Test

The term validity refers to the extent to which the data obtained cover the subject of the research (Ghauri et al., 2020). In this study, an investigation into the measurement model was carried out utilising convergent validity and discriminant validity to assess the constructs' degree of validity.

### 4.8.1 Convergent Validity

Coefficients of question-statements that are associated with the principal latent variable are referred to as factor loadings or loadings, whereas coefficients of question-

statements that are associated with other latent variables are referred to as cross loadings (Amora, 2021). In this investigation, convergent validity was examined using factor loading, which should be .60 or greater (Awang, 2015; Dash & Paul, 2021; Hair et al., 2010). Next, the study assessed composite reliability (CR), which should be at least .60. Finally, average variance extracted (AVE), which should be greater than .50, was examined (Abdul-Rahim et al., 2022; Awang, 2015; Hair et al., 2014; Razali et al., 2018).

**Table 4.16:** Convergent Validity

| Variable | Factor Loading | AVE | CR |
|---|---|---|---|
| Expertise | 0.69<br>0.78<br>0.82<br>0.79<br>0.79 | 0.601 | 0.882 |
| Attractiveness | 0.87<br>0.85<br>0.83<br>0.85 | 0.723 | 0.912 |
| Trustworthiness | 0.74<br>0.81<br>0.81<br>0.82<br>0.85 | 0.650 | 0.903 |
| Homophily | 0.90<br>0.86<br>0.88<br>0.88 | 0.775 | 0.932 |

**Table 4.16** continued

| Variable | Factor Loading | AVE | CR |
|---|---|---|---|
| Information Quality | 0.88<br>0.82<br>0.79<br>0.85<br>0.78 | 0.679 | 0.914 |
| Information Credibility | 0.83<br>0.74<br>0.86<br>0.81 | 0.658 | 0.885 |
| Information Adoption | 0.77<br>0.79<br>0.76<br>0.72 | 0.578 | 0.846 |
| Purchase Intention | 0.85<br>0.84<br>0.77 | 0.674 | 0.861 |

As per the findings presented in Table 4.16, this study successfully met all of the requirements, as indicated by factor loadings of greater than .60, AVE values of greater than .50, and CR values of greater than .60.

### 4.8.2 Discriminant Validity

The concept of discriminant validity is applied to quantify the degree to which one construct is highly different from other constructs (Hair et al., 2014). The square root of each construct's AVE needs to be higher than its correlation with every other construct within the

framework if the Fornell-Larcker criterion is to be used to determine whether or not discriminant validity has been achieved (Fornell & Larcker, 1981). In other words, discriminant validity is considered to have been met if the bolded diagonal estimation is higher than any other values in its row and column.

**Table 4.17:** Discriminant Validity Index Summary

| Construct | E | A | T | H | IQ | IC | IA | PI |
|---|---|---|---|---|---|---|---|---|
| Expertise (E) | **0.775** | | | | | | | |
| Attractiveness (A) | 0.434 | **0.850** | | | | | | |
| Trustworthiness (T) | 0.426 | 0.416 | **0.806** | | | | | |
| Homophily (H) | 0.393 | 0.574 | 0.509 | **0.880** | | | | |
| Information Quality (IQ) | 0.459 | 0.515 | 0.586 | 0.589 | **0.824** | | | |
| Information Credibility (IC) | 0.530 | 0.671 | 0.610 | 0.737 | 0.696 | **0.811** | | |
| Information Adoption (IA) | 0.507 | 0.519 | 0.638 | 0.551 | 0.639 | 0.689 | **0.760** | |
| Purchase Intention (PI) | 0.562 | 0.542 | 0.526 | 0.563 | 0.603 | 0.682 | 0.747 | **0.821** |

Table 4.17 shows that the values were sufficient to satisfy the criteria for discriminant validity. The analysis reached the conclusion that the discriminant validity for each construct was met.

## 4.9 Measurement Model

Once confirmatory factor analysis (CFA) has been successfully carried out, the next step is performing SEM. CFA verifies the measurement model, and SEM visualises the path analysis of the relationships among the components (Dash & Paul, 2021). In this study, the SEM approach using the pool measurement model was employed as the analysis technique

in order to determine the outcomes. The pool measurement model is a structural model that entails examining the connections between many exogenous and endogenous constructs that were generated based on the hypotheses (Awang, 2015; Awang et al., 2018; Hair et al., 2014).

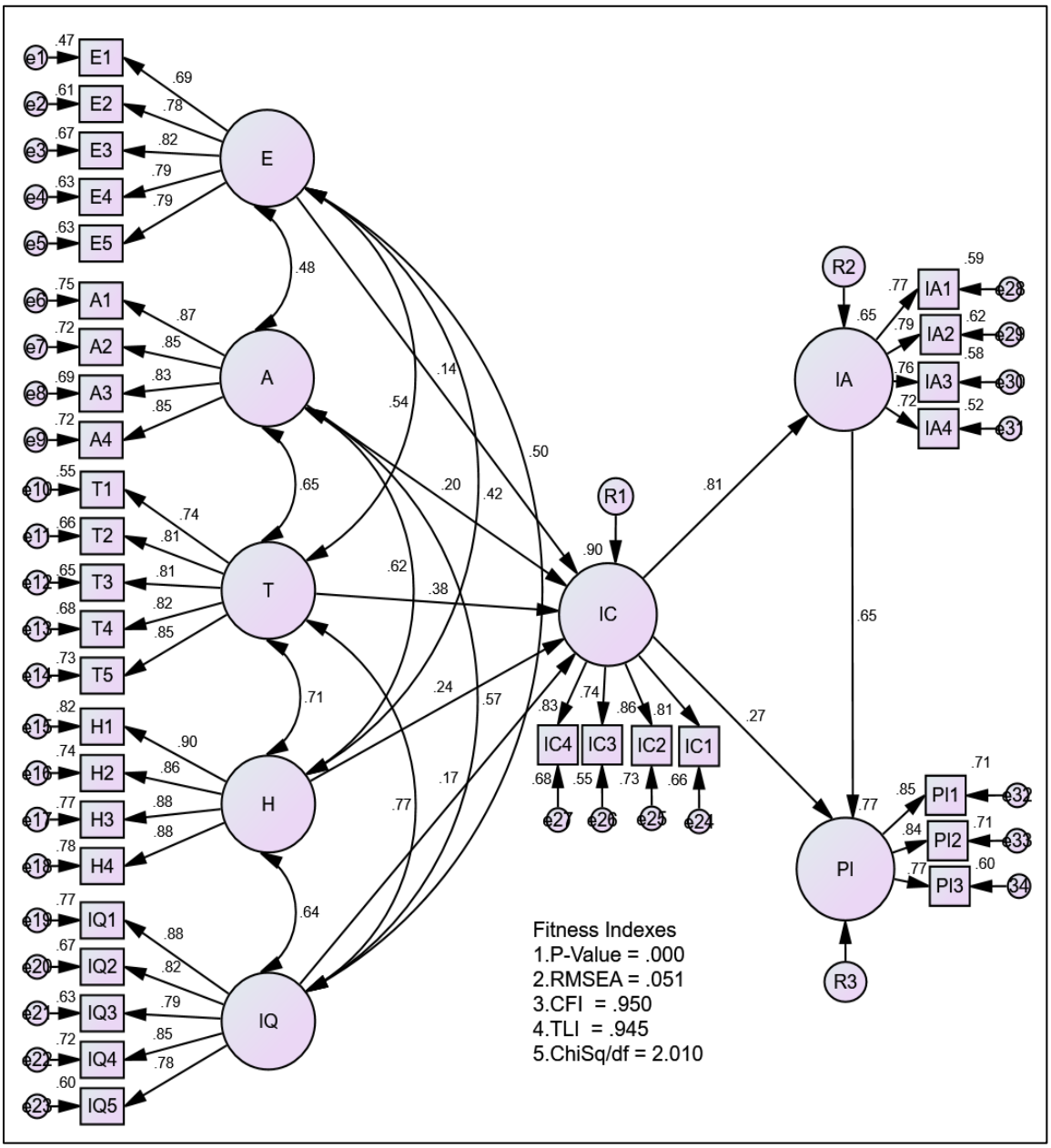



**Figure 4.1:** The Standardized Path Coefficients between Constructs in the Model

The output displayed in Figure 4.1 indicates that the $R^2$ value is 90% indicating that information credibility could be estimated by using five exogenous constructs, namely expertise, attractiveness, trustworthiness, homophily, and information quality. At the same time, 65% of information adoption could be measured by information credibility. In addition, 77% of purchase intention could be measured by information credibility and information adoption.

Figure 4.1 provides evidence that the model's construct validity was acceptable, as the fitness indices satisfied all three model-fit criteria (Awang, 2015; Awang et al., 2018). The results for the model fit are summarised in Table 4.18.

**Table 4.18:** Fit Indices for Measurement Model

| Type | Index | Ideal Threshold Value | Measurement Model Indexed Value | Remarks |
|---|---|---|---|---|
| Absolute Fit Measures | Discrepancy Chi Square | p-value>0.05 | 0.000 | Achieved |
| | Root Mean Square Error of Approximation (RMSEA) | <0.08 | 0.051 | Achieved |
| Incremental Fit Measures | Comparative Fit Index (CFI) | >0.90 | 0.950 | Achieved |
| | Tucker-Lewis Index (TLI) | >0.90 | 0.945 | Achieved |
| Parsimonious Fit Measures | Chi Square/Degree of Freedom (Chisq/df) | <3.0 | 2.010 | Achieved |

As shown in Table 4.19, the correlation value between two latent exogenous constructs in this model was less than .85 (Awang, 2015), indicating that the discriminant validity between exogenous constructs was reached. Thus, the model did not face any multicollinearity issue.

**Table 4.19:** Correlation Value Between Exogenous Construct

| Construct | | | Estimate |
|---|---|---|---|
| Expertise | <--> | Attractiveness | 0.476 |
| Expertise | <--> | Trustworthiness | 0.544 |
| Expertise | <--> | Homophily | 0.417 |
| Expertise | <--> | Information Quality | 0.496 |
| Attractiveness | <--> | Trustworthiness | 0.648 |
| Attractiveness | <--> | Homophily | 0.620 |
| Attractiveness | <--> | Information Quality | 0.572 |
| Trustworthiness | <--> | Homophily | 0.712 |
| Trustworthiness | <--> | Information Quality | 0.767 |
| Homophily | <--> | Information Quality | 0.639 |

## 4.10 Testing the Hypothesis

After determining the structural model and ensuring the validity, the next stage of the study was to conduct the hypothesis testing via SEM by utilising AMOS. Figure 4.2 shows the actual regression coefficients (beta), where the value of the regression coefficient represents the influence of an exogenous construct on its corresponding endogenous construct. Additionally, Amos Graphic generated the text output that the researcher needed in order to test the hypotheses. A hypothesis is considered significant if the computed *P*-value is less than .05 (Awang, 2015; Awang et al., 2018; McLean et al., 2020; Wan Afthanorhan & Ahmad, 2014).

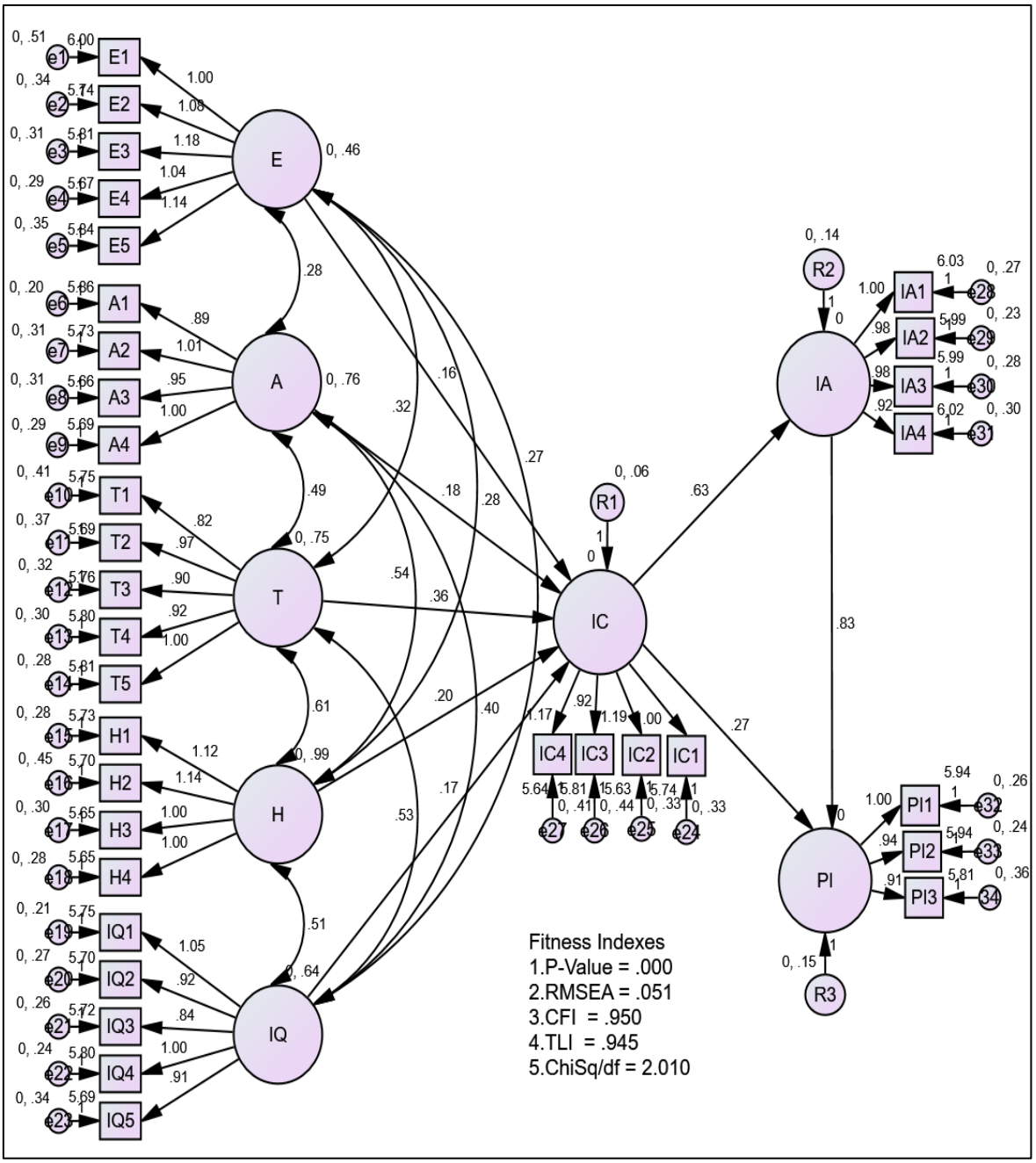



**Figure 4.2:** The Regression Path Coefficients between Constructs in the Model

### 4.10.1 Hypothesis 1: Expertise has a Significant and Positive Impact on Information Credibility

As hypothesised, expertise was found to be significantly related to information credibility (beta estimate = .162, *P*-value = .000). This finding indicated that an increase in expertise by 1 was accompanied by an increase in information credibility by .162. Hence, this research hypothesis was supported, as shown in Table 4.20.

**Table 4.20:** The Significant Effect of Expertise on Information Credibility

| Relationship | | | Estimate | S.E. | C.R. | P | Result |
|---|---|---|---|---|---|---|---|
| Information Credibility | <--- | Expertise | 0.162 | 0.040 | 4.056 | *** | Significant |

### 4.10.2 Hypothesis 2: Attractiveness Has a Significant and Positive Impact on Information Credibility

Attractiveness was found to be significantly related to information credibility (beta estimate = .182, *P*-value = .000). This finding indicated that as attractiveness increased by 1, information credibility increased by .182. Hence, this research hypothesis was supported, as shown in Table 4.21.

**Table 4.21:** The Significant Effect of Attractiveness on Information Credibility

| Relationship | | | Estimate | S.E. | C.R. | P | Result |
|---|---|---|---|---|---|---|---|
| Information Credibility | <--- | Attractiveness | 0.182 | 0.035 | 5.137 | *** | Significant |

### 4.10.3 Hypothesis 3: Trustworthiness Has a Significant and Positive Impact on Information Credibility

Based on the findings presented in Table 4.22, trustworthiness was found to influence information credibility (beta estimate = .356, *P*-value = .000). This result indicated, for every one-unit increment in trustworthiness, information credibility increased by .356. Hence,

trustworthiness had a significant and positive influence on information credibility, indicating that hypothesis 3 was supported.

**Table 4.22:** The Significant Effect of Attractiveness on Information Credibility

| Relationship | | | Estimate | S.E. | C.R. | P | Result |
|---|---|---|---|---|---|---|---|
| Information Credibility | <--- | Trustworthiness | 0.356 | 0.052 | 6.183 | *** | Significant |

### 4.10.4 Hypothesis 4: Homophily has a Significant and Positive Impact on Information Credibility

Homophily was found to have a significant impact on information credibility (beta estimate = .198, *P*-value = .000). This finding showed that when homophily increased by 1, information credibility increased by .198. Hence, hypothesis 4 was supported as homophily had a significant and positive impact on information credibility, as presented in Table 4.23.

**Table 4.23:** The Significant Effect of Homophily on Information Credibility

| Relationship | | | Estimate | S.E. | C.R. | P | Result |
|---|---|---|---|---|---|---|---|
| Information Credibility | <--- | Homophily | 0.198 | 0.034 | 5.876 | *** | Significant |

### 4.10.5 Hypothesis 5: Information Quality has a Significant and Positive Impact on Information Credibility

Information quality was discovered to have a significant impact on information credibility, as shown in Table 4.24 (beta estimate = .169, *P*-value = .000). Hence, as information quality increased by 1, information credibility increased by .169. Thus, this hypothesis was supported.

**Table 4.24:** The Significant Effect of Information Quality on Information Credibility

| Relationship | | | Estimate | S.E. | C.R. | P | Result |
|---|---|---|---|---|---|---|---|
| Information Credibility | <--- | Information Quality | 0.169 | 0.046 | 3.697 | *** | Significant |

### 4.10.6 Hypothesis 6: Information Credibility has a Significant and Positive Impact on Information Adoption

Based on the findings in Table 4.25, information credibility was found to influence information adoption (beta estimate = .631, *P*-value = .000). This finding showed that information adoption increased by .631 when information credibility increased by 1. Therefore, information credibility seemed to have a significant and positive influence on information adoption, indicating that hypothesis 6 was supported.

**Table 4.25:** The Significant Information Credibility on Information Adoption

| Relationship | | | Estimate | S.E. | C.R. | P | Result |
|---|---|---|---|---|---|---|---|
| Information Adoption | <--- | Information Credibility | 0.631 | 0.045 | 13.875 | *** | Significant |

### 4.10.7 Hypothesis 7: Information Credibility has a Significant and Positive Impact on Purchase Intention

Information credibility was found to significantly influence purchase intention (beta estimate = .269, *P*-value = .000). When attractiveness increased by 1, information credibility increased by .269. Thus, this research hypothesis was supported, as shown in Table 4.26.

**Table 4.26:** The Significant Information Credibility on Purchase Intention

| Relationship | | | Estimate | S.E. | C.R. | P | Result |
|---|---|---|---|---|---|---|---|
| Purchase Intention | <--- | Information Credibility | 0.269 | 0.075 | 3.604 | *** | Significant |

### 4.10.8 Hypothesis 8: Information Adoption has a Significant and Positive Impact on Purchase Intention

Information adoption was found to have a significant impact on purchase intention (beta estimate = .827, *P*-value = .000). When information adoption increased by 1, purchase intention went up by .827. Hence, hypothesis 4 was supported as information adoption had a significant and positive impact on purchase intention, as presented in Table 4.27.

**Table 4.27:** The Significant Information Adoption on Purchase Intention

| Relationship | | | Estimate | S.E. | C.R. | P | Result |
|---|---|---|---|---|---|---|---|
| Purchase Intention | <--- | Information Adoption | 0.827 | 0.107 | 7.761 | *** | Significant |

### 4.10.9 Hypothesis 9: Information Credibility Mediate the Relationship Between Expertise and Information Adoption

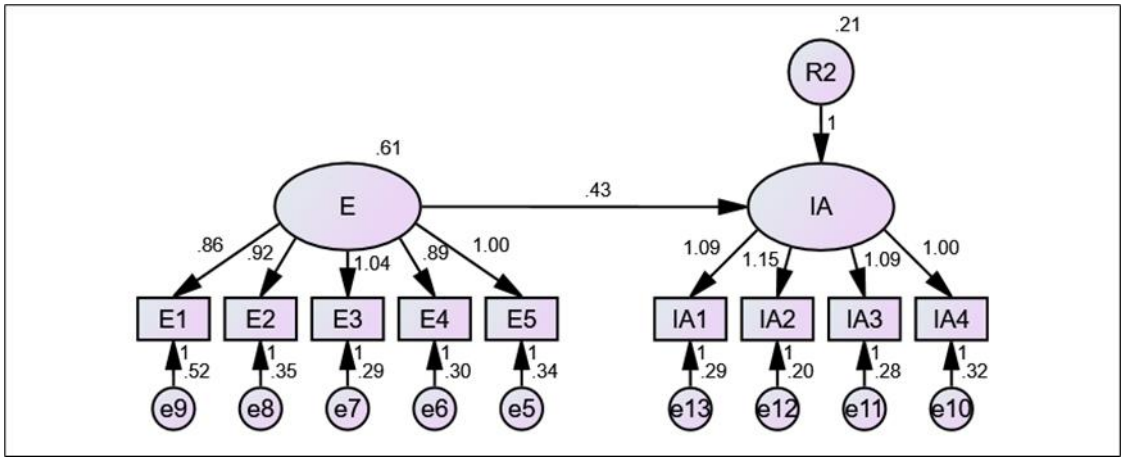



**Figure 4.3:** Modelling the Direct Effect for Hypothesis 9

Figure 4.3, Figure 4.4 and Table 4.28 have shown that information credibility partially mediated the relationship between expertise and information adoption. This was due to the significant relationship between expertise and information adoption even after the inclusion of information credibility in the model as a mediator, even though the path

coefficient for the direct effect of expertise on information adoption decreased from .43 to .15 (Awang, 2015; Awang et al., 2018).

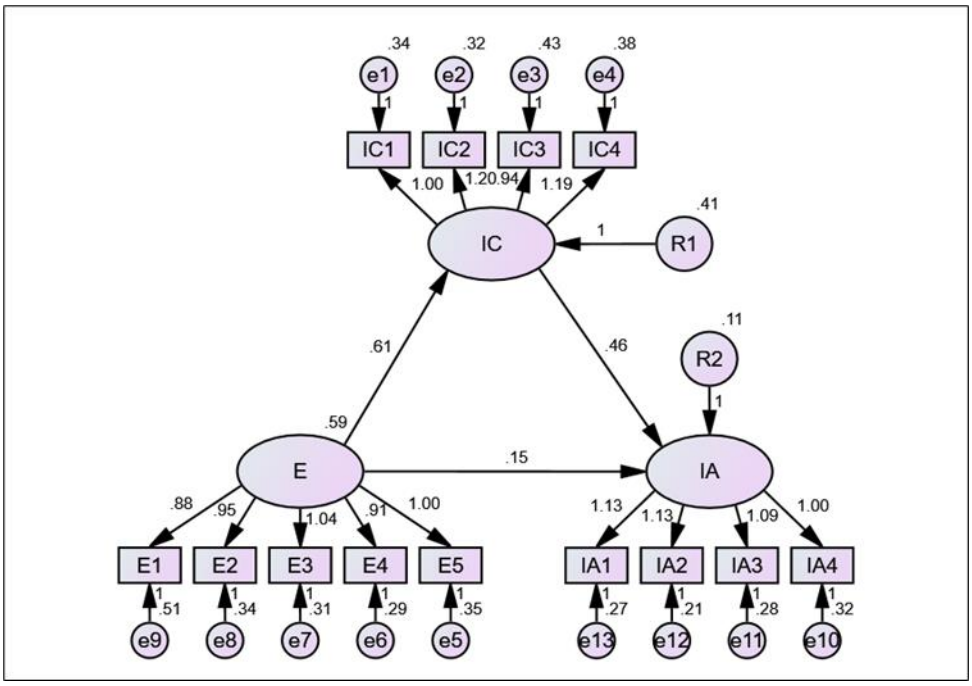



**Figure 4.4:** Modelling the Mediating Effect for Hypothesis 9

As a result, expertise had both a significant direct effect on information adoption and a significant indirect effect on information adoption through information credibility as the mediator. In other words, expertise not only affects information adoption directly but also affects information adoption through its impact on information credibility. However, the direct effect of expertise on information adoption is still significant even after accounting for the indirect effect through information credibility. This suggests that while information credibility plays a role in mediating the relationship between expertise and information adoption, there are other factors or pathways contributing to the direct effect of expertise and information adoption as well.

**Table 4.28:** The Path Regression Coefficient and its Significance for Hypothesis 9

| | | | Estimate | S.E. | C.R. | P | Label |
|---|---|---|---|---|---|---|---|
| Information Credibility | <--- | Expertise | 0.612 | 0.060 | 10.290 | *** | Significant |
| Information Adoption | <--- | Information Credibility | 0.464 | 0.048 | 9.717 | *** | Significant |
| Information Adoption | <--- | Expertise | 0.150 | 0.041 | 3.695 | *** | Significant |

**Mediation Test: Confirming the result through bootstrapping**

In ensuring consistency throughout this investigation, the bootstrapping technique was employed to validate the results obtained from the standard mediation analysis, utilising 1,000 bootstrap sample and 95% bias correction (Abdul-Rahim et al., 2022; Awang, 2015; Awang et al., 2018; Mallinckrodt et al., 2006). The result is reported in Table 4.29.

**Table 4.29:** Direct vs. Indirect Effect Tests Using the Bootstrapping for Hypothesis 9

| | **Indirect effects** | **Direct effects** |
|---|---|---|
| **Bootstrapping Results** | 0.391 | 0.206 |
| **Bootstrapping P-Value** | 0.001 | 0.004 |
| **Test Results** | Significant | Significant |
| **Type of Mediation** | **Partial Mediation** | |

The bootstrapping procedure result confirmed the existence of a significant direct relationship between expertise and information adoption, which also indicated partial mediation (Awang, 2015; Awang et al., 2018). Therefore, on the basis of the findings in Table 4.29, the result of bootstrapping is consistent with the mediation test using path analysis in Table 4.28.

### 4.10.10 Hypothesis 10: Information Credibility Mediate the Relationship Between Attractiveness and Information Adoption

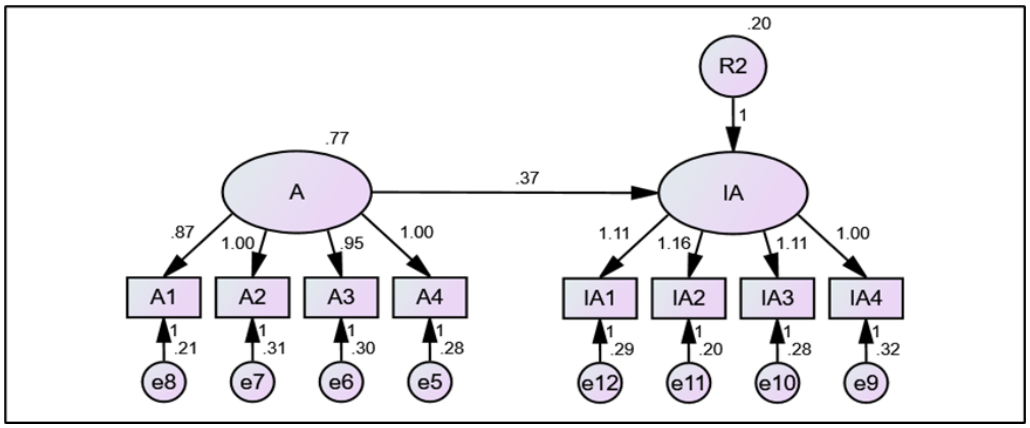



**Figure 4.5:** Modelling the Direct Effect for Hypothesis 10

The results of hypothesis testing in Figure 4.5, Figure 4.6 and Table 4.30 have shown that information credibility mediated the relationship between attractiveness and information adoption.

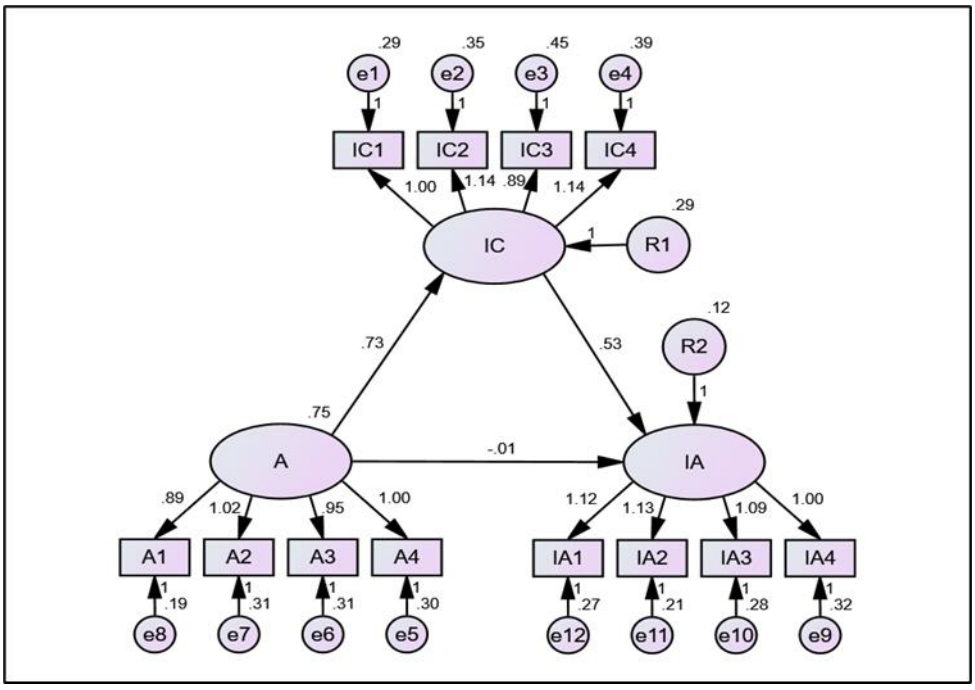



**Figure 4.6:** Modelling the Mediating Effect for Hypothesis 10

As a result, full mediation existed since the direct relationship between attractiveness and information adoption was no longer significant after the inclusion of information credibility as a mediator in the model (Awang, 2015; Awang et al., 2018).

**Table 4.30:** The Path Regression Coefficient and its Significance for Hypothesis 10

| | | | Estimate | S.E. | C.R. | P | Label |
|---|---|---|---|---|---|---|---|
| Information Credibility | <--- | Attractiveness | 0.725 | 0.050 | 14.559 | *** | Significant |
| Information Adoption | <--- | Information Credibility | 0.535 | 0.060 | 8.894 | *** | Significant |
| Information Adoption | <--- | Attractiveness | -0.006 | 0.048 | -0.120 | 0.904 | Not Significant |

**Mediation Test: Confirming the result through Bootstrapping**

This study applied bootstrapping procedure, utilising 1000 bootstrap sample and 95% bias correction (Abdul-Rahim et al., 2022; Awang, 2015; Awang et al., 2018; Mallinckrodt et al., 2006). The result is reported in Table 4.31.

**Table 4.31:** Direct vs. Indirect Effect Tests Using the Bootstrapping for Hypothesis 10

| | **Indirect effects** | **Direct effects** |
|---|---|---|
| **Bootstrapping Results** | 0.601 | -0.009 |
| **Bootstrapping P-Value** | 0.001 | 0.885 |
| **Test Results** | Significant | Not Significant |
| **Type of Mediation** | **Full Mediation** | |

The bootstrapping procedure result confirmed that the direct relationship between attractiveness and information adoption was not significant, which also indicated full mediation (Awang, 2015; Awang et al., 2018). Therefore, on the basis of the findings in Table 4.30, the result of bootstrapping is consistent with the mediation test that used path analysis in Table 4.29.

### 4.10.11 Hypothesis 11: Information Credibility Mediate the Relationship Between Trustworthiness and Information Adoption

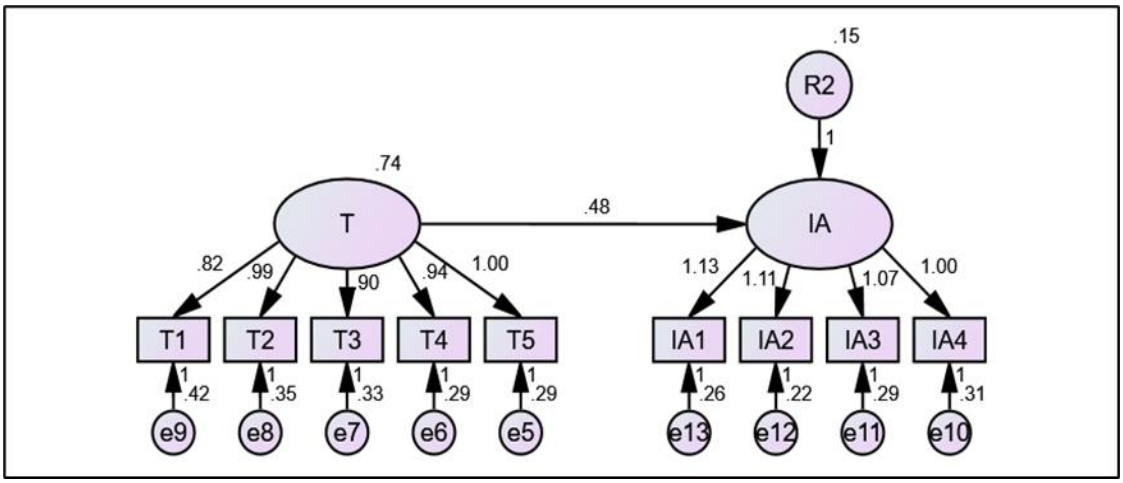



**Figure 4.7:** Modelling the Direct Effect for Hypothesis 11

The results of hypothesis testing in Figure 4.7, Figure 4.8 and Table 4.32 have shown that information credibility mediated the relationship between attractiveness and information adoption.

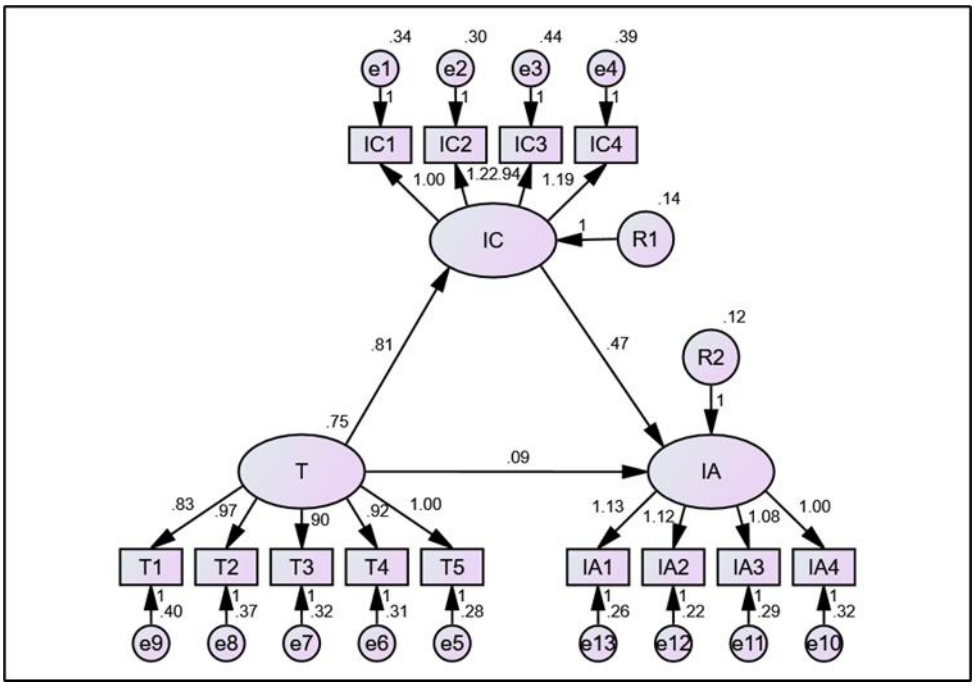



**Figure 4.8:** Modelling the Mediating Effect for Hypothesis 11

As a result, full mediation existed since the direct relationship between trustworthiness and information adoption was no longer significant after the inclusion of information credibility as a mediator in the model (Awang, 2015; Awang et al., 2018).

**Table 4.32:** The Path Regression Coefficient and its Significance for Hypothesis 11

| | | | Estimate | S.E. | C.R. | P | Label |
|---|---|---|---|---|---|---|---|
| Information Credibility | <--- | Trustworthiness | 0.813 | 0.048 | 16.828 | *** | Significant |
| Information Adoption | <--- | Information Credibility | 0.469 | 0.090 | 5.204 | *** | Significant |
| Information Adoption | <--- | Trustworthiness | 0.088 | 0.078 | 1.127 | 0.260 | Not Significant |

**Mediation Test: Confirming the result through Bootstrapping**

This study applied bootstrapping procedure, utilising 1,000 bootstrap sample and 95% bias correction (Abdul-Rahim et al., 2022; Awang, 2015; Awang et al., 2018; Mallinckrodt et al., 2006). The result is reported in Table 4.33.

**Table 4.33:** Direct vs. Indirect Effect Tests Using the Bootstrapping for Hypothesis 11

| | **Indirect effects** | **Direct effects** |
|---|---|---|
| **Bootstrapping Results** | 0.588 | 0.135 |
| **Bootstrapping P-Value** | 0.001 | 0.369 |
| **Test Results** | Significant | Not Significant |
| **Type of Mediation** | **Full Mediation** | |

The bootstrapping procedure result confirmed that the direct relationship between trustworthiness and information adoption was not significant, which also indicated full mediation (Awang, 2015; Awang et al., 2018). Therefore, based on the findings in Table 4.33, the result of bootstrapping is consistent with the mediation test that used path analysis in Table 4.32.

### 4.10.12 Hypothesis 12: Information Credibility Mediate the Relationship Between Homophily and Information Adoption

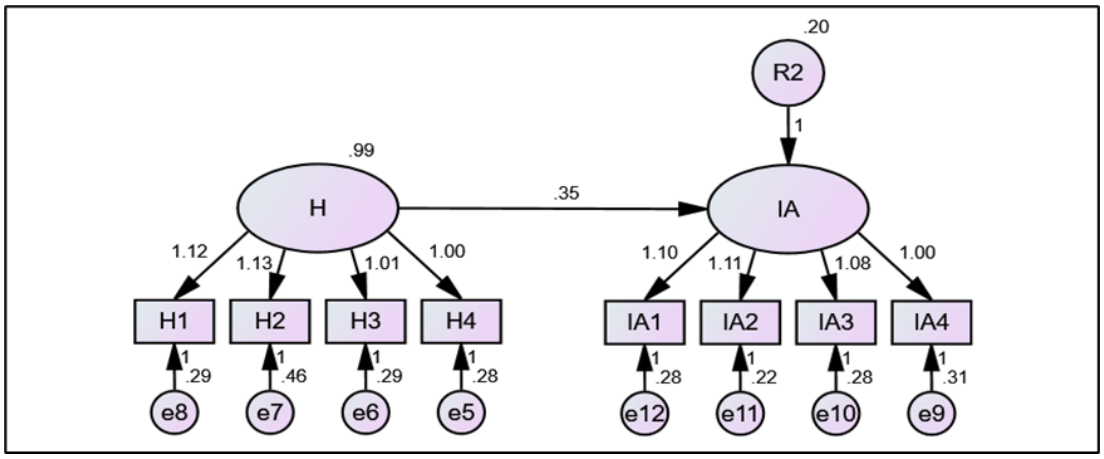



**Figure 4.9:** Modelling the Direct Effect for Hypothesis 12

The results of hypothesis testing in Figure 4.9, Figure 4.10 and Table 4.34 have shown that information credibility mediated the relationship between homophily and information adoption.

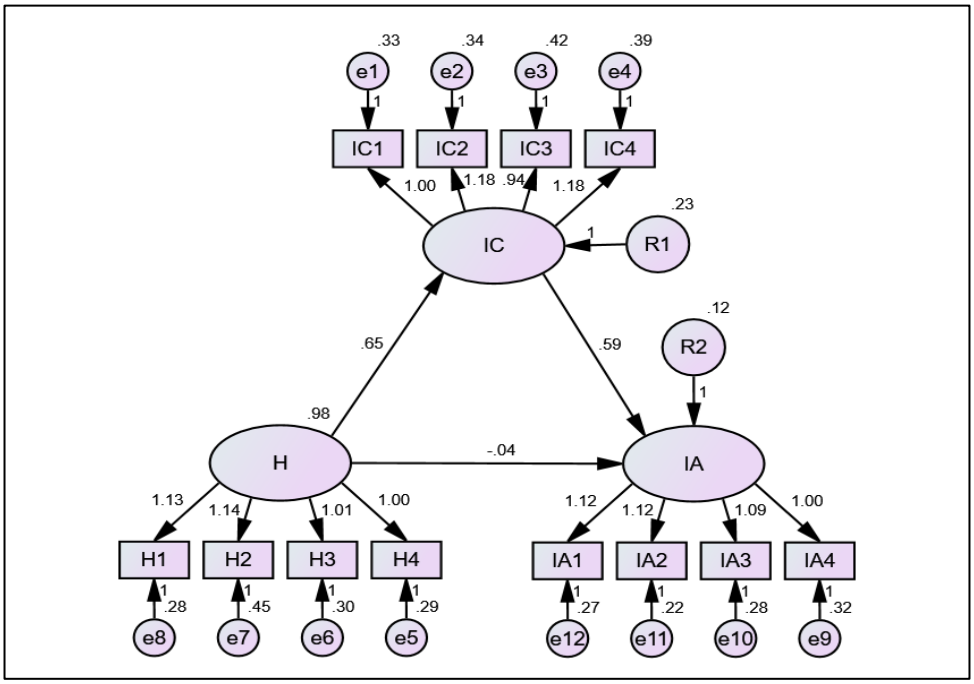



**Figure 4.10:** Modelling the Mediating Effect for Hypothesis 12

Full mediation existed since the direct relationship between homophily and information adoption was no longer significant after the inclusion of information credibility as a mediator in the model (Awang, 2015; Awang et al., 2018).

**Table 4.34:** The Path Regression Coefficient and its Significance for Hypothesis 12

| | | | Estimate | S.E. | C.R. | P | Label |
|---|---|---|---|---|---|---|---|
| Information Credibility | <--- | Trustworthiness | 0.653 | 0.041 | 15.889 | *** | Significant |
| Information Adoption | <--- | Information Credibility | 0.591 | 0.070 | 8.469 | *** | Significant |
| Information Adoption | <--- | Trustworthiness | -0.041 | 0.047 | -0.864 | 0.387 | Not Significant |

**Mediation Test: Confirming the result through Bootstrapping**

This study applied the bootstrapping procedure, utilising 1,000 bootstrap sample and 95% bias correction (Abdul-Rahim et al., 2022; Awang, 2015; Awang et al., 2018; Mallinckrodt et al., 2006). The result is reported in Table 4.35.

**Table 4.35:** Direct vs. Indirect Effect Tests Using the Bootstrapping for Hypothesis 12

| | **Indirect effects** | **Direct effects** |
|---|---|---|
| **Bootstrapping Results** | 0.067 | -0.072 |
| **Bootstrapping P-Value** | 0.001 | 0.447 |
| **Test Results** | Significant | Not Significant |
| **Type of Mediation** | **Full Mediation** | |

The bootstrapping procedure result confirm that the direct effect between Homophily and Information Adoption is not significant which also indicate full mediation (Awang, 2015; Awang et al., 2018). Therefore, on the basis of the findings in Table 4.35, that the result of bootstrapping is consistent with the mediation test that makes use of path analysis in table 4.34.

### 4.10.13 Hypothesis 13: Information Credibility Mediate the Relationship Between Information Quality and Information Adoption

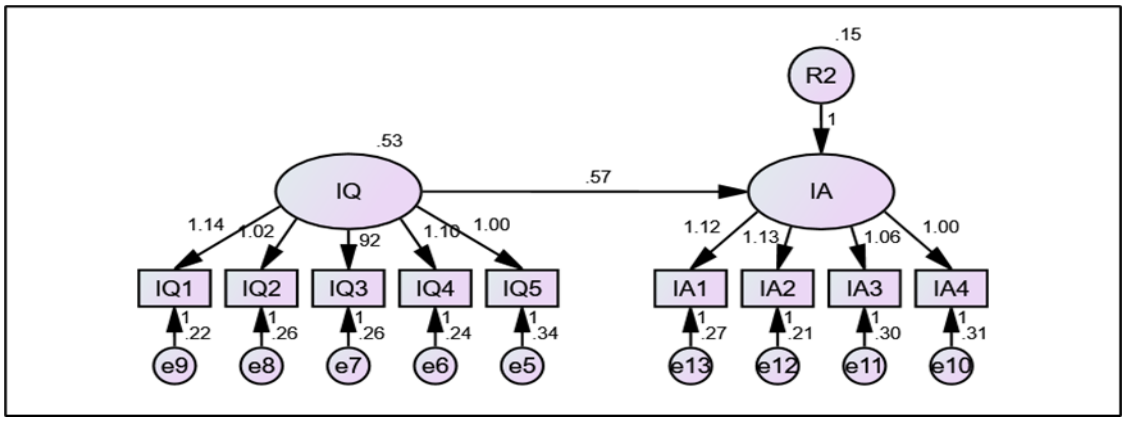



**Figure 4.11:** Modelling the Direct Effect for Hypothesis 13

Figure 4.11, Figure 4.12 and Table 4.36 have shown that information credibility partially mediated the relationship between information quality and information adoption. This was due to the significant relationship between information quality and information adoption even after the inclusion of information credibility in the model as a mediator, even though the path coefficient for the direct effect of information quality on information adoption decreased from .57 to .25 (Awang, 2015; Awang et al., 2018).

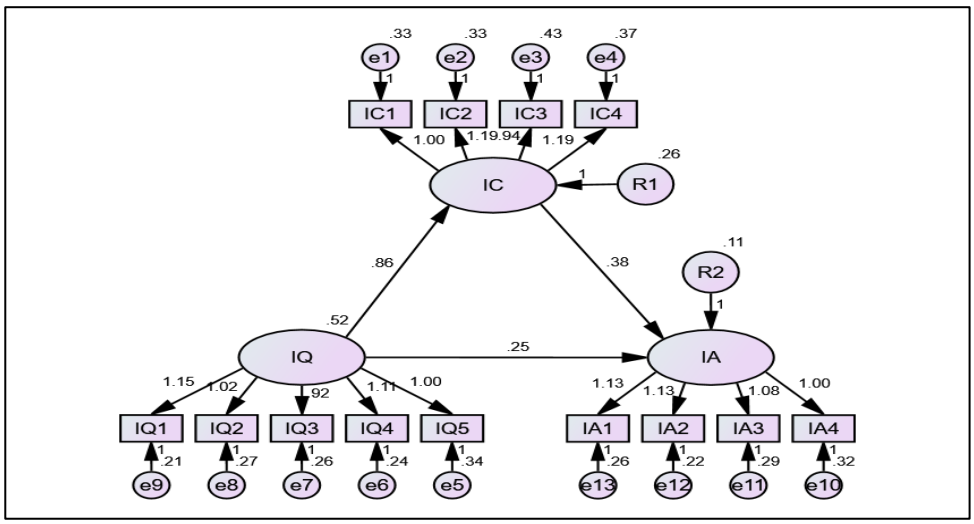



**Figure 4.12:** Modelling the Mediating Effect for Hypothesis 13

Thus, information quality had both a significant direct effect on information adoption and a significant indirect effect on information adoption through information credibility as the mediator. In other words, information quality not only affects information adoption directly but also affects information adoption through its impact on information credibility. However, the direct effect of information quality on information adoption is still significant even after accounting for the indirect effect through information credibility. This suggests that while information credibility plays a role in mediating the relationship between information quality and information adoption, there are other factors or pathways contributing to the direct effect of information quality and information adoption as well.

**Table 4.36:** The Path Regression Coefficient and its Significance for Hypothesis 13

| | | | Estimate | S.E. | C.R. | P | Label |
|---|---|---|---|---|---|---|---|
| Information Credibility | <--- | Information Quality | 0.860 | 0.064 | 13.521 | *** | Significant |
| Information Adoption | <--- | Information Credibility | 0.377 | 0.056 | 6.758 | *** | Significant |
| Information Adoption | <--- | Information Quality | 0.247 | 0.058 | 4.272 | *** | Significant |

**Mediation Test: Confirming the result through Bootstrapping**

In ensuring consistency throughout this investigation, the bootstrapping technique was employed to validate the results obtained from the standard mediation analysis, utilising 1,000 bootstrap sample and 95% bias correction (Abdul-Rahim et al., 2022; Awang, 2015; Awang et al., 2018; Mallinckrodt et al., 2006). The result is reported in Table 4.37.

**Table 4.37:** Direct vs. Indirect Effect Tests Using the Bootstrapping for Hypothesis 13

| | Indirect effects | Direct effects |
|---|---|---|
| **Bootstrapping Results** | 0.417 | 0.318 |
| **Bootstrapping P-Value** | 0.001 | 0.002 |
| **Test Results** | Significant | Significant |
| **Type of Mediation** | **Partial Mediation** | |

The bootstrapping procedure result confirmed the existence of a significant direct relationship between information quality and information adoption, which also indicated partial mediation (Awang, 2015; Awang et al., 2018). Therefore, based on the findings in Table 4.37, the result of bootstrapping is consistent with the mediation test that used path analysis in Table 4.36.

### 4.10.14 Hypothesis 14: Information Credibility Mediate the Relationship Between Expertise and Purchase Intention

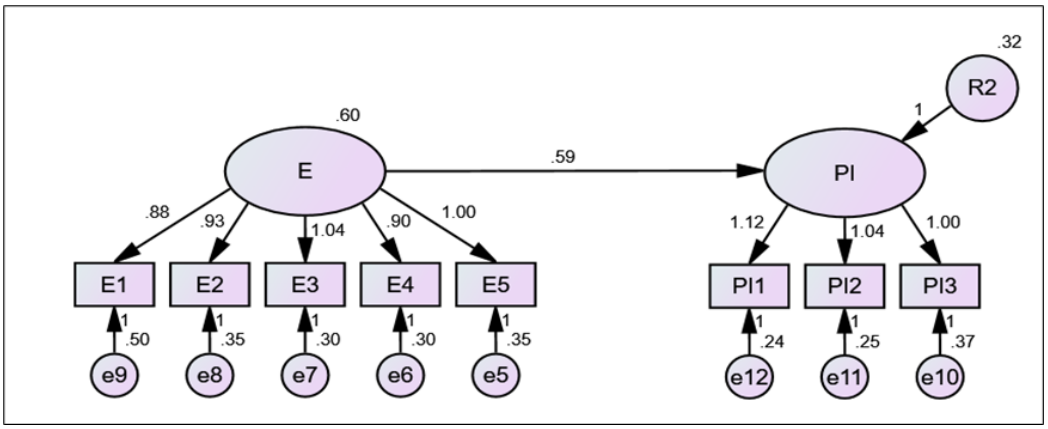



**Figure 4.13:** Modelling the Direct Effect for Hypothesis 14

Figure 4.13, Figure 4.14 and Table 4.38 have shown that information credibility partially mediated the relationship between expertise and purchase intention. This Was due to the significant relationship between expertise and purchase intention even after the

inclusion of information credibility in the model as a mediator, even though the path coefficient for the direct effect of expertise on purchase intention decreased from .59 to .26 (Awang, 2015; Awang et al., 2018).

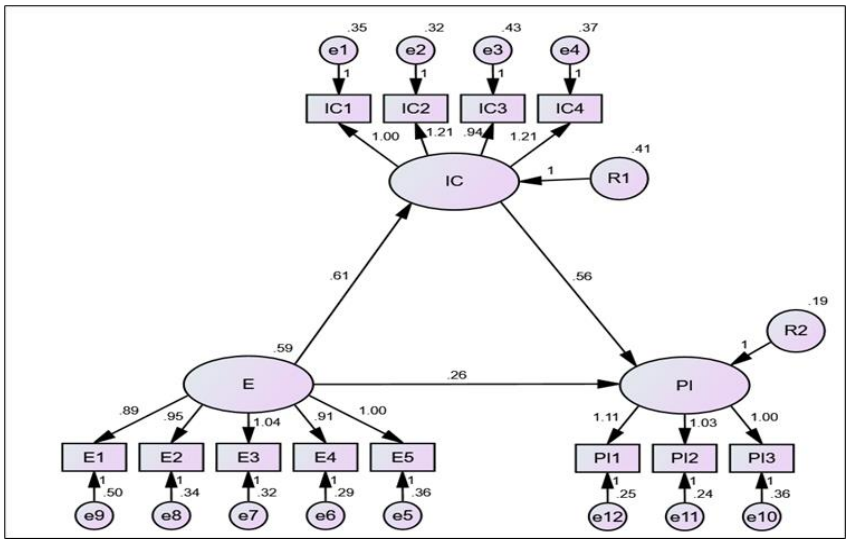



**Figure 4.14:** Modelling the Mediating Effect for Hypothesis 14

Hence, expertise had both a significant direct effect on purchase intention and a significant indirect effect on purchase intention through information credibility as the mediator. In other words, expertise not only affects purchase intention directly but also affects purchase intention through its impact on information credibility. However, the direct effect of expertise on purchase intention is still significant even after accounting for the indirect effect through information credibility. This suggests that while information credibility plays a role in mediating the relationship between expertise and purchase intention, there are other factors or pathways contributing to the direct effect of expertise and purchase intention as well.

**Table 4.38:** The Path Regression Coefficient and its Significance for Hypothesis 14

| | | | Estimate | S.E. | C.R. | P | Label |
|---|---|---|---|---|---|---|---|
| Information Credibility | <--- | Expertise | 0.614 | 0.060 | 10.273 | *** | Significant |
| Purchase Intention | <--- | Information Credibility | 0.560 | 0.057 | 9.746 | *** | Significant |
| Purchase Intention | <--- | Expertise | 0.255 | 0.053 | 4.849 | *** | Significant |

**Mediation Test: Confirming the result through Bootstrapping**

The bootstrapping technique was also employed to validate the results obtained from the standard mediation analysis, utilising 1000 bootstrap sample and 95% bias correction (Abdul-Rahim et al., 2022; Awang, 2015; Awang et al., 2018; Mallinckrodt et al., 2006). The result is reported in Table 4.39.

**Table 4.39:** Direct vs. Indirect Effect Tests Using the Bootstrapping for Hypothesis 14

| | **Indirect effects** | **Direct effects** |
|---|---|---|
| **Bootstrapping Results** | 0.362 | 0.268 |
| **Bootstrapping P-Value** | 0.001 | 0.002 |
| **Test Results** | Significant | Significant |
| **Type of Mediation** | **Partial Mediation** | |

The bootstrapping procedure result confirmed the existence of a significant direct relationship between expertise and purchase intention, which also indicated partial mediation (Awang, 2015; Awang et al., 2018). Therefore, based on the findings in Table 4.39, the result of bootstrapping is consistent with the mediation test that used path analysis in Table 4.38.

### 4.10.15 Hypothesis 15: Information Credibility Mediate the Relationship Between Attractiveness and Purchase Intention

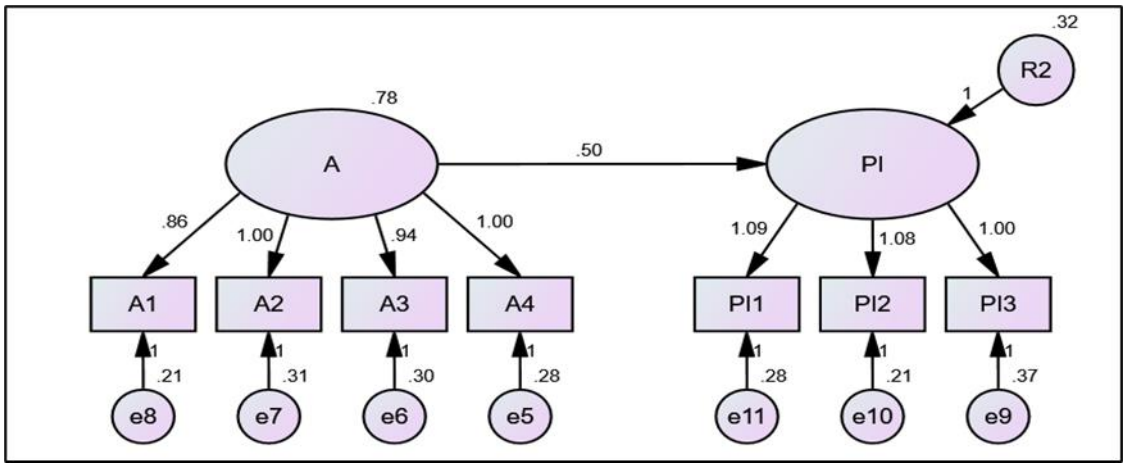



**Figure 4.15:** Modelling the Direct Effect for Hypothesis 15

The results of hypothesis testing in Figure 4.15, Figure 4.16 and Table 4.40 have shown that information credibility mediated the relationship between attractiveness and purchase intention.

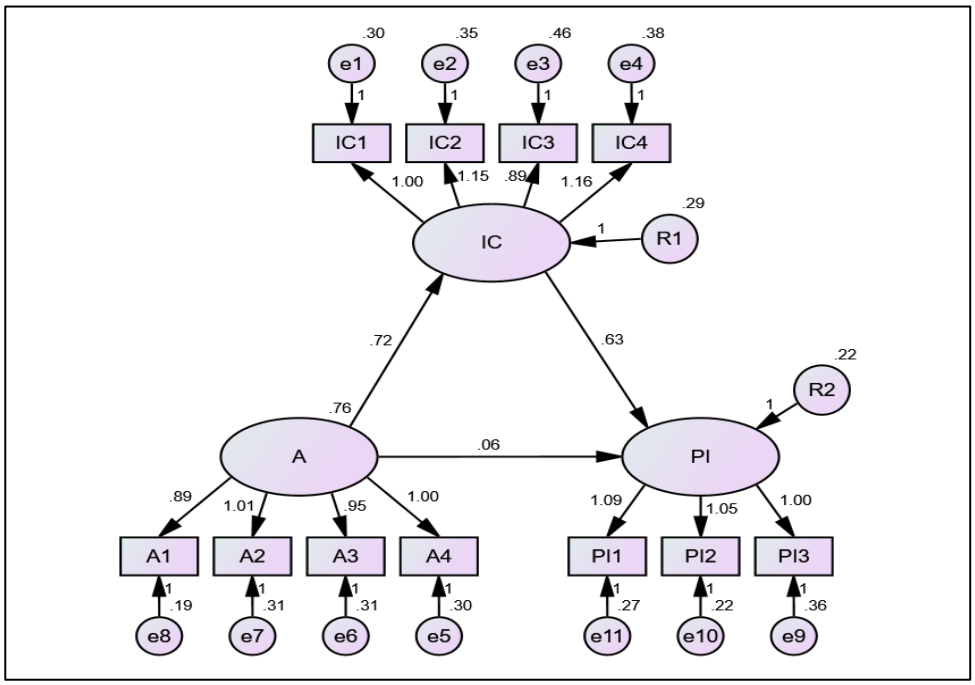



**Figure 4.16:** Modelling the Mediating Effect for Hypothesis 15

Full mediation existed since the direct relationship between attractiveness and purchase intention was no longer significant after the inclusion of information credibility as a mediator in the model (Awang, 2015; Awang et al., 2018).

**Table 4.40:** The Path Regression Coefficient and its Significance for Hypothesis 15

| | | | Estimate | S.E. | C.R. | P | Label |
|---|---|---|---|---|---|---|---|
| Information Credibility | <--- | Attractiveness | 0.717 | 0.05 | 14.448 | *** | Significant |
| Purchase Intention | <--- | Information Credibility | 0.631 | 0.073 | 8.641 | *** | Significant |
| Purchase Intention | <--- | Attractiveness | 0.061 | 0.061 | 0.997 | 0.319 | Not Significant |

**Mediation Test: Confirming the result through bootstrapping**

This study applied the bootstrapping procedure, utilising 1000 bootstrap sample and 95% bias correction (Abdul-Rahim et al., 2022; Awang, 2015; Awang et al., 2018; Mallinckrodt et al., 2006). The result is reported in Table 4.41.

**Table 4.41:** Direct vs. Indirect Effect Tests Using the Bootstrapping for Hypothesis 15

| | **Indirect effects** | **Direct effects** |
|---|---|---|
| **Bootstrapping Results** | 0.540 | 0.073 |
| **Bootstrapping P-Value** | 0.001 | 0.347 |
| **Test Results** | Significant | Not Significant |
| **Type of Mediation** | **Full Mediation** | |

The bootstrapping procedure result confirmed that the direct relationship between attractiveness and purchase intention was not significant, which also indicated full mediation (Awang, 2015; Awang et al., 2018). Therefore, based on the findings in Table 4.41, the result of bootstrapping is consistent with the mediation test that used path analysis in Table 4.40.

### 4.10.16 Hypothesis 16: Information Credibility Mediate the Relationship Between Trustworthiness and Purchase Intention

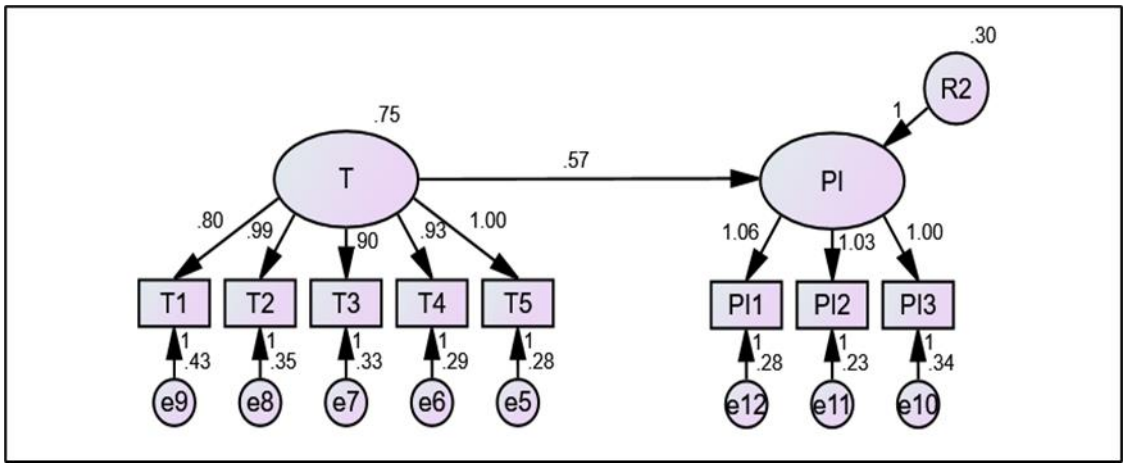



**Figure 4.17:** Modelling the Direct Effect for Hypothesis 16

The results of hypothesis testing in Figure 4.17, Figure 4.18 and Table 4.42 have shown that information credibility mediated the relationship between trustworthiness and purchase intention.

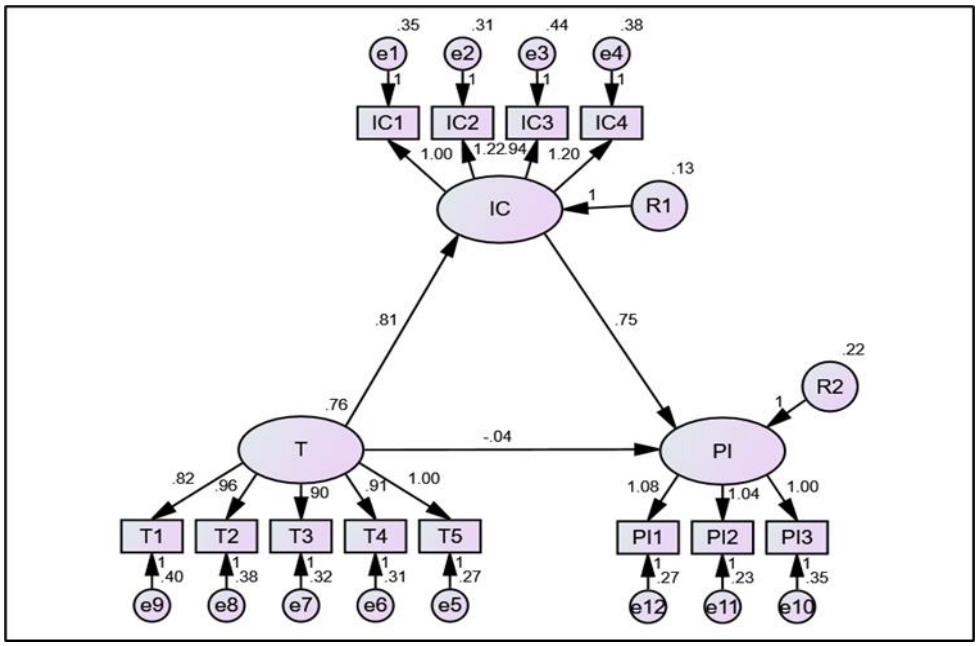



**Figure 4.18:** Modelling the Mediating Effect for Hypothesis 16

Full mediation existed since the direct relationship between trustworthiness and purchase intention was no longer significant after the inclusion of information credibility as a mediator in the model (Awang, 2015; Awang et al., 2018).

**Table 4.42:** The Path Regression Coefficient and its Significance for Hypothesis 16

| | | | Estimate | S.E. | C.R. | P | Label |
|---|---|---|---|---|---|---|---|
| Information Credibility | <--- | Trustworthiness | 0.808 | 0.048 | 16.795 | *** | Significant |
| Purchase Intention | <--- | Information Credibility | 0.750 | 0.123 | 6.122 | *** | Significant |
| Purchase Intention | <--- | Trustworthiness | -0.040 | 0.105 | -0.38 | 0.704 | Not Significant |

**Mediation Test: Confirming the result through bootstrapping**

This study applied the bootstrapping procedure, utilising 1000 bootstrap sample and 95% bias correction (Abdul-Rahim et al., 2022; Awang, 2015; Awang et al., 2018; Mallinckrodt et al., 2006). The result is reported in Table 4.43.

**Table 4.43:** Direct vs. Indirect Effect Tests Using the Bootstrapping for Hypothesis 16

| | **Indirect effects** | **Direct effects** |
|---|---|---|
| **Bootstrapping Results** | 0.717 | -0.047 |
| **Bootstrapping P-Value** | 0.002 | 0.848 |
| **Test Results** | Significant | Not Significant |
| **Type of Mediation** | **Full Mediation** | |

The bootstrapping procedure result confirmed that the direct relationship between trustworthiness and purchase intention was not significant, which also indicated full mediation (Awang, 2015; Awang et al., 2018). Therefore, based on the findings in Table 4.43, the result of bootstrapping is consistent with the mediation test that used path analysis in Table 4.42.

### 4.10.17 Hypothesis 17: Information Credibility Mediate the Relationship Between Homophily and Purchase Intention

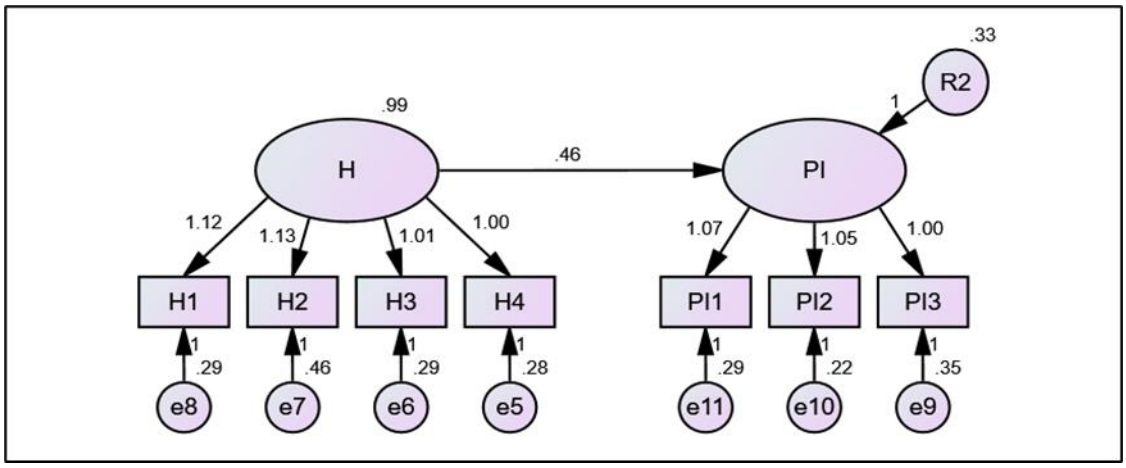



**Figure 4.19:** Modelling the Direct Effect for Hypothesis 17

The results of hypothesis testing in Figure 4.19, Figure 4.20 and Table 4.44 have shown that information credibility mediated the relationship between homophily and purchase intention.

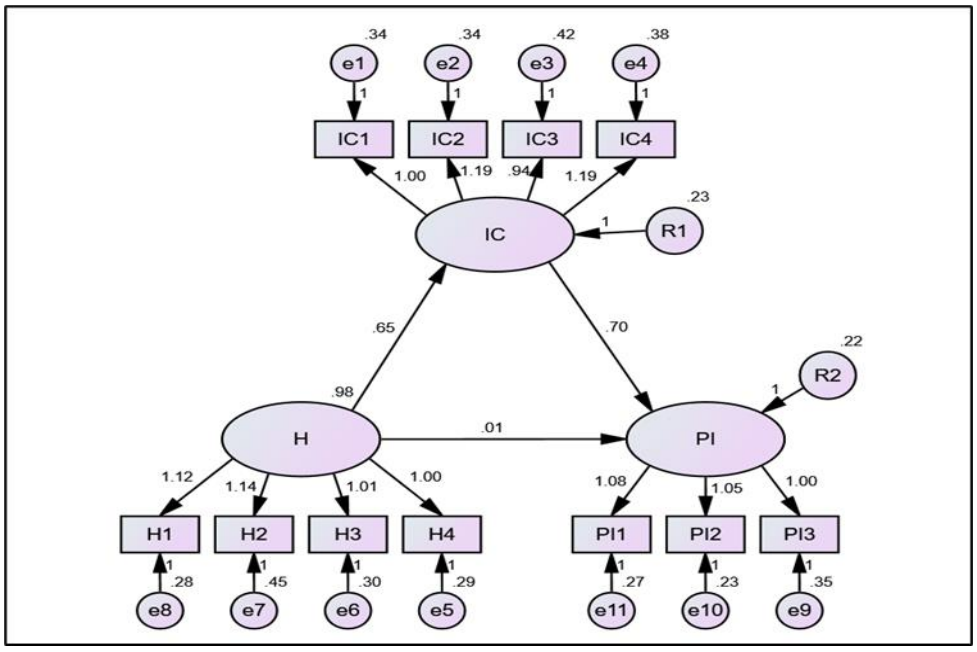



**Figure 4.20:** Modelling the Mediating Effect for Hypothesis 17

Full mediation existed since the direct relationship between homophily and purchase intention was no longer significant after the inclusion of information credibility as a mediator in the model (Awang, 2015; Awang et al., 2018).

**Table 4.44:** The Path Regression Coefficient and its Significance for Hypothesis 17

| | | | Estimate | S.E. | C.R. | P | Label |
|---|---|---|---|---|---|---|---|
| Information Credibility | <--- | Homophily | 0.649 | 0.041 | 15.795 | *** | Significant |
| Purchase Intention | <--- | Information Credibility | 0.696 | 0.085 | 8.173 | *** | Significant |
| Purchase Intention | <--- | Homophily | 0.009 | 0.061 | 0.15 | 0.881 | Not Significant |

**Mediation Test: Confirming the result through bootstrapping**

This study applied the bootstrapping procedure, utilising 1000 bootstrap sample and 95% bias correction (Abdul-Rahim et al., 2022; Awang, 2015; Awang et al., 2018; Mallinckrodt et al., 2006). The result is reported in Table 4.45.

**Table 4.45:** Direct vs. Indirect Effect Tests Using the Bootstrapping for Hypothesis 17

| | **Indirect effects** | **Direct effects** |
|---|---|---|
| **Bootstrapping Results** | 0.612 | 0.012 |
| **Bootstrapping P-Value** | 0.001 | 0.953 |
| **Test Results** | Significant | Not Significant |
| **Type of Mediation** | **Full Mediation** | |

The bootstrapping procedure result confirmed that the direct relationship between homophily and purchase intention was not significant, which also indicated full mediation (Awang, 2015; Awang et al., 2018). Therefore, based on the findings in Table 4.45, the result of bootstrapping is consistent with the mediation test that used path analysis in Table 4.44.

### 4.10.18 Hypothesis 18: Information Credibility Mediate the Relationship Between Information Quality and Purchase Intention

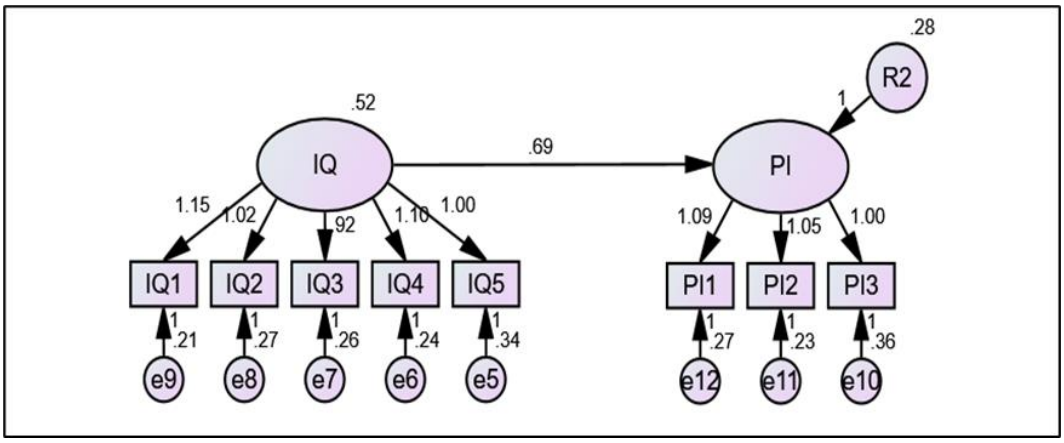



**Figure 4.21:** Modelling the Direct Effect for Hypothesis 18

Figure 4.21, Figure 4.22 and Table 4.46 have shown that information credibility partially mediated the relationship between information quality and purchase intention. This was due to the significant relationship between information quality and purchase intention even after the inclusion of information credibility in the model as a mediator, even though the path coefficient for the direct effect of information quality and purchase intention decreased from .69 to .22 (Awang, 2015; Awang et al., 2018).

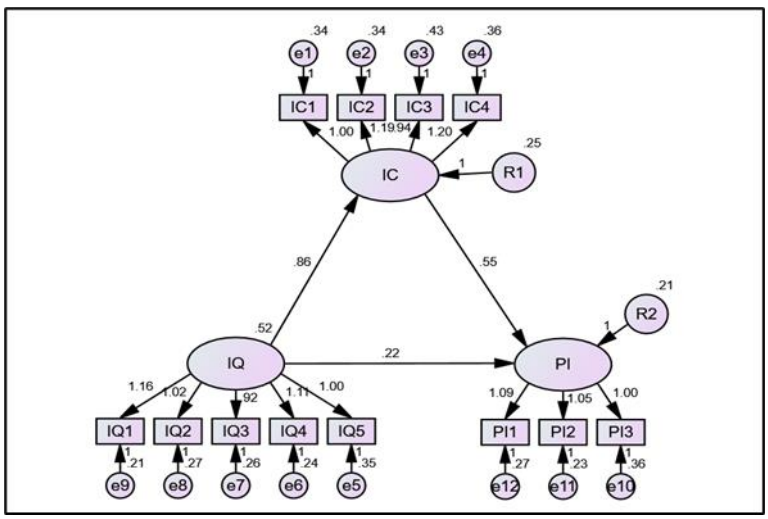



**Figure 4.22:** Modelling the Mediating Effect for Hypothesis 18

As a result, information quality had both a significant direct effect on purchase intention and a significant indirect effect on purchase intention through information credibility as the mediator. In other words, information quality not only affects purchase intention directly but also affects purchase intention through its impact on information credibility. However, the direct effect of information quality on purchase intention is still significant even after accounting for the indirect effect through information credibility. This suggests that while information credibility plays a role in mediating the relationship between information quality and purchase intention, there are other factors or pathways contributing to the direct effect of information quality and purchase intention as well.

**Table 4.46:** The Path Regression Coefficient and its Significance for Hypothesis 18

| | | | Estimate | S.E. | C.R. | P | Label |
|---|---|---|---|---|---|---|---|
| Information Credibility | <--- | Information Quality | 0.858 | 0.064 | 13.461 | *** | Significant |
| Purchase Intention | <--- | Information Credibility | 0.553 | 0.074 | 7.445 | *** | Significant |
| Purchase Intention | <--- | Information Quality | 0.217 | 0.075 | 2.874 | 0.004 | Significant |

**Mediation Test: Confirming the result through bootstrapping**

This study applied the bootstrapping procedure, utilising 1000 bootstrap sample and 95% bias correction (Abdul-Rahim et al., 2022; Awang, 2015; Awang et al., 2018; Mallinckrodt et al., 2006). The result is reported in Table 4.47.

**Table 4.47:** Direct vs. Indirect Effect Tests Using the Bootstrapping for Hypothesis 18

| | **Indirect effects** | **Direct effects** |
|---|---|---|
| **Bootstrapping Results** | 0.468 | 0.214 |
| **Bootstrapping P-Value** | 0.001 | 0.017 |
| **Test Results** | Significant | Significant |
| **Type of Mediation** | **Partial Mediation** | |

The bootstrapping procedure result confirmed that the direct relationship between information quality and purchase intention was significant, which also indicated partial mediation (Awang, 2015; Awang et al., 2018). Therefore, based on the findings in Table 4.47, the result of bootstrapping is consistent with the mediation test that used path analysis in Table 4.46.

## 4.11 Discussion of The Findings

### 4.11.1 Finding 1: Expertise Has a Significant and Positive Impact on Information Credibility

This study's findings support the hypothesis that expertise has a considerable impact, both positively and significantly, on the credibility of information. These findings are in line with those of earlier studies that investigated the effect of expertise on the credibility of information.

The study carried out by Andoy et al. (2022) found that the level of expertise possessed by a reviewer possesses was by far the single most critical element in determining the review's credibility. Customers were found to have the impression that the reviewer's expertise could be gleaned from the reviewer's proficiency and capacity to provide appropriate insights. Further, Intansari and Roostika (2022) found the level of expertise of a source to be a significant factor in determining the credibility of electronic word of mouth. When users have gone on vacation utilising TripAdvisor's travel products or services, they will share their experience with the website in the form of a review after using the products or services. Most of the people using TripAdvisor have their own personal opinions regarding the hotels and airlines whose services they can purchase through the website.

Moreover, Xiao et al. (2018) discovered that heuristic information processing significantly emphasised the function of source expertise in the determination of whether or not a user perceived a YouTube influencer to be an expert on a particular subject and a credible source of information.

In addition, when evaluating the credibility of electronic word of mouth messages gained from customer-to-customer interaction on social networking sites, users of electronic word of mouth were found to consider the source's expertise as one of the most important aspects (Tien et al., 2018). The study carried out by Wang and Scheinbaum (2017) found the existence of a strong correlation between the level of expertise possessed by celebrities and their credibility. Further, Lis (2013) provides support for the notion that expertise is one of the most critical elements in determining how reliable electronic word of mouth is perceived. It has often been demonstrated that source expertise significantly enhances the sense of credibility (Fang, 2014). Furthermore, in the study by Ismagilova et al. (2020), the most significant finding was pertaining to the influence of expertise on the perceived credibility of information. When information comes from a qualified and experienced source, the recipient is more likely to believe it to be credible. As a result, hypothesis 1 (H1) was supported.

### 4.11.2 Findings 2: Attractiveness Has a Significant and Positive Impact on Information Credibility

According to the findings of this study, the attractiveness of social media influencers was related to the credibility of the information they shared. This finding is consistent with

the conclusions drawn from previous studies on the effect of attractiveness on information credibility.

For instance, the audience was found to be interested in the physical attractiveness of video bloggers, and this physical attractiveness influenced the credibility of the information supplied by the video bloggers. As a result, the audience was more likely to believe that the information provided by the video bloggers about the culinary world was credible information (Pinda et al., 2021). Similarly, Astarini and Sumardi (2022) demonstrated the existence of a significant and positive correlation between an influencer's physical attractiveness and their credibility. Positive qualities, such as being lovely or handsome, as well as an attractive physical appearance, were found to be related to a person's level of physical attractiveness. Furthermore, in the context of beauty and fashion influencers who were active on YouTube and Instagram, Sokolova and Kefi (2020) discovered a positive correlation between their physical attractiveness and their credibility on those respective platforms.

Likewise, customers in the airline industry also placed a high emphasis and focus on the attractiveness of the endorser, which then influenced the brand's credibility in relation to the endorsed product (Wang & Scheinbaum, 2017). Additionally, Wang et al. (2017) discovered that the level of credibility of an endorsement might be explained by the attractiveness of the celebrity endorsing the product. Therefore, hypothesis 2 (H2) was supported.

### 4.11.3 Finding 3: Trustworthiness Has a Significant and Positive Impact on Information Credibility

The findings of this study support the hypothesis that the trustworthiness of a social media influencer has a significant and positive effect on the credibility of the information they supply. This finding is consistent with the results of prior studies that investigated the influence of trustworthiness on the credibility of information.

The study of Saima and Khan (2020) found that the trustworthiness of social media influencers had a substantial effect on their credibility. Further, Chih et al. (2020) noted that the degree to which individuals perceived a source as trustworthy had a significant and positive impact on the credibility established through a favourable perception of electronic word of mouth. Similarly, Ismagilova et al. (2020) discovered that when information was delivered to a receiver by a trustworthy source, the information was perceived as credible if it exhibited a high level of objectivity and sincerity on the part of the information provider.

In addition, Lis (2013) found a strong positive correlation between credibility and trustworthiness. One of the most crucial aspects in determining a person's credibility in electronic word of mouth is the extent to which they can be trusted as a source of information. Moreover, Wang and Scheinbaum (2017) discovered that customers with high and low degrees of participation focused their attention on the trustworthiness of the endorser, which influenced the brand's credibility in relation to the product being endorsed.

Furthermore, Xiao et al. (2018) found trustworthiness to be a more important component in credibility judgments pertaining to the influence of trustworthiness on perceived information credibility in both heuristic and systematic information processing modes. Additionally, Wang et al. (2017) reported that a celebrity's trustworthiness could

best explain their credibility. As soon as customers began to believe that a brand had become more trustworthy, reputable, and desirable due to an endorsement, their attitude towards the celebrity-supported brand began to improve. In addition, Tien et al. (2018) discovered a source's trustworthiness to be vital in the evaluation of the credibility of electronic word of mouth. Therefore, hypothesis 3 (H3) was supported.

### 4.11.4 Finding 4: Homophily Has a Significant and Positive Impact on Information Credibility

This study's findings support the hypothesis that homophily has a significant positive impact on the credibility of information. This finding aligns with the result of earlier research that examined the effect of homophily on the credibility of information.

The study done by Astarini and Sumardi (2022) found that attitude homophily had a considerable positive impact on credibility. Consumers that displayed attitude homophily led lives and possessed cognitive patterns that were similar to those of the influencers. Ismagilova et al. (2020) also discovered a connection between the homophily of the information source and the credibility of the information provided. Concerning the sender's impact, having a higher degree of homophily between themselves and the person receiving the information was shown to be beneficial. Similarly, Chih et al. (2020) found homophily to be the most important factor in the perceived credibility of positive electronic word of mouth when viewed from the perspectives of both interpersonal and informational determinants.

In addition, Daowd et al. (2020) discovered that members of Thailand's generation Y were often open to novel concepts and were inclined to accept the material presented by reviewers who shared their characteristics, attitudes, and behaviours. In addition, Xiao et al. (2018) found that when individuals processed information in a heuristic way, the positive influence of homophily on perceived information credibility meant that video viewers tended to interact with other persons who shared their values and perspectives. Thus, hypothesis 4 (H4) was supported.

### 4.11.5 Finding 5: Information Quality Has a significant and positive impact on Information Credibility

The findings of this study support the hypothesis that information quality has a significant and positive effect on the credibility of information. This finding is consistent with the result of prior research that investigated the influence of information quality on the credibility of information.

In contrast, a study done by Li and Suh (2015) found that the quality of information did not significantly affect the credibility of the information. Even though the information provided on the Facebook-based platform was based on user-generated content, the respondents opined that the information was well-planned and had varying degrees of the power of persuasive arguments.

However, Saima and Khan (2020) discovered that the quality of the information provided by an influencer significantly impacted the credibility of that information. The study investigated the impacts of social media influencers' various qualities on their

credibility and, ultimately, on the intention of consumers in Delhi, India, to make a purchase. An attrition study conducted by Chakraborty and Bhat (2018) showed that the quality of online reviews had a statistically significant and positive impact on the credibility of those reviews. Furthermore, customers were not only interested in reading reviews; rather, they looked for analyses that provided detailed justifications that were considered throughout the formation of the reviews. In addition, Jiang et al. (2021) developed a model to analyse the influence of information quality on individuals' adoption of the information provided on e-commerce platforms. They found that the credibility of information improved due to the high information quality of the online reviews provided on those platforms. Thus, hypothesis 5 (H5) was supported.

### 4.11.6 Finding 6: Information Credibility Has a Significant and Positive Impact on Information Adoption

The outcomes of this study support the hypothesis that information credibility has a considerable positive and significant impact on information adoption. This finding aligns with the results of earlier studies that investigated the effect of information credibility on the adoption of information.

According to the findings presented by Lis (2013), the adoption of electronic word of mouth, or the acceptance of the recommendation made by the relevant review, is the final step in a communication process that has been successfully completed using electronic word of mouth. The study found credible electronic word of mouth to be an effective predictor of the adoption of a product or service. In addition, Daowd et al. (2020) concluded that the adoption of electronic word of mouth information was highly connected with the credibility

of the information. In addition, Tien et al. (2018) found that the credibility of electronic word of mouth was of utmost significance in customers' decision to adopt an electronic word of mouth message. These findings show that senders of electronic word-of-mouth should increase their attention to the cultivation of customers' perceptions of credibility in order to enhance consumers' adoption of the information provided on social networking sites.

Similarly, Fang (2014) found perceived credibility to be an essential component in supporting the adoption of electronic word of mouth information as a source of information. In addition, Sardar et al. (2021) discovered that consumers' decisions to adopt electronic word-of-mouth information were significantly influenced by the credibility of the information, thus supporting the importance of information credibility. This finding suggests that consumers value the credibility of information highly. In addition, Jiang et al. (2021) found that the credibility of information had a direct effect on both the ability of consumers to correctly diagnose information and their readiness to embrace information. In a similar vein, Intansari and Roostika (2022) revealed that the credibility of electronic word of mouth had a positive influence in encouraging its adoption. Customers who had used a product and then wrote online evaluations about their experiences with the product after they had ingested or used it could help reduce doubt and increase the product's reputation. Respondents readily accepted the information provided by another customer as a reviewer on the information media page since the respondents found the material to be beneficial to them. Thus, hypothesis 6 (H6) was supported.

### 4.11.7 Finding 7: Information Credibility Has a Significant and Positive Impact on Purchase Intention

The findings of this study support the hypothesis that information credibility has a significant and positive effect on consumers' purchase intention. This finding is consistent with those of prior studies that investigated the influence of information credibility on purchase intention.

Saima and Khan (2020) found the credibility of an influencer to be a significant determinant of the intention of customers to make a purchase. Furthermore, Pick (2020) revealed that the credibility of an influencer had a positive impact on consumers' intention to purchase as a result of the influencer's recommendation. In a similar vein, Hui (2017) discovered that the credibility of a source had a significant influence on Malaysian customers' intention to make a purchase. In the context of interactive marketing, the situation in which it is argued that the credibility of the source has a direct influence on consumers' intentions to make a purchase is called the trustworthiness argument.

Furthermore, Sokolova and Kefi (2020) found that followers went through affective and internalisation processes when they were persuaded to acquire a product. This was because the credibility of bloggers affected the purchase intentions of their followers. Moreover, Intansari and Roostika (2022) demonstrated that the credibility of electronic word of mouth had a positive influence on the intention to purchase the recommended product. One type of response that readers might give to the online reviews formed from the experiences of other consumers was by making the choice to purchase the reviewed product. Customers' intention to purchase the product or service was quickly reawakened when they

read the reviews made on the information media page by other customers who said the information was beneficial to them. Thus, hypothesis 7 (H7) was supported.

### 4.11.8 Finding 8: Information Adoption Has a Significant and Positive Impact on Purchase Intention

The findings of this study support the hypothesis that consumers' information adoption has a significant and positive effect on their purchase intention. This finding is consistent with the findings of prior studies that investigated the influence of information adoption on purchase intention.

The results of the study by Abedi et al. (2020) also support the hypothesis that information adoption has a direct positive effect on the intention to make a purchase. The research examined the influence of electronic word of mouth information on the behavioural intentions of consumers who were participants in mobile social networks. Likewise, Erkan and Evans (2016) found that social media users were either consciously or unconsciously exposed to a large volume of electronic word of mouth information and that information adoption influenced consumers' intentions to make a purchase. In addition to this, Khwaja et al. (2020) discovered a strong association between the adoption of information and the intention to purchase products or services. The study focused on the scope of online information transmission, which has significantly grown in recent years.

Leong et al. (2021) found a positive association between the adoption of information provided through electronic word of mouth on social media and consumers' intention to make a purchase. In addition, Daowd et al. (2020) discovered a significant correlation between the adoption of electronic word of mouth information by generation Y consumers

and their intention purchase. Both male and female respondents were included in the pool of respondents. In addition, Intansari and Roostika (2022) conducted a study to investigate how consumers' electronic word of mouth affected their intentions to make purchases based on the information provided on the information media pages hosted on TripAdvisor. The results indicated that electronic word of mouth adoption influenced consumers' purchase intention. Therefore, hypothesis 8 (H8) was supported.

### 4.11.9 Finding 9: Information Credibility Mediates the Relationship Between Expertise and Information Adoption

This study investigated the role of information credibility in mediating the relationship between expertise and information adoption. Based on the findings, the link between information adoption and social media influencer expertise was partially mediated by information credibility. This showed that there was a high correlation between social media influencers' expertise and consumers' information adoption. The degree of significance did, however, decrease when information credibility was introduced as a mediator. Thus, hypothesis 9 (H9) was supported.

### 4.11.10 Finding 10: Information Credibility Mediates the Relationship Between Attractiveness and Information Adoption

According to the finding, the association between attractiveness and information adoption was fully mediated by information credibility. Information credibility had a substantial role in the mediating process, in addition to having a direct impact on information adoption by itself. Therefore, the relationship between attractiveness and information adoption was not supported. Based on the current study's finding, information credibility is

beneficial due to its full mediation role in the relationship between attractiveness and information adoption. In other words, information credibility influences how social media influencers' attractiveness affects information adoption. Therefore, hypothesis 10 (H10) was supported.

### 4.11.11 Finding 11: Information Credibility Mediates the Relationship Between Trustworthiness and Information Adoption

This study found that the relationship between trustworthiness and information adoption was fully mediated by information credibility. This indicated that trustworthiness did not directly influence the adoption of information; rather, information adoption must first be influenced by the credibility of the information. Therefore, the relationship between trustworthiness and the adoption of information was not accepted. Instead, it was determined that information credibility played a key role in the mediation process between these two variables, in addition to its direct impact on the adoption of information by itself. The findings of this analysis imply that information credibility is beneficial due to its full mediation role in the relationship between trustworthiness and information adoption. Therefore, information credibility is useful. To put it another way, the impact of the trustworthiness of social media influencers on the adoption of information is indirect and occurs through information credibility. As a result, hypothesis 11 (H11) was supported.

### 4.11.12 Finding 12: Information Credibility Mediates the Relationship Between Homophily and Information Adoption

This study then looked into how the credibility of information influenced the relationship between homophily and information adoption and how it acted as a mediator in

that relationship. The finding demonstrated that homophily did not directly influence the adoption of information; rather, information credibility must come first. Therefore, the relationship between homophily and the adoption of information was not acknowledged; instead, the credibility of information had an important mediation role, in addition to its direct impact on the adoption of information by itself. The findings of this study imply that information credibility is important due to its full mediation role in the connection between homophily and purchase intention. In other words, the effect of homophily on purchase intention occurs indirectly, and it does so through the credibility of information. Thus, hypothesis 12 (H12) was supported.

### 4.11.13 Finding 13: Information Credibility Mediates the Relationship Between Information Quality and Information Adoption

This study discovered that the credibility of information partially mediated the relationship between information quality and information adoption. This finding demonstrated that in this research, there was a high link between the quality of information and information adoption. When information credibility was included in the model as a mediator, there was a reduction in the significance level. As a result, hypothesis 13 (H13) was supported.

### 4.11.14 Finding 14: Information Credibility Mediates the Relationship Between Expertise and Purchase Intention

The findings of this study demonstrated that when information credibility was included in the model as a mediator, there was a reduction in the significance level of the direct relationship between expertise and purchase intention. Based on this study's results, the credibility of the information supplied served as a partial mediator between the expertise

of social media influencers and consumers' purchase intention. Therefore, hypothesis 14 (H14) was supported.

Contrary, Saima and Khan (2020) conducted a study with a sample size of 75 respondents who were all regular users of social media and followed at least one social media influencer. The researchers hypothesised that the credibility of social media influencers mediates the relationship between expertise and purchase intention. The outcomes of the study indicated that the connection between the expertise of social media influencers and the intention to make a purchase was not mediated by the credibility of the influencers.

### 4.11.15 Finding 15: Information Credibility Mediates the Relationship Between Attractiveness and Purchase Intention

According to the findings, the relationship between attractiveness and purchase intention was fully mediated by the credibility of information. In addition to impacting consumers' purchase intentions by itself, the credibility of information played a significant role in the process that mediated those intentions. Hence, information credibility is beneficial due to its full mediation role in the association between attractiveness and purchase intention. To put it another way, the credibility of information affects how the attractiveness of social media influencers impacts consumers' purchase intention. Hence, hypothesis 15 (H15) was supported.

### 4.11.16 Finding 16: Information Credibility Mediates the Relationship Between Trustworthiness and Purchase Intention

The analysis results show that information credibility fully mediated the relationship between trustworthiness and purchase intention. This showed that trustworthiness must

impact information credibility first before it can influence a consumer's purchase intention. The direct relationship between trustworthiness and purchase intention was not significant. Instead, it was discovered that information credibility played a significant part in the mediating process, in addition to having a direct influence on purchase intention. This result implies that information credibility is beneficial due to its full mediation role in the relationship between trustworthiness and purchase intention. The credibility of information is, therefore, important. To put it another way, the credibility of information influences the trustworthiness towards social media influencers, which indirectly affects consumers' purchase intention. Therefore, hypothesis 16 (H16) was supported.

However, this finding is inconsistent with the findings of previous research carried out by Saima and Khan (2020), which found that information credibility went as partial mediator in the relationship between trustworthiness and purchase intention.

### 4.11.17 Finding 17: Information Credibility Mediates the Relationship Between Homophily and Purchase Intention

The relationship between homophily and purchase intention was fully mediated by information credibility. This showed that homophily could not directly influence purchase intention; rather, the credibility of information should come first. Therefore, the relationship between homophily and purchase intention was not acknowledged. Instead, the credibility of information had a role in mediating, in addition to its direct impact on purchase intention by itself. This research implies that information credibility is beneficial due to its full mediation role in the connection between homophily and purchase intention. It is one of the reasons for the existence of this connection. In other words, the effect of homophily on

purchase intention is exerted indirectly via the influence of information credibility. As a result, hypothesis 17 (H17) was supported.

### 4.11.18 Finding 18: Information Credibility Mediates the Relationship Between Information Quality and Purchase Intention

The results showed that the credibility of information acted as a partial mediator of the relationship between information quality and consumers' purchase intention. This indicated that, despite appearances to the contrary, there was still a strong correlation between information quality and purchase intention. However, when information credibility was added to the model as a mediator, there was a significant decrease in the relationship. Therefore, hypothesis 18 (H18) was supported.

In contrast, this finding is inconsistent with the findings of previous research carried out by Saima and Khan (2020), which found that information credibility fully mediated the relationship between information quality and purchase intention.

## 4.12 Summary of Hypothesis Testing

Table 4.48 presents the rundown of the hypotheses of the investigation. There are eight direct hypotheses (H1, H2, H3, H4, H5, H6, H7, and H8) and ten hypotheses pertaining to mediation relationships (H9, H10, H11, H12, H13, H14, H15, H16, and H18).

**Table 4.48:** The Hypothesis and Statistical Analysis

| Hypothesis | | Results |
|---|---|---|
| H1 | Expertise has a significant and positive impact on information credibility. | Supported |
| H2 | Attractiveness has a significant and positive impact on information credibility. | Supported |
| H3 | Trustworthiness has a significant influence on information credibility. | Supported |
| H4 | Homophily has a significant and positive impact on information credibility. | Supported |
| H5 | Information quality has a significant and positive impact on information credibility. | Supported |
| H6 | Information credibility has a significant and positive impact on information adoption. | Supported |
| H7 | Information credibility has a significant and positive impact on purchase intention. | Supported |
| H8 | Information adoption has a significant and positive impact on purchase intention. | Supported |
| H9 | Information credibility mediate the relationship between expertise and information adoption. | Partial Mediation |
| H10 | Information credibility mediate the relationship between attractiveness and information adoption. | Full Mediation |
| H11 | Information credibility mediate the relationship between trustworthiness and information adoption. | Full Mediation |
| H12 | Information credibility mediate the relationship between homophily and information adoption. | Full Mediation |
| H13 | Information credibility mediate the relationship between information quality and information adoption. | Partial Mediation |
| H14 | Information credibility mediate the relationship between expertise and purchase intention. | Partial Mediation |

**Table 4.48** continued

| | | |
|---|---|---|
| H15 | Information credibility mediate the relationship between attractiveness and purchase intention. | Full Mediation |
| H16 | Information credibility mediate the relationship between trustworthiness and purchase intention. | Full Mediation |
| H17 | Information credibility mediate the relationship between homophily and purchase intention. | Full Mediation |
| H18 | Information credibility mediate the relationship between information quality and purchase intention. | Partial Mediation |

## 4.13 Chapter Summary

The findings of this study were analysed, elaborated on, and summarised in this chapter. This chapter began with a review of the data collection process, followed by a discussion of the demographic background of the respondents selected for the sample. Following a discussion of the significant demographic factors, this chapter presented the analysis of data using SEM on AMOS software. CFA was utilised in this analysis to validate the measurement model by checking the unidimensionality, validity, and reliability. The eight constructs that made up the pool measurement model were expertise, attractiveness, trustworthiness, homophily, information quality, information credibility, information adoption, and purchase Intention. A total of 18 hypotheses were examined, with eight being direct hypotheses and 10 indirect hypotheses for testing the mediating effects. Therefore, the conclusions of this study have been supported and validated through statistical analysis. In light of these findings, it is necessary to highlight the addition to the body of knowledge made by this study. The discussion and conclusion of the findings are presented in the following chapter.

# CHAPTER 5

# DISCUSSION AND CONCLUSION

## 5.1 Introduction

This chapter summarises the thesis by presenting an outline of the research conducted. To fulfil this purpose, the following part provides a review of the study's objectives and discusses how each objective was met within the scope of the thesis. The second section discusses both the theoretical and practical contributions made by the research. The final part of the chapter focuses on the study's limitations and potential for future research.

## 5.2 Discussion

### 5.2.1 The Relationship Between Influencers' Attributes and Information Credibility

Social Media Influencers engage with their followers on social media platform to demonstrate professional experience, knowledge, and personal observation, making followers feel that they can rely on the influencers. Expertise strengthens the expectations of a brand, and an influencer's attractiveness contributes favourably to the product being marketed by the influencer. Hence, it is not surprising that social media influencers who have successfully branded themselves as experts have gained popularity on social media platforms. The level of expertise influences the level of a consumer's attachment to the information provided by the influencer. Credibility affects consumers' perception of information. In other words, viewers or followers will regard an influencer as an expert if the influencer has the required knowledge, which will in turn increase the credibility of the

information that the influencer shared. The results of this study support the hypothesis that expertise has a significant and positive impact on information credibility. The findings are in line with the results of previous studies (Andoy et al., 2022; Fang, 2014; Intansari & Roostika, 2022; Ismagilova et al., 2020; Lis, 2013; Saima & Khan, 2020; Tien et al., 2018; Wang & Scheinbaum, 2017; Xiao et al., 2018), which found that the expertise of social media influencers influenced the credibility of information.

Furthermore, attractiveness helps influencers maintain their followers and convince most of their followers to follow their product recommendations, leading to the purchase of products or services. Attractiveness is the initial impression that appears in the minds of the audience while evaluating a video blogger's credibility. This is due to the reviews, recommendations, and product tutorials posted on the influencer's social media platforms that have a positive impact on the consumers as the source of information provided by the influencer is considered credible and useful. Since this study is concerned with the role of influencers in the cosmetics industry, it follows that the attractiveness of the influencers themselves can be used for commercial gain by leveraging their looks to demonstrate the desired or actual effects of using the cosmetics in question, leading to the consumer believing that the information comes from a credible source. The results of this study support the hypothesis that attractiveness has a significant and positive impact on information credibility. The findings are similar with previous studies that acknowledged the influence of attractiveness on information credibility (Astarini & Sumardi, 2022; Pinda et al., 2021; Sokolova & Kefi, 2020; Wang & Scheinbaum, 2017).

Moreover, as a result of consumers' trust in social media influencers, consumers develop confidence in the products recommended by the influencers. Influencers who

endorse and recommend products on their social media platforms possess high reliability and are honest as they make videos of themselves testing the endorsed products. The trustworthiness of the influencer plays a part in determining the credibility of user generated content. Consumers who follow their channels will be drawn to the recommendations made by the influencers and will consider purchasing the recommended products. Consumers are more likely to accept a product when they feel the source of the message is trustworthy. It has been discovered that source trustworthiness affects customers' perceptions of the credibility of user generated content. If the information is derived from one's own experience rather than from an organisation, people are more likely to trust the information. Therefore, the trustworthiness of a social media influencer seems to influence customers' opinions of the credibility of the information provided by the influencer. The results of this study support the hypothesis that trustworthiness has a significant and positive impact on information credibility. As previous studies have discussed, the degree to which a person can be trusted is one of the most important factors in determining the credibility of the information available on the internet (Chih et al., 2020; Ismagilova et al., 2020; Lis, 2013; Saima & Khan, 2020; Tien et al., 2018; Wang et al., 2017; Wang & Scheinbaum, 2017; Xiao et al., 2018).

In addition, one of the aspects that affect an influencer's credibility is homophily. Sharing similarities with followers can help social media influencers build an emotional connection with the followers. Social media influencers who have similar personalities and lifestyles with their followers inspire a sense of friendship in the followers. Homophily is motivated by the dual desires of establishing relationships and feeling secure about the accuracy of someone's views. Homophily influences consumers' intentions to seek opinions and engage with users on social networking sites. It may explain the reactions of consumers

to the content created by other users or influencers. The homophily of the influencers plays an important role in influencing perceived information credibility. Members of a social network tend to exhibit similar attitudes and beliefs. When customers share similar values, meanings, and shared understandings, effective communication happens. Therefore, marketers need to create a sense of belonging through community homophily. The findings indicate that the degree to which a social media influencer and a user or follower share similar characteristics has an effect on the credibility of information. The results of this study support the significant and positive impact of homophily on information credibility. This is similar with the results of previous studies (Astarini & Sumardi, 2022; Chih et al., 2020; Daowd et al., 2020; Ismagilova et al., 2020; Pinda et al., 2021; Xiao et al., 2018).

Finally, the degree to which a review is perceived by the recipient as reasonable and reliable, as well as the degree to which it enhances the credibility of information, is one measure of the quality of the information. Consumers tend to adopt information that has strong arguments and is proven to be valid, while information that seems to be unreasonable will be rejected and ignored. The extent to which an information receiver believes that a particular suggestion has sufficient argument influences the information receiver's perception of the information's quality. In addition, consumers do not only search for reviews of a product or service. They also seek reviews that include explanations of the reasoning behind the evaluation. Therefore, consumers are more likely to believe that the information available on the internet in credible when the information contains descriptions that include examples from users' own experiences. According to the results, consumers look at the quality of a piece of information before considering the information to be a credible. The findings of this study support the hypothesis that information quality has a

significant and positive influence on information credibility. The findings are consistent with those of prior research (Chakraborty & Bhat, 2018; Jiang et al., 2021; Saima & Khan, 2020).

In conclusion, the investigation found that the first objective in this study, which is to determine the relationship between influencers' attributes (expertise, attractiveness, trustworthiness, homophily and information quality) and information credibility, was achieved.

### 5.2.2 The Relationship Between Information Credibility and Information Adoption

Some information sources are regarded by the information recipients as credible, which in turn, affects information adoption. Messages perceived as possessing a higher level of source credibility led to a higher level of information adoption. Online platforms offer user-generated content that allows customers to learn from one another and provides marketers with insights from customer engagement. The credibility of the source has a beneficial impact on the total credibility of an online source, and customers are more likely to adopt the information provided by a credible source than an unreliable one. Consumers are not willing to take risks in purchasing products or services if the information regarding the product is not credible and unreliable. Credible reviews help to increase the adoption of information provided by the social media influencer.

The findings of this study support the idea that information adoption is significantly and favourably impacted by information credibility. In light of this, the investigation found that the study's second research objective, which is to determine the impact of information credibility on information adoption, was achieved. The findings are in line with previous

research which found information credibility to be a crucial element in encouraging information adoption (Daowd et al., 2020; Fang, 2014; Intansari & Roostika, 2022; Jiang et al., 2021; Lis, 2013; Sardar et al., 2021; Tien et al., 2018).

### 5.2.3 The Relationship Between Information Credibility and Purchase Intention

Consumers will continue to investigate whether or not product reviews can facilitate their purchase decisions, as well as whether or not the information is comprehensive and beneficial. Credible information will boost consumers' confidence to adopt a user generated review as a source of information to guide their purchasing decisions. If consumers believe that the information available on a particular platform is credible, then they are more likely to use that information to assist them in making decisions. As a result, followers' purchase intentions are influenced by influencers' credibility. Purchase intention is an essential component of primary market research due to its role as a foundation for customers' purchasing behaviour. The credibility of the information available on social media can be interpreted as a sense of confidence in a source of accessible information that can influence consumers' decisions.

The findings of this study support the idea that purchase intention is significantly and favourably influenced by information credibility. In view of this, the investigation found that the study's third research objective, which is to determine the impact of information credibility on purchase intention, was achieved. Similarly, previous studies (Astarini & Sumardi, 2022; Hui, 2017; Intansari & Roostika, 2022; Pick, 2020; Saima & Khan, 2020; Sokolova & Kefi, 2020) found that the credibility of information had a substantial effect on consumer purchase intentions.

### 5.2.4 The Relationship Between Information Adoption and Purchase Intention

The internet allows consumers to use social media to gather information for their purchasing decisions. Consumers are more likely to accept the electronic word of mouth available on social media when they believe the information it conveys to be beneficial. The increased sharing of information, opinions, and experiences by consumers as a result of the rise of social media has served as a useful information resource for individuals who are looking for information; these social media users adopt the information when they discover that it satisfies their requirements. Information adoption is also one of the most important behaviours that individuals try to engage in while participating in online virtual communities. It is widely accepted that the adoption of information would finally determine whether a choice should be made in support of or in opposition to anything. The availability of this online information adoption process has the potential to boost the influence of the information on customers' intention to make a purchase. The likelihood of a consumer intending to make a purchase would increase in the presence of viral messages with high rates of information adoption.

The study also observed the presence of a significant association between information adoption and consumers' purchase intention. Thus, the study's fourth research objective, which is to determine the influence of information adoption on purchase intention, was achieved. This finding is consistent with those of previous research (Abedi et al., 2020; Daowd et al., 2020; Erkan & Evans, 2016; Intansari & Roostika, 2022; Leong et al., 2021).

### 5.2.5 The Mediating Effect of Information Credibility on the Relationships Between Influencers' Attributes and Information Adoption

This study found that information credibility mediated the relationships between influencers' attributes (expertise, attractiveness, trustworthiness, homophily, and information quality) and information adoption. Specifically, the attributes of a social media beauty influencer had a beneficial effect on the credibility of the information provided by the influencer. In addition, the credibility of the information shared by the social media influencer had a significant positive impact on the information adoption by consumers. Consequently, the fifth research objective of this study, which was to determine whether information adoption mediates the relationship between influencers' attributes and information adoption, was fulfilled.

Despite the many studies that have been conducted on influencers' attributes, information credibility, and information adoption, no research has been conducted on the mediation effect of information credibility on the relationship between influencers' attributes and information adoption.

According to the findings of this study, the credibility of information served as a partial mediator between expertise and information adoption, as well as between information quality and information adoption. Therefore, the important associations between expertise, information quality, and information adoption within the scope of this study continued to hold firm. However, the level of significance decreased when the credibility of the information was introduced as a mediator.

Furthermore, the findings showed that information credibility fully mediated the relationships of attractiveness, trustworthiness, and homophily with information adoption.

Thus, the connections between attractiveness, trustworthiness, and homophily as influencers' attributes and information adoption were not accepted. Information credibility had a significant role in the mediation process, aside from its direct impact on information adoption. The findings of the current investigation imply that information credibility is useful by fully mediating the connections between attractiveness, trustworthiness, and homophily as influencers' attributes and information adoption.

In conclusion, the investigation found that the fifth objective in this study, which was to determine the mediation effect of information credibility on the relationship between influencers' attributes and information adoption, was achieved.

### 5.2.6 The Mediating Effect of Information Credibility on the Relationship Between Influencers' Attributes and Purchase Intention

The results showed that the relationships between the attributes of social media influencers, consisting of expertise, attractiveness, trustworthiness, homophily, and information quality, and purchase intention were mediated by the credibility of information.

More specifically, the attributes of a social media influencer had a positive influence on the credibility of the information shared by the influencer. In addition, the credibility of the information shared by the social media influencer had a significant positive impact on consumers' intention to make a purchase. Consequently, the sixth research objective of this study, which was to determine whether information credibility mediates the relationship between influencers' attributes and consumers' purchase intention, was fulfilled.

Despite the numerous studies that have been conducted on influencers' attributes, information credibility, and purchase intention (refer to Table 5.1), limited research has examined the mediation effect of information credibility on the relationships between expertise, attractiveness, and information quality as influencers' attributes and purchase intention. Moreover, based on the literature, no evidence was found on the mediation effect of information credibility on the relationships of trustworthiness and homophily with purchase intention.

Based on the findings of this study, the credibility of information served as a partial mediator between expertise and purchase intention. In contrast, in a study by Saima and Khan (2020), credibility did not mediate the relationship between social media influencers' expertise and consumers' purchase intention, making this study's findings a unique contribution to the body of knowledge. Furthermore, the findings of this study revealed that information credibility also served as partial mediator between information quality and purchase intention. This finding is inconsistent with the findings of previous research carried out by Saima and Khan (2020), which found that information quality fully mediated the relationship between information quality and purchase intention. Nonetheless, the current study's findings suggested that the significant associations between expertise, information quality, and purchase intention within the scope of this study continued to hold firm. Be that as it may, the level of significance decreased when the credibility of information was introduced as a mediator.

Additionally, information credibility was found to fully mediate the relationships of attractiveness and homophily with purchase intention. Thus, the connections between attractiveness and homophily as influencers' attributes and purchase intention were not

accepted. Information credibility had a significant role in the mediation process, aside from its direct impact on purchase intention. The findings of the current investigation imply that information credibility is useful by fully mediating the connections of attractiveness and homophily with purchase intention. Apart from that, the study found that information credibility fully mediated the relationship between trustworthiness and purchase intention. However, this finding is not in line with the result of Saima and Khan (2020), which showed that credibility served as a partial mediator of the relationship between trustworthiness and purchase intention; therefore, the findings of this study represent a novel addition to the literature.

It is thus concluded that the sixth objective of this study, which was to determine the mediating effect of information credibility on the relationship between influencers' attributes and purchase intention, was fulfilled.

## 5.3 Research Contributions

This study makes a contribution to the overall body of knowledge in the field of marketing, particularly relevant to the development of digital marketing, by explaining beauty influencers in particular. This is achieved by addressing the literature gap left by previous studies and by empirically proving the new conceptual model. Theoretical, methodological, and practical contributions are discussed to highlight the significance of this study for the overall body of knowledge in the field of marketing studies. The following part of the discussion will continue with an in-depth expansion on the theoretical contributions made by this study, which will be followed by an examination of the study's contributions in the areas of methodology and practical.

### 5.3.1 Theoretical Contribution

By integrating, innovating, and expanding the source credibility model (Ohanian, 1990), information adoption model (Sussman & Siegal, 2003), and stimuli organism response model (Mehrabian & Russell, 1974), this study's ultimate purpose was to contribute to theory building in the literature of digital marketing and social media influencer studies. Furthermore, this study aimed to fill this literature gap and to contribute to the overall body of knowledge by examining examined the influence of information credibility on consumers' information adoption and purchase intention in addition to analysing the influence of beauty influencers' attributes on information credibility as a factor in the model through a rigorous research design.

This discovery was without a doubt the primary one that was identified, and for a few different reasons, no comparable finding has been found in any of the investigations that have been conducted. To begin with, this model was created to demonstrate the relationship between influencer attributes and information credibility, particularly among beauty influencers on YouTube. Second, the model added new discoveries since previous studies mostly focused separately on the influences of information credibility on information adoption and purchase intention, this model sheds a new insight by combining the influences of information credibility on information adoption and purchase intention in the same model.

Third, this model added a new insight by investigating the mediating effect of information credibility on information adoption. Previously, the relationship between the determinants of social media influencers' credibility and information credibility has been studied by numerous researchers, and the influence of information credibility on consumer information adoption has long been acknowledged. However, there is no indication in the

prior literature concerning the mediating roles of information credibility in the relationships between the determinants of social media influencers' credibility and information adoption. This study's results add to the novel discoveries made in the literature in regard to the mediating effects of information credibility on the relationships between information adoption and attractiveness, trustworthiness, expertise, homophily, and information quality, which have never been investigated before. The findings help to fill in the gaps in the context of clarifying the effects of the elements influencing the credibility of user-generated content shared by social media influencers on customers' information adoption and purchase intentions.

Besides, this study makes a theoretical contribution to the existing literature on user-generated content and social media influencers. It explored the factors impacting influencers' attributes, such as attractiveness, trustworthiness, expertise, homophily, and information quality. In addition, it evaluated the impacts of influencers' attributes on information credibility. Furthermore, this study's result adds to the literature on the mediation role of information credibility in the relationships between attractiveness, trustworthiness, expertise, homophily, and information quality as social influencers' attributes and information adoption and purchase intention as the dependent variables.

### 5.3.2 Methodology Contribution

When the nature of this study was taken into consideration, the positivist paradigm was determined to be the most suitable method to use. The purpose of this investigation is to build on a conceptual model that is backed by theory through the use of a survey-based data collection method. This approach and methodology support the researcher's decision to

choose the appropriate paradigm and appropriate sample procedure in order to ensure the sanctity and parsimony of the suggested conceptual model. This decision was made in order to ensure the accuracy of the findings from the study. In addition, the evaluation of the hypothesised relationship between influencer attributes, information credibility, information adoption, and purchase intention marks a new design approach for marketing-related studies to take within the context of digital marketing and influencer marketing.

The method of data collection for this study is a survey-based questionnaire that participants self-administer. Following a comprehensive analysis of previous research in the field, the questionnaire for the survey was developed. The revised instrument for attractiveness variables proved to be reliable and valid, details of their empirical results are presented at Appendix A and pilot study in chapter 3. The results of the research indicate that Cronbach's alpha and composite reliability for the attractiveness construct are over the threshold level of 0.7 after one instrument has been removed from the study. This decision to use a redesigned instrument for assessing attractiveness allows for a conclusive comparison of the findings with the findings of earlier studies. In addition, the updated instrument can be applied to other research that will be conducted in future studies.

Another contribution of this study to methodology is in the redesigned research instrument. The questionnaire was adapted from previous research and tailored to suit the scope of this study. In addition, the questionnaire was also translated into Bahasa Melayu, which is the country’s official language, so that all the respondents would be able to comprehend and reply to the questions. A certified translator was engaged for the translation process, and an expert who is fluent in both languages reviewed it. Hence, the questionnaire was disseminated in a bilingual format, consisting of both Bahasa Melayu and English

questions. As a result, this work contributes towards the creation of a survey instrument that utilises Bahasa Melayu.

### 5.3.3 Practical Contribution

The actual and real-world effects or applications that stem from the research's findings, ideas, or discoveries are referred to as a practical contribution. It involves taking theoretical ideas and turning them into results that can be used by a variety of stakeholders, such as businesses, communities, policymakers, and individuals. The theoretical concepts comprise the elements that influence the credibility of information shared on social media, including influencers' attributes as the independent variables, information credibility as the mediating variable, and information adoption and purchase intention as the dependent variables. Additionally, this model contributes to the understanding of how consumers' information adoption influences their purchase intention. As a new conceptual model, it can help marketers increase the likelihood that the targeted customers will adopt the information supplied and make a purchase.

Perceptions about the credibility of video content created by YouTube beauty influencers may contribute to the expansion of influencer marketing in the future. The power digital media platforms give to internet users in terms of sharing information allows them to also spread false information. Therefore, genuine information and reliable sources of information are highly valued by internet users more than anything else, regardless of the conditions in which the information is obtained. When social media influencers understand the determinants of the credibility of the information they provide, consumers will also benefit in terms of receiving reliable and trustworthy information.

Both social media influencers and marketers will benefit from this study by learning the factors influencing consumers' willingness to adopt user-generated product review videos as a credible source of information, which will influence their intention to purchase cosmetic products. On the other hand, social media influencers might lose their credibility if they do not exercise extreme caution when selecting the companies or goods to endorse and promote, ensuring that these are aligned with the subject matter in which they are regarded as experts. Therefore, the findings of this study provide insights into the key factors that social media influencers should consider when engaging with consumers.

Due to the realisation that customers are spending an ever-increasing amount of time on social media platforms, companies have shifted their attention to social media influencer marketing. Based on the findings of this study, companies need to select social media influencers carefully so that they can be seen as having expertise, attractive, trustworthy, having homophily with the audience, and being able to provide information that is regarded to be of high quality by the audience. The influencer who already possesses these factors will be able to encourage the adoption of information and develop the intention to purchase the product. Thus, the findings serve as a practical guide for marketers looking to build relationships with beauty influencer in the Malaysian cosmetics industry.

## 5.4 Limitations and Recommendations Future Research

This study has some limitations that can be turned to opportunities for future research. The first limitation is where the information usefulness construct, which is a part of the information adoption model, could not be included in this study due to the absence of literature on the direct relationship between information usefulness and information

credibility. Therefore, information usefulness could not be added as a factor influencing the credibility of social media influencers. Hence, it is considered a limitation of this study. Future studies can look into the direct influence of information usefulness on information credibility.

Another drawback of this study is that the pilot study relied solely on I-CATS University College students and staff members as respondents. Additionally, the sampling method used in the pilot study was convenience sampling. This is to avoid getting the same respondents for the actual study. However, based on the findings of the pilot study, no respondents represent the Indian ethnicity, and the results of the pilot study do not represent the population of Malaysia as a whole when compared to the respondents from the actual study. Therefore, future studies should use respondents that can represent the population in Malaysia as a whole.

Moreover, this research uses a self-administered survey-based questionnaire due to the Covid 19 pandemic that occurred during the data collection process. As a result, there is a risk of participants misinterpreting the questions. A limitation of self-administered questionnaires is the potential for respondents to provide inaccurate answers. In addition, a closed-ended questionnaire was employed to collect the data, which prevents respondents from providing thorough answers and has the potential to generate response biases. Therefore, a researcher-administered questionnaire might prove useful in the process of obtaining a comprehensive response. This study method was carried out through interviews conducted by the researcher. These interviews allowed for the clarification of questions and answers that were vague or unclear.

The conceptual framework was primarily validated by testing with consumers in Malaysia. Hence, the findings provide restricted knowledge that is only from the perspective of Malaysian consumers. However, some of the characteristics will likely have a higher or fewer degree of influence depending on the culture or demographic group that is being evaluated. This is something that needs to be taken into consideration. The results will likely vary from one country to another due to differences in the norms of lifestyle and culture.In addition, this study solely focused on women consumers and the cosmetic industry. It would be interesting to investigate how applicable the framework is in other contexts by replicating this framework to examine the influence of social media influencers on the adoption of information and purchase intention in both genders by looking at its influence on men and women. A study done by Lokithasan et al., (2019) found that women were more likely to be influenced by influencers who promoted beauty products while men were drawn to technology and gaming products. Therefore, future studies can make a comparison of the influence of social media influencers' information credibility on consumers' information adoption and purchase intention between men and women. A comparison between genders within the framework of social media influencers can also bring new theoretical and practical insights.

## 5.5 Conclusion

Beauty influencers are extremely helpful resources when gathering data and information about cosmetic products. The fact that this particular information originates from a third party that is not under the direct control of the product or service manufacturer makes it particularly valuable. This study investigated attractiveness, expertise,

trustworthiness, homophily, and information quality as the determinants of influencer attributes and their influence on information credibility among women who had experience watching beauty product review videos created by beauty influencers on YouTube in Malaysia. The results support the roles of expertise, homophily, trustworthiness, attractiveness, and information quality in influencing information credibility. In other words, customers will believe that the information posted by a social media influencer is credible so long as the customers view that the influencer is someone who is knowledgeable, beautiful, and trustworthy; that the influencer is comparable to the customers; and that the information is of high quality.

Furthermore, establishing the credibility of a message in today's information-overloaded social media environment may not be an easy or straightforward procedure. When determining the credibility of a piece of information, it is vital to consider the source of the information. Credibility is known as an individual's perception of how honest the information received by them is, as well as their capability to believe that they are not being deceived. In the context of information, credibility refers to the believability and acceptability of the information to the recipient (Yin et al., 2018). Moreover, customers will research the source of the information before they accept the advice or opinion in the online reviews. This is due to the increasing number of online users, which has led to an immense and almost immeasurable amount of information posted online by everyone who has access to the internet. Consequently, there are not only reliable and trustworthy sources of information but also sources of information created by fake accounts or unreliable sources that are especially created to boost sales for particular products or services. The most important factor in consumer information adoption is information credibility. Hence, it appears that the credibility of online reviews is also crucial when making purchase decisions

based on such reviews. Considering the importance of credibility in online reviews and purchase decisions, it is reasonable that evaluating credibility is of considerable interest to customers and marketers alike.

Besides, consumers are more likely to believe the information that comes from an influencer's personal experience rather than from a controlled source. The information can be trusted if the influencer's suggestions are grounded in fact and provided in an upfront, open manner. Communication works best between consumers and the influencer when the consumers have similar beliefs, values, and ways of thinking as the influencer. Online message communicators influence the messages' credibility, resulting in changes in consumer behavior. If the information can be trusted, the receiver considers the source as trustworthy. Higher levels of information credibility are also beneficial to information adoption, which in turn has an influence on customers' intention to purchase (Tien et al., 2018). Customers are willing to adopt the information shared by the influencer if they believe that the information comes from a credible source. In addition, when customers are willing to take advice from the influencer, they are more likely to purchase the product or service.

## REFERENCES


Aaker, J. L., Benet-Martínez, V., & Garolera, J. (2001). Consumption symbols as carriers of culture: A study of Japanese and Spanish brand personality constructs. *Journal of Personality and Social Psychology, 81*(3), 492–508. https://doi.org/10.1037/0022-3514.81.3.492

Abdul-Rahim, R., Bohari, S. A., Aman, A., & Awang, Z. (2022). Benefit–risk perceptions of fintech adoption for sustainability from bank consumers' perspective: The moderating role of fear of COVID-19. *Sustainability*, *14*(14), 8357. https://doi.org/10.3390/su14148357

Abdullah, T., Deraman, S. N. S., Zainuddin, S. A., Azmi, N. F., Abdullah, S. S., Anuar, N. I. M., Mohamad, S. R., Zulkiffli, W. F. W., Hashim, N. A. A. N., Abdullah, A. R., Rasdi, A. L. M., & Hasan, H. (2020). Impact of social media influencer on instagram user purchase intention towards the fashion products: The perspectives of students. *European Journal of Molecular and Clinical Medicine*, *7*(8), 2589–2598.

Abedi, E., Ghorbanzadeh, D., & Rahehagh, A. (2020). Influence of eWOM information on consumers' behavioral intentions in mobile social networks: Evidence of Iran. *Journal of Advances in Management Research*, *17*(1), 84–109. https://doi.org/10.1108/JAMR-04-2019-0058

Abubakar, A. M., Ilkan, M., & Sahin, P. (2016). eWOM, eReferral and gender in the virtual community. *Marketing Intelligence and Planning, 34*(5), 692–710. https://doi.org/10.1108/MIP-05-2015-0090

Adamson, K. A., & Prion, S. (2013). Reliability: Measuring internal consistency using cronbach's α. *Clinical Simulation in Nursing*, *9*(5), e179–e180. https://doi.org/10.1016/j.ecns.2012.12.001

Afifah, N. (2019). The influence of beauty vlogger's content on the purchase intentions of local brands in Indonesia. *GATR Journal of Management and Marketing Review*, *4*(4), 254–259. https://doi.org/10.35609/jmmr.2019.4.4(4)

Ahmad, A. N., Rahman, A. A., & Rahman, S. A. (2015). Assessing knowledge and religiosity on consumer behavior towards halal food and cosmetic products. *International Journal of Social Science and Humanity, 5*(1), 10–14. https://doi.org/10.7763/ijssh.2015.v5.413

Ahmad, H., & Halim, H. (2017). Determining sample size for research activities : The case of organizational research. *Selangor Business Review*, *2*(1), 20–34. https://sbr.journals.unisel.edu.my/ojs/index.php/sbr/article/view/12

Aimran, A. N., Ahmad, S., & Afthanorhan, A. (2016). Confirming the mediation effect of a structural model by using bootstrap approach: A case study of Malaysian 8th grade students' mathematics achievement. *International Journal of Business, Economics and Management*, *3*(4), 44–51. https://doi.org/10.18488/journal.62/2016.3.4/62.4.44.51

Al-Jabri, brahim M., & Sohail, M. S. (2012). Mobile banking adoption: Application of diffusion of innovation theory. *Journal of Electronic Commerce Research, 13*(4), 379–391.

Al-Khamaiseh, Z., Binti Abdul Halim, B., Afthanorhan, A., & Hassan Alqahtani, A. (2020). Exploring and developing items measuring situational leadership II (SLII). *Humanities & Social Sciences Reviews*, *8*(2), 579–588. https://doi.org/10.18510/hssr.2020.8266

Al-Rawabdeh, H. O., Ghadir, H., & Al-Abdallah, G. (2021). The effects of user generated content and traditional reference groups on purchase intentions of young consumers: A comparative study on electronic products. *International Journal of Data and Network Science*, *5*(4), 691–702. https://doi.org/10.5267/j.ijdns.2021.7.012

Aladhadh, S., Zhang, X., & Sanderson, M. (2019). Location impact on source and linguistic features for information credibility of social media. *Online Information Review*, *43*(1), 89–112. https://doi.org/10.1108/OIR-03-2018-0087

Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, *42*, 65–77. https://doi.org/10.1016/j.ijinfomgt.2018.06.001

*Alexa - Top sites*. (n.d.). Retrieved December 2, 2020, from https://www.alexa.com/topsites

AlFarraj, O., Alalwan, A. A., Obeidat, Z. M., Baabdullah, A., Aldmour, R., & Al-Haddad, S. (2021). Examining the impact of influencers' credibility dimensions: attractiveness, trustworthiness and expertise on the purchase intention in the aesthetic dermatology industry. *Review of International Business and Strategy, 31*(3), 355–374. https://doi.org/10.1108/RIBS-07-2020-0089

Ali, K., Li, C., Zain-ul-abdin, K., & Zaffar, M. A. (2022). Fake news on Facebook: examining the impact of heuristic cues on perceived credibility and sharing intention. *Internet Research*, *32*(1), 379–397. https://doi.org/10.1108/INTR-10-2019-0442

Ali, Q., Salman, A., Yaacob, H., & Parveen, S. (2019). Financial cost and social influence: Factors affecting the adoption of Halal cosmetics in Malaysia. *Academy of Entrepreneurship Journal*, *25*(2), 1–17.

Alias, N., Awang, Z., & Muda, H. (2020). Policy implementation performance of primary school leaders in Malaysia: An exploratory factor analysis. *IIUM Journal of Educational Studies*, *7*(2), 22–39. https://doi.org/10.31436/ijes.v7i2.222

Allen, M. (2017). *The SAGE encyclopedia of communication research methods*. SAGE Publications. https://doi.org/10.4135/9781483381411

Alsaber, A. R., Pan, J., & Al-Hurban, A. (2021). Handling complex missing data using

random forest approach for an air quality monitoring dataset: A case study of kuwait environmental data (2012 to 2018). *International Journal of Environmental Research and Public Health*, *18*(3), 1333. https://doi.org/10.3390/ijerph18031333

Amora, J. T. (2021). Convergent validity assessment in PLS-SEM: A loadings-driven approach. *Data Analysis Perspectives Journal*, *2*(3), 1–6.

Amos, C., Holmes, G., & Strutton, D. (2008). Exploring the relationship between celebrity endorser effects and advertising effectiveness. *International Journal of Advertising, 27*(2), 209–234. https://doi.org/10.1080/02650487.2008.11073052

Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin, 103*(3), 411–423. https://doi.org/10.1037/0033-2909.103.3.411

Andoy, A. D., Beriña, J. A., Querubin, J. E., & Grimaldo, J. (2022). The effects of online reviews on purchase intention in the shopee fashion industry. *Journal of Business and Management Studies, 4*(2), 150–162. https://doi.org/10.32996/jefas.2022.4.2.12

Andrade, C. (2020). Understanding the difference between standard deviation and standard error of the mean, and knowing when to use which. *Indian Journal of Psychological Medicine*, *42*(4), 409–410. https://doi.org/10.1177/0253717620933419

Apuke, O. D. (2017). Quantitative research methods : A synopsis approach. *Kuwait Chapter of Arabian Journal of Business and Management Review, 6*(10), 40–47. https://doi.org/10.12816/0040336

Arora, A., Bansal, S., Kandpal, C., Aswani, R., & Dwivedi, Y. (2019). Measuring social media influencer index- insights from facebook, Twitter and Instagram. *Journal of Retailing and Consumer Services*, *49,* 86–101. https://doi.org/10.1016/j.jretconser.2019.03.012

Arora, N., & Lata, S. (2020). YouTube channels influence on destination visit intentions: An empirical analysis on the base of information adoption model. *Journal of Indian Business Research*, *12*(1), 23–42. https://doi.org/10.1108/JIBR-09-2019-0269

Astarini, D., & Sumardi, A. (2022). Drivers and outcomes of credibility and parasocial interaction to purchase intentions. *Media Riset Bisnis & Manajemen, 21*(2). https://doi.org/10.4108/eai.3-8-2021.2315150

Awang, Z. (2012). *Research methodology and data analysis* (2nd ed.). UiTM Press.

Awang, Z. (2015). *SEM made simple: A gentle approach to learning structural equation modelling.* MPWS Rich Publication.

Awang, Z., Asyraf, A., & Mustafa, M. (2016). The Likert scale analysis using parametric based Structural Equation Modeling (SEM). *Computational Methods in Social Sciences*, *4*(1), 13–21.

Awang, Z., Hui, L. S., & Zainudin, N. F. (2018). *Pendekatan mudah SEM- Structural equation modelling*. MPWS Rich Resources.

Awang, Z., Wan Afthanorhan, W. M. A., & Asri, M. A. M. (2015). Parametric and non parametric approach in structural equation modeling (SEM): The application of bootstrapping. *Modern Applied Science*, *9*(9), 58–67. https://doi.org/10.5539/mas.v9n9p58

Aziz, M. I., Adnan, A. A., Afthanorhan, A., Foziah, H., Ishak, S. I. W., & Rashid, N. (2019). The influence of employer value proposition in talent demand towards talent shortage in the Malaysian Islamic banking institutions: A SEM approach. *Management Science Letters*, *9*(6), 843–850. https://doi.org/10.5267/j.msl.2019.3.004

Babonea, A.-M., & Voicu, M.-C. (2011). Questionnairs pretesting in marketing research. *Challenges of the Knowledge Society*, *1*, 1323–1330.

Bagozzi, R. P. (1983). A holistic methodology for modeling consumer response to innovation. *Operations Research*, *31*(1), 128–176. https://doi.org/10.1287/opre.31.1.128

Bahkia, A. S., Awang, Z., Afthanorhan, A., Ghazali, P. L., & Foziah, H. (2019). Exploratory factor analysis on occupational stress in context of Malaysian sewerage operations. *AIP Conference Proceedings*, *2138*, 050006. https://doi.org/10.1063/1.5121111

Bahtar, A. Z., & Muda, M. (2016). The impact of user – generated content (UGC) on product reviews towards online purchasing – A conceptual framework. *Procedia Economics and Finance, 37*, 337–342. https://doi.org/10.1016/s2212-5671(16)30134-4

Baistaman, J., Awang, Z., Afthanorhan, A., & Abdul Rahim, M. Z. (2020). Developing and validating the measurement model for financial literacy construct using confirmatory factor analysis. *Humanities & Social Sciences Reviews*, *8*(2), 413–422. https://doi.org/10.18510/hssr.2020.8247

Balabanis, G., & Chatzopoulou, E. (2019). Under the influence of a blogger: The role of information-seeking goals and issue involvement. *Psychology and Marketing, 36*(4), 342–353. https://doi.org/10.1002/mar.21182

Ballantine, P. W., & Martin, B. A. S. (2005). Forming parasocial relationships in online communities forming parasocial relationships in online communities. In G. Menon & A. R. Rao (Eds.), *Advances in Consumer Research* (pp. 197–201). Association for Consumer Research.

Baltar, F., & Brunet, I. (2012). Social research 2.0: Virtual snowball sampling method using Facebook. *Internet Research, 22*(1), 57–74. https://doi.org/10.1108/10662241211199960

Baron, R. M., & Kenny, D. A. (1986). The moderator-mediator variable distinction in social

psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, *51*(6), 1173–1182. https://doi.org/10.1037//0022-3514.51.6.1173

Beatty, P. C., & Willis, G. B. (2007). Research synthesis: The practice of cognitive interviewing. *Public Opinion Quarterly, 71*(2), 287–311. https://doi.org/10.1093/poq/nfm006

Beckett, C., Eriksson, L., Johansson, E., & Wikstrom, C. (2018). Multivariate data analysis (MVDA). In W. S. Schlindwein & M. Gilbson (Eds.), *Pharmaceutical Quality by Design: A Practical Approach* (pp. 201–226). Wiley.

Behling, O., & Law, K. (2012). *Translating questionnaires and other research instruments.* SAGE Publications. https://doi.org/10.4135/9781412986373

Behr, D. (2017). Assessing the use of back translation: the shortcomings of back translation as a quality testing method. *International Journal of Social Research Methodology*, *20*(6), 573–584. https://doi.org/10.1080/13645579.2016.1252188

Benfield, J. A., & Szlemko, W. J. (2006). Internet-based data collection: Promises and realities. *Journal of Research Practice, 2*(2), Article D1.

Bennett, D. A. (2001). How can I deal with missing data in my study?. *Australian and New Zealand Journal of Public Health, 25*(5), 464–469. https://doi.org/10.1111/j.1467-842X.2001.tb00294.x

Berger, J. (2014). Word of mouth and interpersonal communication: A review and directions for future research. *Journal of Consumer Psychology, 24*(4), 586–607. https://doi.org/10.1016/j.jcps.2014.05.002

Berger, J., & Schwartz, E. M. (2011). What drives immediate and ongoing word of mouth?. *Journal of Marketing Research, 48*(5), 869–880. https://doi.org/10.1509/jmkr.48.5.869

Boerman, S. C. (2020). The effects of the standardized instagram disclosure for micro- and meso-influencers. *Computers in Human Behavior*, *103*, 199–207. https://doi.org/10.1016/J.CHB.2019.09.015

Bonett, D. G., & Wright, T. A. (2015). Cronbach's alpha reliability: Interval estimation, hypothesis testing, and sample size planning. *Journal of Organizational Behavior*, *36*(1), 3–15. https://doi.org/10.1002/job.1960

Brickman Bhutta, C. (2012). Not by the book: Facebook as a sampling frame. *Sociological Methods and Research*, *41*(1), 57–88. https://doi.org/10.1177/0049124112440795

Brittanica. (2021). *Cosmetic*. https://www.britannica.com/art/cosmetic

Brosdahl, D. J. C., & Carpenter, J. M. (2011). Shopping orientations of US males: A generational cohort comparison. *Journal of Retailing and Consumer Services*, *18*(6), 548–554. https://doi.org/10.1016/j.jretconser.2011.07.005

Brown, T. J., Barry, T. E., Dacin, P. A., & Gunst, R. F. (2005). Spreading the word: Investigating antecedents of consumers' positive word-of-mouth intentions and behaviors in a retailing context. *Journal of the Academy of Marketing Science, 33*, 123. https://doi.org/10.1177/0092070304268417

Bryman, A. (2004). Qualitative research on leadership: A critical but appreciative review. In *Leadership Quarterly, 15*(6), 729–769. https://doi.org/10.1016/j.leaqua.2004.09.007

Bryman, A. (2012). *Social reseach methods.* Oxford University Press.

Bryman, A., & Bell, E. (2011). *Business research methods* (3rd ed.). Oxford University Press.

Byrne, B. M. (1998). *Structural equation modeling with LISREL, PRELIS, and SIMPLIS : basic concepts, applications, and programming.* Lawrence Erlbaum Associates Publishers.

Casaló, L. V., Flavián, C., & Ibáñez-Sánchez, S. (2020). Influencers on Instagram: Antecedents and consequences of opinion leadership. *Journal of Business Research*, *117,* 510–519. https://doi.org/10.1016/j.jbusres.2018.07.005

Ceyhan, S., Dogan, I. C., Yildiz, M., & Barca, M. (2018). Boundary conditions for the emergence of relational trust among exporters and importers. *Review of International Business and Strategy*, *28*(3/4), 358–372. https://doi.org/10.1108/RIBS-01-2018-0009

Cha, E. S., Kim, K. H., & Erlen, J. A. (2007). Translation of scales in cross-cultural research: Issues and techniques. *Journal of Advanced Nursing*, *58*(4), 386–395. https://doi.org/10.1111/j.1365-2648.2007.04242.x

Chakraborty, U. (2019). The impact of source credible online reviews on purchase intention: The mediating roles of brand equity dimensions. *Journal of Research in Interactive Marketing*, *13*(2), 142–161. https://doi.org/10.1108/JRIM-06-2018-0080

Chakraborty, U., & Bhat, S. (2018). Credibility of online reviews and its impact on brand image. *Management Research Review*, *41*(1), 148–164. https://doi.org/10.1108/MRR-06-2017-0173

Chambers, R., Hentges, A., & Zhao, X. (2004). Robust automatic methods for outlier and error detection. *Journal of the Royal Statistical Society. Series A: Statistics in Society, 167*(2), 323–339. https://doi.org/10.1111/j.1467-985X.2004.00748.x

Chang, Y.-T., Yu, H., & Lu, H.-P. (2015). Persuasive messages, popularity cohesion, and message diffusion in social media marketing. *Journal of Business Research, 68*(4), 777—782. https://doi.org/10.1016/j.jbusres.2014.11.027

Cheah, I., Phau, I., & Liang, J. (2015). Factors influencing consumers' attitudes and purchase intentions of e-deals. *Marketing Intelligence and Planning*, *33*(5), 763–783. https://doi.org/10.1108/MIP-05-2014-0081

Cheah, J.-H., Waller, D., Thaichon, P., Ting, H., & Lim, X.-J. (2020). Price image and the sugrophobia effect on luxury retail purchase intention. *Journal of Retailing and Consumer Services*, *57*, 102188. https://doi.org/10.1016/j.jretconser.2020.102188

Chekima, B., Chekima, F. Z., & Adis, A.-A. A. (2020). Social media influencer in advertising: The role of attractiveness, expertise and trustworthiness. *Journal of Economics and Business*, *3*(4). https://doi.org/10.31014/aior.1992.03.04.298

Chen, J.-L., & Dermawan, A. (2020). The influence of YouTube beauty vloggers on Indonesian consumers' purchase intention of local cosmetic products. *International Journal of Business and Management*, *15*(5), 100–116. https://doi.org/10.5539/ijbm.v15n5p100

Cheong, H. J., & Morrison, M. A. (2008). Consumers' reliance on product information and recommendations found in UGC. *Journal of Interactive Advertising, 8*(2), 38–49. https://doi.org/10.1080/15252019.2008.10722141

Cheung, C. M. K., Lee, M. K. O., & Rabjohn, N. (2008). The impact of electronic word-of-mouth: The adoption of online opinions in online customer communities. *Internet Research, 18*(3), 229–247. https://doi.org/10.1108/10662240810883290

Cheung, C. M. K., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems, 54*(1), 461–470. https://doi.org/10.1016/j.dss.2012.06.008

Cheung, M. Y., Luo, C., Sia, C. L., & Chen, H. (2009). Credibility of electronic word-of-mouth: Informational and normative determinants of on-line consumer recommendations. *International Journal of Electronic Commerce, 13*(4), 9–38. https://doi.org/10.2753/JEC1086-4415130402

Chevalier, J. A., & Mayzlin, D. (2006). The effect of word of mouth on sales: Online book

reviews. In *Journal of Marketing Research, 43*(3), 345–354. https://doi.org/10.1509/jmkr.43.3.345

Chih, W.-H., Hsu, L.-C., & Ortiz, J. (2020). The antecedents and consequences of the perceived positive eWOM review credibility. *Industrial Management and Data Systems*, *120*(6), 1217–1243. https://doi.org/10.1108/IMDS-10-2019-0573

Childers, C. C., Lemon, L. L., & Hoy, M. G. (2019). #Sponsored #Ad: Agency perspective on influencer marketing campaigns. *Journal of Current Issues and Research in Advertising*, *40*(3), 258–274. https://doi.org/10.1080/10641734.2018.1521113

Chin, J. Y. (2019). View of the effect of social media influencers featured in beauty care products advertisements on purchase intention among UCSI University students. *Malaysian Journal of Media Studies*, *21*(2), 103–116. http://adum.um.edu.my/index.php/JPMM/article/view/29340/13085

Chircu, A. M., Davis, G. B., & Kauffman, R. J. (2000). Trust, Expertise, and e-commerce intermediary adoption. *Proceedings of the Sixth Americas Conference on Information Systems,* 405. https://aisel.aisnet.org/amcis2000/405

Chizawsky, L. L. K., Estabrooks, C. A., & Sales, A. E. (2011). The feasibility of Web-based surveys as a data collection tool: A process evaluation. *Applied Nursing Research, 24*(1), 37–44. https://doi.org/10.1016/j.apnr.2009.03.006

Chu, S.-C., & Kim, Y. (2011). Determinants of consumer engagement in electronic Word-Of-Mouth (eWOM) in social networking sites. *International Journal of Advertising, 30*(1), 47–75. https://doi.org/10.2501/IJA-30-1-047-075

Chung, N., & Han, H. (2017). The relationship among tourists' persuasion, attachment and behavioral changes in social media. *Technological Forecasting and Social Change*, *123,* 370–380. https://doi.org/10.1016/j.techfore.2016.09.005

Collis, J., & Hussey, R. (2014). *Business research: A practical guide for undergraduate and postgraduate students* (4th ed.). Palgrave Macmillan. https://www.scribd.com/document/408873569/1-Business-Research-Collis-J-Hussey-R-pdf

Cooper, D., & Schindler, P. (2014). *Business research methods* (12th ed.). McGraw-Hill Education.

Couper, M. P. (2000). Web surveys: A review of issues and approaches. *Public Opinion Quarterly, 64*(4), 464–494. https://doi.org/10.1086/318641

Creswell, J. W. (2003). *Research design Qualitative quantitative and mixed methods approaches* (4th ed.). SAGE Publications.

Czaja, R. (1998). Questionnaire pretesting comes of age. *Markerting Bulletin-Department of Marketing Massey University*, *9*, 52–56. http://marketing-bulletin.massey.ac.nz/V9/MB_V9_A5_czaja.pdf

Dabbous, A., & Barakat, K. A. (2020). Bridging the online offline gap: Assessing the impact of brands' social network content quality on brand awareness and purchase intention. *Journal of Retailing and Consumer Services*, *53*, 101966. https://doi.org/10.1016/j.jretconser.2019.101966

Dahl, A. J., Barber, K., & Peltier, J. (2019). Social media's effectiveness for activating social declarations and motivating personal discussions to improve organ donation consent rates. *Journal of Research in Interactive Marketing*, *13*(1), 47–61. https://doi.org/10.1108/JRIM-11-2018-0153

Dankwa, D. D. (2021). Social media advertising and consumer decision-making: The mediating role of consumer engagement. *International Journal of Internet Marketing and Advertising*, *15*(1), 29–53. https://doi.org/10.1504/ijima.2021.112786

Daowd, A., Hasan, R., Eldabi, T., Rafi-ul-Shan, P. M., Cao, D., & Kasemsarn, N. (2020). Factors affecting eWOM credibility, information adoption and purchase intention on Generation Y: A case from Thailand. *Journal of Enterprise Information Management*, *34*(3), 838–859. https://doi.org/10.1108/JEIM-04-2019-0118

Dash, G., & Paul, J. (2021). CB-SEM vs PLS-SEM methods for research in social sciences and technology forecasting. *Technological Forecasting and Social Change*, *173*, 121092. https://doi.org/10.1016/j.techfore.2021.121092

Daugherty, T., & Hoffman, E. (2014). eWOM and the importance of capturing consumer attention within social media. *Journal of Marketing Communications, 20*(1–2), 82–102. https://doi.org/10.1080/13527266.2013.797764

Davcik, N. S., Langaro, D., Jevons, C., & Nascimento, R. (2022). Non-sponsored brand-related user-generated content: effects and mechanisms of consumer engagement. *Journal of Product and Brand Management*, *31*(1), 163–174. https://doi.org/10.1108/JPBM-06-2020-2971

Dawes, J. (2008). Do data characteristics change according to the number of scale points used? An experiment using 5-point, 7-point and 10-point scales. *International Journal of Market Research*, *50*(1). https://doi.org/10.1177/147078530805000106

De Angelis, M., Bonezzi, A., Peluso, A. M., Rucker, D. D., & Costabile, M. (2012). On braggarts and gossips: A selfenhancement account of word-of-mouth generation and transmission. *Journal of Marketing Research, 49*(4), 551–563. https://doi.org/10.1509/jmr.11.0136

De Bruyn, A., & Lilien, G. L. (2008). A multi-stage model of word-of-mouth influence through viral marketing. *International Journal of Research in Marketing, 25*(3), 151–163. https://doi.org/10.1016/j.ijresmar.2008.03.004

De Costa, F., & Abd Aziz, N. (2021). The effects of user generated content and firm generated content on millennials' purchase intention of shariah-compliant stocks. *Jurnal Pengurusan, 62*, 1-11.

de Matos, C. A., & Rossi, C. A. V. (2008). Word-of-mouth communications in marketing: A meta-analytic review of the antecedents and moderators. *Journal of the Academy of Marketing Science, 36*, 578–596. https://doi.org/10.1007/s11747-008-0121-1

De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through instagram influencers: The impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, *36*(5), 798–828. https://doi.org/10.1080/02650487.2017.1348035

de Vries, L., Gensler, S., & Leeflang, P. S. H. (2012). Popularity of brand posts on brand fan pages: An investigation of the effects of social media marketing. *Journal of Interactive Marketing, 26*(2), 83–91. https://doi.org/10.1016/j.intmar.2012.01.003

Dedeoglu, B. B. (2019). Are information quality and source credibility really important for shared content on social media?. The moderating role of gender. *International Journal of Contemporary Hospitality Management*, *31*(1), 513–534. https://doi.org/10.1108/IJCHM-10-2017-0691

Del Greco, L., Walop, W., & Eastridge, L. (1987). Questionnaire development: 3. Translation. *CMAJ : Canadian Medical Association Journal = Journal de l"Association Medicale Canadienne*, *136*(8), 817–818.

Demir, S. (2022). Comparison of normality tests in terms of sample sizes under different skewness and kurtosis coefficients. *International Journal of Assessment Tools in Education*, *2022*(2), 397–409. https://doi.org/10.21449/ijate.1101295

Demming, C. L., Jahn, S., & Boztug, Y. (2017). Conducting mediation analysis in marketing

research. *Marketing ZFP*, *39*(3), 76–98. https://doi.org/10.15358/0344-1369-2017-3-76

Denzin, N. K. (2010). Moments, mixed methods, and paradigm dialogs. *Qualitative Inquiry, 16*(6), 419–427. https://doi.org/10.1177/1077800410364608

Department of Statistics Malaysia. (2020). *ICT use and access by individuals and households survey, Malaysia, 2019.* https://www.dosm.gov.my/v1/index.php?r=column/cthemeByCat&cat=395&bul_id=SFRacTRUMEVRUFo1Ulc4Y1JlLzBqUT09&menu_id=amVoWU54UTl0a21NWmdhMjFMMWcyZz09

Diamantopoulos, A., Reynolds, N., & Schlegelmilch, B. (1994). Pretesting in questionnaire design: The impact of respondent characteristics on error detection. *Market Research Society. Journal.*, *36*(4). https://doi.org/10.1177/147078539403600402

Dimitriu, R., & Guesalaga, R. (2017). Consumers' social media brand behaviors: Uncovering underlying motivators and deriving meaningful consumer segments. *Psychology and Marketing*, *34*(5), 580–592. https://doi.org/10.1002/mar.21007

Dinh, T. C. T., & Lee, Y. (2021). "I want to be as trendy as influencers" – how "fear of missing out" leads to buying intention for products endorsed by social media influencers. *Journal of Research in Interactive Marketing, 16*(3), 346–364. https://doi.org/10.1108/JRIM-04-2021-0127

Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, *68*, 1–7. https://doi.org/10.1016/J.CHB.2016.11.009

Doherty, F. V., Odeyemi, O. A., Adeola, A., Amolegbe, O., & Ajagbe, F. E. (2020). Evaluation of knowledge, impacts and government intervention strategies during the

COVID – 19 pandemic in Nigeria. *Data in Brief*, *32*, 106177. https://doi.org/10.1016/j.dib.2020.106177

Donthu, N., Kumar, S., Pandey, N., Pandey, N., & Mishra, A. (2021). Mapping the electronic word-of-mouth (eWOM) research: A systematic review and bibliometric analysis. *Journal of Business Research*, *135*, 758–773. https://doi.org/10.1016/j.jbusres.2021.07.015

Dwidienawati, D., Tjahjana, D., Abdinagoro, S. B., Gandasari, D., & Munawaroh. (2020). Customer review or influencer endorsement: which one influences purchase intention more?. *Heliyon*, *6*(11), e05543. https://doi.org/10.1016/j.heliyon.2020.e05543

Dwivedi, A., Nayeem, T., & Murshed, F. (2018). Brand experience and consumers' willingness-to-pay (WTP) a price premium: Mediating role of brand credibility and perceived uniqueness. *Journal of Retailing and Consumer Services*, *44*, 100–107. https://doi.org/10.1016/j.jretconser.2018.06.009

Easterby-Smith, M., Thorpe, R., & Jackson, P. (2014). *Management research* (4th ed.). Sage Publications.

Efrin, S. (2021). Restraint of overseas personal shopper as a form of legal protection for authorized stores in Indonesia. *NORMA*, *18*(1). https://doi.org/10.30742/nlj.v18i1.1318

Ehido, A., Awang, Z., Abdul Halim, B., & Ibeabuchi, C. (2020). Developing items for measuring quality of work life among malaysian academics: An exploratory factor analysis procedure. *Humanities & Social Sciences Reviews*, *8*(3), 1295–1309. https://doi.org/10.18510/hssr.2020.83132

Elwalda, A., Lü, K., & Ali, M. (2016). Perceived derived attributes of online customer reviews. *Computers in Human Behavior*, *56*. https://doi.org/10.1016/j.chb.2015.11.051

Erdogan, B. Z. (1999). Celebrity endorsement: A literature review. *Journal of Marketing*

*Management, 56*, 306–319. https://doi.org/10.1362/026725799784870379

Erevelles, S., Fukawa, N., & Swayne, L. (2016). Big Data consumer analytics and the transformation of marketing. *Journal of Business Research*, *69*(2), 897–904. https://doi.org/10.1016/j.jbusres.2015.07.001

Erkan, I. (2015). Electronic word of mouth on Instagram: Customers' engagements with brands in different sectors. *International Journal of Management, Accounting and Economics,* *2*(12), 1435–1444. https://www.ijmae.com/article_117757_2ba2a2247329b2237b62700731c4230d.pdf

Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior, 61*, 47–55. https://doi.org/10.1016/j.chb.2016.03.003

Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). Comparison of convenience sampling and purposive sampling. *American Journal of Theoretical and Applied Statistics*, *5*(1), 1–4. https://doi.org/10.11648/j.ajtas.20160501.11

Eze, U. C., Tan, C.-B., & Yeo, A. L.-Y. (2012). Purchasing cosmetic products: A preliminary perspective of Gen-Y. *Contemporary Management Research*, *8*(1). https://doi.org/10.7903/cmr.10149

Fan, H., Lederman, R., Smith, S. P., & Chang, S. (2014). How trust is formed in online health communities: A process perspective. *Communications of the Association for Information Systems, 34*. https://doi.org/10.17705/1cais.03428

Fan, Y.-W., Miao, Y.-F., Fang, Y.-H., & Lin, R.-Y. (2013). Establishing the adoption of electronic word-of-mouth through consumers' perceived credibility. *International Business Research, 6*(3), 58–65. https://doi.org/10.5539/ibr.v6n3p58

Fang, B., Ye, Q., Kucukusta, D., & Law, R. (2016). Analysis of the perceived value of online

tourism reviews: Influence of readability and reviewer characteristics. *Tourism Management*, *52*, 498–506. https://doi.org/10.1016/j.tourman.2015.07.018

Fang, Y.-H. (2014). Beyond the credibility of electronic word of mouth: Exploring eWOM adoption on social networking sites from affective and curiosity perspectives. *International Journal of Electronic Commerce, 18*(3), 67–102. https://doi.org/10.2753/JEC1086-4415180303

Feldman, J. M., & Lynch, J. G. (1988). Self-generated validity and other effects of measurement on belief, attitude, intention, and behavior. *Journal of Applied Psychology, 73*(3), 421–435. https://doi.org/10.1037/0021-9010.73.3.421

Ferketich, S. (1990). Focus on psychometrics. Internal consistency estimates of reliability. *Research in Nursing & Health*, *13*(6), 437–440. https://doi.org/10.1002/nur.4770130612

Field, A. (2005). *Discovering statistics using SPSS* (2nd ed.). Sage Publications.

Filieri, R., & McLeay, F. (2014). E-WOM and accommodation: An analysis of the factors that influence travelers' adoption of information from online reviews. *Journal of Travel Research, 53*(1), 44–57. https://doi.org/10.1177/0047287513481274

Flanagin, A. J., & Metzger, M. J. (2013). Trusting expert versus user-generated ratings online: The role of information volume, valence, and consumer characteristics. *Computers in Human Behavior, 29*(4), 1626–1634. https://doi.org/10.1016/j.chb.2013.02.001

Fong, M. W., Gao, H., Wong, J. Y., Xiao, J., Shiu, E. Y. C., Ryu, S., & Cowling, B. J. (2020). Nonpharmaceutical measures for pandemic influenza in nonhealthcare settings-social distancing measures. *Emerging Infectious Diseases, 26*(5), 976–984. https://doi.org/10.3201/eid2605.190995

Forbes, K. (2016). Examining the beauty industry's use of social influencers. *Elon Journal of Undergraduate Research in Communications, 7*(2), 79–87. https://www.elon.edu/u/academics/communications/journal/wp-content/uploads/sites/153/2017/06/08_Kristen_Forbes.pdf

Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, *18*(1), 39–50. https://doi.org/10.1177/002224378101800104

Fricker, R. D., & Schonlau, M. (2002). Advantages and disadvantages of internet research surveys: Evidence from the literature. *Field Methods, 14*(4), 347–367. https://doi.org/10.1177/152582202237725

Frobenius, M. (2011). Beginning a monologue: The opening sequence of video blogs. *Journal of Pragmatics*, *43*(3), 814–827. https://doi.org/10.1016/j.pragma.2010.09.018

Geho, P. R., & Dangelo, J. (2012). The evolution of social media as a marketing tool for entrepreneurs. *Entrepreneurial Executive*, *17,* 61–88. https://www.proquest.com/openview/92a27d7460667a0d79b2084328a15deb/1?pq-origsite=gscholar&cbl=28211

Ghaisani, A. P., Munajat, Q., & Handayani, P. W. (2018). Information credibility factors on information sharing activites in social media. *Proceedings of the 2nd International Conference on Informatics and Computing, ICIC 2017,* 1–5. https://doi.org/10.1109/IAC.2017.8280655

Ghauri, P., Grønhaug, K., & Strange, R. (2020). *Research methods in business studies* (5th ed.). Cambridge University Press. https://doi.org/10.1017/9781108762427

Ghorbani, H. (2019). Mahalanobis distance and its application for detecting multivariate outliers. *Facta Universitatis, Series: Mathematics and Informatics, 34*(3), 583–595.

https://doi.org/10.22190/fumi1903583g

Ghosh, M. (2021). Product placement by social media homefluencers during new normal. *South Asian Journal of Marketing*. Advance online publication. https://doi.org/10.1108/sajm-05-2021-0069

Goi, M. T., Kalidas, V., & Zeeshan, M. (2014). Comparison of stimulus-organism-response framework between international and local retailer. *Procedia - Social and Behavioral Sciences*, *130*, 461–468. https://doi.org/10.1016/j.sbspro.2014.04.054

Grimm, P. (2010). Pretesting a questionnaire. In J. N. Sheth & N. K. Malhotra (Eds.), *Wiley International Encyclopedia of Marketing* (p. 228). Wiley-Blackwell. https://doi.org/10.1002/9781444316568.wiem02051

Hadi, H., Ai, N., Zamli, M., Awadh, A. I., Zafar, M. Z., & Jamshed, S. (2020). Cosmetic use-related adverse events: Findings from lay public in Malaysia. *Cosmetics*, *7*(2), 41. https://doi.org/10.3390/cosmetics7020041

Hair, J. F., Jr., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). An introduction to structural equation modeling. In *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R. Classroom Companion: Business* (pp. 1–29). Springer. https://doi.org/10.1007/978-3-030-80519-7_1.

Hair, J. F. Jr., Anderson, R. E., Tatham, R. L., & Black, W. C. (1998). *Multivariate data analysis with reading* (5th ed.). Prentice-Hall.

Hair, J. F., Jr., Babin, B. J., & Krey, N. (2017). Covariance-based structural equation modeling in the *Journal of Advertising:* Review and recommendations. *Journal of Advertising*, *46*(1), 163–177. https://doi.org/10.1080/00913367.2017.1281777

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). M*ultivariate data analysis* (7th ed.). Pearson Education.

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate data analysis* (7th ed.). Pearson Education.

Hair, J. F., Jr., Celsi, M., Money, A., Samouel, P., & Page, M. (2015). *The essentials of business research methods* (3rd ed). Routledge. https://doi.org/10.4324/9781315716862

Hajli, N. (2018). Ethical environment in the online communities by information credibility: A social media perspective. *Journal of Business Ethics, 149*, 799–810. https://doi.org/10.1007/s10551-016-3036-7

Hassali, M. A., AL-Tamimi, S. K., Dawood, O. T., Verma, A. K., & Saleem, F. (2015). Malaysian Cosmetic market: Current and future prospects. *Pharmaceutical Regulatory Affairs: Open Access*, *4*, 155. https://doi.org/10.4172/2167-7689.1000155

Hassan, H., Hsbollah, H. M., & Mohamad, R. (2021). Examining the interlink of social media use, purchase behavior, and mental health. *Procedia Computer Science*, *196*, 85–92. https://doi.org/10.1016/j.procs.2021.11.076

Hayes, A. F. (2009). Beyond Baron and Kenny: Statistical mediation analysis in the new millennium. *Communication Monographs*, *76*(4), 408–420. https://doi.org/10.1080/03637750903310360

Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet?. *Journal of Interactive Marketing, 18*(1), 38–52. https://doi.org/10.1002/dir.10073

Hlee, S., Lee, J., Yang, S.-B., & Koo, C. (2019). The moderating effect of restaurant type on hedonic versus utilitarian review evaluations. *International Journal of Hospitality Management, 77*, 195–206. https://doi.org/10.1016/j.ijhm.2018.06.030

Hopp, T., & Gallicano, T. D. (2016). Development and test of a multidimensional scale of blog engagement. *Journal of Public Relations Research*, *28*(3–4), 127–145. https://doi.org/10.1080/1062726X.2016.1204303

Hoque, A. S. M. M., Awang, Z., Jusoff, K., Salleh, F., & Muda, H. (2017). Social businecs efficiency: Instrument development and validation procedure using structural equation modelling. *International Business Management, 11*(1), 222–231. http://dx.doi.org/10.36478/ibm.2017.222.231

Hovland, C. I., Janis, I. L., Kelley, Y., & H, H. (1953). *Communication and persuasion: psychological studies of opinion change.* Yale University Press.

Hsu, L.-C. (2021). Effect of eWOM review on beauty enterprise: A new interpretation of the attitude contagion theory and information adoption model. *Journal of Enterprise Information Management, 35*(2), 376–413. https://doi.org/10.1108/JEIM-07-2020-0261

Hu, X. (2014). Who are fans of Facebook fan pages?. An electronic word-of-mouth communication perspective. *International Journal of Cyber Society and Education, 7*(2), 125–146. https://doi.org/10.7903/ijcse.1156

Hudson, S., Huang, L., Roth, M. S., & Madden, T. J. (2016). The influence of social media interactions on consumer-brand relationships: A three-country study of brand perceptions and marketing behaviors. *International Journal of Research in Marketing*, *33*(1), 27–41. https://doi.org/10.1016/j.ijresmar.2015.06.004

Hui, T. X. (2017). The effect of source credibility on consumers' purchase intention in Malaysia online community. *Journal of Arts & Social Sciences*, *1*(1), 12–20. https://ruijass.com/wp-content/uploads/2017/07/2-001TXH-Final.pdf

Hulland, J., Baumgartner, H., & Smith, K. M. (2018). Marketing survey research best

practices: evidence and recommendations from a review of JAMS articles. *Journal of the Academy of Marketing Science, 46*, 92–108. https://doi.org/10.1007/s11747-017-0532-y

Hung, K. H., & Li, S. Y. (2007). The influence of eWOM on virtual consumer communities: Social capital, consumer learning, and behavioral outcomes. *Journal of Advertising Research, 47*(4), 485–495. https://doi.org/10.2501/S002184990707050X

Hussain, S., Ahmed, W., Jafar, R. M. S., Rabnawaz, A., & Jianzhou, Y. (2017). eWOM source credibility, perceived risk and food product customer's information adoption. *Computers in Human Behavior*, *66*, 96–102. https://doi.org/10.1016/j.chb.2016.09.034

Hussain, S., Guangju, W., Jafar, R. M. S., Ilyas, Z., Mustafa, G., & Jianzhou, Y. (2018). Consumers' online information adoption behavior: Motives and antecedents of electronic word of mouth communications. *Computers in Human Behavior*, *80*, 22–32. https://doi.org/10.1016/j.chb.2017.09.019

Ikart, E. M. (2019). Survey questionnaire survey pretesting method: An evaluation of survey questionnaire via expert reviews technique. *Asian Journal of Social Science Studies*, *4*(2). https://doi.org/10.20849/ajsss.v4i2.565

Iliyasu, R., & Etikan, I. (2021). Comparison of quota sampling and stratified random sampling. *Biometrics & Biostatistics International Journal*, *10*(1), 24–27. https://doi.org/10.15406/bbij.2021.10.00326

Intansari, D. D., & Roostika, R. (2022). The impact of electronic word-of-mouth on purchase intention in tripadvisor. *Jurnal Mahasiswa Bisnis & Manajemen*, *1*(1), 123–137. https://journal.uii.ac.id/selma/index

Islam, T., & Hussain, M. (2022). How consumer uncertainty intervene country of origin image and consumer purchase intention?. The moderating role of brand image.

*International Journal of Emerging Markets*. Advanced online publication. https://doi.org/10.1108/IJOEM-08-2021-1194

Ismagilova, E., Slade, E., Rana, N. P., & Dwivedi, Y. K. (2020). The effect of characteristics of source credibility on consumer behaviour: A meta-analysis. *Journal of Retailing and Consumer Services, 53*, 101736. https://doi.org/10.1016/j.jretconser.2019.01.005

Jalaludin, M., Fuziah, M., Hadhrami, M., Janet, Y. H., Jamaiyah, H., & Mohamad Adam, B. (2013). Reliability and validity of the Malay translated version of diabetes quality of life for youth questionnaire. *Malaysian Family Physician*, *8*(1), 12–19. https://www.crc.gov.my/wp-content/uploads/journals/032_Reliability_and_validity_of_the_Malay_translated_version_of_diabetes_quality_of_life_for_youth_questionnaire.pdf

Jamal, F. N., Othman, N. A., Saleh, R. C., & Chairunnisa, S. (2021). Green purchase intention: The power of success in green marketing promotion. *Management Science Letters, 11*, 1607–1620. https://doi.org/10.5267/j.msl.2020.12.011

Jeen, N. C. (2006). Designing a questionnaire. *Malaysian Family Physician: The Official Journal of the Academy of Family Physicians of Malaysia*, *1*(1), 32–35.

Jelačić, D., Matová, H., & Bičanić, K. (2010). Perception of corporate identity in croatian and slovakian wood processing and furniture manufacturing companies. *Drvna Industrija, 2010*(2), 103–110. https://www.researchgate.net/publication/265203853

Jeong, H.-J., & Koo, D.-M. (2015). Combined effects of valence and attributes of e-WOM on consumer judgement for message and product The moderating effect of brand community type. *Internet Research,* 25(1), 2–29. https://doi.org/10.1108/IntR-09-2013-0199

Jiang, G., Liu, F., Liu, W., Liu, S., Chen, Y., & Xu, D. (2021). Effects of information quality

on information adoption on social media review platforms: Moderating role of perceived risk. *Journal of Information Technology and Data Management*, *1*(1), 13–22. https://doi.org/10.1016/j.dsm.2021.02.004

Jones, T. L., Baxter, M., & Khanduja, V. (2013). A quick guide to survey research. *Annals of the Royal College of Surgeons of England*, *95*(1), 5–7. https://doi.org/10.1308/003588413X13511609956372

Kaiser, M. O. (1974). Kaiser-Meyer-Olkin measure for identity correlation matrix. *Journal of the Royal Statistical Society*, *52,* 296–298.

Kapitan, S., & Silvera, D. H. (2016). From digital media influencers to celebrity endorsers: attributions drive endorser effectiveness. *Marketing Letters, 27*, 553–567. https://doi.org/10.1007/s11002-015-9363-0

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons, 53*(1), 59–68. https://doi.org/10.1016/j.bushor.2009.09.003

Keller, E. (2007). Unleashing the power of word of mouth: Creating brand advocacy to drive growth. *Journal of Advertising Research, 47*(4), 448–452. https://doi.org/10.2501/S0021849907070468

Kenny, D. A., Kashy, D., & Bolger, N. (1998). Data analysis in social psychology. In D. T. Gilbert, S. T. Fiske, & G. Lindzey (Eds.), *The Handbook of Social Psychology* (pp. 233–265). McGraw-Hill.

Keshavarz, H. (2020). Assessing the credibility of Web information by university students: findings from a case study in Iran. *Global Knowledge, Memory and Communication*, *69*(8/9), 681–696. https://doi.org/10.1108/GKMC-03-2020-0023

Keshavarz, H., & Esmaeili Givi, M. (2020). A scale for credibility evaluation of scientific

websites: Findings from a cross-contextual approach. *Online Information Review*, *44*(7), 1369–1386. https://doi.org/10.1108/OIR-04-2020-0127

Khamis, S., Ang, L., & Welling, R. (2017). Self-branding, 'micro-celebrity' and the rise of Social Media Influencers. *Celebrity Studies,* *8*(2), 191–208. https://doi.org/10.1080/19392397.2016.1218292

Khan, F. R., & Phung, S. P. (2021). Social media influencers and its impacts on consumer behavior: Malaysia. *Annals of the Romanian Society for Cell Biology*, *25*(4), 6276–6285. https://www.proquest.com/openview/710d8c1ee03fcc6573826cd24eee44d9/1?cbl=2031963&pq-origsite=gscholar

Khwaja, M. G., Mahmood, S., & Zaman, U. (2020). Examining the effects of ewom, trust inclination, and information adoption on purchase intentions in an accelerated digital marketing context. *Information*, *11*(10), 478. https://doi.org/10.3390/info11100478

Ki, C.-W. 'C'., Cuevas, L. M., Chong, S. M., & Lim, H. (2020). Influencer marketing: Social media influencers as human brands attaching to followers and yielding positive marketing results by fulfilling needs. *Journal of Retailing and Consumer Services*, *55*, 102133. https://doi.org/10.1016/j.jretconser.2020.102133

Ki, C.-W. 'C'., & Kim, Y.-K. (2019). The mechanism by which social media influencers persuade consumers: The role of consumers' desire to mimic. *Psychology and Marketing*, *36*(10), 905–922. https://doi.org/10.1002/mar.21244

Kim, A. J., & Johnson, K. K. P. (2016). Power of consumers using social media: Examining the influences of brand-related user-generated content on Facebook. *Computers in Human Behavior*, *58*, 98–108. https://doi.org/10.1016/j.chb.2015.12.047

Kim, D. Y., & Kim, H.-Y. (2022). Social media influencers as human brands: an interactive

marketing perspective. *Journal of Research in Interactive Marketing*. Advanced online publication. https://doi.org/10.1108/JRIM-08-2021-0200

Kim, S., Kandampully, J., & Bilgihan, A. (2018). The influence of eWOM communications: An application of online social network framework. *Computers in Human Behavior*, *80*, 243–254. https://doi.org/10.1016/j.chb.2017.11.015

Kim, Y., & Choi, T. Y. (2018). Tie strength and value creation in the buyer-supplier context: A u-shaped relation moderated by dependence asymmetry. *Journal of Management, 44*(3), 1029–1064. https://doi.org/10.1177/0149206315599214

King, R. A., Racherla, P., & Bush, V. D. (2014). What we know and don't know about online word-of-mouth: A review and synthesis of the literature. *Journal of Interactive Marketing, 28*(3), 167–183. https://doi.org/10.1016/j.intmar.2014.02.001

Klein, B. (2017). On the development and application of a framework for understanding the properties and information quality of online reputation systems. *Journal of the Midwest Association for Information Systems (JMWAIS), 2017*(1), Article 3. https://doi.org/10.17705/3jmwa.00025

Kline, R. B. (2016). *Principles and practices of structural equation modelling* (4th ed.). The Guilford Press.

Klucharev, V., Smidts, A., & Fernández, G. (2008). Brain mechanisms of persuasion: How "expert power" modulates memory and attitudes. *Social Cognitive and Affective Neuroscience, 3*(4), 353–366. https://doi.org/10.1093/scan/nsn022

Knoll, J. (2015). Advertising in social media: A review of empirical evidence. *International Journal of Advertising, 35*(2), 266–300. https://doi.org/10.1080/02650487.2015.1021898

Koay, K. Y., Cheung, M. L., Soh, P. C.-H., & Teoh, C. W. (2021). Social media influencer

marketing: the moderating role of materialism. *European Business Review, 34*(2), 224–243. https://doi.org/10.1108/EBR-02-2021-0032

Krasnova, H., Veltri, N. F., Eling, N., & Buxmann, P. (2017). Why men and women continue to use social networking sites: The role of gender differences. *Journal of Strategic Information Systems*, *26*(4), 261–284. https://doi.org/10.1016/j.jsis.2017.01.004

Krishnan, S., Safia Amira, N., Nur Atilla, U., Syafawani, S., & Hafiz, M. (2017). The usage of cosmetic in Malaysia: Understanding the major factors that affect the users. *Management*, *7*(1), 48–51. https://doi.org/10.5923/j.mm.20170701.07

Kurniawan, D. A. A., Baisa, J., Mashandra Zahra, V., & Kurniawan, Y. (2022). Analysis factors that influence the increasing of generation Z's interest in using social media as the implementation of online to offline and offline to online business model in pandemic era at Indonesia. *The 5th International Conference on Software Engineering and Information Management (ICSIM 2022),* 199–205. Association for Computing Machinery. https://doi.org/10.1145/3520084.3520117

Kwak, S. K., & Kim, J. H. (2017). Statistical data preparation: Management of missing values and outliers. *Korean Journal of Anesthesiology, 70*(4), 407–411. https://doi.org/10.4097/kjae.2017.70.4.407

Latpate, R., Kshirsagar, J., Kumar Gupta, V., & Chandra, G. (2021). *Advanced sampling methods.* Springer. https://doi.org/10.1007/978-981-16-0622-9

Le, L. H., & Hancer, M. (2021). Using social learning theory in examining YouTube viewers' desire to imitate travel vloggers. *Journal of Hospitality and Tourism Technology*, *12*(3), 512–532. https://doi.org/10.1108/JHTT-08-2020-0200

Lee, E.-J., & Shin, S. Y. (2014). When do consumers buy online product reviews?. Effects of review quality, product type, and reviewer's photo. *Computers in Human Behavior,*

*31*, 356–366. https://doi.org/10.1016/j.chb.2013.10.050

Lee, J. E., Goh, M. L., & Mohd Noor, M. N. B. (2019). Understanding purchase intention of university students towards skin care products. *PSU Research Review*, *3*(3), 161–178. https://doi.org/10.1108/prr-11-2018-0031

Lee, J. E., & Watkins, B. (2016). YouTube vloggers' influence on consumer luxury brand perceptions and intentions. *Journal of Business Research, 69*(12), 5753–5760. https://doi.org/10.1016/j.jbusres.2016.04.171

Leighton, K., Kardong-Edgren, S., Schneidereith, T., & Foisy-Doll, C. (2021). Using social media and snowball sampling as an alternative recruitment strategy for research. *Clinical Simulation in Nursing*, *55*, 37–42. https://doi.org/10.1016/j.ecns.2021.03.006

Lenzner, T., & Neuert, C. E. (2017). Pretesting survey questions via web probing – Does it produce similar results to face-to-face cognitive interviewing? *Survey Practice*, *10*(4). https://doi.org/10.29115/sp-2017-0020

Leong, C.-M., Loi, A. M.-W., & Woon, S. (2021). The influence of social media eWOM information on purchase intention. *Journal of Marketing Analytics, 10*(2), 145–157. https://doi.org/10.1057/s41270-021-00132-9

Levy, S., & Gvili, Y. (2015). How credible is e-word of mouth across digital-marketing channels?. The roles of social capital, information richness, and interactivity. *Journal of Advertising Research, 55*(1), 95–109. https://doi.org/10.2501/JAR-55-1-095-109

Li, F., & Du, T. C. (2011). Who is talking?. An ontology-based opinion leader identification framework for word-of-mouth marketing in online social blogs. *Decision Support Systems, 51*(1), 190–197. https://doi.org/10.1016/j.dss.2010.12.007

Li, R., & Suh, A. (2015). Factors influencing information credibility on social media platforms: Evidence from Facebook pages. *Procedia Computer Science*, *72*, 314–328.

https://doi.org/10.1016/j.procs.2015.12.146

Li, Y. M., Lee, Y. L., & Lien, N. J. (2012). Online social advertising via influential endorsers. *International Journal of Electronic Commerce, 16*(3), 119–154. https://doi.org/10.2753/JEC1086-4415160305

Libai, B., Bolton, R., Bügel, M. S., de Ruyter, K., Götz, O., Risselada, H., & Stephen, A. T. (2010). Customer-to-customer interactions: Broadening the scope of word of mouth research. *Journal of Service Research, 13*(3), 267–282. https://doi.org/10.1177/1094670510375600

Lim, X. J., Mohd Radzol, A. R., Cheah, J., & Wong, M. W. (2017). The impact of social media influencers on purchase intention and the mediation effect of customer attitude. *Asian Journal of Business Research, 7*(2), 19–36. https://doi.org/10.14707/ajbr.170035

Lin, H.-C., Bruning, P. F., & Swarna, H. (2018). Using online opinion leaders to promote the hedonic and utilitarian value of products and services. *Business Horizons, 61*(3), 431–442. https://doi.org/10.1016/j.bushor.2018.01.010

Lipizzi, C., Iandoli, L., & Ramirez Marquez, J. E. (2015). Extracting and evaluating conversational patterns in social media: A socio-semantic analysis of customers' reactions to the launch of new products using Twitter streams. *International Journal of Information Management*, *35*(4), 490–503. https://doi.org/10.1016/j.ijinfomgt.2015.04.001

Lis, B. (2013). In eWOM we trust: A framework of factors that determine the eWOM credibility. *Business and Information Systems Engineering, 5*, 129–140. https://doi.org/10.1007/s12599-013-0261-9

Lissitsa, S., & Kol, O. (2021). Four generational cohorts and hedonic m-shopping: association between personality traits and purchase intention. *Electronic Commerce*

*Research*, *21*(2), 545–570. https://doi.org/10.1007/s10660-019-09381-4

Litvin, S. W., Goldsmith, R. E., & Pan, B. (2018). A retrospective view of electronic word-of-mouth in hospitality and tourism management. *International Journal of Contemporary Hospitality Management*, *30*(1), 313–325. https://doi.org/10.1108/IJCHM-08-2016-0461

Liu-Thompkins, Y., & Rogerson, M. (2012). Rising to stardom: An empirical investigation of the diffusion of user-generated content. *Journal of Interactive Marketing, 26*(2), 71–82. https://doi.org/10.1016/j.intmar.2011.11.003

Liu, Y., Luo, X., & Cao, Y. (2018). Investigating the influence of online interpersonal interaction on purchase intention based on stimulus-organism-reaction model. *Human-Centric Computing and Information Sciences*, *8*(1), Article 37. https://doi.org/10.1186/s13673-018-0159-0

Lokithasan, K., Simon, S., Jasmin, N. Z., & Othman, N. A. (2019). Male and female social media influencers: The impact of gender on emerging adults. *International Journal of Modern Trends in Social Sciences*, *2*(9), 21–30. https://doi.org/10.35631/ijmtss.29003

Lou, C., & Kim, H. K. (2019). Fancying the new rich and famous?. Explicating the roles of influencer content, credibility, and parental mediation in adolescents' parasocial relationship, materialism, and purchase intentions. *Frontiers in Psychology*, *10*. https://doi.org/10.3389/fpsyg.2019.02567

Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising, 19*(1), 58–73. https://doi.org/10.1080/15252019.2018.1533501

Luo, C., Luo, X., & Ma, N. (2019). Exploring the determinants of information adoption: A comparative study of online store and third party forum. *Nankai Business Review*

*International*, *10*(4), 618–634. https://doi.org/10.1108/NBRI-11-2018-0065

Luo, C., Luo, X., Xu, Y., Warkentin, M., & Sia, C. L. (2015). Examining the moderating role of sense of membership in online review evaluations. *Information and Management, 52*(3), 305–316. https://doi.org/10.1016/j.im.2014.12.008

Mahfouz, S. A., Awang, Z., & Muda, H. (2019). The impact of transformational leadership on employee commitment in the construction industry. *International Journal of Innovation, Creativity and Change*, *7*(10), 151–167. https://www.ijicc.net/images/vol7iss10/71013_Mahfouz_2019_E_R.pdf

Mahmoud, M. A., Ahmad, S. b., & Poespowidjojo, D. A. L. (2022). Validation of the psychological safety, psychological empowerment, intrapreneurial behaviour and individual performance measurements. *RAUSP Management Journal, 57*(3), 219–234. https://doi.org/10.1108/RAUSP-11-2020-0252

Mainolfi, G., & Vergura, D. T. (2021). The influence of fashion blogger credibility, engagement and homophily on intentions to buy and e-WOM. Results of a binational study. *Journal of Fashion Marketing and Management: An International Journal,* 26(3), 473–494. https://doi.org/10.1108/JFMM-03-2020-0050

Mallinckrodt, B., Abraham, W. T., Wei, M., & Russell, D. W. (2006). Advances in testing the statistical significance of mediation effects. *Journal of Counseling Psychology, 53*(3), 372–378. https://doi.org/10.1037/0022-0167.53.3.372

Malthouse, E. C., Haenlein, M., Skiera, B., Wege, E., & Zhang, M. (2013). Managing customer relationships in the social media era: Introducing the social CRM house. *Journal of Interactive Marketing, 27*(4), 270–280. https://doi.org/10.1016/j.intmar.2013.09.008

Manap, K. A. (2013). The role of user generated content (UGC) in social media for tourism

sector. *The 2013 WEI International Academic Conference Proceedings,* 52–58. The West East Institute. https://www.westeastinstitute.com/wp-content/uploads/2013/07/Khairul-Hilmi-A-Manap.pdf

Marcus, B., Weigelt, O., Hergert, J., Gurt, J., & Gelléri, P. (2017). The use of snowball sampling for multi source organizational research: Some cause for concern. *Personnel Psychology*, *70*(3), 635–673. https://doi.org/10.1111/peps.12169

Martiningsih, D. A., & Setyawan, A. A. (2022). The impact of influencers' credibility towards purchase intention. *Proceedings of the International Conference on Economics and Business Studies (ICOEBS 2022),* 196–204. Atlantis Press. https://doi.org/10.2991/aebmr.k.220602.025

Martins, J., Costa, C., Oliveira, T., Gonçalves, R., & Branco, F. (2019). How smartphone advertising influences consumers' purchase intention. *Journal of Business Research*, *94*, 378–387. https://doi.org/10.1016/j.jbusres.2017.12.047

Matheus, A. B., Matheus, C. C., & Neely, M. (2014). Examining the relationship between IQ, DQ, usefulness, EoU, and task performance. *Communications of the Association for Information Systems, 35*. https://doi.org/10.17705/1cais.03515

Mayrhofer, M., Matthes, J., Einwiller, S., & Naderer, B. (2020). User generated content presenting brands on social media increases young adults' purchase intention. *International Journal of Advertising*, *39*(1), 166–186. https://doi.org/10.1080/02650487.2019.1596447

McGuire, W. J. (1985). Attitudes and attitude change. In G. Lindzey & E. Aronson (Eds.), *Handbook of Social Psychology* (3rd ed.) (Vol. 2, pp. 233–346). Random House.

McKnight, H., & Kacmar, C. (2006). Factors of information credibility for an Internet advice site. *Proceedings of the Annual Hawaii International Conference on System Sciences,*

113b–113b. https://doi.org/10.1109/HICSS.2006.181

McLean, G., Osei-Frimpong, K., Wilson, A., & Pitardi, V. (2020). How live chat assistants drive travel consumers' attitudes, trust and purchase intentions: The role of human touch. *International Journal of Contemporary Hospitality Management*, *32*(5), 1795–1812. https://doi.org/10.1108/IJCHM-07-2019-0605

Malaysian Communications and Multimedia Commission. (2020). *Internet users survey 2020.* https://www.mcmc.gov.my/skmmgovmy/media/General/pdf/IUS-2020-Report.pdf

Mehrabian, A., & Russell, J. (1974). *An approach to environmental psychology*. MIT Press.

Memon, M. A., Ting, H., Cheah, J.-H., Thurasamy, R., Chuah, F., & Cham, T. H. (2020). Sample size for survey research: Review and recommendations. *Journal of Applied Structural Equation Modeling*, *4*(2), 1–20. https://doi.org/10.47263/jasem.4(2)01

Mensah, I. K., Adams, S., Adjei, J. K., & Mwakapesa, D. S. (2021). Drivers of egovernment adoption amidst COVID-19 pandemic: The Information Adoption Model (IAM) approach. *Information Development, 38*(4), 494–509. https://doi.org/10.1177/02666669211010872

Mirzaei, A., Carter, S. R., Patanwala, A. E., & Schneider, C. R. (2022). Missing data in surveys: Key concepts, approaches, and applications. *Research in Social and Administrative Pharmacy*, *18*(2), 2308–2316. https://doi.org/10.1016/j.sapharm.2021.03.009

Morin, J.-F., Olsson, C., & Atikcan, E. Ö. (2021). *Research methods in the social sciences: An A-Z of key concepts.* Oxford University Press. https://doi.org/10.1093/hepl/9780198850298.001.0001

Mourougan, S., & Sethuraman, D. K. (2017). Hypothesis development and testing. *IOSR*

*Journal of Business and Management*, *19*(5), 34–40. https://doi.org/10.9790/487x-1905013440

Mowbray, F. I., Fox-Wasylyshyn, S. M., & El-Masri, M. M. (2019). Univariate outliers: A conceptual overview for the nurse researcher. *Canadian Journal of Nursing Research = Revue Canadienne de Recherche en Sciences Infirmieres, 51*(1), 31–37. https://doi.org/10.1177/0844562118786647

Muda, H., Baba, Z. S., Awang, Z., Badrul, N. S., Loganathan, N., & Ali, M. H. (2020). Expert review and pretesting of behavioral supervision in higher education. *Journal of Applied Research in Higher Education*, *12*(4), 767–785. https://doi.org/10.1108/JARHE-02-2019-0029

Muda, M., & Hamzah, M. I. (2021). Should I suggest this YouTube clip? The impact of UGC source credibility on eWOM and purchase intention. *Journal of Research in Interactive Marketing, 15*(3), 441–459. https://doi.org/10.1108/JRIM-04-2020-0072

Muda, M., & Khan, N. R. M. (2020). Electronic word-of-mouth (Ewom) and user-generated content (UGC) on beauty products on youtube: Factors affecting consumer attitudes and purchase intention. *Malaysian Journal of Consumer and Family Economics*, *24*(S1), 1–22.

Mulaessa, N., & Wang, H. (2017). The effect of corporate social responsibility (CSR) activities on consumers purchase intention in China: Mediating role of consumer support for responsible business. *International Journal of Marketing Studies*, *9*(1), 73. https://doi.org/10.5539/ijms.v9n1p73

Nan, G., Yang, J., & Dou, R. (2017). Do only review characteristics affect consumers' online behaviors?. A study of relationship between reviews. *Journal of Electronic Commerce Research,* 18(4), 330–345.

Naseri, R. N. N., & Rahmiati, F. (2022). What is a population and sampling technique used in intention towards online halal cosmetic purchasing research?. *International Journal of Academic Research in Business and Social Sciences*, *12*(5), 707–712. https://doi.org/10.6007/ijarbss/v12-i5/13301

Nechoud, L., Ghidouche, F., & Seraphin, H. (2021). The influence of eWOM credibility on visit intention: An integrative moderated mediation model. *Journal of Tourism, Heritage and Services Marketing*, *7*(1), 54–63. https://doi.org/10.5281/zenodo.4521314

Nejad, M. G., Sherrell, D. L., & Babakus, E. (2014). Influentials and influence mechanisms in new product diffusion: An integrative review. *Journal of Marketing Theory and Practice, 22*(2), 185–208. https://doi.org/10.2753/MTP1069-6679220212

Nik Mud, N. N., Hairani, N., Ibrahim@Zakaria, A. N., Kamaruddin, M., & Hasan, H. (2020). Factors influencing young female purchase intention towards local cosmetics product in Malaysia. *International Journal of Modern Trends in Social Sciences*, *3*(11), 1–12. https://doi.org/10.35631/ijmtss.311001

Nusair, K., & Hua, N. (2010). Comparative assessment of structural equation modeling and multiple regression research methodologies: E-commerce context. *Tourism Management*, *31*(3), 314–324. https://doi.org/10.1016/j.tourman.2009.03.010

Nusair, K. K., Bilgihan, A., & Okumus, F. (2013). The role of online social network travel websites in creating social interaction for gen Y travelers. *International Journal of Tourism Research, 15*(5), 458–472. https://doi.org/10.1002/jtr.1889

Nuseir, M. T. (2019). The impact of electronic word of mouth (e-WOM) on the online purchase intention of consumers in the Islamic countries – a case of (UAE). *Journal of Islamic Marketing*, *10*(3), 759–767. https://doi.org/10.1108/JIMA-03-2018-0059

O'Connor, P. (2010). Managing a hotel's image on Tripadvisor. *Journal of Hospitality Marketing and Management, 19*(7), 754–772. https://doi.org/10.1080/19368623.2010.508007

O'Reilly, K., & Marx, S. (2011). How young, technical consumers assess online WOM credibility. *Qualitative Market Research: An International Journal, 14*(4), 330–359. https://doi.org/10.1108/13522751111163191

Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising, 19*(3), 39–52. https://doi.org/10.1080/00913367.1990.10673191

Onu, C. A., Nwaulune, J., Adegbola, E. A., & Nnorom, G. (2019). The effect of celebrity physical attractiveness and trustworthiness on consumer purchase intentions: A study on Nigerian consumers. *Management Science Letters*, *9*(12), 1965–1976. https://doi.org/10.5267/j.msl.2019.7.009

Ozolins, U., Hale, S., Cheng, X., Hyatt, A., & Schofield, P. (2020). Translation and back-translation methodology in health research–a critique. *Expert Review of Pharmacoeconomics and Outcomes Research, 20*(1), 69–77. https://doi.org/10.1080/14737167.2020.1734453

Pardo, A., & Román, M. (2013). Reflections on the Baron and Kenny model of statistical mediation. *Anales de Psicologia*, *29*(2), 614–623.

Patanasiri, A., & Krairit, D. (2019). A comparative study of consumers' purchase intention on different Internet platforms. *Mobile Networks and Applications*, *24*, 145–159. https://doi.org/10.1007/s11036-018-1139-3

Pentina, I., Bailey, A. A., & Zhang, L. (2018). Exploring effects of source similarity, message valence, and receiver regulatory focus on yelp review persuasiveness and

purchase intentions. *Journal of Marketing Communications*, *24*(2), 125–145. https://doi.org/10.1080/13527266.2015.1005115

Perneger, T. V., Courvoisier, D. S., Hudelson, P. M., & Gayet-Ageron, A. (2014). Sample size for pre-tests of questionnaires. *Quality of Life Research*, *24*(1), 147–151. https://doi.org/10.1007/s11136-014-0752-2

Petty, R. E., Briñol, P., & Priester, J. R. (2009). Mass media attitude change: Implications of the elaboration likelihood model of persuasion. In J. Bryant & M. B. Oliver (Eds.), *Media Effects Advances in Theory and Research* (pp. 125–164). Routledge.

Pick, M. (2020). Psychological ownership in social media influencer marketing. *European Business Review*, *33*(1). https://doi.org/10.1108/EBR-08-2019-0165

Pinda, L., Handoko, K., Halim, S., & Gunadi, W. (2021). The determinant factors of purchase intention in the culinary business in Indonesia that mediated by parasocial interaction and food vlogger credibility. *Turkish Journal of Computer and Mathematics Education*, *12*(3), 4852–4865. https://doi.org/10.17762/turcomat.v12i3.1991

Pixability. (2018). *The digital beauty counter: How beauty marketers can connect with consumers through YouTube, Facebook, And Instagram Video*. 7–22. Retrieved March 27, 2020, from https://4cd6f516swoxc9lfa735xv12-wpengine.netdna-ssl.com/wp-content/uploads/2018/11/Digital-Beauty-Counter_Pixability-2018.pdf

Plidtookpai, N., & Yoopetch, C. (2021). The electronic word-of-mouth (Ewom) trustworthiness, brand image and other determinants of purchase intention of the middle class to luxury hotel services. *Kasetsart Journal of Social Sciences*, *42*(1), 61–68. https://doi.org/10.34044/j.kjss.2021.42.1.10

Plotkina, D., & Munzel, A. (2016). Delight the experts, but never dissatisfy your customers! A multi-category study on the effects of online review source on intention to buy a new

product. *Journal of Retailing and Consumer Services, 29*, 1–11. https://doi.org/10.1016/j.jretconser.2015.11.002

Pöyry, E., Parvinen, P., & Malmivaara, T. (2013). Can we get from liking to buying?. Behavioral differences in hedonic and utilitarian Facebook usage. *Electronic Commerce Research and Applications, 12*(4), 224–235. https://doi.org/10.1016/j.elerap.2013.01.003

Presi, C., Saridakis, C., & Hartmans, S. (2014). User-generated content behaviour of the dissatisfied service customer. *European Journal of Marketing,* 48(9/10), 1600–1625. https://doi.org/10.1108/EJM-07-2012-0400

Purnamaningsih, P., & Rizkalla, N. (2020). The role of parasocial interaction on consumers' intention to purchase beauty products. *Revista CEA*, *6*(12), 13–30. https://doi.org/10.22430/24223182.1617

Qahri-Saremi, H., & Montazemi, A. R. (2019). Factors affecting the adoption of an electronic word of mouth message: A meta-analysis. *Journal of Management Information Systems*, *36*(3), 969–1001. https://doi.org/10.1080/07421222.2019.1628936

Rahim, A., Safin, S. Z., Kheng, L. K., Abas, N., & Ali, S. M. (2016). Factors influencing purchasing intention of smartphone among university students. *Procedia Economics and Finance*, *37*, 245–253. https://doi.org/10.1016/s2212-5671(16)30121-6

Rahim, R. A., Sulaiman, Z., Chin, T. A., Zaidin, N., & Zakuan, N. (2015). E-WOM review adoption and green purchase intention: The application of source credibility Theory (SCT). *Advanced Science Letters, 22*, 4283–4287. https://doi.org/10.1166/asl.2015.6238

Razali, F., Talib, O., Manaf, U. K. A., & Hassan, S. A. (2018). Students attitude towards

science, technology, engineering and mathematics in developing career aspiration. *International Journal of Academic Research in Business and Social Sciences*, *8*(5), 946–960. https://doi.org/10.6007/ijarbss/v8-i5/4242

Reimer, T., & Benkenstein, M. (2016). When good WOM hurts and bad WOM gains: The effect of untrustworthy online reviews. *Journal of Business Research, 69*(12), 5993–6001. https://doi.org/10.1016/j.jbusres.2016.05.014

Revilla, M. A., Saris, W. E., & Krosnick, J. A. (2014). Choosing the number of categories in agree-disagree scales. *Sociological Methods and Research, 43*(1), 73–97. https://doi.org/10.1177/0049124113509605

Rifon, N. J., Jiang, M., & Kim, S. (2016). Don't hate me because i am beautiful: Identifying the relative influence of celebrity attractiveness and character traits on credibility. In P. Verlegh, H. Voorveld, & M. Eisend (Eds.), *Advances in Advertising Research* (Vol. 6, pp. 125–134). Springer Gabler. https://doi.org/10.1007/978-3-658-10558-7_11

Romani, S. (2006). Price misleading advertising: Effects on trustworthiness toward the source of information and willingness to buy. *Journal of Product and Brand Management, 15*(2), 130–138. https://doi.org/10.1108/10610420610658965

Rose, I., Awang, Z., & Yazid, S. (2017). Inflight Service Quality of Malaysia Airlines: Validation Using SEM and AMOS. *International Journal of Academic Research in Business and Social Sciences*, *7*(10), 478–497. https://doi.org/10.6007/ijarbss/v7-i10/3395

Rui, J. R., Chen, Y., & Damiano, A. (2013). Health organizations providing and seeking social support: A twitter-based content analysis. *Cyberpsychology, Behavior, and Social Networking, 16*(9), 669–673. https://doi.org/10.1089/cyber.2012.0350

Rungruangjit, W. (2022). What drives Taobao live streaming commerce?. The role of

parasocial relationships, congruence and source credibility in Chinese consumers' purchase intentions. *Heliyon*, *8*(6), e09676. https://doi.org/10.1016/j.heliyon.2022.e09676

Ryan, K., Gannon-Slater, N., & Culbertson, M. J. (2012). Improving Survey methods with cognitive interviews in small- and medium-scale evaluations. *American Journal of Evaluation*, *33*(3), 414–430. https://doi.org/10.1177/1098214012441499

Saima, & Khan, M. A. (2020). Effect of social media influencer marketing on consumers' purchase intention and the mediating role of credibility. *Journal of Promotion Management*, *27*(4), 503–523. https://doi.org/10.1080/10496491.2020.1851847

Saleem, A., & Ellahi, A. (2017). Influence of electronic word of mouth on purchase intention of fashion products on social networking websites. *Pakistan Journal of Commerce and Social Sciences*, *11*(2), 597–622.

Saleem, S., Aslam, M., & Shaukat, M. R. (2021). A review and empirical comparison of univariate outlier detection methods. *Pakistan Journal of Statistics*, *37*(4), 447–462.

Sardar, A., Manzoor, A., Shaikh, K. A., & Ali, L. (2021). An empirical examination of the impact of eWom information on young consumers' online purchase intention: Mediating role of ewom information adoption. *SAGE Open*, *11*(4). https://doi.org/10.1177/21582440211052547

Saunders, M., Lewis, P., & Thornhill, A. (2012). *Reseearch methods for business students.* Pearson Education.

Saunders, M., Lewis, P., & Thornhill, A. (2016). *Research methods for business students* (7th ed.). Pearson.

Schouten, A. P., Janssen, L., & Verspaget, M. (2020). Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit.

*International Journal of Advertising*, *39*(2), 258–281. https://doi.org/10.1080/02650487.2019.1634898

Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach* (7th ed.). Wiley & Sons.

Shamhuyenhanzva, R. M., van Tonder, E., Roberts-Lombard, M., & Hemsworth, D. (2016). Factors influencing Generation Y consumers' perceptions of eWOM credibility: A study of the fast-food industry. *International Review of Retail, Distribution and Consumer Research, 26*(4), 435–455. https://doi.org/10.1080/09593969.2016.1170065

Sharifi fard, S., Tamam, E., Hj Hassan, M. S., Waheed, M., & Zaremohzzabieh, Z. (2016). Factors affecting Malaysian university students' purchase intention in social networking sites. *Cogent Business and Management, 3*(1), Article 1182612. https://doi.org/10.1080/23311975.2016.1182612

Sheldon, P., & Bryant, K. (2016). Instagram: Motives for its use and relationship to narcissism and contextual age. *Computers in Human Behavior,* 58, 89–97. https://doi.org/10.1016/j.chb.2015.12.059

Shkeer, A. S., & Awang, Z. (2019). Exploring the items for measuring the marketing information system construct: An exploratory factor analysis. *International Review of Management and Marketing*, *9*(6), 87–97. https://doi.org/10.32479/irmm.8622

Shrout, P. E., & Bolger, N. (2002). Mediation in experimental and nonexperimental studies: New procedures and recommendations. *Psychological Methods*, *7*(4), 422–445. https://doi.org/10.1037/1082-989X.7.4.422

Shu, M., & Scott, N. (2014). Influence of Social media on chinese students' choice of an overseas study destination: An information adoption model perspective. *Journal of Travel and Tourism Marketing, 31*(2), 286–302.

https://doi.org/10.1080/10548408.2014.873318

Smith, A. N., Fischer, E., & Yongjian, C. (2012). How does brand-related user-generated content differ across YouTube, Facebook, and Twitter?. *Journal of Interactive Marketing, 26*(2), 102–113. https://doi.org/10.1016/j.intmar.2012.01.002

Smith, S. M. (2013). *Determining sample size: How to ensure you get the correct sample size.* Qualtrics. https://uncw.edu/irp/ie/resources/documents/qualtrics/determining-sample-size-2.pdf

Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy?. How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services*, *53*, 101742. https://doi.org/10.1016/j.jretconser.2019.01.011

Song, B. L., Liew, C. Y., Sia, J. Y., & Gopal, K. (2021). Electronic word-of-mouth in travel social networking sites and young consumers' purchase intentions: an extended information adoption model. *Young Consumers*, *22*(4), 521–538. https://doi.org/10.1108/YC-03-2021-1288

Song, S., Zhang, Y., & Yu, B. (2021). Interventions to support consumer evaluation of online health information credibility: A scoping review. *International Journal of Medical Informatics, 145*, 104321. https://doi.org/10.1016/j.ijmedinf.2020.104321

Sotiriadis, M. D. (2017). Sharing tourism experiences in social media: A literature review and a set of suggested business strategies. *International Journal of Contemporary Hospitality Management, 29*(1), 179-225. https://doi.org/10.1108/IJCHM-05-2016-0300

Sousa, V. E. C., Matson, J., & Dunn Lopez, K. (2017). Questionnaire adapting: Little changes mean a lot. *Western Journal of Nursing Research*, *39*(9), 1289–1300.

https://doi.org/10.1177/0193945916678212

Sreejesh, S., Mohapatra, S., & Anusree, M. R. (2014). Business research design: Exploratory, descriptive and causal designs. In S. Sreejesh, S. Mohapatra, & M. R. Anusree (Eds.), *Business Research Methods: An Applied Orientation* (pp. 25–103). Springer. https://doi.org/10.1007/978-3-319-00539-3_3

Stage, F. K., Carter, H. C., & Nora, A. (2004). Path analysis: An introduction and analysis of a decade of research. *Journal of Educational Research*, *98*(1), 5–13. https://doi.org/10.3200/JOER.98.1.5-13

Stratton, S. J. (2021). Population research: Convenience sampling strategies. *Prehospital and Disaster Medicine, 36*(4), 373–374. https://doi.org/10.1017/S1049023X21000649

Streiner, D. L. (2005). Finding our way: An introduction to path analysis. *Canadian Journal of Psychiatry, 50*(2), 115–122. https://doi.org/10.1177/070674370505000207

Suh, K.-S., & Chang, S. (2006). User interfaces and consumer perceptions of online stores: The role of telepresence. *Behaviour and Information Technology, 25*(2), 99–113. https://doi.org/10.1080/01449290500330398

Sukri, S., & Yusoff, R. Z. (2021). Effect of technology strategy on organizational performance of manufacturing companies: A note on how to conduct a data screening and preliminary analysis. *International Journal of Business and Technopreneurship*, *11*(2), 51–68.

Sullivan, J. H., Warkentin, M., & Wallace, L. (2021). So many ways for assessing outliers: What really works and does it matter?. *Journal of Business Research*, *132*, 530–543. https://doi.org/10.1016/j.jbusres.2021.03.066

Sun, W., Chou, C. P., Stacy, A. W., Ma, H., Unger, J., & Gallaher, P. (2007). SAS and SPSS macros to calculate standardized Cronbach's alpha using the upper bound of the phi

coefficient for dichotomous items. *Behavior Research Methods*, *39*, 71–81. https://doi.org/10.3758/BF03192845

Sun, X. (2021). Research on the influence of video marketing of social media influencers on consumers purchase intention of beauty products—Taking YouTube as an example. *Academic Journal of Business & Management*, *3*(2), 1–7. https://doi.org/10.25236/AJBM.2021.030201

Sussman, S. W., & Siegal, W. S. (2003). Informational influence in organizations: An integrated approach to knowledge adoption. *Information Systems Research, 14*(1), 47–65. https://doi.org/10.1287/isre.14.1.47.14767

Sweeney, J. C., Soutar, G. N., & Mazzarol, T. (2012). Word of mouth: Measuring the power of individual messages. *European Journal of Marketing,* 46(1/2), 237–257. https://doi.org/10.1108/03090561211189310

Tabachnick, B., & Fidell, L. (2013). *Using multivariate statistics* (6th ed.). Pearson Education.

Tay, L. C., Tan, F. Y., Kirana Yahya, K., & Rasli, A. (2021). Validation of corporate environmental citizenship measurement in Malaysia. *European Business Review*, *33*(2), 345–360. https://doi.org/10.1108/EBR-11-2018-0196

Tharenou, P., Donohue, R., & Cooper, B. (2007). *Management research methods.* Cambridge University Press. https://doi.org/10.1017/CBO9780511810527

Thayer-Hart, N., Dykema, J., Elver, K., Schaeffer, N. C., & Stevenson, J. (2010). *Survey Fundamentals: A guide to designing and implementing surveys.* Madison, Wisconsin: University of Wisconsin.

Thusyanthy, V. (2018). Celebrity endorsement and brand credibility in the carbonated soft drink industry in Sri Lanka. *International Journal of Business and Management*, *13*(7),

93–106. https://doi.org/10.5539/ijbm.v13n7p93

Tien, D. H., Amaya Rivas, A. A., & Liao, Y.-K. (2018). Examining the influence of customer-to-customer electronic word-of-mouth on purchase intention in social networking sites. *Asia Pacific Management Review,* 24(3), 238–249. https://doi.org/10.1016/j.apmrv.2018.06.003

Todd, P. R., & Melancon, J. (2018). Gender and live-streaming: source credibility and motivation. *Journal of Research in Interactive Marketing*, *12*(1), 79–93. https://doi.org/10.1108/JRIM-05-2017-0035

Triandis, H. C., & Brislin, R. W. (1984). Cross-cultural psychology. *American Psychologist*, *39*(9), 1006–1016. https://psycnet.apa.org/doi/10.1037/0003-066X.39.9.1006

Trusov, M., Bucklin, R. E., & Pauwels, K. (2009). Effects of word-of-mouth versus traditional marketing: Findings from an internet social networking site. *Journal of Marketing, 73*(5), 90–102. https://doi.org/10.1509/jmkg.73.5.90

Turcotte, J., York, C., Irving, J., Scholl, R. M., & Pingree, R. J. (2015). News recommendations from social media opinion leaders: Effects on media trust and information seeking. *Journal of Computer-Mediated Communication, 20*(5), 520–535. https://doi.org/10.1111/jcc4.12127

Ukpabi, D. C., & Karjaluoto, H. (2018). What drives travelers' adoption of user-generated content?. A literature review. *Tourism Management Perspectives*, *28*, 251–273. https://doi.org/10.1016/j.tmp.2018.03.006

Uribe, R., Buzeta, C., & Velásquez, M. (2016). Sidedness, commercial intent and expertise in blog advertising. *Journal of Business Research, 69*(10), 4403–4410. https://doi.org/10.1016/j.jbusres.2016.04.102

Uzunoğlu, E., & Misci Kip, S. (2014). Brand communication through digital influencers:

Leveraging blogger engagement. *International Journal of Information Management, 34*(5), 592–602. https://doi.org/10.1016/j.ijinfomgt.2014.04.007

v. Wangenheim, F., & Bayón, T. (2004). The effect of word of mouth on services switching: Measurement and moderating variables. *European Journal of Marketing,* 38(9/10), 1173–1185. https://doi.org/10.1108/03090560410548924

Vagias, W. M. (2006). *Likert-type scale response anchors.* Clemson International Institute for Tourism& Research Development, Department of Parks, Recreation and Tourism Management. Clemson University. http://media.clemson.edu/cbshs/prtm/research/resources-for-research-page-2/Vagias-Likert-Type-Scale-Response-Anchors.pdf

Vander Shee, B. A. Peltier, J., & Dahl, A. J. (2020). Antecedent consumer factors, consequential branding outcomes and measures of online consumer engagement: current research and future directions. *Journal of Research in Interactive Marketing*, *14*(2), 239–268. https://doi.org/10.1108/JRIM-01-2020-0010

Van der Waldt, D., van Loggerenberg, M. M., & Wehmeyer, L. (2009). Celebrity endorsements versus created spokespersons in advertising: A survey among students. In *South African Journal of Economic and Management Sciences, 12*(1), a263. https://doi.org/10.4102/sajems.v12i1.263

Vaske, J. J. (2008). *Survey Research and Analysis: Applications in parks, recreation and human dimensions.* Venture Publishing.

Vaske, J. J., Beaman, J., & Sponarski, C. C. (2017). Rethinking internal consistency in cronbach's alpha. *Leisure Sciences*, *39*(2), 163–173. https://doi.org/10.1080/01490400.2015.1127189

Verardi, V., & Croux, C. (2009). Robust regression in Stata. *Stata Journal*, *9*(3), 439–453.

https://doi.org/10.1177/1536867x0900900306

Visentin, M., Pizzi, G., & Pichierri, M. (2019). Fake news, real problems for brands: The impact of content truthfulness and source credibility on consumers' behavioral intentions toward the advertised brands. *Journal of Interactive Marketing, 45*, 99–112. https://doi.org/10.1016/j.intmar.2018.09.001

Wan Afthanorhan, W. M. A., & Ahmad, S. (2014). Path analysis in covariance-based structural equation modeling with AMOS 18.0. *European Journal of Business and Social Sciences*, *3*(2), 59–68.

Wang, K., & Lin, C. L. (2012). The adoption of mobile value-added services: Investigating the influence of IS quality and perceived playfulness. *Managing Service Quality, 22*(2), 184–208. https://doi.org/10.1108/09604521211219007

Wang, S. W., Kao, G. H.-Y., & Ngamsiriudom, W. (2017). Consumers' attitude of endorser credibility, brand and intention with respect to celebrity endorsement of the airline sector. *Journal of Air Transport Management,* 60, 10–17. https://doi.org/10.1016/j.jairtraman.2016.12.007

Wang, S. W., & Scheinbaum, A. C. (2017). Enhancing brand credibility via celebrity endorsement: Trustworthiness trumps attractiveness and expertise. *Journal of Advertising Research, 58*(1), 16–32. https://doi.org/10.2501/JAR-2017-042

Wang, S., Wang, J., Zhao, S., & Yang, S. (2019). Information publicity and resident's waste separation behavior: An empirical study based on the norm activation model. *Waste Management*, *87*, 33–42. https://doi.org/10.1016/j.wasman.2019.01.038

Wang, Y. (2016). Information adoption model, a review of the literature. *Journal of Economics, Business and Management*, *4*(11), 618–622. https://doi.org/10.18178/joebm.2016.4.11.462

Wardropper, C. B., Dayer, A. A., Goebel, M. S., & Martin, V. Y. (2021). Conducting conservation social science surveys online. *Conservation Biology, 35*(5), 1650–1658. https://doi.org/10.1111/cobi.13747

Weismueller, J., Harrigan, P., Wang, S., & Soutar, G. N. (2020). Influencer endorsements: How advertising disclosure and source credibility affect consumer purchase intention on social media. *Australasian Marketing Journal*, *28*(4), 160–170. https://doi.org/10.1016/j.ausmj.2020.03.002

Welbourne, D. J., & Grant, W. J. (2016). Science communication on YouTube: Factors that affect channel and video popularity. *Public Understanding of Science, 25*(6), 706–718. https://doi.org/10.1177/0963662515572068

West, P. W. (2016). Simple random sampling of individual items in the absence of a sampling frame that lists the individuals. *New Zealand Journal of Forestry Science*, *46*(1), Article 15. https://doi.org/10.1186/s40490-016-0071-1

Wiedmann, K. P., & von Mettenheim, W. (2020). Attractiveness, trustworthiness and expertise – social influencers' winning formula?. *Journal of Product and Brand Management*, *30*(5), 707–725. https://doi.org/10.1108/JPBM-06-2019-2442

Wilcox, K., & Stephen, A. T. (2013). Are close friends the enemy?. Online social networks, self-esteem, and self-control. *Journal of Consumer Research, 40*(1), 90–103. https://doi.org/10.1086/668794

Williams, A. (2003). How to··· write and analyse a questionnaire. *Journal of Orthodontics, 30*(3), 245–252. https://doi.org/10.1093/ortho/30.3.245

Williams, C. (2007). Reseach methods. *Journal of Business & Economic Research, 5*(3), https://doi.org/10.19030/jber.v5i3.2532

Wirtz, J., & Chew, P. (2002). The effects of incentives, deal proneness, satisfaction and tie

strength on word-of-mouth behaviour. *International Journal of Service Industry Management, 13*(2), 141–162. https://doi.org/10.1108/09564230210425340

Wu, K. (2016). *YouTube marketing: Legality of sponsorship and endorsements in advertising.* https://www.scmv.com/_images/content/YouTube-Marketing_Katrina-Wu_stamped.pdf

Wu, Y.-L., & Li, E. Y. (2018). Marketing mix, customer value, and customer loyalty in social commerce: A stimulus-organism-response perspective. *Internet Research*, *28*(1), 74–104. https://doi.org/10.1108/IntR-08-2016-0250

Xiao, M., Wang, R., & Chan-Olmsted, S. (2018). Factors affecting YouTube influencer marketing credibility: a heuristic-systematic model. *Journal of Media Business Studies*, *15*(3), 188–213. https://doi.org/10.1080/16522354.2018.1501146

Xu, W., Sun, J., Ma, J., & Du, W. (2016). A personalized information recommendation system for R&D project opportunity finding in big data contexts. *Journal of Network and Computer Applications,* 59, 362–369. https://doi.org/10.1016/j.jnca.2015.01.003

Xue, J., Lee, Y.-C., & Mu, H.-L. (2018). Influencing factors of advertising information adoption on user's purchase intention: Evidence from China's social media. *International Journal of Pure and Applied Mathematics, 120*(6), 5809–5821. https://acadpubl.eu/hub/2018-120-6/5/410.pdf

Yadav, M. S., de Valck, K., Hennig-Thurau, T., Hoffman, D. L., & Spann, M. (2013). Social commerce: A contingency framework for assessing marketing potential. *Journal of Interactive Marketing, 27*(4), 311–323. https://doi.org/10.1016/j.intmar.2013.09.001

Yan, T., Kreuter, F., & Tourangeau, R. (2012). Evaluating survey questions: A comparison of methods. *Journal of Official Statistics*, *28*(4), 503–529. https://www.scb.se/contentassets/ff271eeeca694f47ae99b942de61df83/evaluating-

survey-questions-a-comparison-of-methods.pdf

Yang, F. X. (2017). Effects of restaurant satisfaction and knowledge sharing motivation on eWOM intentions: The moderating role of technology acceptance factors. *Journal of Hospitality and Tourism Research, 41*(1), 93–127. https://doi.org/10.1177/1096348013515918

Yang, J., & Mai, E. S. (2010). Experiential goods with network externalities effects: An empirical study of online rating system. *Journal of Business Research, 63*(9–10), 1050–1057. https://doi.org/10.1016/j.jbusres.2009.04.029

Yang, L., & Mao, M. (2014). Antecendents of online group buying behavior: From price leverage and crowd effect perspectives. *Proceedings - Pacific Asia Conference on Information Systems, PACIS 2014*, 89. https://aisel.aisnet.org/pacis2014/89

Yeap, J. A. L., Ignatius, J., & Ramayah, T. (2014). Determining consumers' most preferred eWOM platform for movie reviews: A fuzzy analytic hierarchy process approach. *Computers in Human Behavior, 31*, 250–258. https://doi.org/10.1016/j.chb.2013.10.034

Yin, C., Sun, Y., Fang, Y., & Lim, K. (2018). Exploring the dual-role of cognitive heuristics and the moderating effect of gender in microblog information credibility evaluation. *Information Technology and People*, *31*(3), 741–769. https://doi.org/10.1108/ITP-12-2016-0300

Yin, T. S., Othman, A. R., Sulaiman, S., Mohamed-Ibrahim, M. I., & Razha-Rashid, M. (2016). Application of mean and standard deviation in questionnaire surveys: Construct validation. *Jurnal Teknologi*, *78*(6–4). https://doi.org/10.11113/jt.v78.8983

Yıldırım, S. (2021). Do green women influencers spur sustainable consumption patterns? Descriptive evidences from social media influencers. *Ecofeminism and Climate*

*Change*, *2*(4), 198–210. https://doi.org/10.1108/efcc-02-2021-0003

Yuan, S., & Lou, C. (2020). How social media influencers foster relationships with followers: The roles of source credibility and fairness in parasocial relationship and product interest. *Journal of Interactive Advertising, 20*(2), 133–147. https://doi.org/10.1080/15252019.2020.1769514

Yüksel, H. F. (2016). Factors affecting purchase intention in Youtube videos. *Youtube Videolarinda Satin AlNiyetiniEtkileyen Faktörler*, *11*(2), 33–47. http://www.beykon.org/dergi/2016/FALL/2016XI.II.3.H.F.Yuksel.pdf

Zafeiris, K. N., Kostaki, A., Kontogiannis, G., & Tsoni, A. (2021). Factors affecting fertility in the multicultural environment of Thrace in Northern Greece. *Communications in Statistics Case Studies Data Analysis and Applications*, *7*(4), 639–669. https://doi.org/10.1080/23737484.2021.1973927

Zhang, J. Q., Craciun, G., & Shin, D. (2010). When does electronic word-of-mouth matter?. A study of consumer product reviews. *Journal of Business Research, 63*(12), 1336–1341. https://doi.org/10.1016/j.jbusres.2009.12.011

Zhang, K. Z. K., Zhao, S. J., Cheung, C. M. K., & Lee, M. K. O. (2014). Examining the influence of online reviews on consumers' decision-making: A heuristic-systematic model. *Decision Support Systems, 67*, 78–89. https://doi.org/10.1016/j.dss.2014.08.005

Zhang, W., Wang, S., Wan, L., Zhang, Z., & Zhao, D. (2022). Information perspective for understanding consumers' perceptions of electric vehicles and adoption intentions. *Transportation Research Part D: Transport and Environment*, *102*, 103157. https://doi.org/10.1016/j.trd.2021.103157

Zhao, X., Lynch, J. G., & Chen, Q. (2010). Reconsidering Baron and Kenny: Myths and truths about mediation analysis. *Journal of Consumer Research*, *37*(2), 197–206.

https://doi.org/10.1086/651257

Zhu, L., Li, H., Wang, F.-K., He, W., & Tian, Z. (2020). How online reviews affect purchase intention: a new model based on the stimulus-organism-response (S-O-R) framework. *Aslib Journal of Information Management*, *72*(4), 463–488. https://doi.org/10.1108/AJIM-11-2019-0308

Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2009). *Business research methods* (8th Ed.). South-Western Cengage Learning.

Zinko, R., Patrick, A., Furner, C. P., Gaines, S., Kim, M. D., Negri, M., Orellana, E., Torres, S., & Villarreal, C. (2021). Responding to negative electronic word of mouth to improve purchase intention. *Journal of Theoretical and Applied Electronic Commerce Research*, *16*(6), 1945–1959. https://doi.org/10.3390/jtaer16060109

# APPENDICES

**Appendix A:** Exploratory Factor Analysis (EFA) for Pilot Study

## 1. Bartlett's Test of Sphericity and Kaiser-Meyer-Olkin (KMO)

**Bartlett's Test and KMO Value**

| KMO and Bartlett's Test | | |
|---|---|---|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .883 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 4155.165 |
| | df | 630 |
| | Sig. | .000 |

The significance level for Bartlett's Test of Sphericity for all constructs in this study are 0.000, which meets the significance level (Al-Khamaiseh et al., 2020; Ehido et al., 2020; Hoque et al., 2017). Additionally, the value for Kaiser-Meyer-Olkin (KMO) was .883, which above the suggested value of 0.6 (Al-Khamaiseh et al., 2020; Bahkia et al., 2019; Hoque et al., 2017; Kaiser, 1974). This showed that the study's sample size was sufficient and that the data were appropriate for this type of analysis. As a result, both values showed that the data gathered can be used to perform exploratory factor analysis (EFA) data reduction technique (Al-Khamaiseh et al., 2020; Hoque et al., 2017).

## 2. Total Variance Explained and Rotated Components Matrix

- **Total Variance Explained and Rotated Components Matrix for Expertise**

**Total Variance Explained for Expertise**

| Total Variance Explained | | | | | | |
|---|---|---|---|---|---|---|
| | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
| Component | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 4.049 | 80.984 | 80.984 | 4.049 | 80.984 | 80.984 |
| 2 | .393 | 7.869 | 88.853 | | | |
| 3 | .257 | 5.146 | 93.999 | | | |
| 4 | .177 | 3.545 | 97.544 | | | |
| 5 | .123 | 2.456 | 100.000 | | | |
| Extraction Method: Principal Component Analysis. | | | | | | |

As shown above, the total variance explained is 80.984 percent, which is acceptable because it is greater than the minimum of 60% (Al-Khamaiseh et al., 2020; Bahkia et al., 2019; Hoque et al., 2017).

**Rotated Components Matrix for Expertise**

| Component Matrix[a] | |
|---|---|
| | Component 1 |
| The beauty influencer who appears in product review video on YouTube is someone who is dependable in the product category | .849 |
| The beauty influencer who appears in product review video on YouTube is someone who is honest to represent the product category | .884 |
| The beauty influencer who appears in product review video on YouTube is someone who is reliable to represent the product category | .931 |
| The beauty influencer who appears in product review video on YouTube is someone who is sincere to represent the product category | .929 |
| The beauty influencer who appears in product review video on YouTube is someone who is trustworthy to represent the product category | .905 |
| Extraction Method: Principal Component Analysis. | |
| a. 1 components extracted. | |

While, table above shows the relation and factor loading between the component and their associated elements. All item were retained since it has a factor loading larger than 0.6.

- **Total Variance Explained and Rotated Components Matrix for Attractiveness**

**Total Variance Explained for Attractiveness**

| Total Variance Explained | | | | | | |
|---|---|---|---|---|---|---|
| | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
| Component | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 3.054 | 61.078 | 61.078 | 3.054 | 61.078 | 61.078 |
| 2 | .991 | 19.815 | 80.893 | | | |
| 3 | .452 | 9.044 | 89.937 | | | |
| 4 | .328 | 6.557 | 96.494 | | | |
| 5 | .175 | 3.506 | 100.000 | | | |
| Extraction Method: Principal Component Analysis. | | | | | | |

As shown in table above, the total variance explained is 61.078 percent, which is acceptable because it is greater than the minimum of 60% (Al-Khamaiseh et al., 2020; Bahkia et al., 2019; Hoque et al., 2017).

**Rotated Components Matrix for Attractiveness**

| Component Matrix[a] | |
|---|---|
| | Component |
| | 1 |
| I think that the beauty influencer who appears in product review video on YouTube is attractive. | .834 |
| I think that the beauty influencer who appears in product review video on YouTube is someone with a class of her own (stylish) | .837 |
| I think the beauty influencer who appears in product review video on YouTube is someone who is beautiful | .906 |
| I think the beauty influencer who appears in product review video on YouTube is elegant | .888 |
| The beauty influencer who appears in product review video on YouTube is sexy | .219 |
| Extraction Method: Principal Component Analysis. | |
| a. 1 components extracted. | |

While, table above shows the relation and factor loading between the component and their associated elements. Four items were retained since it has a factor loading larger than 0.6 and one item has to be removed from the real study which is “The beauty influencer who appears in product review video on YouTube is sexy” due to low factor loading (Al-Khamaiseh et al., 2020; Awang, 2015; Awang et al., 2018).

- **Total Variance Explained and Rotated Components Matrix for Trustworthiness**

**Total Variance Explained for Trustworthiness**

| Total Variance Explained | | | | | | |
|---|---|---|---|---|---|---|
| | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
| Component | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 4.049 | 80.984 | 80.984 | 4.049 | 80.984 | 80.984 |
| 2 | .393 | 7.869 | 88.853 | | | |
| 3 | .257 | 5.146 | 93.999 | | | |
| 4 | .177 | 3.545 | 97.544 | | | |
| 5 | .123 | 2.456 | 100.000 | | | |
| Extraction Method: Principal Component Analysis. | | | | | | |

As shown in above, the total variance explained is 80.984 percent, which is acceptable because it is greater than the minimum of 60% (Al-Khamaiseh et al., 2020; Bahkia et al., 2019; Hoque et al., 2017).

**Rotated Components Matrix for Trustworthiness**

| Component Matrix[a] | |
|---|---|
| | Component |
| | 1 |
| The beauty influencer who appears in product review video on YouTube is someone who is dependable in the product category | .849 |
| The beauty influencer who appears in product review video on YouTube is someone who is honest to represent the product category | .884 |
| The beauty influencer who appears in product review video on YouTube is someone who is reliable to represent the product category | .931 |
| The beauty influencer who appears in product review video on YouTube is someone who is sincere to represent the product category | .929 |
| The beauty influencer who appears in product review video on YouTube is someone who is trustworthy to represent the product category | .905 |
| Extraction Method: Principal Component Analysis. | |
| a. 1 components extracted. | |

While, table above shows the relation and factor loading between the component and their associated elements. All item were retained since it has a factor loading larger than 0.6.

- **Total Variance Explained and Rotated Components Matrix for Homophily**

**Table Total Variance Explained for Homophily**

| Total Variance Explained | | | | | | |
|---|---|---|---|---|---|---|
| | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
| Component | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 3.121 | 78.023 | 78.023 | 3.121 | 78.023 | 78.023 |
| 2 | .500 | 12.488 | 90.512 | | | |
| 3 | .216 | 5.404 | 95.916 | | | |
| 4 | .163 | 4.084 | 100.000 | | | |
| Extraction Method: Principal Component Analysis. | | | | | | |

As shown in table above, the total variance explained is 78.023 percent, which is acceptable because it is greater than the minimum of 60% (Al-Khamaiseh et al., 2020; Bahkia et al., 2019; Hoque et al., 2017).

**Rotated Components Matrix for Homophily**

| Component Matrix[a] | |
|---|---|
| | Component |
| | 1 |
| I rely on product review video by beauty influencers who are in the same age group as me | .790 |
| I rely on a product review video by beauty influencers who are of the same gender as me | .923 |
| I rely on a product review video by beauty influencers who have the same interests as me | .936 |
| I rely on a product review video by beauty influencers who purchase beauty products the same way as me | .877 |
| Extraction Method: Principal Component Analysis. | |
| a. 1 components extracted. | |

While, table above shows the relation and factor loading between the component and their associated elements. All item were retained since it has a factor loading larger than 0.6.

- **Total Variance Explained and Rotated Components Matrix for Information Quality**

**Total Variance Explained for Information Quality**

| Total Variance Explained | | | | | | |
|---|---|---|---|---|---|---|
| | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
| Component | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 3.775 | 75.506 | 75.506 | 3.775 | 75.506 | 75.506 |
| 2 | .550 | 10.999 | 86.505 | | | |
| 3 | .263 | 5.254 | 91.759 | | | |
| 4 | .225 | 4.492 | 96.252 | | | |
| 5 | .187 | 3.748 | 100.000 | | | |
| Extraction Method: Principal Component Analysis. | | | | | | |

As shown in table above, the total variance explained is 75.506 percent, which is acceptable because it is greater than the minimum of 60% (Al-Khamaiseh et al., 2020; Bahkia et al., 2019; Hoque et al., 2017).

**Rotated Components Matrix for Information Quality**

| Component Matrix[a] | |
|---|---|
| | Component |
| | 1 |
| The information prepared for the product review video by the beauty influencers on YouTube is good and excellent | .844 |
| The information prepared for the product review video by the beauty influencers on YouTube is sufficient and affluent | .855 |
| The information prepared for the product review video by the beauty influencers on YouTube is new and latest | .865 |
| The information prepared for the product review video by the beauty influencers on YouTube can be trusted and is convincing | .892 |
| The information prepared for the product review video by the beauty influencers on YouTube is delivered right on time | .887 |
| Extraction Method: Principal Component Analysis. | |
| a. 1 components extracted. | |

While, table above shows the relation and factor loading between the component and their associated elements. All item were retained since it has a factor loading larger than 0.6.

- **Total Variance Explained and Rotated Components Matrix for Information Credibility**

**Total Variance Explained for Information Credibility**

| Total Variance Explained | | | | | | |
|---|---|---|---|---|---|---|
| | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
| Component | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 3.283 | 82.070 | 82.070 | 3.283 | 82.070 | 82.070 |
| 2 | .293 | 7.319 | 89.389 | | | |
| 3 | .257 | 6.414 | 95.803 | | | |
| 4 | .168 | 4.197 | 100.000 | | | |
| Extraction Method: Principal Component Analysis. | | | | | | |

As shown in table above, the total variance explained is 82.070 percent, which is acceptable because it is greater than the minimum of 60% (Al-Khamaiseh et al., 2020; Bahkia et al., 2019; Hoque et al., 2017).

**Rotated Components Matrix for Information Credibility**

| Component Matrix[a] | |
|---|---|
| | Component |
| | 1 |
| In general, the information shared by the beauty influencers on YouTube is believable | .888 |
| In general, the information shared by the beauty influencers on YouTube is based on facts | .909 |
| In general, the information shared by the beauty influencers on YouTube is convincing | .935 |
| In general, the information shared by the beauty influencers on YouTube can be trusted | .892 |
| Extraction Method: Principal Component Analysis. | |
| a. 1 components extracted. | |

While, table above shows the relation and factor loading between the component and their associated elements. All item were retained since it has a factor loading larger than 0.6.

- **Total Variance Explained and Rotated Components Matrix for Information Adoption**

**Total Variance Explained for Information Adoption**

| Total Variance Explained | | | | | | |
|---|---|---|---|---|---|---|
| | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
| Component | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 3.535 | 88.373 | 88.373 | 3.535 | 88.373 | 88.373 |
| 2 | .216 | 5.404 | 93.776 | | | |
| 3 | .129 | 3.217 | 96.993 | | | |
| 4 | .120 | 3.007 | 100.000 | | | |
| Extraction Method: Principal Component Analysis. | | | | | | |

As shown in table above, the total variance explained is 88.373 percent, which is acceptable because it is greater than the minimum of 60% (Al-Khamaiseh et al., 2020; Bahkia et al., 2019; Hoque et al., 2017).

**Rotated Components Matrix for Information Adoption**

| Component Matrix[a] | |
|---|---|
| | Component |
| | 1 |
| The information from the product review video created by the beauty influencers on YouTube contributes to my knowledge about the product that is discussed | .920 |
| The information from the product review video created by the beauty influencers on YouTube makes it easier for me to make purchasing decisions | .954 |
| The information from the product review video created by the beauty influencers on YouTube has increased the efficiency of my purchasing decisions | .943 |
| The information from the product review video created by the beauty influencers on YouTube has encouraged me to make purchases | .944 |
| Extraction Method: Principal Component Analysis. | |
| a. 1 components extracted. | |

While, table above shows the relation and factor loading between the component and their associated elements. All item were retained since it has a factor loading larger than 0.6.

- **Total Variance Explained and Rotated Components Matrix for Purchase Intention**

**Total Variance Explained for Purchase Intention**

| Total Variance Explained | | | | | | |
|---|---|---|---|---|---|---|
| | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
| Component | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 2.636 | 87.860 | 87.860 | 2.636 | 87.860 | 87.860 |
| 2 | .259 | 8.631 | 96.491 | | | |
| 3 | .105 | 3.509 | 100.000 | | | |
| Extraction Method: Principal Component Analysis. | | | | | | |

As shown in above, the total variance explained is 87.860 percent, which is acceptable because it is greater than the minimum of 60% (Al-Khamaiseh et al., 2020; Bahkia et al., 2019; Hoque et al., 2017).

**Rotated Components Matrix for Purchase Intention**

| Component Matrix[a] | |
|---|---|
| | Component |
| | 1 |
| I have become interested in making purchases after watching a product review video shared by a beauty influencer on YouTube | .917 |
| I have become more prone to purchasing certain products after watching a product review video shared by a beauty influencer on YouTube | .965 |
| I will definitely try the product after watching a product review video shared by a beauty influencer on YouTube | .929 |
| Extraction Method: Principal Component Analysis. | |
| a. 1 components extracted. | |

While, table above shows the relation and factor loading between the component and their associated elements. All item were retained since it has a factor loading larger than 0.6.

**Appendix B:** Certified Translator Certificate (English to Bahasa Malaysia)



NO SIRI. 3569

ITBM
Institut Terjemahan & Buku Malaysia
Malaysian Institute of Translation & Books
马来西亚翻译与书籍局
المعهد العالي للترجمة والكتب بماليزيا

# *Kursus Penterjemahan Am*

## *General Translation Course*

## 基础翻译课程

## دورة الترجمة العامة

Dengan ini disahkan bahawa / *This is to certify that*
兹此证明 / نشهد بأن

**NORAIDA BINTI HARUN @ RAMLI**

telah mengikuti kursus di atas dengan jayanya
*has completed the above course*
已完成以上的课程
قد أكملت الدورة المذكورة أعلاه بنجاح

dengan keputusan / *with the result* / 并考获成绩 / بتقدير
**Cemerlang / *Excellent* / 特优 / ممتاز**

Anjuran / *Organised by* / 联办方 / التي نظمها
**Institut Terjemahan & Buku Malaysia**
*Malaysian Institute of Translation & Books*
马来西亚翻译与书籍局
المعهد العالي للترجمة والكتب بماليزيا

yang telah diadakan pada / *which was held on*
课程日期 / وأقيمت في
**9 — 20 Mei 2016**
*9 — 20 May 2016*

Mohd Khair bin Ngadiron
Pengarah Urusan / *Managing Director*
董事经理 / المدير العام

Scanned by CamScanner

NO SIRI. 5124

ITBM
Institut Terjemahan & Buku Malaysia
*Malaysian Institute of Translation & Books*
马来西亚翻译与书籍局
المعهد العالي للترجمة والكتب بماليزيا

# *Kursus Penterjemahan Am*

## *General Translation Course*

## 基础翻译课程

## دورة الترجمة العامة

Dengan ini disahkan bahawa / *This is to certify that*
兹此证明 / نشهد بأن

**KARTINI BINTI WARIS**

telah mengikuti kursus di atas dengan jayanya
*has completed the above course*
已完成以上的课程
قد أكملت الدورة المذكورة أعلاه بنجاح

dengan keputusan / *with the result* / 並考获成绩 / بتقدير

**Cemerlang / *Excellent* / 特优 / ممتاز**

Anjuran / *Organised by* / 联办方 / التي نظمها

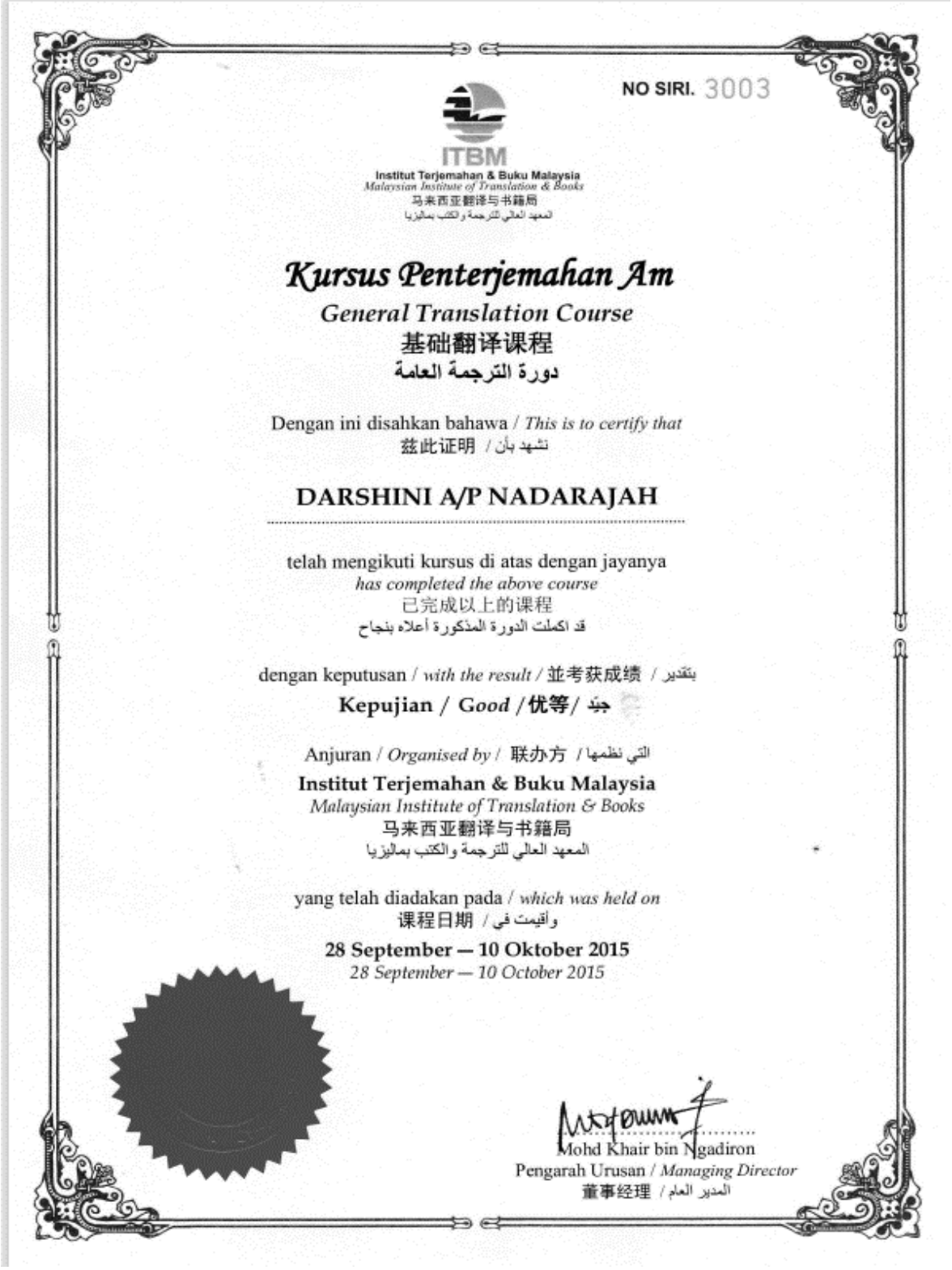
**Institut Terjemahan & Buku Malaysia**
*Malaysian Institute of Translation & Books*
马来西亚翻译与书籍局
المعهد العالي للترجمة والكتب بماليزيا

yang telah diadakan pada / *which was held on*
课程日期 / وأقيمت في

**29 September — 8 Disember 2018**
*29 September — 8 December 2018*

**Sakri bin Abdullah**
Pengurus Besar / *General Manager*
总经理 / المدير العام

**Appendix C:** Certified Translator Certificate (Bahasa Malaysia to English)



NO SIRI. 3003

ITBM
Institut Terjemahan & Buku Malaysia
*Malaysian Institute of Translation & Books*
马来西亚翻译与书籍局
المعهد العالي للترجمة والكتب بماليزيا

# *Kursus Penterjemahan Am*

## *General Translation Course*
## 基础翻译课程
## دورة الترجمة العامة

Dengan ini disahkan bahawa / *This is to certify that*
兹此证明 / تشهد بأن

**DARSHINI A/P NADARAJAH**

telah mengikuti kursus di atas dengan jayanya
*has completed the above course*
已完成以上的课程
قد اكملت الدورة المذكورة أعلاه بنجاح

dengan keputusan / *with the result* / 并考获成绩 / بتقدير

**Kepujian / *Good* / 优等/ جيّد**

Anjuran / *Organised by* / 联办方 / التي نظمها

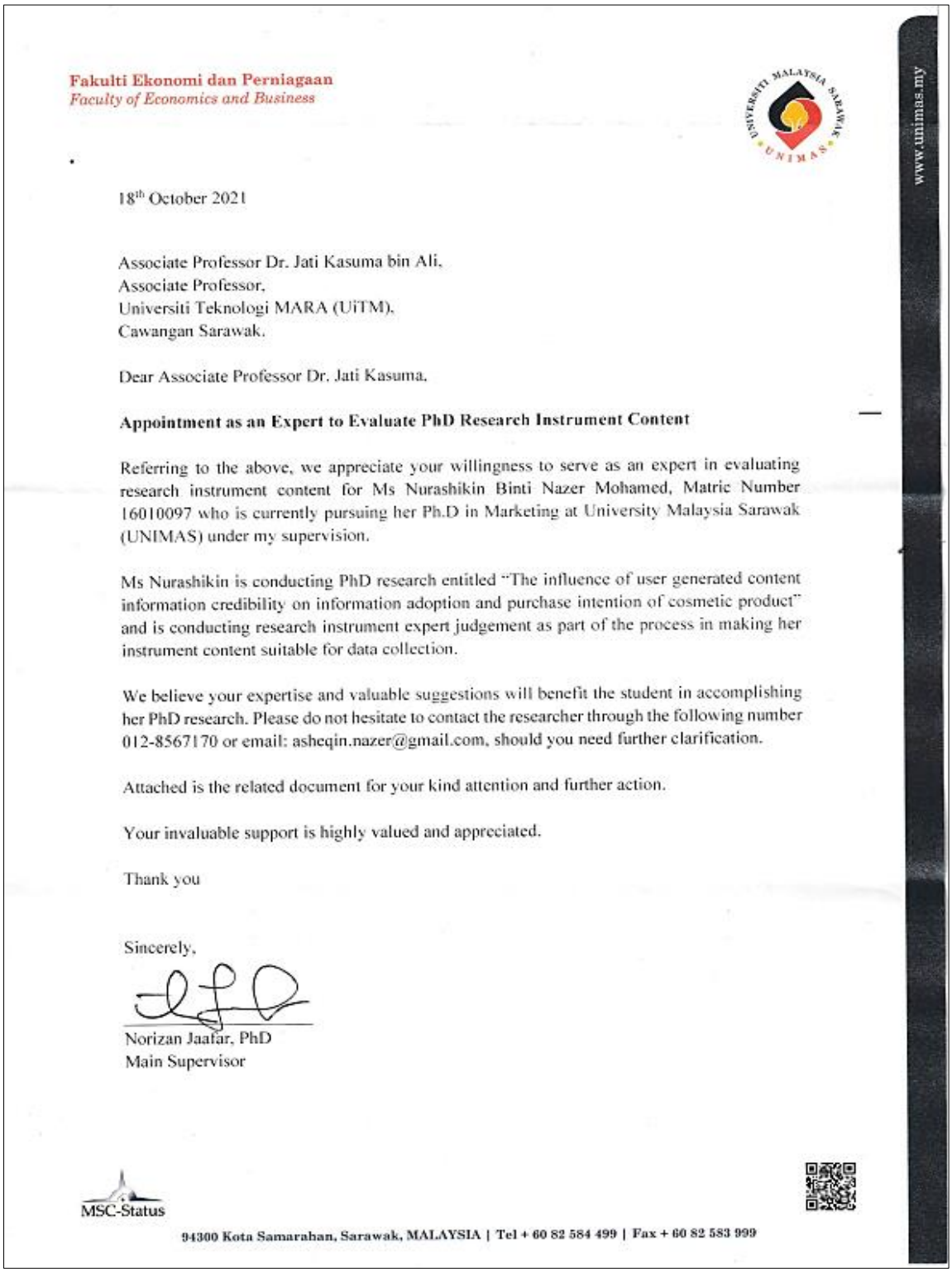
**Institut Terjemahan & Buku Malaysia**
*Malaysian Institute of Translation & Books*
马来西亚翻译与书籍局
المعهد العالي للترجمة والكتب بماليزيا

yang telah diadakan pada / *which was held on*
课程日期 / وأقيمت في

**28 September — 10 Oktober 2015**
*28 September — 10 October 2015*

Mohd Khair bin Ngadiron
Pengarah Urusan / *Managing Director*
董事经理 / المدير العام

**Appendix D:** Expert Appointment Latter (Academic lectures who validated survey for content validity)



Fakulti Ekonomi dan Perniagaan
*Faculty of Economics and Business*

www.unimas.my

18th October 2021

Associate Professor Dr. Jati Kasuma bin Ali,
Associate Professor,
Universiti Teknologi MARA (UiTM),
Cawangan Sarawak.

Dear Associate Professor Dr. Jati Kasuma,

**Appointment as an Expert to Evaluate PhD Research Instrument Content**

Referring to the above, we appreciate your willingness to serve as an expert in evaluating research instrument content for Ms Nurashikin Binti Nazer Mohamed, Matric Number 16010097 who is currently pursuing her Ph.D in Marketing at University Malaysia Sarawak (UNIMAS) under my supervision.

Ms Nurashikin is conducting PhD research entitled "The influence of user generated content information credibility on information adoption and purchase intention of cosmetic product" and is conducting research instrument expert judgement as part of the process in making her instrument content suitable for data collection.

We believe your expertise and valuable suggestions will benefit the student in accomplishing her PhD research. Please do not hesitate to contact the researcher through the following number 012-8567170 or email: asheqin.nazer@gmail.com, should you need further clarification.

Attached is the related document for your kind attention and further action.

Your invaluable support is highly valued and appreciated.

Thank you

Sincerely,

Norizan Jaafar, PhD
Main Supervisor

MSC-Status

94300 Kota Samarahan, Sarawak, MALAYSIA | Tel + 60 82 584 499 | Fax + 60 82 583 999

**Fakulti Ekonomi dan Perniagaan**
*Faculty of Economics and Business*

www.unimas.my

18th October 2021

Dr. Ida Izumi Binti Abdollah
Ketua Pusat Pengajian Sains Sosial & Kemanusiaan,
Universiti Teknonogi MARA (UiTM)
Cawangan Sarawak

Dear Dr. Ida Izumi,

**Appointment as an Expert to Evaluate PhD Research Instrument Content**

Referring to the above, we appreciate your willingness to serve as an expert in evaluating research instrument content for Ms Nurashikin Binti Nazer Mohamed, Matric Number 16010097 who is currently pursuing her Ph.D in Marketing at University Malaysia Sarawak (UNIMAS) under my supervision.

Ms Nurashikin is conducting PhD research entitled "The influence of user generated content information credibility on information adoption and purchase intention of cosmetic product" and is conducting research instrument expert judgement as part of the process in making her instrument content suitable for data collection.

We believe your expertise and valuable suggestions will benefit the student in accomplishing her PhD research. Please do not hesitate to contact the researcher through the following number 012-8567170 or email: asheqin.nazer@gmail.com, should you need further clarification.

Attached is the related document for your kind attention and further action.

Your invaluable support is highly valued and appreciated.

Thank you

Sincerely,

Norizan Jaafar, PhD
Main Supervisor

MSC-Status

94300 Kota Samarahan, Sarawak, MALAYSIA | Tel + 60 82 584 499 | Fax + 60 82 583 999

**Fakulti Ekonomi dan Perniagaan**
*Faculty of Economics and Business*

www.unimas.my

18th October 2021

Dr. Collin Wong Koh King,
Senior Lecturer,
i-CATS University College

Dear Dr. Collin,

**Appointment as an Expert to Evaluate PhD Research Instrument Content**

Referring to the above, we appreciate your willingness to serve as an expert in evaluating research instrument content for Ms Nurashikin Binti Nazer Mohamed, Matric Number 16010097 who is currently pursuing her Ph.D in Marketing at University Malaysia Sarawak (UNIMAS) under my supervision.

Ms Nurashikin is conducting PhD research entitled "The influence of user generated content information credibility on information adoption and purchase intention of cosmetic product" and is conducting research instrument expert judgement as part of the process in making her instrument content suitable for data collection.

We believe your expertise and valuable suggestions will benefit the student in accomplishing her PhD research. Please do not hesitate to contact the researcher through the following number 012-8567170 or email: asheqin.nazer@gmail.com, should you need further clarification.

Attached is the related document for your kind attention and further action.

Your invaluable support is highly valued and appreciated.

Thank you

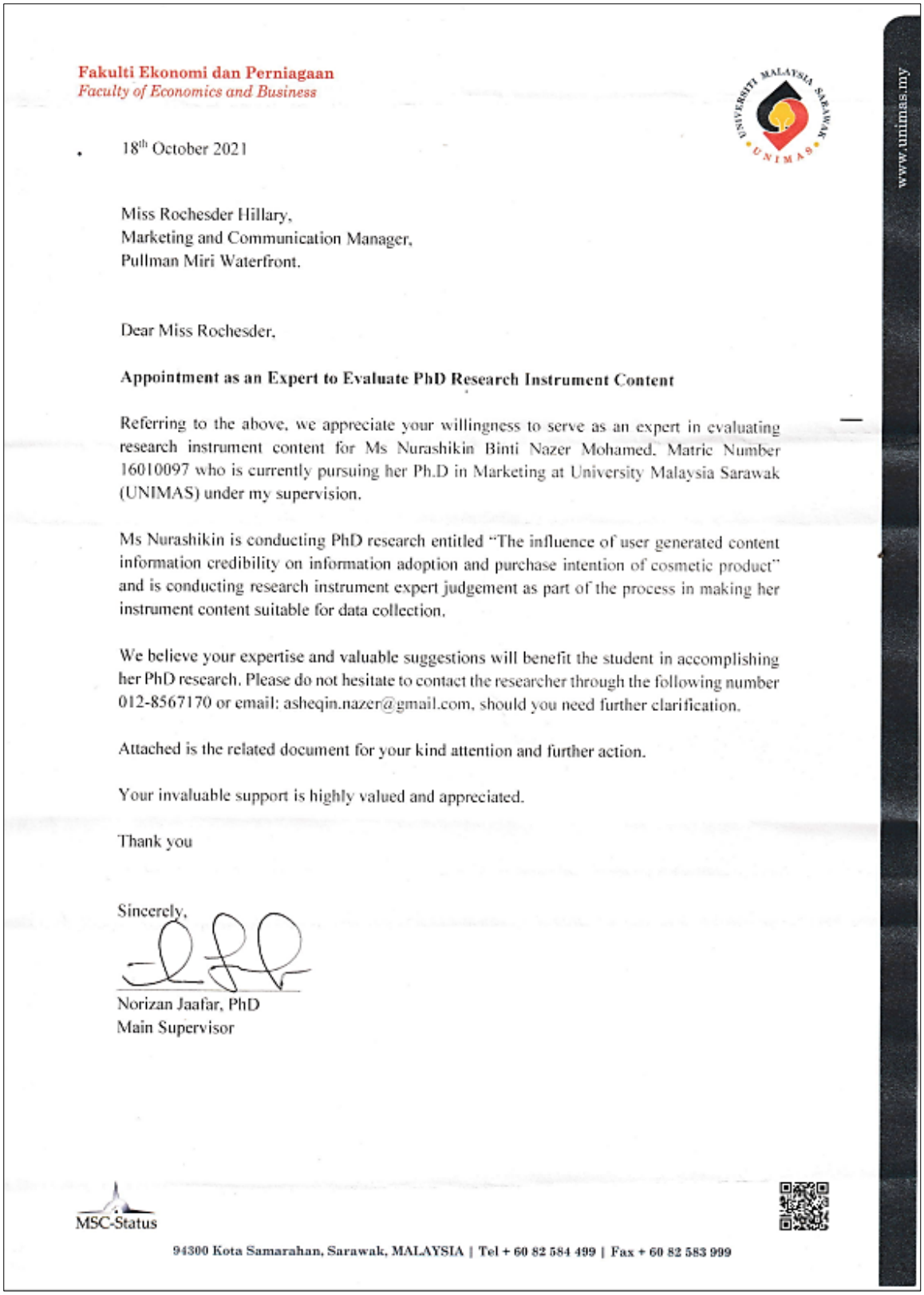
Sincerely,

Norizan Jaafar, PhD
Main Supervisor

MSC-Status

94300 Kota Samarahan, Sarawak, MALAYSIA | Tel + 60 82 584 499 | Fax + 60 82 583 999

**Appendix E:** Expert Appointment Latter (Industry Expert who validated survey for contents validity)



Fakulti Ekonomi dan Perniagaan
*Faculty of Economics and Business*

www.unimas.my

18th October 2021

Miss Rochesder Hillary,
Marketing and Communication Manager,
Pullman Miri Waterfront.

Dear Miss Rochesder,

**Appointment as an Expert to Evaluate PhD Research Instrument Content**

Referring to the above, we appreciate your willingness to serve as an expert in evaluating research instrument content for Ms Nurashikin Binti Nazer Mohamed, Matric Number 16010097 who is currently pursuing her Ph.D in Marketing at University Malaysia Sarawak (UNIMAS) under my supervision.

Ms Nurashikin is conducting PhD research entitled "The influence of user generated content information credibility on information adoption and purchase intention of cosmetic product" and is conducting research instrument expert judgement as part of the process in making her instrument content suitable for data collection.

We believe your expertise and valuable suggestions will benefit the student in accomplishing her PhD research. Please do not hesitate to contact the researcher through the following number 012-8567170 or email: asheqin.nazer@gmail.com, should you need further clarification.

Attached is the related document for your kind attention and further action.

Your invaluable support is highly valued and appreciated.

Thank you

Sincerely,

Norizan Jaafar, PhD
Main Supervisor

MSC-Status

94300 Kota Samarahan, Sarawak, MALAYSIA | Tel + 60 82 584 499 | Fax + 60 82 583 999

**Appendix F:** Questionnaire

**THE IMPACT OF INFLUENCER ATTRIBUTES ON CONSUMER INFORMATION ADOPTION AND PURCHASE INTENTION OF COSMETIC PRODUCT IN MALAYSIA: THE MEDIATING EFFECT OF INFORMATION CREDIBILITY**

Dear Respondents,

I am a PhD student from the Faculty of Business and Economics, University Malaysia Sarawak (UNIMAS). The purpose of this study is to determine whether the presence of user generated content information credibility have a significant impact on information adoption and consumer purchase intention of cosmetic product in Malaysia.

This study targets women in Malaysia between 18 and 56 years old who have experience watching cosmetic product review videos on YouTube. You are kindly invited to participate in this research study by completing the Google Form. As it is an anonymous survey, all responses will be kept private. The data collected from this survey will be analysed in terms of item score rather than individual and will be used for academic purposes only.

Your participation is completely voluntary, and you are allowed to withdraw from the survey at any moment. However, I would be grateful for your participation and cooperation.

Thank you for your participation and please contact me if you have any questions or require any information regarding this study.

Contacts details;
Nurashikin Binti Nazer Mohamed
PhD Student
Faculty of Economics and Business
University Malaysia Sarawak, (UNIMAS)
E-Mail: asheqin.nazer@gmail.com

Supervisor;
Dr Norizan Binti Jaafar
Faculty of Economics and Business
University Malaysia Sarawak (UNIMAS)

**PENGARUH ATRIBUT PEMPENGARUH TERHADAP PENERIMAAN MAKLUMAT DAN NIAT MEMBELI PENGGUNA KOSMETIK DI MALAYSIA: KESAN PENGANTARA KREDIBILITY MAKLUMAT**

Responden yang dihormati,

Saya merupakan pelajar PhD dari Fakulti Perniagaan dan Ekonomi, Universiti Malaysia Sarawak (UNIMAS). Tujuan kajian ini adalah untuk menentukan sama ada kehadiran kredibiliti maklumat kandungan janaan pengguna memberi kesan yang signifikan terhadap penerimaan maklumat dan niat pembelian pengguna produk kosmetik di Malaysia.

Kajian ini mensasarkan wanita di Malaysia, usia 18 hingga 56 tahun. Anda dijemput untuk mengambil bahagian dalam kajian penyelidikan ini dengan mengisi borang google yang disediakan. Ini adalah tinjauan tanpa nama, jadi semua respons akan dirahsiakan dan dianalisis dalam skor item dan bukannya secara individu. Maklumat yang dikumpulkan akan digunakan untuk tujuan akademik.

Penyertaan anda sepenuhnya sukarela, dan anda dibenarkan untuk menarik diri dari tinjauan pada bila-bila masa. Walau bagaimanapun, saya berterima kasih atas penyertaan dan kerjasama anda.

Terima kasih atas penyertaan anda, dan jangan ragu untuk menghubungi saya sekiranya anda mempunyai pertanyaan atau memerlukan maklumat mengenai kajian ini.

Maklumat untuk dihubungi;
Nurashikin Binti Nazer Mohamed
PhD Student
Fakulti Ekonomi dan Perniagaan
University Malaysia Sarawak, (UNIMAS)
E-Mail: asheqin.nazer@gmail.com

Penyelia;
Dr Norizan Binti Jaafar
Fakulti Ekonomi dan Perniagaan
University Malaysia Sarawak (UNIMAS)

**Section A: The use of YouTube Website**
***Bahagian A: Penggunaan Laman Sesawang YouTube***

**Please answer by placing (√).**
***Sila jawab dengan meletakkan tanda (√).***

1. How often do you watch product review video created by beauty influencers on YouTube?
   *Berapa kerap anda menonton video ulasan produk yang dibuat oleh pempengaruh kecantikan di YouTube?*

| | |
|---|---|
| More than once a month<br>*(Lebih dari sekali dalam sebulan)* | |
| Once a month<br>*(Sekali dalam sebulan)* | |
| Very rare<br>*(Sangat jarang)* | |
| Never<br>*(tidak pernah)* | |

2. Which beauty influencer product review video did you prefer most?
   *Video ulasan produk pempengaruh kecantikan mana yang paling anda sukai?*

| | |
|---|---|
| Malaysian beauty influencer<br>*(Pempengaruh kecantikan Malaysia)* | |
| International beauty influencer<br>*(Pempengaruh kecantikan antarabangsa)* | |

3. Which types of cosmetic product reviews video do you prefer to watch the most?
   *Jenis video ulasan produk kosmetik mana yang paling anda sukai*?

| | |
|---|---|
| Make up products<br>*(Produk solekan)* | |
| Skin care products<br>*(Produk penjagaan kulit)* | |
| Hair care products<br>*(Produk penjagaan rambut)* | |
| Fragrance products<br>*(Produk wangian)* | |

**Section B: Demographic Profile**
***Bahagian B: Profil Demografi***

**Please answer by placing (√).**
***Sila jawab dengan meletakkan tanda (√).***

1. Are you a female respondent?
   *Adakah anda seorang responden wanita??*

| | |
|---|---|
| Yes | ☐ |
| No | ☐ |

2. What is your age?
   *Berapakah umur anda?*

| | |
|---|---|
| 18 – 27 years old | ☐ |
| 28 – 41 years old | ☐ |
| 42 – 56 years old | ☐ |

3. What is your race?
   *Apakah bangsa anda?*

| | |
|---|---|
| Malay | ☐ |
| Chinese | ☐ |
| India | ☐ |
| Bumiputera Sarawak | ☐ |
| Bumiputera Sabah | ☐ |

Others : _____

4. Where is your current location?
*Di manakah lokasi anda sekarang?*

| | |
|---|---|
| Peninsular Malaysia | ☐ |
| Sarawak | ☐ |
| Sabah | ☐ |

5. What is your employment status?
*Apakah status pekerjaan anda?*

| | |
|---|---|
| Student *(Pelajar)* | ☐ |
| Employed *(Bekerja)* | ☐ |
| Self-employed *(Bekerja sendiri)* | ☐ |
| Un-employed *(Tidak bekerja)* | ☐ |

6. What is the higher academic qualification that you possess?
*Apakah kelayakan akademik yang tertinggi anda miliki?*

| | |
|---|---|
| SPM | ☐ |
| Certificate *(Sijil)* | ☐ |
| Diploma *(Diploma)* | ☐ |
| Bachelor Degree *(Ijazah Sarjana)* | ☐ |
| Master (*Sarjana)* | ☐ |
| PhD *(Doktor Falsafah)* | ☐ |
| Others *(Lain-lain):* _____ | |

7. What is your personal income level?
*Apakah tahap pendapatan bulanan peribadi anda?*

| | |
|---|---|
| Below RM1,000 | ☐ |
| RM1,000 - RM2,999 | ☐ |
| RM3,000 - RM4,999 | ☐ |
| RM5,000 - RM6,999 | ☐ |
| RM7,000 - RM8,999 | ☐ |
| RM9,000 - RM10,999 | ☐ |
| More than RM11,000 | ☐ |

**Section C** ***(Bahagian C)***

**Instruction:** Please indicates your level of agreement or disagreement with the following statements.
***Arahan:*** *Sila nyatakan tahap persetujuan atau ketidaksetujuan anda dengan pernyataan berikut.*

| **Strongly Disagree** ***Sangat tidak setuju*** | **Disagree** ***Tidak setuju*** | **Somewhat Disagree** ***Agak tidak setuju*** | **Neutral** ***Berkecuali*** | **Somewhat Agree** ***Agak setuju*** | **Agree** ***Setuju*** | **Strongly Agree** ***Sangat setuju*** |
|---|---|---|---|---|---|---|
| **1** | **2** | **3** | **4** | **5** | **6** | **7** |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| 1 | I think that the beauty influencer who appears in a product review video on YouTube is an expert who represents a particular product category.<br>*Saya berpendapat bahawa pempengaruh kecantikan yang muncul dalam video ulusan produk di YouTube ialah seorang pakar yang mewakili kategori produk tertentu.* | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | I think that the beauty influencer who appears in product review video on YouTube is an experienced individual to represent the product category.<br>*Saya berpendapat pempengaruh kecantikan yang muncul dalam video ulasan produk di YouTube merupakan seorang individu berpengalaman untuk mewakili kategori produk.* | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | I think that the beauty influencer who appears in product review video on YouTube has adequate knowledge to represent the product category.<br>*Saya berpendapat pempengaruh kecantikan yang muncul dalam video ulasan produk di YouTube mempunyai cukup berpengetahuan untuk mewakili kategori produk.* | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | I think that the beauty influencer who appears in product review video on YouTube is qualified to represent the product category.<br>*Saya berpendapat pempengaruh kecantikan yang muncul dalam video ulasan produk di YouTube layak untuk mewakili kategori produk.* | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5 | I think the beauty influencer who appears in product review video on YouTube is a skilled individual to represent the product category.<br>*Saya berpendapat pempengaruh kecantikan yang muncul dalam video ulasan produk ialah individu berkemahiran untuk mewakili kategori produk.* | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

**Section D *(Bahagian D)***

**Instruction:** Please indicates your level of agreement or disagreement with the following statements.
***Arahan:*** *Sila nyatakan tahap persetujuan atau ketidaksetujuan anda dengan pernyataan berikut.*

| **Strongly Disagree** ***Sangat tidak setuju*** | **Disagree** ***Tidak setuju*** | **Somewhat Disagree** ***Agak tidak setuju*** | **Neutral** ***Berkecuali*** | **Somewhat Agree** ***Agak setuju*** | **Agree** ***Setuju*** | **Strongly Agree** ***Sangat setuju*** |
|---|---|---|---|---|---|---|
| **1** | **2** | **3** | **4** | **5** | **6** | **7** |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| 1 | I think that the beauty influencer who appears in product review video on YouTube is attractive.<br>*Saya berpendapat pempengaruh kecantikan yang muncul dalam video ulasan produk di YouTube kelihatan menarik.* | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | I think that the beauty influencer who appears in product review video on YouTube is someone with a class of her own (stylish).<br>*Saya berpendapat bahawa pempengaruh kecantikan yang muncul dalam video ulasan produk di YouTube adalah seorang mempunyai kelasnya yang tersendiri (bergaya).* | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | I think the beauty influencer who appears in product review video on YouTube is someone who is beautiful.<br>*Saya berpendapat pempengaruh kecantikan yang muncul dalam video ulasan produk di YouTube ialah seorang yang cantik.* | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | I think the beauty influencer who appears in product review video on YouTube is elegant.<br>*Saya berpendapat pempengaruh kecantikan yang muncul video ulasan produk pengguna di YouTube kelihatan elegan.* | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

**Section E** ***(Bahagian E)***

**Instruction:** Please indicates your level of agreement or disagreement with the following statements.
***Arahan:*** *Sila nyatakan tahap persetujuan atau ketidaksetujuan anda dengan pernyataan berikut.*

| **Strongly Disagree** ***Sangat tidak setuju*** | **Disagree** ***Tidak setuju*** | **Somewhat Disagree** ***Agak tidak setuju*** | **Neutral** ***Berkecuali*** | **Somewhat Agree** ***Agak setuju*** | **Agree** ***Setuju*** | **Strongly Agree** ***Sangat setuju*** |
|---|---|---|---|---|---|---|
| **1** | **2** | **3** | **4** | **5** | **6** | **7** |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| 1 | The beauty influencer who appears in product review video on YouTube is someone who is dependable in the product category.<br>*Pempengaruh kecantikan yang muncul dalam video ulasan produk ialah seseorang yang boleh diharap dalam kategori produk.* | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | The beauty influencer who appears in product review video on YouTube is someone who is honest to represent the product category.<br>*Pempengaruh kecantikan yang muncul dalam video ulasan produk ialah seorang yang jujur untuk mewakili kategori produk*. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | The beauty influencer who appears in product review video on YouTube is someone who is reliable to represent the product category.<br>*Pempengaruh kecantikan yang muncul dalam video ulasan produk ialah seorang yang berwibawa untuk mewakili kategori produk.* | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | The beauty influencer who appears in product review video on YouTube is someone who is sincere to represent the product category.<br>*Pempengaruh kecantikan yang muncul dalam video ulasan produk ialah seorang yang ikhlas untuk mewakili kategori produk.* | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5 | The beauty influencer who appears in product review video on YouTube is someone who is trustworthy to represent the product category.<br>*Pempengaruh kecantikan yang muncul dalam video ulasan produk ialah seorang yang boleh dipercayai untuk mewakili kategori produk.* | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

**Section F *(Bahagian F)***

**Instruction:** Please indicates your level of agreement or disagreement with the following statements.
***Arahan:*** *Sila nyatakan tahap persetujuan atau ketidaksetujuan anda dengan pernyataan berikut.*

| **Very untrue of me** ***Sangat tidak benar pada saya*** | **Untrue of me** ***Tidak benar pada saya*** | **Somewhat untrue of me** ***Agak tidak benar pada saya*** | **Neutral** ***Berkecuali*** | **Somewhat true of me** ***Agak betul pada saya*** | **True of me** ***Betul pada saya*** | **Very true of me** ***Sangat betul pada saya*** |
|---|---|---|---|---|---|---|
| **1** | **2** | **3** | **4** | **5** | **6** | **7** |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| 1 | I rely on product review video by beauty influencers who are in the same age group as me.<br>*Saya bergantung video ulasan produk oleh pempengaruh kecantikan yang berada dalam kumpulan umur saya.* | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | I rely on a product review video by beauty influencers who are of the same gender as me.<br>*Saya bergantung pada video ulasan produk oleh pempengaruh kecantikan yang sama jantina dengan saya.* | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | I rely on a product review video by beauty influencers who have the same interests as me.<br>*Saya bergantung pada video ulasan produk oleh pempengaruh kecantikan yang mempunyai minat yang sama dengan saya.* | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | I rely on a product review video by beauty influencers who purchase beauty products the same way as me.<br>*Saya bergantung pada video ulasan produk oleh pempengaruh kecantikan yang membeli produk kecantikan dengan cara yang sama seperti saya.* | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

**Section G *(Bahagian G)***

**Instruction:** Please indicates your level of agreement or disagreement with the following statements.
***Arahan:*** *Sila nyatakan tahap persetujuan atau ketidaksetujuan anda dengan pernyataan berikut.*

| **Very untrue of what I believe** ***Sangat tidak benar dengan apa yang saya percayai*** | **Untrue of what I believe** ***Tidak benar dengan apa yang saya percayai*** | **Somewhat untrue of what I believe** ***Agak tidak benar dengan apa yang saya percayai*** | **Neutral** ***Berkecuali*** | **Somewhat true of what I believe** ***Agak betul dengan apa yang saya percayai*** | **True of what I believe** ***Betul dengan apa yang saya percayai*** | **Very true of what I believe** ***Sangat betul dengan apa yang saya percayai*** |
|---|---|---|---|---|---|---|
| **1** | **2** | **3** | **4** | **5** | **6** | **7** |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| 1 | The information prepared for the product review video by the beauty influencers on YouTube is good and excellent.<br>*Maklumat yang disediakan untuk video ulasan produk oleh pempengaruh kecantikan di YouTube adalah baik dan sangat bagus.* | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | The information prepared for the product review video by the beauty influencers on YouTube is sufficient and affluent<br>*Maklumat yang disediakan untuk video ulasan produk oleh pempengaruh kecantikan di YouTube adalah mencukupi dan sangat banyak.* | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | The information prepared for the product review video by the beauty influencers on YouTube is new and latest.<br>*Maklumat yang disediakan untuk video ulasan produk oleh pempengaruh kecantikan di YouTube adalah baharu dan terkini.* | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | The information prepared for the product review video by the beauty influencers on YouTube can be trusted and is convincing.<br>*Maklumat yang disediakan untuk video ulasan produk oleh pempengaruh kecantikan di YouTube boleh dipercayai dan menyakinkan.* | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| 5 | The information prepared for the product review video by the beauty influencers on YouTube is delivered right on time.<br>*Maklumat yang disediakan untuk video ulasan produk oleh pempengaruh kecantikan di YouTube diberikan tepat pada masanya.* | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

**Section H *(Bahagian H)***

**Instruction:** Please indicates your level of agreement or disagreement with the following statements.
***Arahan:*** *Sila nyatakan tahap persetujuan atau ketidaksetujuan anda dengan pernyataan berikut.*

| **Very untrue of what I believe** ***Sangat tidak benar dengan apa yang saya percayai*** | **Untrue of what I believe** ***Tidak benar dengan apa yang saya percayai*** | **Somewhat untrue of what I believe** ***Agak tidak benar dengan apa yang saya percayai*** | **Neutral** ***Berkecuali*** | **Somewhat true of what I believe** ***Agak betul dengan apa yang saya percayai*** | **True of what I believe** ***Betul dengan apa yang saya percayai*** | **Very true of what I believe** ***Sangat betul dengan apa yang saya percayai*** |
|---|---|---|---|---|---|---|
| **1** | **2** | **3** | **4** | **5** | **6** | **7** |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| 1 | In general, the information shared by the beauty influencers on YouTube is believable.<br>*Secara umum, maklumat yang dikongsi oleh pempengaruh kecantikan di YouTube boleh diterima akal.* | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | In general, the information shared by the beauty influencers on YouTube is based on facts.<br>*Secara umum, maklumat yang dikongsi oleh pempengaruh kecantikan di YouTube adalah berdasarkan fakta.* | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | In general, the information shared by the beauty influencers on YouTube is convincing.<br>*Secara umum, maklumat yang dikongsi oleh pempengaruh kecantikan di YouTube adalah menyakinkan.* | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | In general, the information shared by the beauty influencers on YouTube can be trusted.<br>*Secara umum, maklumat yang dikongsi oleh pempengaruh kecantikan di YouTube boleh dipercayai.* | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

**Section I *(Bahagian I)***

**Instruction:** Please indicates your level of agreement or disagreement with the following statements.
***Arahan:*** *Sila nyatakan tahap persetujuan atau ketidaksetujuan anda dengan pernyataan berikut.*

| **Very untrue of what I believe** ***Sangat tidak benar dengan apa yang saya percayai*** | **Untrue of what I believe** ***Tidak benar dengan apa yang saya percayai*** | **Somewhat untrue of what I believe** ***Agak tidak benar dengan apa yang saya percayai*** | **Neutral** ***Berkecuali*** | **Somewhat true of what I believe** ***Agak betul dengan apa yang saya percayai*** | **True of what I believe** ***Betul dengan apa yang saya percayai*** | **Very true of what I believe** ***Sangat betul dengan apa yang saya percayai*** |
|---|---|---|---|---|---|---|
| **1** | **2** | **3** | **4** | **5** | **6** | **7** |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| 1 | The information from the product review video created by the beauty influencers on YouTube contributes to my knowledge about the product that is discussed.<br>*Maklumat daripada video ulasan produk yang dicipta oleh pempengaruh kecantikan menyumbang kepada pengetahuan saya tentang produk yang dibincangkan.* | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | The information from the product review video created by the beauty influencers on YouTube makes it easier for me to make purchasing decisions.<br>*Maklumat daripada video ulasan produk yang dicipta oleh pempengaruh kecantikan memudahkan saya membuat keputusan pembelian.* | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | The information from the product review video created by the beauty influencers on YouTube has increased the efficiency of my purchasing decisions.<br>*Maklumat daripada video ulasan produk yang dicipta oleh pempengaruh kecantikan telah meningkatkan keberkesanan keputusan pembelian yang saya buat.* | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| 4 | The information from the product review video created by the beauty influencers on YouTube has encouraged me to make purchases.<br>*Maklumat daripada video ulasan produk yang dicipta oleh pempengaruh kecantikan mendorong saya untuk membuat pembelian.* | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

**Section J *(Bahagian J)***

**Instruction:** Please indicates your level of agreement or disagreement with the following statements.
***Arahan:*** *Sila nyatakan tahap persetujuan atau ketidaksetujuan anda dengan pernyataan berikut.*

| **Very untrue of me** ***Sangat tidak benar pada saya*** | **Very untrue of me** ***Sangat tidak benar pada saya*** | **Very untrue of me** ***Sangat tidak benar pada saya*** | **Very untrue of me** ***Sangat tidak benar pada saya*** | **Very untrue of me** ***Sangat tidak benar pada saya*** | **Very untrue of me** ***Sangat tidak benar pada saya*** | **Very untrue of me** ***Sangat tidak benar pada saya*** |
|---|---|---|---|---|---|---|
| **1** | **2** | **3** | **4** | **5** | **6** | **7** |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| 1 | I have become interested in making purchases after watching a product review video shared by a beauty influencer on YouTube.<br>*Selepas menonton video ulasan produk yang dikongsikan oleh pempengaruh kecantikan dalam YouYube, saya jadi berminat untuk membuat pembelian.* | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | I have become more prone to purchasing certain products after watching a product review video shared by a beauty influencer on YouTube.<br>*Selepas menonton video ulasan produk yang dikongsikan oleh pempengaruh kecantikan dalam YouTube, saya lebih cenderung membeli sesuatu produk.* | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | I will definitely try the product after watching a product review video shared by a beauty influencer on YouTube.<br>*Selepas menonton video ulasan produk yang dikongsikan oleh pempengaruh kecantikan dalam YouYube, saya pasti akan mencuba produk tersebut.* | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

*****End of Survey*****
**Thank you for your cooperation**