

東海大學企業管理學系

碩士論文

消費者對社交媒體影響者的態度及其對購買
意願的影響的前因

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DEDICATION

Firstly, I would like to thank Tunghai University for this Master Thesis in this Master of Business Administration course and dedicate this research project to my family, for their continuous support physically and mentally, pushing me forward when I hit a wall in conducting this research.

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ABSTRACT

Social media influencers has become a popular form of marketing tool and are able to create a buzz to increase exposure for businesses and attract the public eyes. This study is designed to explore on the effectiveness of social media influencer, which are focused on the characteristics that are informativeness, entertainment, source credibility, source attractiveness and product matchup. The previous mentioned variables are directed upon consumer attitude towards the social media influencer, which would in the end affect on the consumer purchase intention. Quantitative sampling method with a data set of 307 Taiwanese respondents was analyzed to attain the result. The findings has shown that informativeness, entertainment provided, source credibility, source attractiveness and product matchup of the social media influencer possesses a significant relationship towards consumers' attitude which in the end affects the their purchase intention positively.

Keywords: Social media marketing, social media influencer, informativeness, entertainment, source credibility, source attractiveness, product matchup, purchase intention.

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CHAPTER ONE

1.1 Research Background

The wave of new trends come and goes, this is especially true on the internet, but one of the current trends that are going strong is the social media websites that has a large number of users and visitors. The current yet ever growing marketing strategy, the marketing of social media has gained a certain importance for corporate companies big and small alike to connect with customers efficiently. The social media platform are often used by marketers as their main arsenal in advertising their products (Yang, Kim & Dhalwani 2007). According to Evans (2010), marketers that utilizes social media platform to advertise its product and connect with its customers has a better advantage on its business. Corporate organisation, big or small, has been using social media as their means to secure a positive connection between consumers and promoting a positive “word of mouth”, Barreda, Biligihan, Nusair and Okumus (2015) study states that brand that uses social media platform for the purpose of shaping brand awareness has shown that there is a surge in the “word of mouth” traffic.

Hence, the growth in usage of the instrument known as the World Wide Web and its resident, the social media, marketers have been actively manoeuvring their marketing techniques via social media platforms in advertising their product and gain profit from it (Michaelidou, Siamagka & Christodoulides, 2011). Currently, there exist a variety of social media sites where some of the popular ones being Facebook, Instagram, Twitter, Snapchat, online blogs and many more in existence, marketer spares no effort in marketing their product in these social media platform.

Figure 1.1 below displays the social media user around the globe from the year 2010 to 2017 (Statista, 2018). In 2010, there are around 970 million social media users, whereby it hit 1.22 billion users worldwide in 2011. From the graph, the social media users have been growing

substantially with an average yearly increase of 200 million users, it does not show a sign of slowing down, and this represents the popularity and widespread use worldwide.

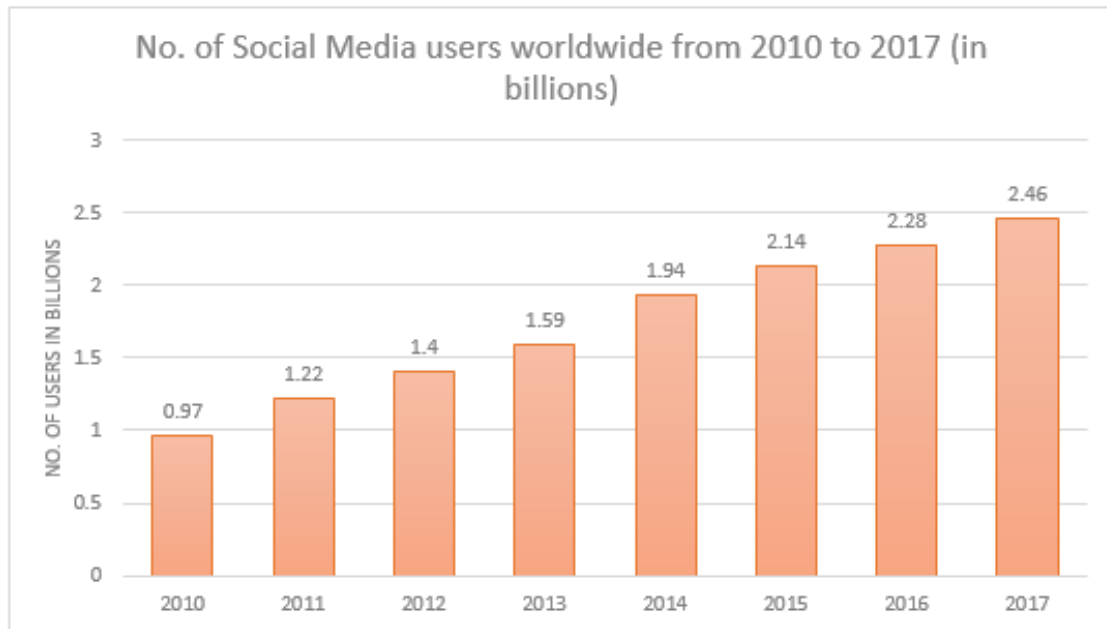


Figure 1.1: Number of Social Media users worldwide from 2010 to 2017(in billions) Source: Statista (2018). *Number of Social Media users worldwide from 2010 to 2021(in billions).* Retrieved from <https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/>

From the data received from Statista, Figure 1.2 below depicts the sum of the present social media users around the globe as of April 2018. Facebook currently stands on top of the ranking with an amount of 2.234 billion users. Next in ranking is YouTube with an amount of one and a half billion users, and the users of WhatsApp with the same amount. There are 1.3 billion consumers using Facebook Messenger, 980 million on WeChat, 813 million on the Instagram application, with Tumblr 794 million and 300 million on Twitter respectively. WhatsApp and Facebook Messenger are communication apps that are rarely used as a tool for social media marketing. WeChat, YouTube, Instagram and Facebook are the top most used platform by companies to perform marketing promotion.

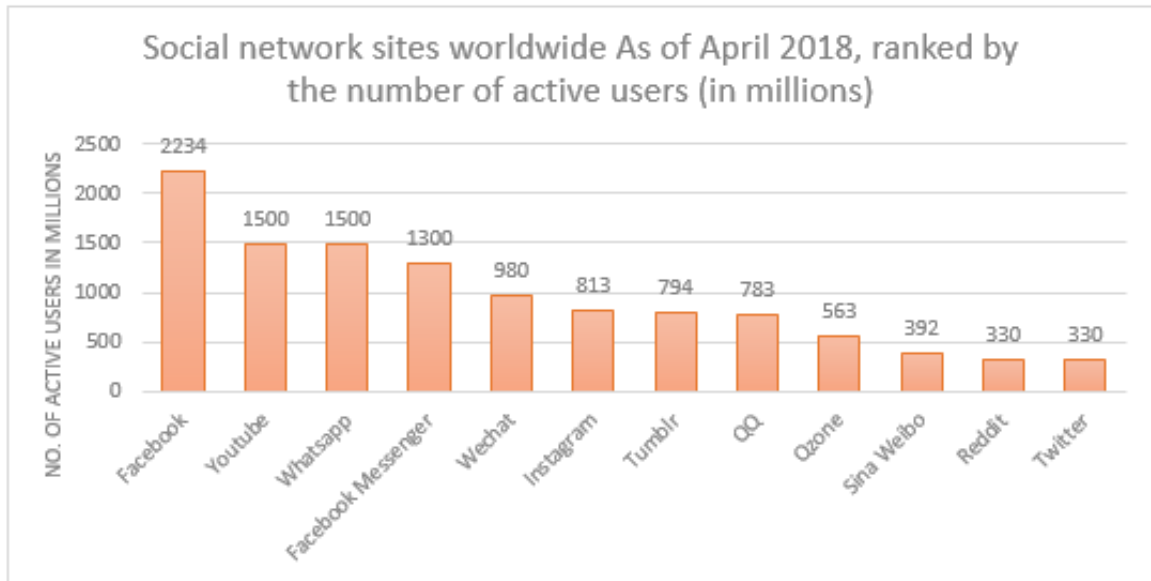


Figure 1.2: Social network sites worldwide as of April 2018, ranked by the number of active users (in millions)
 Source: Statista (2018). *Most famous social network sites worldwide as of April 2018, ranked by number of active users (in millions)* Retrieved from <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>

With the advancement of technology, people could now easily access to the World Wide Web, and it has been on the rising since, and this includes Taiwan. Referring to the Taiwan Network Information Centre (TWNIC, 2019), Taiwan's statistics on their internet users pertaining at the end of the year 2018, has shown that 82.1 percent of Taiwanese aged 12 and above has access to the internet with an average 4.3 hours online per day, and among those that has internet access, more than 96 percent of the population used wireless or mobile internet that are not bound by landline connection and 66.4% of the people access it via desktop or laptop. Most of them, particularly 94.1% of them mainly access the internet in their own homes and 38.8% access them at their workplace. Taiwan ranked third with 87.9 percent internet penetration rate in Asia, just below Japan and South Korea. According to Statista (2018), 80% of the Taiwanese populace are avid users of social media. From Figure 1.3 below depicts the top 5 social media sites that are often accessed by Taiwanese are Facebook and its messenger application YouTube, LINE and Instagram. The top three ranked with 75%, 75% and 71% share of population. Whereas Facebook Messenger at 48% and Instagram at 35%. Hence, with people having more accessibility towards the internet, companies and marketers spare no effort in investing their promotion strategy in e-marketing.



Figure 1.3: Figure 1.3: Penetration of Leading Social Media Platform in Taiwan as of 2017. Source: Statista (2018). *Penetration of leading social networks in Taiwan as of 3rd quarter 2017*. Retrieved from <https://www.statista.com/statistics/295611/taiwan-social-network-penetration/>

With the momentum garnered across the world on social media with its ever-surging popularity, a new and modern form of advertising called “Influencer Marketing” has been born and this strategy has been used profoundly by companies big and small alike (Meltzer, 2018). According to the same source, this marketing technique employs individuals that are regarded as social media influencer. These individuals are not people that are famous like those “big time” celebrity but could be a gaming addict, fitness guru, dance instructor, beauty blogger, foodie, fashionista, travel expert and et cetera that has followers of at least 10,000 users which could go even higher from hundred thousand to even millions.

The difference between these influencers and a typical celebrity endorsement is that influencers offer an authentic presence on social media that connect with the audience on a personal level (Glucksman, 2017). These influencers plunge into certain industry that aligns with the value and interest of the influencer, these people would then try to create their ‘brand’ in a specific industry and promote themselves with the contents they produced. Companies hire influencers who are famous in its specific field and endorse products or services that these influencer shows in their content, whether it is photos, short/long videos, it essentially acts as a word of mouth

opinion. Whereas the celebrity endorsement uses the fame of the celebrity that possesses “attention-getting, interest-riveting and has a value on generating profit that comes from interest and public attention that are usually high level” (Gupta, 2009). These celebrity has product “attached” to them and people who idolize them would associate the product with them and buy the said product. The typical difference between these two is that one is a self-made micro-celebrity that has a small to big amount of followers in their niche and the other has a large amount of “fans” that idolizes them. There was a study that had shown that 92% of consumer trusts an influencer compared to the traditional advertisement or celebrity endorsement (Weinswig, 2016).

This influencer marketing has become a mainstream method in marketing, social media influencer builds direct relationships with their followers and help build brand loyalty, and effectively target audiences at its niche. The influencer’s voice and the consumer trust that they had towards them are drilled into the brand over a two way communication that was created for the product (Booth & Matic, 2011). According to the Canadian State of the Creator Economy 2018 study, influencer marketing achieved a top effectiveness rating with continued gains of forty five points and above by the measure of Message Effectiveness Momentum (BusinessWire, 2018). Also, NBC News reports that the usage of influencers to promote brands has been popular and has been believed to contribute to companies sales (NBC News, 2018). Furthermore, a research done by Linqia states that 92% of the marketers found influencer marketing to be effective, and 44% of them plans to use influencer content to maximize exposure (Linqia, 2017).

Influencers utilize different social media platforms to maximize exposure. For instance, influencers like Du Guan Ling¹ (Crown Du) has a Facebook page, Instagram and YouTube account to share her status or update her post. These social media influencers have companies endorsing them for their exposure reach. For example, Crown Du posted a series of photo on the 14th April 2019 for a beverage under the assumption of her being endorsed, the post gained 46,000 likes in the span of 5 weeks, with the amount of likes representing a favourable

¹ A 1992 Taiwanese born influencer with a following of 664,000+ on Instagram, 222,000+ followings on Facebook (as of 25th May 2019). The featured member of a famous 阿滴英文 YouTube channel that is ranked second in Taiwan in terms of following with more than 2.2 million subscribers.

impression either towards the person or the product and the reach of the post being higher than the amount of likes. But, it is still unclear whether these Influencers has any impact on sales or create any quantitative value for a brand, hence the need for company to understand how consumers perceive these influencers and the willingness to purchase may or may not increase (Waldt, Loggerenberg & Wehmeyer, 2009).

People from different ages perceive differently on “what” an influencer is, baby boomers did not identify with any definition as they were presumably reduced in the interaction with the social media usage and with influencers. With millennials identifying them as someone that possesses ten thousand above “followers” on their channels. The key point on how influencers distinguish themselves against the normal consumer is that they have a large followings, provide much more information in their posts and is of a “higher quality”, and also one that has a paid relationship with a company or brand. (Connolly, 2017). However, there was survey done by Prizeology in the United Kingdom which found that a quarter of the consumer thought that these influencers are “damaging” the brands that were endorsed upon them, yet two-thirds were in agreement that they felt better when the product placement was transparent enough for them to identify (Griggs, 2018).

Hence, there are characteristics that are paramount for these influencers to be trusted by the general public. The main characteristics that would make these influencers “work” are their “authenticity” (Econsultancy, 2019), their unique personality that differs from the many other individuals online, with the female wanting to see the result of the used product shown to them and the “expertise” factor for the male (Connolly, 2017). With this flourishing marketing method, the most important factor that the companies and marketers see is that whether it will lead them to a revenue. There were a positive result derived from a survey done with social media users from the United States, United Kingdom, France and Germany. Whereby a third of the consumer purchased the product shown by the influencers and a half of the respondents from the U.K. and U.S. to possess positive attitude towards the product or service shown by these influencer where they considered on whether to purchase said item (Connolly, 2017), with the millennials aged 18-24 in Ireland has a positive intention to buy when they perceived the influencers to be “authentic”. Yet these reports and survey are mostly done in the west,

and there is gap to be filled in the void left by this gap on the real “worth” or effectiveness of these influencers in influencing the consumer to purchase and their general attitude towards them.

Also, this research paper combines variables that are widely used in mobile advertising and celebrity endorsement research. The previous mainly focuses on the content of the advertisement whether it's in the form of verbal message, picture message or a video advertisement that is few seconds long to few minutes. Where the latter focuses on the celebrity's effect on the product whether it is positive or negative via variables like source credibility and et cetera. As social media influencers are a kind of self-made micro-celebrity that also produces verbal message, picture message, videos that are uploaded on the virtual social media platform which may contain products or services that are endorsed to be promoted. Hence, the merging of variables that are used in both mobile advertising and celebrity endorsement research.

Additionally, it serves to study the attitudes of consumers' concerning these social media influencers, whether consumers really watch and follow these influencers and are influenced by them on their purchasing behaviour. As according to Lecinski (2011), studies shown that seventy statistical percentage of purchase decision occurred all through virtual search, especially if it's a recommended products. Thus, the need to further examine on the consumers' attitude concerning influencers and its impact on the consumers purchase intention.

1.2 Problem Statement

Recent years, there is a noticeable increase in people who sells or brand themselves as an influencer rookie that tries to get brand endorsement as a living or side income, and brands endorsing popular social media influencers to increase brand exposure. The majority of the researches done focuses on social media platforms and its effectiveness on swaying consumers attitude and their purchase intention but not the influencers, it's not definite that influencer marketing could influence consumer's purchase intention. Hence, the need to close the gap in

the void on the matter of social media influencer influencing the consumers attitude and their intention to purchase.

Furthermore, precedent research has either done researches solely on mobile advertising or celebrity endorsement which has been widely researched. This research merge both of the previously mentioned researches as the outcome from the nature of these influencers. These individuals that creates visual, verbal, online contents that are uploaded on the internet platforms. Hence, the need to fill in the gap on the antecedents on this social media marketing research and the value of endorsing these influencer to be a part of a business marketing plan, plus whether it works positively for the company.

1.3 Purpose Statement

The purpose of this quantitative research is to explore on the theory of consumer behaviour that relates the informativeness, entertainment, source credibility, source attractiveness, and product matchup to consumers' attitude towards social media influencer that ultimately affect the consumers' purchasing intention for the Taiwanese people who accesses social media platforms. The independent variable of interest is the informativeness shown, entertainment provided, perceived influencer credibility, perceived influencer attractiveness, and the perceived matchup of the influencer and the product, these are defined as the consumers' perception. Whereas dependent variables are the consumers' attitude towards social media influencer and purchase intention of the consumers that are affected by the consumers' attitude towards social media influencer.

1.4 Research objectives

Historically speaking, companies have been using conventional marketing and endorsing big celebrities to represent its brand, product or services. But in recent years, this has changed with more companies started using "cyber famous" people that are identified as social media

influencers. Whereby employing these influencers has become a trend for the marketing industry and has shown positive outcome in certain industry. However, an analysis on marketing strategies that uses social media influencer is relevant and much needed in the current trend, it could provide comprehension for the companies that wish to further market their product into this marketing strategy. Hence, the objective of this study aims to determine that the effectiveness of these social media influencers on swaying the attitudes of the consumer and their intention to purchase, allowing the findings of the research to close the gap of the meagre amount of research in the field of social media influencer and in East Asian region. Particularly, the informativeness, entertainment provided, source credibility, source attractiveness, product match up towards the attitude of the consumers on these influencers. Additionally, the role of these influencer on the inclination to purchase in marketing strategy on the consumers' inclination to purchase. Furthermore, the research findings aims to identify the measurements (the characteristics of the social media influencers) that reflects on the attitude of the consumer that in the end sway the consumers' intention to purchase on the items promoted by the influencers.

1.5 Research questions

- 1) What is the relationship between informativeness shown from the content created by the Influencer and consumers' attitude towards Social Media Influencer?
- 2) What is the relationship between the entertainment garnered from the content created by the Influencer and consumer's attitude towards Social Media Influencer?
- 3) What is the relationship between the credibility of the Social Media Influencer and consumer's attitude towards them?
- 4) What is the relationship between the attractiveness of the Social Media Influencer and consumer's attitude towards them?
- 5) What is the relationship between the product match up with the Social Media Influencer and consumer's attitude towards them?
- 6) What is the relationship between consumers' attitude on Social Media Influencer towards purchase intention?

1.6 Significance of study

This study accounts on the characteristics of the social media influencers that are usually focused on mobile advertising and celebrity endorsement research. This research aims to highlight and contribute to the knowledge of the scholars in the marketing field in regards of the characteristics of the social media influencer. With the characteristics being the informativeness that are depicted by the influencer towards the consumer. Next, the entertainment provided by the influencer that the consumer received. Following by the source credibility and the source attractiveness of the influencer that makes up how the consumer perceives upon these influencers. Lastly, the product match up where the products “fits” the endorsed influencer which would then influence the attitude of the consumer. The research findings would then inform the marketing scholars and the marketers that employs these influencer that the five mentioned characteristics are a good form of measurements to judge upon and to further widen the study of marketing in regards of social media influencers.

The significance of this research is to investigate the attitude of the consumers towards social media influencer. Additionally, to identify that these social media influencers are able to sway the intentions to purchase of the consumers or not. As many kids and the younger generations aspire to be either YouTubers or vloggers, social media influencer in general, rather than doctors or nurses. As it was reported that one in five children would like to start their own channel at the YouTube platform (Daily Mail, 2017). By doing this research, it helps the consumer increase their knowledge in regards of influencers in general, how these influencers work and the prospect of such career. If the public has a negative opinion or misconception in regards of the career (social media influencer), this research hopes to notify, inform and right the misconception and provide an accurate depiction of said subject.

Also, the research findings of this study wishes to redound to the benefit of society considering that people who are in the business that requires marketing or advertising to promote their product or services and marketers that has yet to recruit influencer rookies into their firm to refer to this research and evaluate whether endorsing or employing “cyber famous” influencers for their marketing strategy is worthwhile to invest into, rather than the aged-old conventional

marketing strategy. Thus, it provides insight to businesses and marketers alike to stay on top of their competitors by evaluating the need and efficiency of using these influencer in their marketing strategy on their respective industry.

Furthermore, the public or the youngsters that are mentioned previously who aspire and wants to join the ranks of being a so called influencer as a lifelong career, who possesses a talent in certain niche could evaluate whether they want to venture into this field and groom themselves into a self-made influencer in their own specialized field. Therefore, by doing such a research, the public or aspiring social media influencer to take note on certain key points on being a successful in making it as their career.

Overall, this research intends to provide researchers of the related topic as a reference and a filling on the gap in regards to this field of research. This paper also informs scholar about the uniqueness and effectiveness of these influencers on existing populace, the current trend of Taiwanese populace's attitude towards such marketing method and their purchasing intention after exposing to such marketing method. Furthermore, it helps academicians to instil knowledge regarding these influencers of social media towards the students and assist future academicians on developing an improved understanding towards consumer attitude towards the social media influencer and the effect of said subject on consumers' purchase intention. Researchers of related field in the future that intend to conduct studies that surrounds on such study could refer to this study to support and improve the data reliability.

CHAPTER TWO

LITERATURE REVIEW

2.1 Social Media Platform

According to the Cambridge Business English Dictionary (2019), social media is defined as a media entity which permits people to communicate and sharing of information through internet. The emergence of this technology are due to the need for people to interact more easily and share opinions, as well as interact with others in real time. The earliest form of real time communication in long distance goes back to the year 1792 when telegraphic usage has been introduced (Edosomwan, S., Prakasan, S., Kouame, D., Watson, J., & Seymour, T., 2011). According to Boyd and Ellison (2007), social media platform is a service from the World Wide Web that allows the user to generate their own profile within the bounded system, connect with other users and converse with people within the list of connections of themselves and others within the system. Also, Mangold and Faulds (2009) states that social media encompasses a massive variety of word-of-mouth forums that are online which includes discussion board, blog, chat room, websites that collect consumer ratings on product or services and et cetera. In short, social media are generally described as a website that gives the consumers the right to let out their opinions, views, search for reviews, discussion. Hence, the progression of social media has made various marketing techniques and strategies to be created and implemented in these platforms. Figure 1.1 and 1.2 in chapter one above show the popularity and the growing use of social media. Which, studies has been done by several researchers has stated that social media is considered an effective marketing tool (Bickrt and Schindler, 2001; Kumar and Benbasat, 2006; Lamminen, 2018; Zhang et al., 2010). Hence, from the growth of social media, many businesses and marketers have been using social media as an instrument to build relationships, connect and to create conversation with its consumers. As this study focuses on a branch of marketing in social media, which will be further described in the later part of the chapter.

2.1.1 Social Media Marketing

From the statistic given on Figure 1.1 and 1.2, companies have not been missing out on the gateway provided by social media platform and has been actively using it as a tool for them to market its product, connect its customers and reaching out to potential customers through these platforms. An example of a company shift in marketing strategy is Nike who has decreased in its traditional marketing strategy and almost doubled the budget on social media marketing (Fortune, 2012). The utilization of technology has allowed the creation, communication, delivery and exchange of offers between corporation and consumers that has brought forth value to the organisation's stakeholders (Tuten & Solomon, 2017). It is a marketing technique that focuses on the people, rather than the products (Diamond, 2008) and a marketing method via social media that aims to create high quality content to connect with the consumer and be relevant (Drury, 2008).

A method on social media marketing is that companies create "brand fan page" in these social media platform to foster connection with the consumers. Companies would product brand posts that contains attractive messages, eye catching GIFs, local star featured videos, fun quizzes and et cetera. Consumers become fans to these fan pages that indicates its connection to the brand by either following, giving a like or commenting on the said posts (Vries, Gensler & Leeflang, 2012). But, the companies could not control the comments that are written by the consumers/people. The consumers could either make or break a company by either giving a positive or negative "word-of-mouth", and it can spread worldwide within minutes. The consumer's comments and likes on a certain post (i.e. Facebook, Instagram) indicates engagement between them and the companies. Several research has stated that social media marketing with the correct method (emotional message, moderate advertising message, brings positive result, having positive impact on engagement, positive return on investment (ROI) (Bilgin, 2018; Kumar et al., 2013; Goh et al., 2013; Rishika et al, 2013; Li & Wu, 2014; Miller & Tucker, 2013). But, this form of marketing has no perfect evidence stating that this marketing technique bring positive ROI to the company when the method used by the company has been wrong (e.g. blatant advertising message, excessive emotional message, messages that makes people uncomfortable) (Lee, Hosanagar & Nair, 2014). There are also companies that do not see any ROI in its social media marketing (DeMers, 2018). Hence, it could be said there

are industry that are more suited for social media marketing and the method that are used differs in result, some industry would be more suited for emotional message post, some requires explicit messages in advertising and et cetera.

However, a study conducted by ARCA (2012) states the benefit businesses get are different on volume and value, mainly with increased brand exposure and reputation. The increase flow of traffic and the optimization of search engine, giving lead generation and word-of-mouth. In turn providing market insights (targeted audience and the competitors), public relations facilities and recruitment. The cost effectiveness depends on the social media channel used (blogs, microblogs, wikis, social bookmarking sties and forums), and fans number does not equate to social media return on investment but rather experience and insight. There are multitude of marketing methods that could be used on social media, and one of the branches of such marketing methods are called influencer marketing which is the main focus of this research.

2.1.2 Social Media Influencer

With the World Wide Web and the many creations that comes along with it, social media platforms and influencers marketing caused a change in the marketing trend. Traditional marketing has started to swing towards a much modern approach of marketing from the traditional celebrity endorsement by prioritizing social media platforms and endorsing influencers as a substitution method (Boyd & Marwick 2011). The customers are becoming acclimated to viewing info from influencers with a high visualization rate (Liu, Chen & Zhou, 2010). According to Freberg, Graham, McGaughey and Freberg (2011), these influencers represent an independent third party endorser with the capability to mould the consumers' attitude via internet channels like Facebook/Instagram posting, tweets, blog post and other social media channels. In this current age, it is feasible for someone to be "famous" or to become an influencer, so long as they have a pool of people following them in their social media account. The first requirement or trait needed in becoming an influencer is the ability to grab users attention (Cultureshop, 2015), these individuals would then slowly build up the persona/brand image they have set in the beginning through social media platforms (Kozinets & Cerone, 2014), these individual would do small events like giveaways or create entertaining

content to increase traffic or “fame” and tries to land a contract with companies to market products through their channel.

These influencers exist in several multitude of fields, fashion men/women, food enthusiast, pro gamer, cooking master, craft artist and et cetera (Jargalsaikhan & Korotina, 2016), they use strategic sharing of information for the aim to building specific relationship with its followers, often in a “self-conscious and carefully constructed personas”. The relationship is a para-social that gives off the impression of having a real-time face-to-face connection with the influencer and the user (Marwick, 2016). Furthermore, Szczurski (2017) states that influencers work as a form of brand advocates that create content and promote certain brands, and Szczurski suggest that these influencers has the loudest voice on the social media platform. A study conducted by indaHash that has 2285 global influencers who took part, more than half (64%) treat their work as a profession that collaborates with brands to shape consumer behaviour and earn money for it (indaHash, 2017).

In the recent years, with the increasing popularity of usage in AdBlock software among Millennials where 615million devices has been reported on using this software by early 2017 (PageFair & Adobe, 2017), company utilizes influencers for several reasons, to increase brand awareness, to build trust between brands and the consumers, to create a “buzz”, secure links to contribute on SEO values, avoiding software like Ad Blockers, and ensuring long term success due to the influencer collaboration that remains live for an extended period (National Position, 2018). Also, Szczurski’s (2017) study mentioned that there is nearly seven dollars in the return on investment on each one dollar spent on using influencers. An interesting result shown by Bakshy, Mason, Hofman & Watts (2011) study states that “ordinary influencers” are more cost effective in disseminating information compared to “big-time famous influencers”. So, it comes to identifying whether social media influencers in general gives an effective ROI for businesses in Taiwan, it may have been the approach and method used when it comes to utilizing this marketing tool.

2.2 Theory of Reasoned Action (TRA)

The Theory of Reasoned Action (TRA) is one of the most influential theories of human behaviour, developed by Azjen and Fishbein (1975). TRA is developed to explore the association between the behavioural intention, attitude towards a behaviour and subjective norms. Also, it pinpoints the influence on consumers' intention to react on certain way towards consumption to explain human behaviour (Azjen & Fishbein, 1975). The attitude is there to satisfy a human's personal motive and it impacts the end goal of the consumer purchase intention creation (Murphy, 2014). Whereas the intention is a prime determinant on a human's actual behaviour (Meskaran, Ismail & Shanmugam, 2013). A consumer who has a favourable attitude towards a certain behaviour will produce an outcome in a rise in the likelihood of performing behaviour (Albarracin, Johnson, Fishbein, & Muellerleile, 2001).

In TRA, there are two major predictor on the intention to purchase of the consumers, attitude towards a behaviour and subjective norms regarding the behaviour. The attitude towards a behaviour depends on the human's positive or negative universal appraisal of the performance of a certain behaviour (Elena, Heera, Geuens, & Vermeirc, 2013). Whereas the subjective norms are the social influences of an individual's behaviour and perceptions that would or would not execute the behaviour (Isaid & Faisal, 2015). According to a study done by Shih and Fang (2004), attitude has great influence on consumer's intention and subjective norm has lesser. Also stressing that behavioural intention significantly affect on the actual use (Shih & Fang, 2004).

In marketing field, TRA has been used to understand and explain the consumer's purchase behaviour based on the intention (Tsai, Chin & Chen, 2010). Aligned with previous studies assertion, TRA is proposed as a contextual groundwork in understanding the so called influencers (third-party endorser – similar to celebrity endorsement) that shapes the attitude of consumer through the usage of social media. The exploratory study states about the beliefs on behaviour that is defined on the attributes of the object. There are seven categories in behavioural beliefs found, that is the perceived informativeness, perceived entertainment, the

perceived credibility, the perceived attractiveness and the product matchup of the influencer of the audience.

2.3 Review of relevant theoretical framework

Figure 2.1 is Ducoffe's model that was developed to study the relationship of advertising value with informativeness, entertainment and irritation. Advertising value is the user's perceived value of the advertising. The model aim was to study advertising as a tool of communication towards the consumers, and results has stated that informativeness, entertainment and irritation are determinants on understanding how consumers evaluate the said advertising value.

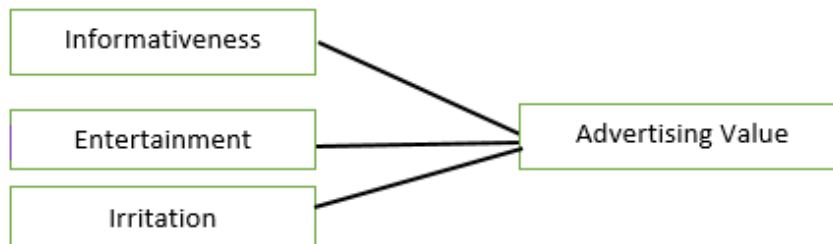


Figure 2.1: Ducoffe's 1995 Model (Informativeness & Entertainment); Source: Ducoffe, R. (1995). How consumers assess the value of advertising. *Journal of Current Issues and Research in Advertising*, 17(1), 1-18.

Figure 2.2 is Ducoffe extended model on how advertising value influence the consumer attitude towards web advertising. The model was developed to study understand how consumer attitude is affected by advertising value evaluation. The result shown that high perceived web advertising value leads toward a positive attitude towards web advertising.

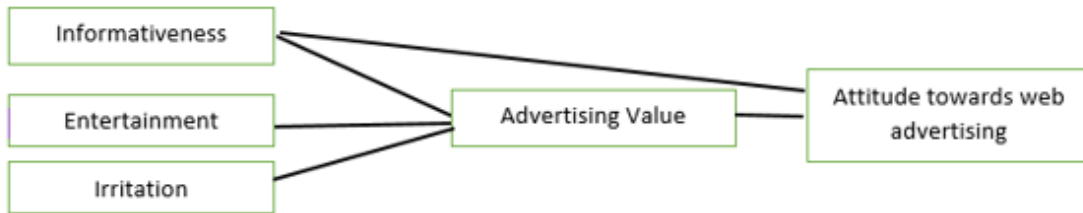


Figure 2.2: Ducoffe's Extended Model (Informativeness and Entertainment towards attitude); Source: Ducoffe, R. (1996). Advertising value and advertising on the web. *Journal of Advertising Research*, 36(5), 21– 35.

Figure 2.3 is Blanco, Blasco and Azorin's (2010) model that are derived from Ducoffe's (1996) 1996 model that investigates the informativeness and entertainment aspects of mobile marketing towards consumer's attitude, and also the general opinion towards advertising, which then also study the correlation between attitude and behavioural intention on the mobile advertising sector. The result of Blanco, Blasco and Azorin study has shown that informativeness and entertainment influences the consumer attitude positively. That leads to consumers' attitude on behavioural intention positively.

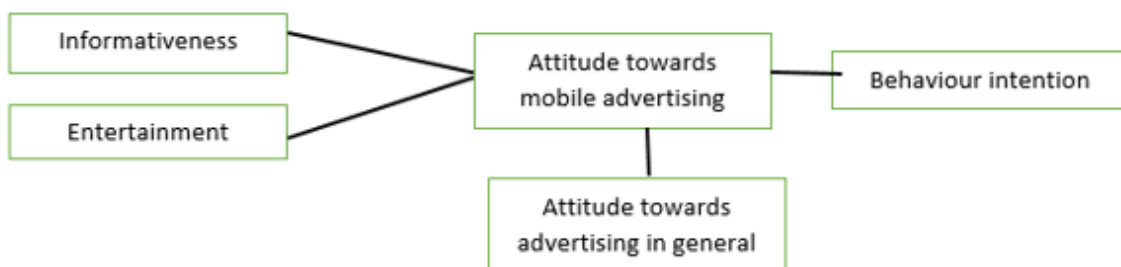


Figure 2.3: The effect on informativeness and entertainment towards attitude and intention; Source: Blanco C., Blasco, M. & Azorin I. (2010). Entertainment and informativeness as precursory factors of successful mobile advertising messages. *Communications of the IBIMA*. 2010(2010)

The current research focus on the impact of influencer include entertainment and informativeness as independent variable as influencers create contents that has endorsed products that will be marketed to the audience/consumers, and referring to previous data in chapter one that most access points towards the worldwide web for consumers are made from smartphone or via wireless devices.

Figure 2.4 is a study done by Ha and Lam (2017) on celebrity endorsement and its effect against customer's attitude towards the brand and purchase intention in Vietnam. This study is similar to the current research on influencer as they are a 3rd party endorser. The result of Ha and Lam's study has shown that variables like trustworthiness and expertise which falls under source credibility is statistically significant against consumer attitude. The source attractiveness is not statistically significantly against consumer attitude, but study from Seiler and Kucza (2017) has shown otherwise. Whereas for variables like similarity, familiarity and matchup congruence with the product are all statistically insignificant against consumer attitude.

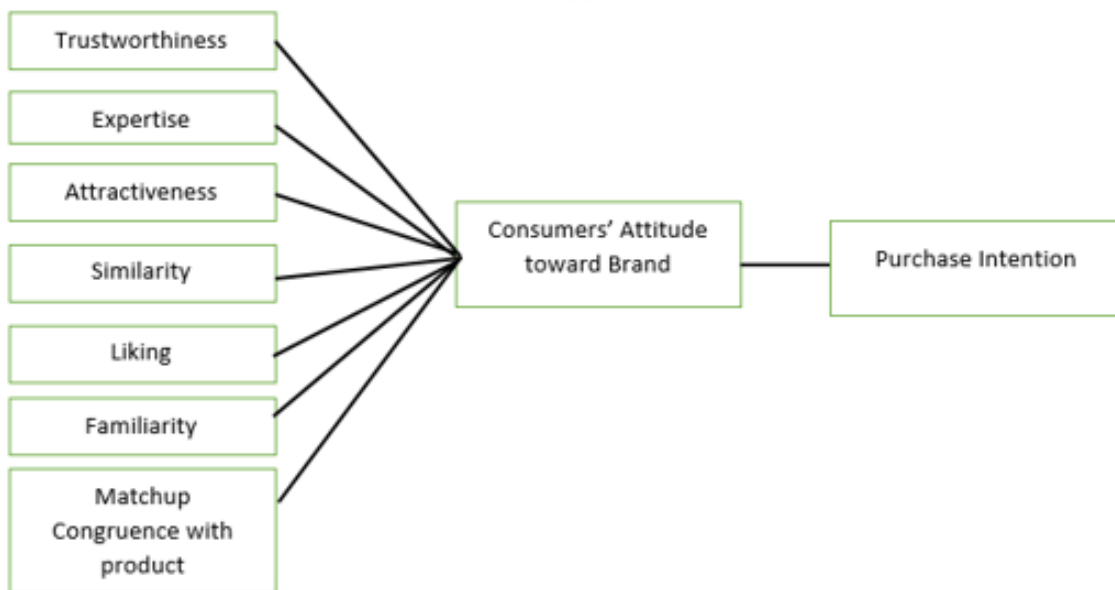


Figure 2.4: Celebrity Endorsement and its effect against customer attitude and purchase intention; Source: Ha, N. & Lam, N. (2017) The Effect of Celebrity Endorsement on Customer's attitude towards brand and purchase intention. *International Journal of Economics and Finance*, 9(1), 64-77

Figure 2.5 is taken from Seiler and Kucza (2017) model on source attractiveness and results shown that attractiveness positively influences attitude towards the brand which in turn affect purchase intention that are in line with other researches (Baker and Churchill, 1977; Kahle and Homer, 1985).



Figure 2.5: Source Attractiveness on consumer attitude and purchase intention; Source: Seiler, R. & Kucza, G. (2017) Source Credibility model, source attractiveness model and matchup-hypothesis-an integrated model. *Journal of International Scientific Publications. Vol 11*

Figure 2.6 is a study done from Malaysia by Lim, Radzol, Cheah and Wong (2017) was to investigate the impact of source credibility, source attractiveness, product match up and meaning transfer of social media influencers towards the mediation effect of consumer attitude and purchase intention. The result of the study shows that source credibility is statistically insignificant towards consumer attitude and purchase intention. For source attractiveness, it has an insignificant result against purchase intention but significant against attitude as it provides positive attitude towards the influencer. Next, both product matchup and meaning transfer is statistically significant towards consumer attitude towards influencer and purchase intention.

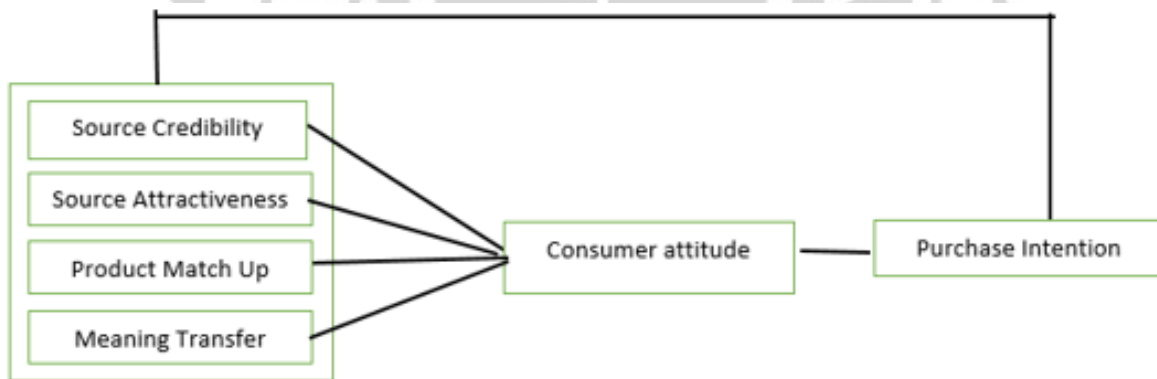


Figure 2.6: Impact of Social Media Influencers on Purchase Intention and the mediation effect of Consumer attitude; Source: Lim X., Radzol A., Cheah J. & Wong M. (2017) The impact of Social Media Influencers on Purchase Intention and the Mediation effect of Customer Attitude. *Asian Journal of Business Research, 7(2)*

2.4 Factors of Social Media Influencers

Fishbein (1967) defined that the attitude was the “learned predisposition of human beings”. Then, Kotler (2000) has a further elaboration on attitude that it is an individualistic evaluation of a person that has attached emotional feeling and would result in having an action tendency towards an object or idea. In relations toward social media influencers, several factors are found to sway the consumers’ attitude in regards of social media influencers. According to Gorry and Westbrook (2009), these influencers could be seen as a third party endorser that forms the consumers’ attitudes through postings, tweets, story post and other social media platforms and a study done by Jargalsaikhan & Korotina (2016) has shown that the amount of followers, education level, genuinity, positive content, good self-branding are factors that could produce positive attitude on the consumes’ mentality. But obvious product placement, non-matching between personality and content will leads to negative consumer attitude towards the social media influences, but these product placement also leads to customer stimulation to purchase more. Whereas a study done in Malaysia on public university students has shown that consumer attitude has a mediating effect for influencer attractiveness, meaning transfer and product match-up that results in purchase intention positively (Lim, Radzol, Cheah & Wong, 2017). Based on the previous studies that was done in the past as a foundation, the author has chosen several independent variable to be tested upon customers’ attitude.

2.4.1 Informativeness

According to Ducoffe (1996), informativeness in advertisement was defined as a form of capability to transfer a good quantity of helpful and useful information that are given by the said advertising medium to ensure consumer knows about the other product alternatives allowing them to enjoy the greatest possible satisfaction on the purchase. Further defined by Gao & Koufaris (2006) that informativeness represents the customers satisfaction that could be boosted to the maximum for the marketers, during the distribution of information in the medium of advertising. Both definition emphasizes on the capability on notifying the consumers of a product’s qualities. Also, when it comes to advertising and influencing

consumer, creation of awareness and the illustration of the distinctiveness of product and services are one of the main key objective (Soberman, 2004).

In this case, the information given by the influencer in their post, videos, social media contents are relevant and complete. Many studies has used and shown that information perceived or high informational value has an effect on the user attitudes positively (Blanco, Blasco & Azorin, 2010; Lo *et al.*, 2014; Tsang *et al.*, 2004) which promotes purchase intention. Blanco, Blasco and Azorin's (2010) research examined the informational aspect on consumers' attitude of the towards mobile advertising in Spain that proved that it has a positive relationship, that has the same results with a 2018 study (Hashim, Normalini & Sajali, 2018). However, another research done in Melaka, Malaysia has a different result, whereby the result shown no significant relationship between informativeness towards consumers' purchase intention, but still emphasize on the importance of this for the marketers (Goh, Tan, Yeo & Lim, 2018), the differing result may have stem from the demographic and cultural exclusiveness.

However, in regards of social media influencers perceived informativeness are lacking in research, hence the need to identify whether this applies on these social media influencers. Hence the following hypotheses is as proposed:

H1: There is a positive relationship between informativeness and consumers' attitude towards Social Media Influencer.

2.4.2 Entertainment

According to Ducoffe (1996), entertainment is defined as “the satisfaction of an individual's desire for distraction, virtual and affective pleasure.” Hence, for a marketing or advertising medium to be effective and the respondent to have favourable attention, the message or content should be amusing and brief (Kalakota & Robinson, 2002). Also, entertainment enables extra added value to the consumer and increases customer loyalty, by bringing a sense of enjoyment

to the consumer that grabs their attention and getting them involved (Haghirian & Madlberger, 2005).

A past study done by Mitchell & Olson (1981) states by having producing entertaining advertisement, it would bring forth a positive mood for the audience, and in the end result in positively impacting on the consumer attitudes towards advertisement or promoted brands. Also. Bauer, Barnes, Reichardt, and Neumann, (2005) study further confirms on hedonic joy (excitement) positively affects attitude towards advertising. Furthermore, studies done by several researchers has provided result that entertainment significantly affects attitude of the consumers (Bauer, Barnes, Reichardt, & Neumann, 2005; Blanco, Blasco & Azorin, 2010; Haider 2012; Hashim, Normalini & Sajali, 2018; Kwek, Tan, & Lau, 2010; Keshtgary & Khajehpour, 2011; Punyatoy & Durgesh, 2011; Tsang, Ho, & Liang, 2004) that leads to having a positive relationship towards intention to purchase. Yet, researches that rebuked these results were found, that entertainment whereby there are no relationship on the consumers' intention to purchase (Goh, Tan, Yeo & Lim, 2018). But yet it remains an important factor for the marketers to look into.

In this case, the entertainment provided by the influencers in their posting, videos or “live videos” are to be valued, the witty wording in their post, videos that brings forth hedonic joy of the consumer, or the live videos that interacts with consumer that makes them want more. From the past research, social media influencer's content entertainment has been omitted as this medium of marketing is emerging, hence the need to study on whether consumers' attitude has a significant relationship in regards of social media influencer creative and entertaining content that influences the consumers' attitude. Henceforth, the following hypotheses is as proposed:

H2: There is a positive relationship between entertainment and consumers' attitude towards Social Media Influencer.

2.4.3 Source Credibility

Credibility or the theory of source credibility stated that individuals are prone to be influenced when the source presented was credible (Hovland, Janis & Kelley, 1953). Also, Anderson (1971) defined that source credibility is a vital aspect that would enhance the value of an information. Which, information that are presented by credible sources (i.e. social media influencers) are capable of swaying the judgements, attitude and behaviour of the consumers (Wang, Kao, & Ngamsiriudom, 2017). Past studies has stated that trustworthiness and expertise as one of the major factors for credibility (Kelman & Hovland, 1953; Hovland, Janis & Kelley, 1953; Hovland & Weiss, 1951). Trustworthiness is the degree of validity made from the assertions of the communicator (influencer) that is perceived by the audience (consumer) (Hovland, Janis & Kelley, 1953). Furthermore, trustworthiness was also detailed to represent an endorser's believability, honesty and dignity (Erdogan, 1999). Hence, the influencers' perceived trustworthiness is described as "the believability, dignity and honesty the endorser possesses" (Waldt, Loggerenberg & Wehmeyer, 2009). Whereas, expertise is stated to be the extent of a communicator to be able to deliver correct assertions that are perceived to be capable by the audience (Hovland, Janis & Kelley, 1953). Hence, the perceived expertise of an influencer is defined as "the qualification, intelligence, authoritativeness and competence the endorser possesses" (McCroskey & Teven, 1999), which means that expertise offers an affirmative effect on the consumers' attitude and intention to purchase (Till & Busler, 2000).

Endorsers tends to be persuasive when they are viewed as an expert (Aaker & Myers, 1987), an credible person possesses an ability to sway the people's attitudes, beliefs and behaviours (Erdoğan, 1999), whereas experts who excels in their field are capable of inducing on the consumers' purchase intention (Ohanian, 1991). Several studies has also shown that users' perceived credibility on influencers has a significant relationship towards the attitude onto the advertising channel which in the end affects the purchase intention, having greater credibility leads to higher level of purchase intention (Tsang, Ho, & Liang, 2004.: Rebelo, 2017). Also, a study done by Evans (1988) reported that endorsers who are beyond its expertise field impairs consumers' perceived images that causes negative purchase intention, which are deemed non credible. Furthermore, in Hassan and Jamil (2014) study that Pakistani people does not rely on the credibility of an endorser, mainly because the endorsed person has too many brands, this

could be applied on influencers, too many brands would lower the effectiveness on purchasing intention. This could be explained on the influencers that does not “stick to its field of expertise”, a gaming influencer that promotes beauty products without prior knowledge. However, a credible endorser are still deemed to have positive relationship towards purchase intention (Rajasekar, 2018), and a credible influencer will give a result of higher purchase intention on the targeted groups (Silvera & Austad, 2004). Hence, the credibility of the endorser or the influencer are to be examined on the consumers’ attitude, and the hypotheses is as proposed:

H3: There is a positive relationship between the credibility of the Social Media Influencer and consumers’ attitude towards them.

2.4.4 Source Attractiveness

Source attractiveness is linked to “similarity (the resemblance between the source and audience), familiarity (knowledge of source through exposure) and likeability (affections of physical appearance/behaviour of source)” of an endorser on gauging the effectiveness of the endorser (McGuire, 1985). The perception of attractiveness starts when a person considers the other party to be “attractive”, “hot”, “handsome”, “gorgeous”, et cetera, in this case the influencer (Ohanian, 1990). Human is bound by attractive stuff, homo-sapiens are drawn towards “beautiful” and “attractive” phenomenon. As Erdogan (1999) states that consumer has a tendency to have positive stereotypes about physically attractive people. Cohen and Golden (1972) has acknowledged a procedure which was “identification”, meaning that a consumer accepts the information given out by an attractive endorser simply due to the consumer wants to identify with him or her.

Kahle and Homer (1985) study has shown that physical attractiveness has an effect on increased buying intention on consumer more than unattractive endorsers. Although, there are certain research that proved otherwise, a research done in Pakistan has a result that there is a negative relation between the source attractiveness towards the effect on purchase intention, whereby the consumers look for quality of product and are unfazed by the influencer’s physical

appearance, attractive influencer is there to attract attention but not to influence purchase intention (Hassan & Jamil, 2014). But there are past studies that provided results in regards of celebrity attractiveness that are endorsed which are positive, this is akin to social media influencer with brand endorsement, results found that outlook or the source attractiveness of the celebrity or in this case the influencer has positive relationship in regards to the attitude of the consumers and their intention to purchase (Rajasekar, 2018).

Gashi (2017) study has mentioned that the attractiveness of these individuals known as influencers in the advertised content enables consumer to think that they could achieve their looks by having the same products. That would enable the endorsed brand to get a higher sales and increase the purchase intention of the consumers. Burke (2017) states that attractiveness could provide more detailed information to organisations in utilizing these influencers and understand what draws customers in the direction of them. Hence, the attractiveness of these influencers are deemed as a factor to analyse as part of the research that whether it would affect consumers' attitude. Henceforth the hypotheses are as proposed:

H4: There is a positive relationship between the attractiveness of the Social Media Influencer and consumer's attitude towards them.

2.4.5 Product Match Up

Product match-up is defined as “the similarity of a product and the endorser”, a ‘fit’ between the merchandise and endorser (influencer) and this itself has an influence on consumers’ purchase intention (Kamins, 1990; Ohanian, 1991; Tripp, Jensen & Carlson, 1994; Wansink & Ray, 2000). A study has determined that the need for product/brand to endorser congruency is to enhance the communication of the advertising medium (Peterson & Kerin, 1977). The ‘fit’ between a merchandise or brand with an endorser are needed to guarantee a marketing strategy that is successful (Kirmani & Shiv, 1998; Till & Busler, 1998). The match is the perceived ‘fit’-ness of a brand and the endorser image (Misra & Beatty, 1990), meaning that an influencer who has established an image of a beauty expert are not “fit” to a gaming product without prior “image-building”. To endorse an influencer who does not fit with the product or brand would

result in disbelief among the consumer, having a higher degree of congruence, would give a higher level of believability for the endorser (influencer) (Kamins & Gupta, 1994; Kim & Na, 2007). A study has stated that match-up hypothesis has an affirmative connection with consumers' attitude that leads to a significant relationship with the consumers' purchase intention. (Pradhan, Duraipandian & Sethi, 2016). As most previous studies are aimed at traditional celebrities as the endorser, these influencer serves as a innovative form of endorser for the brands to employ. Therefore, the need to examine the product match up with the endorser to the consumers' attitude, assuming a match between an influencer with a product enhances marketing result. Henceforth, the hypotheses are as proposed:

H5: There is a positive relationship between the product match-up of the Social Media Influencer and the consumer's attitude towards them.

2.5 Consumers' attitude influencing Purchase Intention

Past studies on the consumers has discovered that there exist a parallel relationship on attitude and purchase intention (Tarkiainen & Sundqvist, 2005; Ting & de Run, 2015; Yang, Al-Shaabani & Nguyen, 2014). Purchase intention, the term "purchase" is the act to buy something and "intention" is something that a person wants or plans to do (Cambridge English Dictionary, 2018), it could be interpreted as one who plans to buy something. According to Ajzen (1985) intention is the indicator for the degree of willingness of people to approach certain behaviour and the efforts they put in to perform a certain behaviour. Intention is judged to be a persuasive predictors of future outcome (Vineyard, 2014). Vineyard further explains that the process of purchasing begins with the browsing of products that leads to a purchase, the intention to purchase is the prospect of the user to procure a merchandise.

Prior studies has shown that influencers has a positive degree of influence on intention to purchase (Lim, Radzol, Cheah & Wong, 2017; Lisichkova & Othman, 2017) and depending on the attribute of promotion (Jargalsaikhan & Korotina, 2016). Results from several studies also shown that there is a positive influence of attitudes on intention to purchase (Blanco, Blasco & Azorin, 2010; López-Mosquera., Garcaí, & Barrena, 2014; Lim, Radzol, Cheah &

Wong, 2017). Hence, a need to examine on positive attitude towards these endorsed influencers of social media that will effect on the purchase intention. Henceforth, the following hypotheses is generated:

H6: There is a positive relationship between consumers’ attitude towards Social Media Influencer and purchase intention.

2.6 Proposed Theoretical Framework

Figure 2.7 shows the proposed conceptual framework that is adapted from the previous relevant frameworks which serves as the groundwork for this research. This conceptual framework helps in identifying the relationships between the independent and dependent variables. There are 5 independent variables. Namely, informativeness and entertainment whereby the endorsed influencers create contents (videos, live feeds, pictures) to market the product that the companies has required, irritation is not included because consumers are required to “follow” or “like” the influencers before they are able to constantly see these influencers contents.

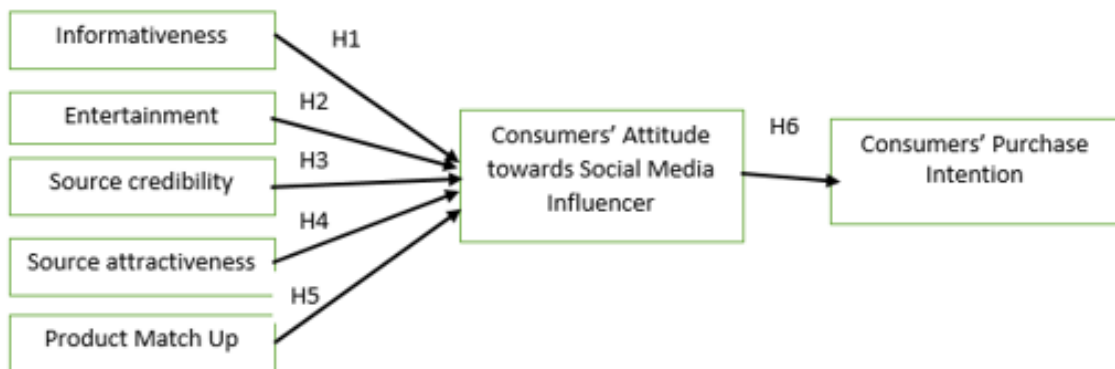


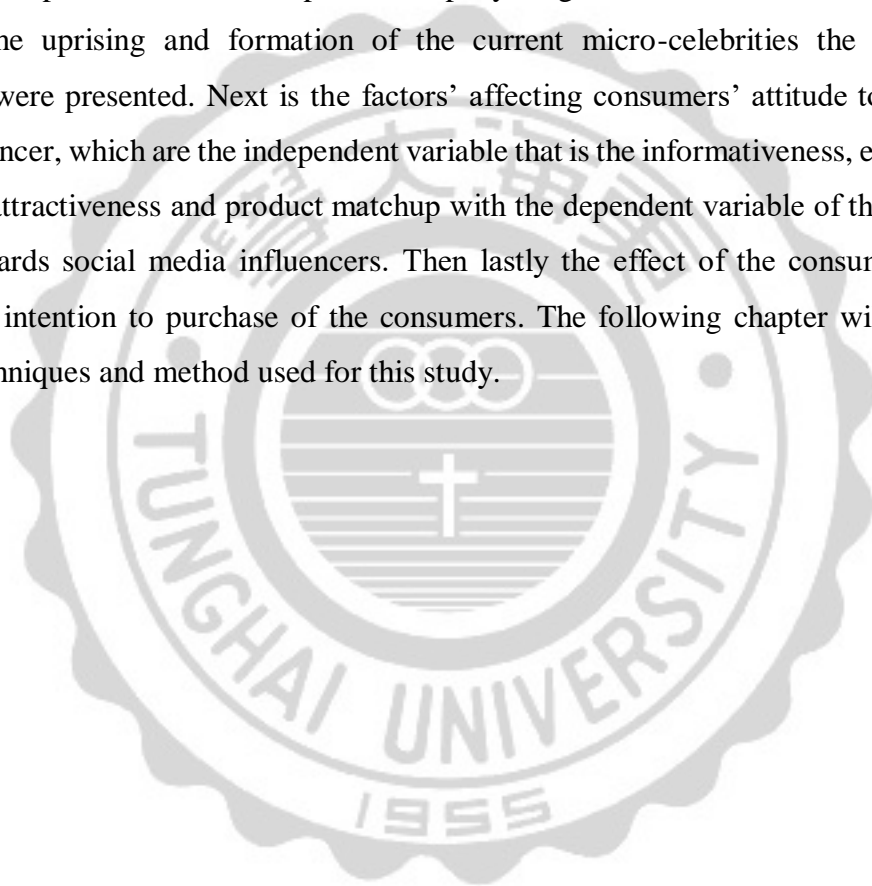
Figure 2.7: Source: Developed for research. Proposed Conceptual Framework for the Impact of Social Media Influencer on Consumers’ Purchase Intention

Whereas, source credibility, source attractiveness and product match up that are variables that are often attached towards celebrity endorsement study which will be adapted to this study on the social media influencers. These 5 independent variable will be tested on consumers’ attitude towards social media influencers. The dependent variable is the consumers’ attitude towards

social media influencers and the consumers' purchase intention. Henceforth, the association of these variables could be determined.

2.7 Conclusion

In this chapter, different topic in regards to the research were presented. Firstly, the definition of social media platform and the corporate company usage on this to communicate with users. Secondly, the uprising and formation of the current micro-celebrities the social media influencers were presented. Next is the factors' affecting consumers' attitude towards social media influencer, which are the independent variable that is the informativeness, entertainment, credibility, attractiveness and product matchup with the dependent variable of the consumers' attitude towards social media influencers. Then lastly the effect of the consumers' attitude towards the intention to purchase of the consumers. The following chapter will discuss the research techniques and method used for this study.



CHAPTER 3

METHODOLOGY

3.1 Research Design

Research design is defined as the “blueprint for conducting a study with maximum control over factors that may interfere with the validity of the findings” (Burns & Groove, 2009) and is one of the important component in marketing research (Kotler, Armstrong & Parment, 2012). According to Kotler, Armstrong and Parment (2012), there exist three different research design on marketing that are commonly used by marketers. The first one, descriptive research is used to define market potential of a product, demographics, consumers’ behaviour and attitude. Second, the causal research aims to discover the essence of the cause and effect relationship. Lastly, exploratory research is when there is limited knowledge and the lack of statistics to back it up in regards of the research problem. It outlines the data analysis that are collected and measured, that are based on the research question (Sekaran & Bougie, 2013). Hence, these three research are used in this study.

Through exploratory research (the impact of social media influencers on purchase intention has yet to be studied in-depth), descriptive research approach is to analyse the purchase intention dimension.

3.1.1 Quantitative research

Its definition was explained as “the approach to gather numerical data via questionnaires distribution to the targeted respondent with the intent to test the hypothesis of the study” (Sekaran & Bougie, 2013) and generalizing it across groups of people or with the purpose to

explain a particular phenomenon (Babbie, 2010). Hence, quantitative research comprises of the collection of numerical data that can be computed and be subjected to statistical treatment for the purpose of supporting or rebutting “alternate knowledge claims” (Creswell, 2003). With the research aiming to identify whether the characteristics mentioned affect consumers’ attitude towards these influencers that also affects their purchase intention. Hence, the quantitative research for numerical data collection to identify those different factors.

3.1.2 Descriptive research

Descriptive research was designed to describe a products’ market potential, demographics, attitude and behaviour of consumers (Kotler, Armstrong & Parment, 2012). It is a necessity for the researchers to have a clear outline on the phenomenon before the actual collection of data (Saunders, Lewis, & Thornhill, 2012). It allows the author to identify the current status of the research.

3.1.3 Exploratory research

Exploratory research was designed on a yet-to-be known particular phenomenon, existing results are unclear, too complex or insufficient theory available to guide the development of a theoretical framework (Sekaran & Bougie, 2013). Exploratory research is compatible on contesting new problems with little or none prior research made (Brown, 2006).

3.2 Data Collection Method

3.2.1 Primary Data

Primary data by definition was the “data collected or observed directly from the author first-hand for a specific research purpose or project” (Salkind, 2010), the data itself is collected to specifically address a problem and could be either quantitative, qualitative or mix method

(Curtis, 2008). Salkind (2010) mentioned that there are several ways of collection, the most used technique being the self-administered surveys, personal interviews, experiments and field observations. The process may involve longer time and more fund when it is matched with the secondary data collection. Nonetheless, some types of researches requires only primary data. In this study, primary data are gained through person-administered online questionnaires that will be distributed through google forms, this is to ensure greater range of respondent with the most responsive manner. All collected statistical data is to be analysed and manipulated by using SPSS for the purpose of the findings in Chapter four.

3.2.2 Secondary Data

Secondary data by definition is similar to primary data but the data is collected by someone else or some other purpose, normally unrelated to the original research team (Salkind, 2010). It could be obtained through data archives, secondary data collection sources are normally from publication that are approved by the government, websites, journal articles, and et cetera. Secondary data maybe easier to acquire compared to primary data, but it has a risk of being outmoded and inaccurate for the current researchers on their present investigation (Zikmund, 2003), and the secondary data are especially vital when there the data are unable to be collected through the means of primary data collection.

This study's secondary data sources are obtained through google scholar, online and published journals, online and published articles and et cetera for the purpose of obtaining relevant data and information for the research. Furthermore, UTAR Library Services has also been utilized to access to different databases and online journals.

3.3 Sampling Design

This section presents the target population, sampling frame, sampling location, sampling elements, sampling technique and sample size. The details of the sampling design are as followed:

3.3.1 Target Population

Burns and Groove (2010) defined target population as the entire accumulation of respondents that has met the criteria set by the researcher. This author focuses on the influencers and the impact on purchase intentions. Hence, the targeted population would be individuals aged 18 and above who has followed, “liked”, or watched any influencers on any social media. For example, Youtube, Facebook, Instagram, Snapchat, Wechat, and et cetera. There are no limitation in regards of race, religion, age, occupations, education level, and et cetera. that resides in Taiwan.

3.3.2 Sampling Frame and Sampling Location

Sampling frame by definition is “a list used to define a researcher’s population of interest”. It is a set of elements from which the researcher picks from the targeted population to be used as its sample (Currivan, 2004). In this study, no predetermined sampling frame has been set since non-probability sampling was to be implemented. Furthermore, the sampling locations are within the vicinity of Taiwan. The questionnaire are focused on anyone who has internet access and has followed any social media influencers, this also serves as an attempt to increase the variation and broadness in respondents.

3.3.3 Sampling Elements

The targeted respondents are among individuals that are actively participating on social media (Facebook, Instagram, et cetera) and also followed or liked any social media influencers, this would include people ranging from students to professionals and towards retirees. With the survey aimed towards various individuals in different age groups, public participation is greatly required. There are no restrictions to any demographic group, with the condition of having a following on a particular influencer on any social media platform in Taiwan.

3.3.4 Sampling Technique

Sampling techniques are mainly categorized into two, probability sampling and non-probability sampling (Zikmund, 2003). Non-probability sampling is defined as “a technique that does not select a random sample from the targeted population but are chosen on the researcher’s judgement” (Lavrakas, 2008; Sekaran & Bougie, 2013). This sampling method was used for this study. In non-probability sampling, convenience sampling are also called haphazard or availability sampling that the researchers select subject on the basis of availability (Garson, 2012).

In this study, convenience sampling was chosen to be used for the data collection due to its nature of cost and time saving, however selection bias is a common issue in convenience sampling. This allows the ease of collection on the data and information for the author due to the broad respondents that reside in Taiwan.

3.3.4 Sampling size

The definition of sample size are “the number of sampling unit of the subjects that are going to be involved in the study” (Salkind, 2010). With the limited time and resource at hand, a number of 300 respondents for Taiwan has been determined as the sample size for this study, and 30 pilot test that are prepared for this research. All 300 online questionnaires will be distributed via online google form on each respective country and the 30 pilot pre-test was issued before the formal questionnaire, it is to guarantee that the quality of the questionnaires are of acceptable and could be understood by the respondents.

3.3.5 Limitation of Method

There is one limitation for the method whereby the convenience sampling method would have a risk of getting under/over-representation of a certain group within a sample, hence weakens the capability to generalize across the chosen sample (Saunders, Lewis, & Thornhill, 2012),

this means that it has a highly vulnerable chance to be struck with selection bias and high level of sampling error.

3.4 Research Instrument

The research instrument as mentioned earlier in this study are online questionnaires or self-administered questionnaires. The survey was established based on previous studies and literature reviewed. The objective of the questionnaire is to identify and examine the perceived informativeness, perceived entertainment, the source credibility, source attractiveness and product matchup of these influencer towards the consumers' attitude on them. Additionally, the meaning transfer towards and consumers' attitude towards influencers that affects on the consumers' purchase intention.

3.4.1 Questionnaire

The term "questionnaire" is termed as a document that contains questions to impoortune information appropriate to an analysis (Babbie, 1990). The questionnaires are distributed through online google form, instructions and explanation would be stated clearly to allow participants to complete it with ease. This method allows the completion of the research with relative ease, wider reach and with affordable cost.

Respondents with prior followings and knowledge about social media influencers on any social media platforms are qualified on answering the questions. The questionnaire constitutes the demographic profile; gender, age, and occupation. Also it contains the proposed abstract variables in the study. It contains the variable of informativeness, entertainment, reputation that affects the attitude towards the social media influencer. Also, variables of source attractiveness and source credibility that is adopted from Ohanian's (1990) study that affects the attitude towards the social media influencer. As for the purchase intention measurements, it is adopted from Kumar's (2010) study. The method of five-point Likert scale questions (1 represent "strongly disagree" to 5 that represents "strongly agree") are mainly used to allow the author

to understand the level of importance of the aspects discussed for the respondents, the scale requires the respondents to show the degree of agreement and disagreement of each statement (Malhotra, 2006).

3.4.2 Questionnaire Design

The questionnaire was originally designed in English and was derived from previous studies questionnaire and this study was done in English too, but the local are well-versed with Traditional Mandarin as they use it more in their everyday life. Hence, to simplify the process on collecting data needed from questionnaire. The preliminary version of the questionnaire that were done both in English and Traditional Mandarin are shown side by side for comparison, and was sent to several MBA course mates to check for the accuracy, after correcting several minor mistakes like the word for ‘age’ and ‘years old’, only then the questionnaire were sent out after conducting a final check with several course mates that are well-versed with both English and Traditional Mandarin. Before the questionnaire starts, there would be an introduction of the research and the objective of the research on the cover of the questionnaire. Overall, there are three sections, Section A (General Questions), Section B (The consumers’ attitude towards social media influencers and their purchase intention), and Section C (Respondent’s demographic),

Section A refers to the respondent’s general information in terms of the research context which is the Social Media Influencer. The questions includes what are the devices that are used to connect to the social media platforms, the most used social media platforms and the duration spent on average watching/following the Social Media Influencer’s content. Section B were designed to contain list of measurement items regarding factors affecting the consumers’ attitude towards Social Media Influencers, which are informativeness, entertainment, source credibility, source attractiveness and product match up. Additionally, meaning transfer towards consumers’ purchase intention. The five-point Likert scale is utilized in the questionnaire ranging from (1) strongly disagree to (5) strongly agree, the purpose being to understand the level of importance for the respondents towards the aspect discussed. The Likert scale are a

form of non-comparative scaling technique that allows the respondent's to rank and express the level of agreement in a given statement.

Lastly, Section C requires the basic information of the respondents that consist of demographic profile such as gender, age, marital status, race, highest qualification of education and their occupation. The questions are chosen from a set of multiple choice questions.

3.5 Construct Measurement

Sekaran and Bougie (2013) states that measurement is a group of data in the form of numbers and scale is the distinctions between items of the variables. There are three different types of scale in this research, nominal, ordinal, Likert scale. The first section of the questionnaire comprises of nominal scale that allows the author to measure the demographic profile of the respondents. Nominal scale categorises different group of people to different subjects (Sekaran & Bougie, 2013). Example of questions are gender "male or female", race "Malay, Chinese, Indian, others, martial status "Single, Married, Divorced". Ordinal scale is the ranking scale that does not indicate the interval's value between ranking (Sekaran & Bougie, 2013). Example of questions would be "In average, how frequent would you see/look at contents made by social media influencer on any social media platform?" (Saunders, Lewis, & Thornhill, 2012). Likert scale is classified as an interval scale. It is used in the second section to evaluate the degree of agreement/disagreement of a statement on a symmetrical scale. It is applied on the questionnaires that are derived from the origin of construct below with its respective references of the original study.

3.5.1 Origin of Construct

Table 3.1: Summary of Origin of Construct

Concept	Source	Item
Informativeness	Tsang, Ho and Liang (2004) Blanco, Blasco and Azorin (2010).	<ul style="list-style-type: none"> • I feel that content made by social media influencer offers timely information. • I feel that content made by social media influencer is more informative than other advertising source. • I feel that the content made by social media influencer is helpful. • I feel that the content made by social media influencer is a good source of product/service information • I feel that content made by social media influencer does not offer me irrelevant information. • Social media influencer's content offers me data that I need to make my purchase decision.
Entertainment	Tsang, Ho and Liang (2004) Blanco, Blasco and Azorin (2010).	<ul style="list-style-type: none"> • I feel that the content made by the social media influencer are enjoyable and entertaining. • I feel that the content made by the social media influencer pleasant. • I feel that social media influencer's content is more entertaining than other advertising source. • I think that influencer advertisement is not boring. • Social media influencer content marketing is usually attractive and fun.

<p>Source Credibility</p>	<p>Ohanian (1990) Ha and Lam (2016)</p>	<ul style="list-style-type: none"> • I think that social media influencers are trustworthy. • I believe in the social media influencer's brand/product choice. • I think that social media influencers provides reliable source of information. • I think that social media influencers are experts in the field he/she represents. • I think that social media influencers has experience in using products/brands that were endorsed upon them. • I think that social media influencers has a lot of knowledge about the products/brands that were endorsed upon them.
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Source Attractiveness	Ohanian (1990) Ha and Lam (2016)	<ul style="list-style-type: none"> • I think that social media influencers has a very attractive appearance. • I think that social media influencers has a very persuasive voice. • I think that social media influencers are very classy. • I think that social media influencer has a very professional manner. • I would like to look like the social media influencers.
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Product Match Up	Ha and Lam (2016)	<ul style="list-style-type: none"> • I think that the social media influencer image suits the product/brand they are endorsed. • I think that the product/brand that are endorsed is totally suitable for the social media influencer to represent. • I think that the social media influencer that represents the product/brand is trustworthy. • I believe that the social media influencer is using the endorsed product/brand.
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Consumers' Attitude towards Social media influencer	Schaefer, Parker and Kent (2010) Talor and Todd (1995) Xu (2007)	<ul style="list-style-type: none"> • I like the idea of using social media influencer marketing. • Social media influencer marketing is a good idea. • In general, I like social media influencer as a form of marketing channel. • I believe that product endorsed on social media influencer content persuade me to try the product. • Concerning consumer needs, social media influencer is more interesting than other media.
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Purchase intention	Ha and Lam (2016) Rebelo (2017)	<ul style="list-style-type: none"> • I pretend to buy the products/services promoted by the social media influencers. • It is likely that I will buy the products/services promoted by the social media influencers. • I am willing to buy the products/brands promoted by the social media influencers. • The social media influencer has motivated to purchase a product/services. • I will try the products/brands promoted by the social media influencer when I see it.
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3.6 Pilot Test

Pilot test is defined as a lesser trial of the techniques and systems that would be utilized in a bigger scale (Porta, 2008). The pilot test was carried out on a convenience sample by the researcher before the actual survey. The end goal of the pilot test was to enhance the quality of the questionnaire before the actual survey was conducted. For this research pilot study, 30 sets of questionnaire was distributed among the Taiwanese populace. Hence, the questionnaire had be able to go through a “real-world environment” and with the feedback received was to enable the researcher to minimize errors and the questionnaire quality improvement. This ultimately improved the accuracy and reliability of the actual questionnaire’s result.

For the quality of the questionnaire to be ensured, Cronbach’s Alpha Reliability Analysis was conducted by using SPSS version 22.0. The result of the Cronbach’s Alpha Reliability Analysis are as followed:

Table 3.2: Cronbach's Alpha Reliability Analysis (Pilot Study)

Variable	Cronbach's Alpha Reliability
Informativeness	0.899
Entertainment	0.884
Source Credibility	0.852
Source Attractiveness	0.803
Product Matchup	0.898
Consumer's attitude towards Social Media Influencer	0.906
Purchase Intention	0.858

Source: Developed for the research

3.7 Data Processing

Data processing is defined as the process of data gathering and transforming into useful information before further data analysis (Zikmund, Babin, Carr, and Griffin, 2013). There exist no sets of rules in data processing on physical activity, yet there are a popular framework that provided a series of steps that could be done. The first step is to check the acceptability of the questionnaire, then data editing, data coding, and lastly data transcribing. The data would then be cleaned and treatment for missing responses are prescribed.

3.7.1 Questionnaire Checking

The questionnaires are checked before prior distribution on both pilot test and the actual survey, it is to ensure the intended information are accurately captured. Problems that met the sampling requirement would be identified and solution would be implemented before the data are edited (Malhotra & Peterson, 2006). The responses from the 30 pilot test had undergone necessary data checking to ensure no errors or missing value are present. This is necessary to ensure required amendments are made before the actual survey distribution which are larger in scale.

3.7.2 Data Editing

Data editing is defined as the actions took to check and data adjustment done to enhance the readability and the wholesomeness (Zikmund, Babin, Carr, & Griffin, 2013). The process of data editing includes the removal of redundant and unnecessary questions, the sequence of the questions are modified and restructured (if the questions happened to be unsmooth).

3.7.3 Data Coding

Data coding is defined as the process of numerical scores assignment or the grouping of adjusted data by using a representation (Zikmund, Babin, Carr, & Griffin, 2013).

3.7.4 Data Transcribing

Data transcribing is defined as the data transformation towards an understandable form by the use of computer software, the classification of information is a crucial part for the computer software to process. The data are entered into a database and will be further analysed by researcher by the use computer software like SPSS Statistics to produce result.

3.8 Data Analysis

The computer software used for the data analysis in this study is the SPSS Version 22.0 due to its efficiency and user-friendliness. It allowed the ease on producing output of descriptive statistics, normality tests and inferential statistics.

3.8.1 Descriptive Analysis

The definition of descriptive analysis is “the basic transformation of data that depicts the elementary characteristics that is the central tendency, variability and distribution” (Zikmund, Babin, Carr & Griffin, 2013). Descriptive analysis method is used to demonstrate the details and comparisons of demographic information, for example pie charts. Pie charts are used to show the information such as gender, age, race and occupation.

Frequency distribution is the tabular depiction of a survey data used to summarize and organize data (Lavrakas, 2008). It is essentially an arrangement of values that one or more variables take in a sample. The frequency distribution are normally used on demographic information in a research that are presented in a chart or graph. It is a summarized grouping of data that are divided into number of occurrences and mutually exclusive classes. The graph that could be used are histograms, pie charts, bar charts, and line graphs. It is used in both quantitative and qualitative data.

3.8.2 Reliability Analysis

Reliability analysis focuses on the instruments ability to measure consistently, and Cronbach’s alpha is universally utilized as the unprejudiced measure of reliability. However, Cronbach’s alpha has to thoroughly understand concepts of internal consistency, homogeneity to ensure reliable result. Cronbach’s alpha is affected by the test length and dimensionality, with the assumptions of tau-equivalent approach (each test measures the same latent trait of the same scale). Hence, to achieve higher reliability a longer test is essential to ensure a good reliability figure for the test (Tavakol & Dennick, 2011). The table below indicates the strength of association for the Cronbach’s Alpha.

Table 3.3: Cronbach's Alpha Strength of Association

Alpha Coefficient Range	Strength of Association
> 0.6	Poor
$0.6 \leq \alpha < 0.7$	Moderate
$0.7 \leq \alpha < 0.8$	Good
$0.8 \leq \alpha < 0.9$	Very Good
≥ 0.9	Excellent

Source: Hair, J. F., Babin, B., Money, A., & Samouel, P. (2003). *Essentials of Business Research Methods*.

3.8.3 Inferential Analysis

Inferential statistics are used to make inferences of the compiled data. The main inferential analysis that are used in this study are Pearson's correlation coefficient analysis and logistic regression analysis.

3.8.3.1 Pearson's Correlation Coefficient Analysis

Pearson's Correlation Coefficient is defined as a statistical measure that are used to measure the strength of association and direction between two continuous variables (Malhotra, 2010). The coefficient (r) denoted by r-value that ranges from -1 to +1, indicates the strength of the relationship between two continuous variables. In other words, the higher the correlation value, the stronger or perfect the correlation is between two variables, the lower the correlation value, the weaker to no correlation is between two variables. Whereas, the value (0) is explained that there no correlation or no relationship exist in those variable. The coefficient is in both positive and negative integer. The researcher have used Pearson's Correlation Coefficient to determine the relationship between the dependent variable and independent variables. The table 3.4 below indicates the rule of thumb in interpreting the size of a correlation coefficient.

Table 3.4: Rule of Thumb for Interpreting the Size of a Correlation Coefficient

Correlation Coefficient	Strength of Correlation
1.00 = r	Perfect Correlation
0.60 ≤ r < 1.00	Strong Correlation
0.40 ≤ r < 0.60	Moderate Correlation
0.00 < r < 0.40	Weak Correlation
0.00 = r	No Correlation

Source: McSeveny, A., Conway, R., Wilkes, S., & Smith, M. (2009). *International Mathematics For the Middle Year 5*.

3.8.3.2 Multiple Linear Regression Analysis.

Multiple Linear Regression Analysis is a technique that investigates the effect of two or more independent variables on a single dependent variable simultaneously (Zikmund, 2013). The purpose of this analysis is to examine whether there is a positive relationship between informativeness, entertainment, source credibility, source attractiveness and product matchup, in relation to consumers' attitude towards Social Media Influencers. Additionally, the consumers' attitude towards social media influencers to consumers' purchase intention. The example of the equation that are to be used are shown below:

$$Y = \alpha + \beta_1 x_1 + \beta_2 x_2 + \dots + \beta_4 x_4 + \varepsilon$$

Whereby,

Y= Dependent Variable

x = Independent Variable

α = Constant Value / Y-intercept

β = Regression Coefficients

ε = Error

Through the analysis, R square will signify the percentage of the variation in the dependent variable is explained by the independent variables. In the ANOVA test, the F ratio represents the statistical significance on the regression equation (F ratio is significant if significance level is lower than alpha level 0.01 or 0.05). The t-ratio then will show whether there is a linear relationship between independent and dependent variable (t-ratio is significant if significance level is lower than alpha level 0.01 or 0.05). Multiple Regression equation will be formed after this analysis is conducted.

3.9 Conclusion

In this chapter, the data collection method and the type of statistical test or model to analyse the data has been introduced. The data collection method used in the research is through an online open-ended self-administrative survey. There are 30 pilot test respondents and 307 respondents that had participated in this study and has provided important data for this research. The collected data has been analysed by using the statistical test that has been introduced in Chapter 3, and the result of the analysis are shown in Chapter 4.

CHAPTER 4

DATA ANALYSIS

4.1 Descriptive Analysis

A total of 307 demographic profile has been collected in the span of 33 days from 18th March 2019 to 20th April 2019 on the Section C and A part of the questionnaire. The questions were the gender of the respondents, their age group, their marital status, education background and lastly occupation. Whereas the A part consist of general information that asked about their most used electronic device on accessing social media platforms, most accessed social media platforms and the average time used per day on watching social media influencer's created contents, Frequency analysis on the demographic information are described as followed.

4.1.1 Demographic Profile

4.1.1.1 Gender

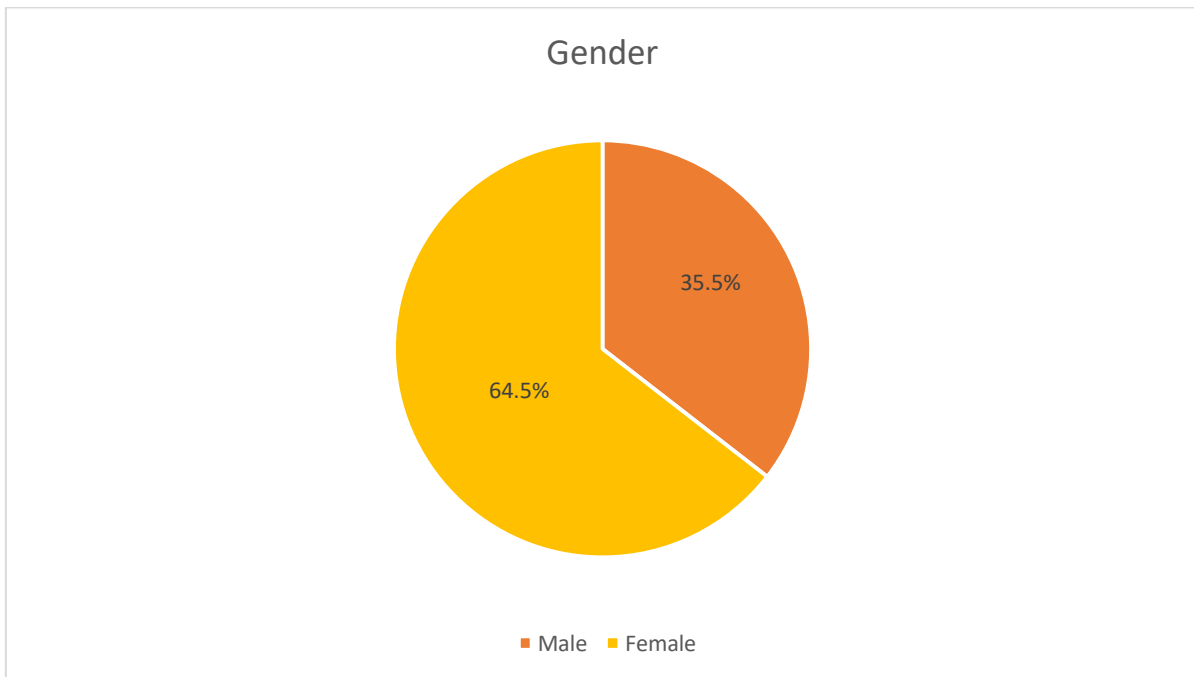
The result generated from the gender of the demographic profile are shown in the Table 4.1 and Figure 4.1. The distribution of percentage in female and male are 198 and 109 respectively with the percentage distribution being 64.5% and 35.5%. The total number of people involved in the questionnaires are 307 that are collected from the Taiwanese populace.

Table 4.1: Gender

	Frequency	Percentage (%)	Valid Percentage (%)	Cumulative Percentage (%)
Male	109	35.5	35.5	35.5
Female	198	64.5	64.5	100.0
Total	307	100.0	100.0	

Source: Developed for research

Figure 4.1: Gender



Source: Developed for research

4.1.1.2 Age Group

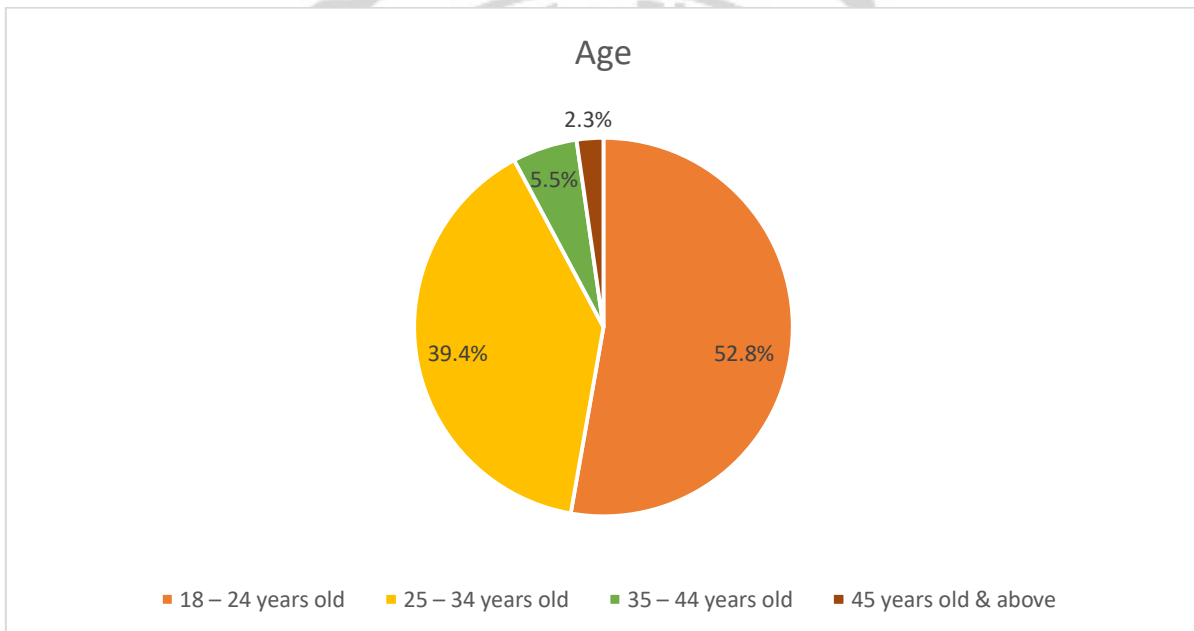
Next, the data exhibited below on Table 4.2 and Figure 4.2 are the age group of the respondents. The people that are aged between 18 – 24 years old has the biggest proportion whereby it covers the majority of 52.8%, which is followed by the people aged between 25 – 34 years old that are the second largest percentage 39.4%, whereas people that are 35 – 44 years old are 5.5% and the people that are above 45 years old covers 2.3%.

Table 4.2: Age

	Frequency	Percentage (%)	Valid Percentage (%)	Cumulative Percentage (%)
18 – 24 years old	162	52.8	52.8	52.8
25 – 34 years old	121	39.4	39.4	92.2
35 – 44 years old	17	5.5	5.5	97.7
45 years old & above	7	2.3	2.3	100.0
Total	307	100.0	100.0	

Source: Developed for research

Figure 4.2: Age



Source: Developed for research

4.1.1.3 Marital Status

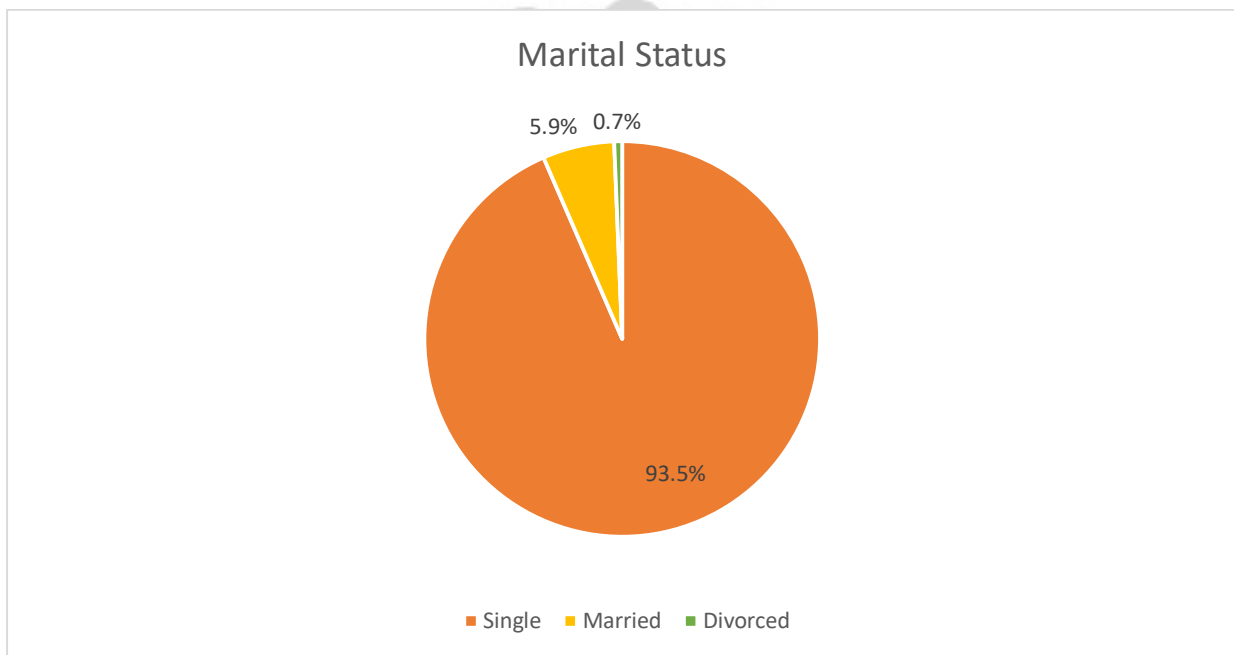
The marital status of the respondents are as followed, the majority of the respondents are single with the percentage being 93.5%, followed by people that are married with the percentage being 5.9% and lastly people that are divorced covering 0.7%. The Table 4.3 and Figure 4.3 below are the data gathered.

Table 4.3: Marital Status

	Frequency	Percentage (%)	Valid Percentage (%)	Cumulative Percentage (%)
Single	287	93.5	93.5	93.5
Married	18	5.9	5.9	99.3
Divorced	2	0.7	0.7	100.0
Total	307	100.0	100.0	

Source: Developed for research

Figure 4.3: Marital Status



Source: Developed for research

4.1.1.4 Education Level

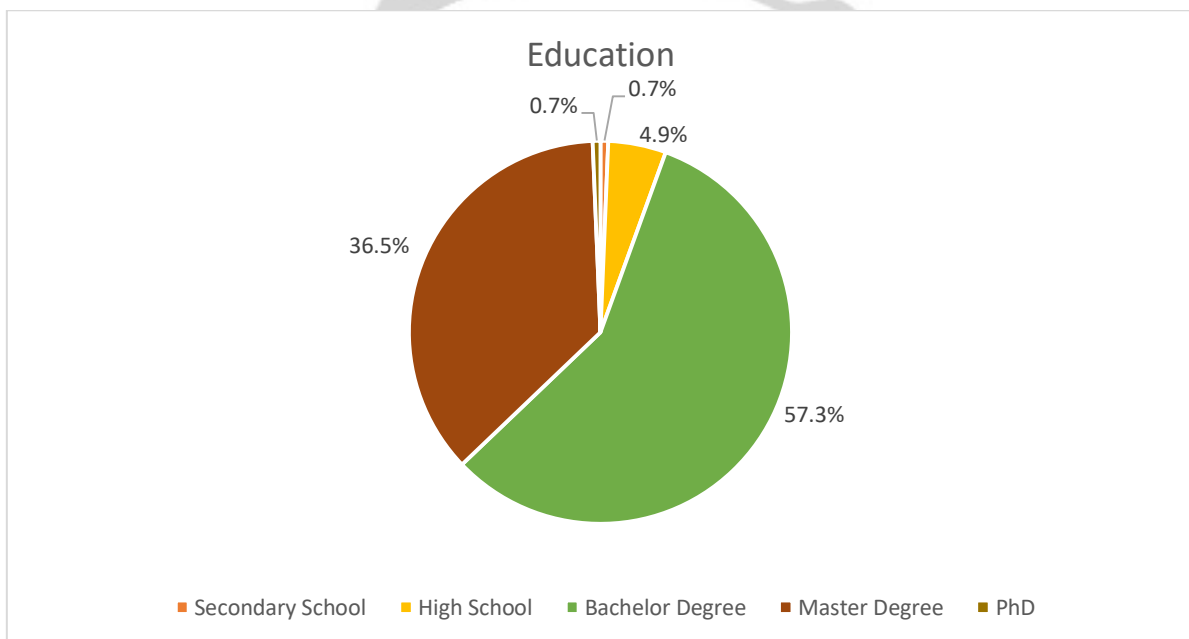
The Table 4.4 and Figure 4.4 below exhibits the respondent's education level. People that are Bachelor Degree holder holds the highest percentage with 57.3% and is followed by master degree holder with 36.5%. Next is the people that had studied up till high school that are 4.9% of the total respondents. Lastly, people that have studied until secondary level and attained PhD qualification are both 0.7% respectively.

Table 4.4: Education Level

	Frequency	Percentage (%)	Valid Percentage (%)	Cumulative Percentage (%)
Secondary School	2	0.7	0.7	0.7
High School	15	4.9	4.9	5.5
Bachelor Degree	176	57.3	57.3	62.9
Master Degree	112	36.5	36.5	99.3
PhD	2	0.7	0.7	100.0
Total	307	100.0	100.0	

Source: Developed for research

Figure 4.4: Education Level



Source: Developed for research

4.1.1.5 Occupation

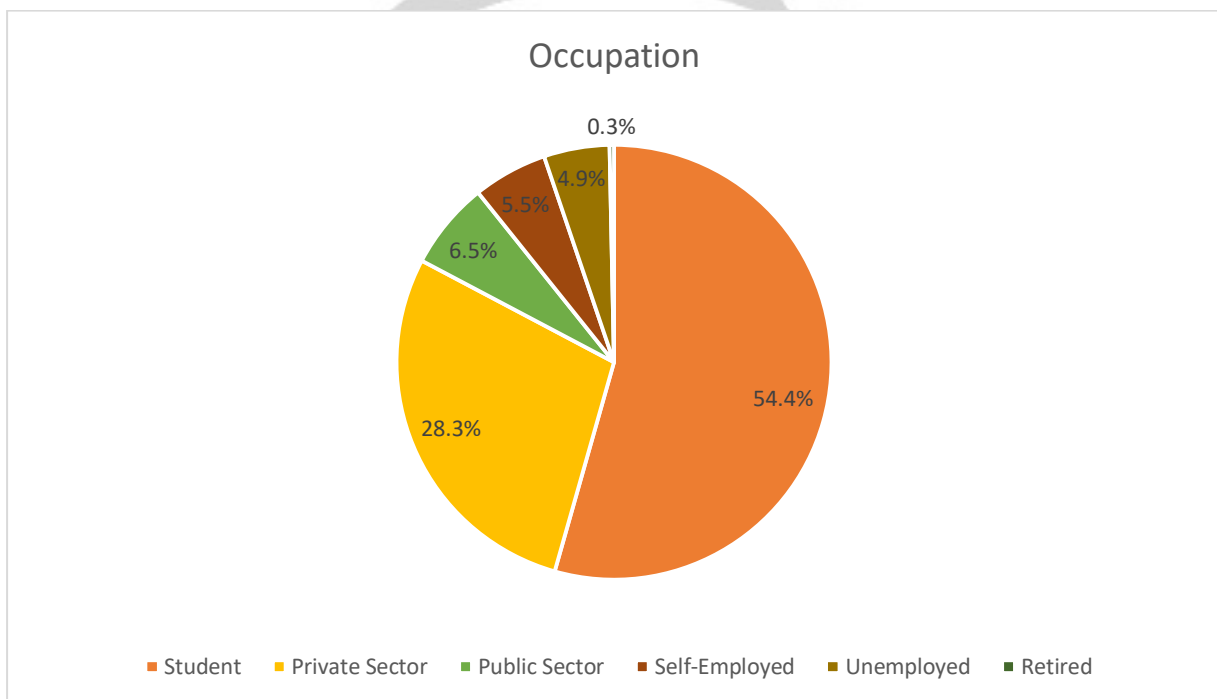
The occupation of the respondents varied widely. The Table 4.5 and Figure 4.5 below depicts the data gathered from the survey. The majority of the respondents are students with 54.4%, followed by people that are working in the private sector, covering 28.3% of the respondents. Whereas the people that are working in the public sector covers 6.5% of the respondents. People that are self-employed covers 5.5% of the respondents. Lastly, the people that are currently unemployed and retired covers 4.9% and 0.3% respectively.

Table 4.5: Occupation

	Frequency	Percentage (%)	Valid Percentage (%)	Cumulative Percentage (%)
Student	167	54.4	54.4	54.4
Private Sector	87	28.3	28.3	82.7
Public Sector	20	6.5	6.5	89.3
Self-Employed	17	5.5	5.5	94.8
Unemployed	15	4.9	4.9	99.7
Retired	1	0.3	0.3	100.0
Total	307	100.0	100.0	

Source: Developed for research

Figure 4.5: Occupation



Source: Developed for research

4.1.2 General Information

4.1.2.1 Respondents' most used electronic device to connect to Social Media Platform.

The Table 4.6 and Figure 4.6 shows the three most used electronic device which are mobile phone, mobile tablet and computer (PC and laptop). The respondents are allowed to choose more than one device that they frequently use to connect to social media platforms. Referring to the data, most of the respondents uses mobile phone to access the social media platforms

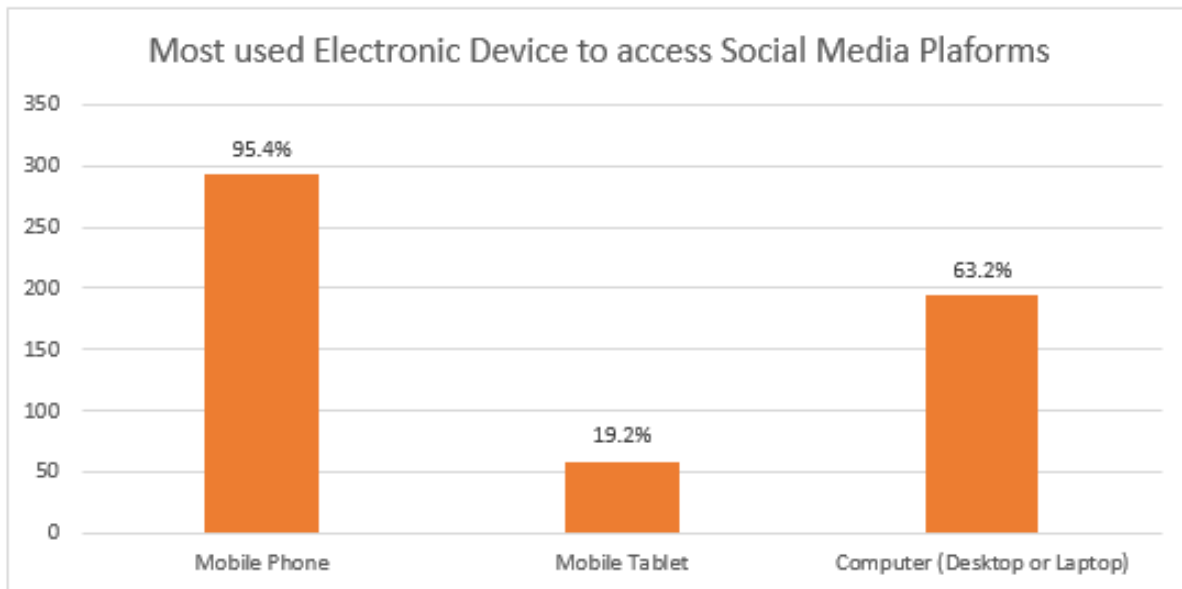
with 293 respondents that has a majority of 95.4%. The next most used electronic device is the computer with 194 respondents and 63.2%. The least used electronic device is the mobile tablet with 59 respondents and 19.2%.

Table 4.6: Most Used Electronic Devices to access Social Media Platforms.

	Frequency	Percentage (%)
Mobile Phone	293	95.4
Mobile Tablet	59	19.2
Computer (Desktop or Laptop)	194	63.2

Source: Developed for research

Figure 4.6: Most Used Electronic Devices to access Social Media Platforms.



Source: Developed for research

4.1.2.2 Respondents' most used Social Media Platforms.

The Table 4.7 and Figure 4.7 below depicts the most used social media platforms that are used by the respondents. The most used social media platform is Facebook with 261 respondents with a majority of 85%. The second most used platform is Instagram with 252 respondents with 82.1%. Whereas YouTube has 240 respondents with 78.2% and LINE with 191 respondents amounting to 62.2%. Google+ and Twitter has 57 and 47 respondents with 18.6%

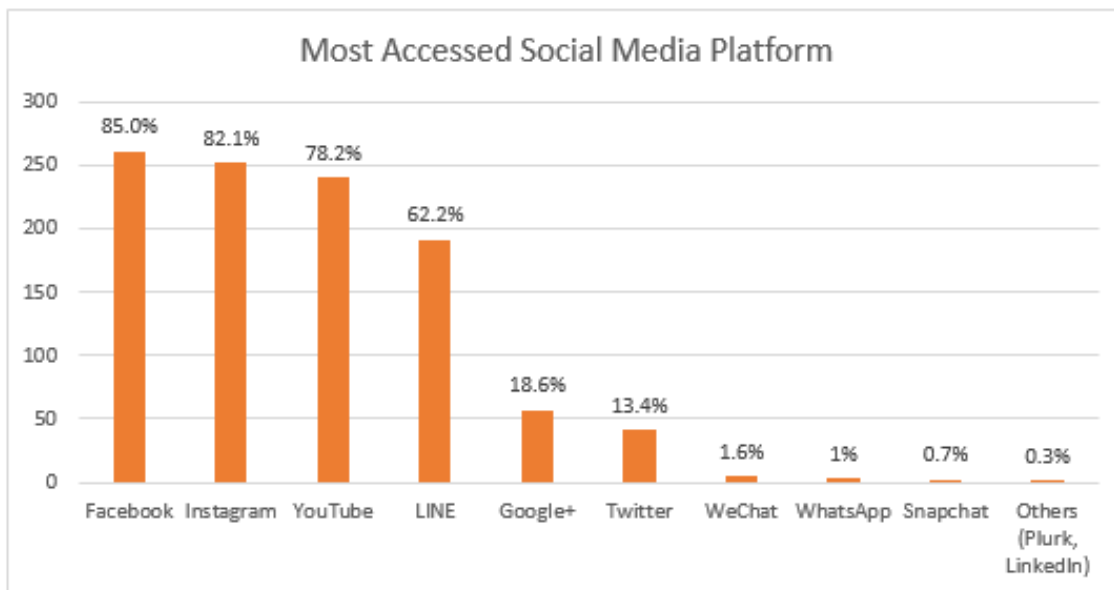
and 13.4% respectively. Other social media platforms like WeChat, WhatsApp, Snapchat, Plurk and LinkedIn has less than 10 respondents using it with 1.6% and below.

Table 4.7: Most accessed Social Media Platforms.

	Frequency	Percentage (%)
Facebook	261	85.0
Instagram	252	82.1
YouTube	240	78.2
LINE	191	62.2
Google+	57	18.6
Twitter	41	13.4
WeChat	5	1.6
WhatsApp	3	1.0
Snapchat	2	0.7
Others (Plurk, LinkedIn)	1	0.3

Source: Developed for research

Figure 4.7: Most accessed Social Media Platforms.



Source: Developed for research

4.1.2.3 Respondents' time spent on average watching Social Media Influencer's post

The Table 4.8 and Figure 4.8 below depicts the respondents' average time used on watching social media influencer's posting. The majority of the respondents spend more than 2 hours per day on average watching Social Media Influencer's video or post, with 123 people and 40.1% of the total respondents. Next, it is followed by 73 respondents with 23.8% watching 1 to 2

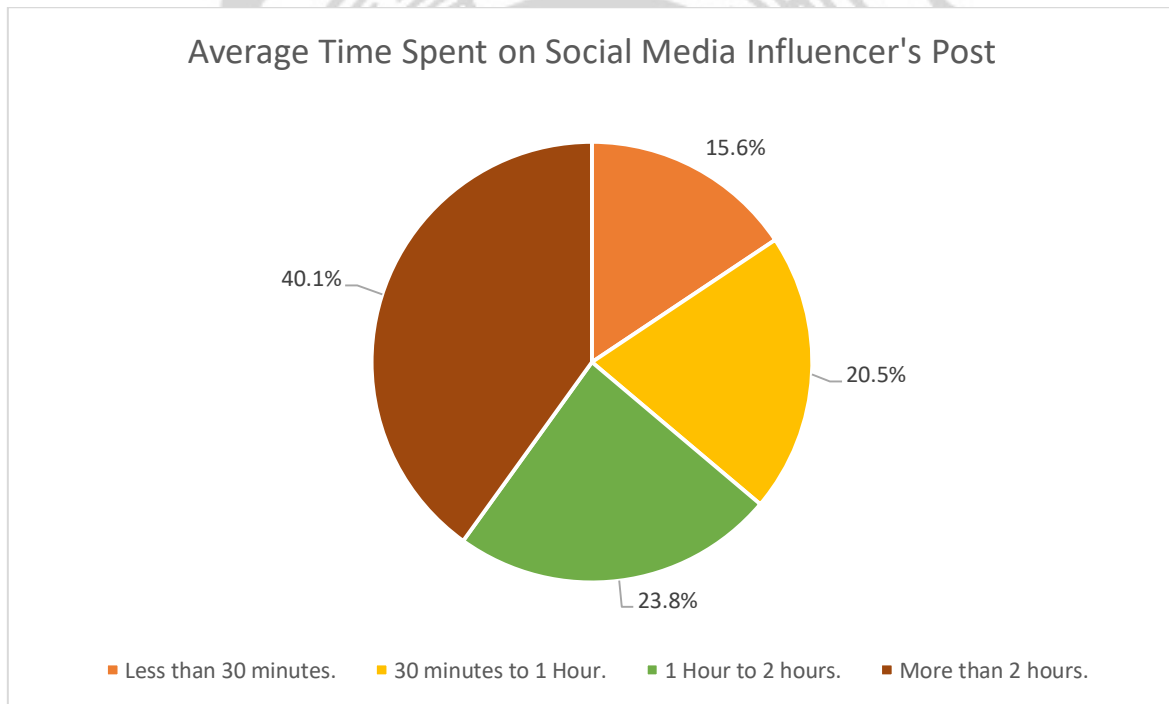
hours on average. There are 20.5% of the respondents that watch around 30 minutes to 1 hour on average, whereas there is only 15.6% of respondents that watch less than 30 minutes of the post and contents made by social media influencers.

Table 4.8: Average time spent per day on watching Social Media Influencer’s posting.

	Frequency	Percentage (%)	Valid Percentage (%)	Cumulative Percentage (%)
Less than 30 minutes.	48	15.6	15.6	15.6
30 minutes to 1 Hour.	63	20.5	20.5	36.1
1 Hour to 2 hours.	73	23.8	23.8	59.9
More than 2 hours.	123	40.1	40.1	100.0
Total	307	100.0	100.0	

Source: Developed for research

Figure 4.8: Average time spent per day on watching Social Media Influencer’s posting.



Source: Developed for research

4.2 Descriptive Statistics

4.2.1 Reliability Test

The Table 4.9 below shows the reliability test result that was performed based on the 307 respondents. The reliability test was run to ensure consistency, with the application of Cronbach's Alpha to illuminate the strength or reliability of each variable. Referring to the Table 4.9 below, the variable of informativeness was found to be 0.85 and entertainment was found to be 0.861, which are considered to be very good. Whereas the source credibility variable was 0.941 and the source attractiveness variable was 0.917, the variable for product matchup possessed a very good strength with the figure 0.879. In the meantime, the alpha coefficient for consumer's attitude towards social media influencers are 0.908 and the consumer's purchase intention was 0.825. All the figures gathered on the reliability test are within the limits of 0.80 to 0.95 and are above 0.7 which are deemed higher than 'moderate', possessing both very good and excellent strength. Therefore, the variables used are deemed to possess a very good reliability strength and are highly accepted.

Table 4.9: Reliability Test

Construct	Alpha Coefficient	Number of Items
Informativeness	0.850	6
Entertainment	0.861	5
Source Credibility	0.941	6
Source Attractiveness	0.917	5
Product Matchup	0.879	4
Consumer's attitude towards Social Media Influencer	0.908	5
Purchase Intention	0.825	2

Source: Developed for the research.

4.3 Inferential Analysis

The inferential analysis includes two analyses, which are the Pearson correlation analysis and the multiple linear regression analysis.

4.3.1 Pearson Correlation Analysis

The Table 4.10 below shows correlation matrix of construct. From the result below, there is a positive correlation between the independent variables and the dependent variables. The strongest correlation between consumer attitude towards social media influencers is the source attractiveness and followed by the source credibility which are ($r=0.778$) and ($r=0.776$) respectively. Followed by the third strongest significant correlation is the product matchup with ($r=0.708$). The fourth positively strong correlated variable is the informativeness with ($r=0.614$). Whereas the entertainment variable is moderately correlated with the consumer's attitude towards social media influencer. Whereas the consumer's attitude towards social media influencer has a significantly strong correlation with the dependent variable, consumer's purchase intention with ($r=0.613$). Hence, all the independent variable has a strong correlation with consumer attitude towards social media influencer with the entertainment variable being moderately strong.

Table 4.10: Correlation Matrix of Construct

N = 307	Informativeness	Entertainment	Source Credibility	Source Attractiveness	Product Matchup	Consumer's Attitude towards social media influencer	Purchase Intention
Informativeness	1.000						
Entertainment	0.660**	1.000					
Source Credibility	0.574**	0.503**	1.000				
Source Attractiveness	0.560**	0.524**	0.890**	1.000			
Product Matchup	0.646**	0.566**	0.653**	0.665**	1.000		
Consumer's Attitude towards social media influencer	0.614**	0.568**	0.776**	0.778**	0.708**	1.000	
Purchase Intention	0.631**	0.604**	0.487**	0.508**	0.665**	0.613**	1.000

Source: Developed for the research.

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

Pearson Correlation Coefficient=r

4.3.2 Multiple Linear Regression

The equations shown below are the consumer attitude towards social media influencer with the independent variables that includes, informativeness (IS), entertainment (E), source credibility (SC), source attractiveness (SA) and product matchup (PM). The result of the multiple linear regression analysis are shown below at Table 4.11, Table 4.12 and Table 4.13. As depicted on Table 4.11, the R Square is valued at 0.704, which meant that there is a percentage of 70.4 of the consumer attitude towards social media influencer (dependent variable) could be described by the independent variables.

Table 4.11: Multiple Linear Regression Analysis (Model Summary)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.839 ^a	0.704	0.699	0.37692

Source: Developed for the research.

a. Predictor: (Constant). Informativeness, Entertainment, Source Credibility, Source Attractiveness, Product Matchup

b. Dependent Variable: Consumer Attitude towards Social Media Influencer.

H₀: $\mu_1 = \mu_2 = \mu_3 = \mu_4 = \mu_5$

H_A: Not all the population means are the same.

Based on the Table 4.12, the p-value (Sig. 0.000) is less than the α -value=0.05. The F-ratio is significant. Hence, the theoretical model on this study is a good descriptor between the relationship of the dependent and independent variables. The informativeness, entertainment, source credibility, source attractiveness and the product matchup are able to significantly explain the variance on the consumer attitude towards social media influencer. Therefore, reject H₀.

Table 4.12: Multiple Linear Regression Analysis (ANOVA)

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig
1	Regression	101.4770	5	20.294	142.848	0.000 ^b
	Residual	42.762	301	0.142		
	Total	144.232	306			

Source: Developed for the research.

a. Predictor: (Constant). Informativeness, Entertainment, Source Credibility, Source Attractiveness, Product Matchup

Dependent Variable: Consumer Attitude towards Social Media Influencer

Based on the Table 4.13, the source credibility, source attractiveness and product matchup depicts a positively significant relationship with the consumer attitude towards social media influencer with its P-value being 0.000 each respectively, with entertainment being 0.032 that is also significant against consumer attitude towards social media influencer, that are below alpha value of 0.05. Whereas informativeness has a significant relationship against consumer

attitude towards social media influencer with the P-value being 0.073, that is below the alpha value of 0.10.

Next, the unstandardized beta coefficient of informativeness, entertainment, source credibility, source attractiveness and product matchup are 0.079, 0.095, 0.251, 0.245 and 0.209 respectively. The figure could be interpreted as an increase of each unit of informativeness, there would be an increase 0.079 of positive consumer attitude towards social media influencer, an increase of one unit for entertainment, source credibility, source attractiveness and product matchup would be 0.095, 0.251, 0.245 and 0.209 increase in consumer attitude towards social media influencer. However, source credibility is considered to be the most important variable on the consumer attitude towards social media influencer with its figure of standardized coefficient $\beta_1=0.284$ being the highest among the other variables.

Table 4.13: Multiple Linear Regression Analysis (Coefficient)

Coefficients ^b						
Model		Unstandardized Coefficients (Prediction)		Standardized Coefficients (Contribution)	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.603	0.136		4.427	0.000**
	Informativeness	0.079	0.044	0.085	1.798	0.073*
	Entertainment	0.095	0.044	0.094	2.159	0.032**
	Source Credibility	0.251	0.063	0.284	4.021	0.000**
	Source Attractiveness	0.245	0.064	0.274	3.834	0.000**
	Product Matchup	0.209	0.043	0.232	4.881	0.000**

A: Dependent Variable: Consumer Attitude towards Social Media Influencer

Source: Developed for the research.

** . Significant at the 0.05 level.

* . Significant at the 0.10 level

Equation (1): $CA = 0.603 + 0.07(I) + 0.095(E) + 0.251(SC) + 0.245(SA) + 0.209(PM) + e$

Where

CA = Consumer Attitude towards social media influencer

I = Informativeness

E = Entertainment

SC = Source Credibility

SA = Source Attractiveness

PM = Product Matchup

The next equation shown below are the consumer attitude towards social media influencer with the dependent variable consumer purchase intention was analysed using simple linear regression analysis. The result is shown on the Table 4.14, Table 4.15 and Table 4.16 respectively.

From the Table 4.14, the R^2 value is 0.376, which meant that there is a percentage of 37.40 of the purchase intention (dependent variable) could be described by the consumer attitude towards social media influencer (independent variable).

Table 4.14: Simple Linear Regression Analysis (Model Summary)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.613 ^a	0.376	0.374	0.75286

Source: Developed for the research.

a. Predictor: (Constant). Consumer attitude towards media influencer.

b. Dependent Variable: Purchase Intention

Based on the Table 4.15, the p-value (Sig. 0.000) is less than the α -value=0.05. The F-ratio is significant. Hence, the theoretical model on this study is a good descriptor between the relationship of the dependent and independent variable. The consumer attitude towards social

media influencer is able to significantly explain the variance on the purchase intention. Therefore, reject H_0 .

Table 4.15: Simple Linear Regression Analysis (ANOVA)

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig
1	Regression	104.157	1	104.157	183.763	0.000 ^b
	Residual	172.874	305	0.567		
	Total	277.031	306			

Source: Developed for the research.

a. Predictor: (Constant). Consumer attitude towards media influencer.

b. Dependent Variable: Purchase Intention

Based on the Table 4.16, the consumer attitude towards social media influencer depicts a positively significant relationship with the purchase intention with its P-value being 0.000, that is below alpha value of 0.05. Next, the unstandardized beta coefficient of consumer attitude towards social media influencer is 0.613. The figure could be interpreted as an increase of each unit of consumer attitude towards social media influencer would result in an increase of 0.613 unit of purchase intention.

Table 4.16: Simple Linear Regression Analysis (Coefficient)

Coefficients ^b						
Model		Unstandardized Coefficients (Prediction)		Standardized Coefficients (Contribution)	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.206	0.244		0.843	0.400
	Consumer Attitude towards social media influencer	0.850	0.063	0.613	13.556	0.000**

A: Dependent Variable: Purchase Intention

Source: Developed for the research.

** . Significant at the 0.05 level.

Equation (1): $PI = 0.206 + 0.850 (CA)$

PI = Purchase Intention

CA = Consumer Attitude towards social media influencer

4.4 Hypothesis Testing

Referring to the Table 4.17, the significant value of informativeness is 0.073, which is below p-value of 0.1. Therefore, H1_A is accepted. This confirms that there is a positive significant relationship between informativeness and consumer attitude towards social media influencer.

Next, the significant value of entertainment is 0.032, which is below p-value of 0.05. Therefore, H2_A is accepted. This confirms that there is a positive significant relationship between entertainment and consumer attitude towards social media influencer.

Next, the significant value of source credibility is 0.000, which is below p-value of 0.05. Therefore, H3_A is accepted. This confirms that there is a positive significant relationship between source credibility and consumer attitude towards social media influencer.

Next, the significant value of source attractiveness is 0.000, which is below p-value of 0.05. Therefore, H4_A is accepted. This confirms that there is a positive significant relationship between source credibility and consumer attitude towards social media influencer.

Next, the significant value of product matchup is 0.000, which is below p-value of 0.05. Therefore, H5_A is accepted. This confirms that there is a positive significant relationship between product matchup and consumer attitude towards social media influencer.

Lastly, the significant value of product match-up is 0.000, which is below p-value of 0.05. Therefore, H5_A is accepted. This confirms that there is a positive significant relationship between consumer attitude towards social media influencer and purchase intention.

Table 4.17: Test of Significant

Hypothesis	Supported/Rejected
H1 _A : There is a positive relationship between informativeness and consumers' attitude towards Social Media Influencer.	Supported
H2 _A : There is a positive relationship between entertainment and consumers' attitude towards Social Media Influencer.	Supported
H3 _A : There is a positive relationship between the credibility of the Social Media Influencer and consumers' attitude towards them.	Supported
H4 _A : There is a positive relationship between the attractiveness of the Social Media Influencer and consumer's attitude towards them.	Supported
H5 _A : There is a positive relationship between the product match-up of the Social Media Influencer and the consumer's attitude towards them.	Supported
H6 _A : There is a positive relationship between consumers' attitude towards Social Media Influencer and purchase intention.	Supported

Source: Developed for the research.



4.5 Conclusion

In this chapter, the pie charts and histogram were used to depict the results of the descriptive analyses. The descriptive statistics such as the reliability test was run to depict the reliability of the construct. The inferential analysis such as Pearson correlation analysis, multiple linear regression and simple linear regression were used to determine the relationship between the independent variables and dependent variables. The next chapter would state the discussion of this study, the implication, limitation, recommendation and conclusion of the study.

CHAPTER 5

DISCUSSION, IMPLICATION AND CONCLUSION

5.1 Summary of Statistical Analyses

Based on the result gathered from chapter four, the majority of the respondents comprises of single young female aged 18 – 24 years old. Whereby most of the respondents possesses high education level with more than half possessing a bachelor degree qualification and one third possessing master degree qualification, which is in line with the Ministry of the Interior, Department of Statistic of Taiwan (2017) where the ratio of female are higher than male in terms of tertiary education qualification. Half of the respondents are students and nearly one third of the respondents are working in the private sector. The majority of the people access the social media platforms via mobile phone which are the most easiest to carry around, which is also in line with the figure shown on the chapter one where 96 percent of the people access the internet via wireless device. The majority of the respondents usually access Facebook and Instagram, whereby Facebook being the most user in the world is in line with the chapter one figure, whereas Instagram being as popular as Facebook with the people using it as much as Facebook. Also, most of the respondents access the internet and watch contents made by social media influencers on social media platforms like Facebook and Instagram for more than two hours per day. Consequently, this would increase the integrity of the result with these frequent internet users as the study's respondents as they 'follow' these social media influencers.

Also, referring to the reliability test result that has been gathered from chapter four. The result has shown a strong reliability in all of the variables for the questionnaire, which the figures of the Cronbach Alpha are all higher than 0.80.

Based on the result from chapter four, the independent variables of informativeness, entertainment, source credibility, source attractiveness and product matchup possess a positive relationship against the consumer attitude towards social media influencer. Following by the consumer attitude towards social media influencer being significantly correlated with the purchase intention of the consumer.

Based on the equation and result gathered from chapter four, 70.4 percent of the dependent variable (consumer attitude towards social media influencer) could be explained by the independent variables (informativeness, entertainment, source credibility, source attractiveness and product matchup). The p-value of those independent variables (entertainment, source credibility, source attractiveness and product matchup) being lower than 0.05 indicated that they possess significant positive relationship on the consumer attitude towards social media influencer in the alpha level of 0.05. Whereas the independent variable (informativeness) has a p-value below 0.10 that also indicate that it possess a significant positive relationship with consumer attitude towards social media influencer in the alpha level of 0.10. With the source credibility being the strongest influence on the consumer attitude towards social media influencer.

On the simple linear regression equation, the relationship between consumer attitude towards social media influencer with consumer purchase intention. The result indicated that there is a 37.6 percent of the consumer purchase intention being able to be explained by the consumer attitude towards social media influencer. Whereas the p-value was found to be 0.000 that is below alpha level 0.05, exhibiting a significant positive impact against consumer purchase intention with the consumer attitude towards social media influencer.

5.2 Discussions of Major Findings

The results gathered had shown that all the six hypotheses are accepted. This implies that the combining of framework that resulted in this theoretical framework to be proven from the result found, the measurements could be then used to explain the characteristics of social media influencers. The findings and details of each of the hypotheses would be explained below.

5.2.1 The relationship between informativeness and consumer attitude towards social media influencer.

H1_A: There is a significant positive relationship between informativeness and consumers' attitude towards Social Media Influencer.

Based on the research and Table 4.17, the variable (informativeness) possesses a significant value of 0.073 under p-value below 0.10. Hence, the result implies that there is a positive relationship between informativeness and consumer attitude towards social media influencer. The consumer would have a positive feeling towards the social media influencer when the content (video, picture posting, GIF or status update) they produce is informative, whereby it has all the necessary information that they post, not leaving the viewer or consumer guessing on what the influencer want to convey (unless the purpose of the content is to have the viewer guessing and have their imagination run wild). In overall, the findings on H1 was accepted that informativeness is correlated with consumer attitude towards social media influencer (Blanco *et al.*, 2010, Padival, A., Michael, L. & Hebbar, S., 2019, Tan, K., Jonid, N., Lim, K., Goh, C. & Ong, C., 2018).

Consumers tends to favour social media content or advertisement that were produced by social media influencers that are informative (Wang, S. & Lan, N., 2018), a social media content produced by these influencers that are informative are those that were equipped with necessary information that covers all the necessary information for the consumer to follow up on. Like the location to get that certain product or the taste of the product or even the effect of the product, whereby the consumers does not need to spend additional time or energy to search for clearer or much elaborative information that is on the internet or from other sources. The consumers or the public in general would respond positively to social media marketing posting done by these social media influencers that has proper information that the consumers deemed necessary, which corresponds with the findings of the research (Lee, J. & Hong, I., 2016).

5.2.2 The relationship between entertainment and consumer attitude towards social media influencer.

H2_A: There is a significant positive relationship between entertainment and consumers' attitude towards Social Media Influencer.

Based on the result and Table 4.17, the variable (entertainment) possesses a significant value of 0.032 under p-value below 0.05. Hence, the result would imply that there is a positive relationship between entertainment and consumer attitude towards social media influencer. The value of entertainment produced by the influencer which is perceived by the consumers, followers or viewers are essential to keep them entertained and glued to the content (video or posting) that is provided, by watching or glued into the content for a longer period of time would have the consumer have a stronger impression on the content of the video or product produced by the influencer. In overall, the findings on H2 was accepted that entertainment is correlated with consumer attitude towards social media influencer (Blanco *et al.*, 2010, Tan, K., Jonid, N., Lim, K., Goh, C. & Ong, C., 2018, Wang, S. & Lan, N., 2018)

The entertainment factor contributes a positive view on the consumer attitude towards social media influencer's content (Arlin, D., 2017), an entertaining content would have the viewer or consumer be happy or delighted to stay on the social media content and not divert their attention to other channel or other form of entertaining content produced on the internet or offline things. If the media content produced are entertaining to watch or stay onto it, people would follow through it to the end of the video or posting, which would allow the exposure of the product, advertisement or video would stick to the mind of the consumer or viewer to a much longer time to sway their perspective on a certain product to make them be interested in that that would in the end have an effect on the consumer purchase intention positively.

5.2.3 The relationship between source credibility and consumer attitude towards social media influencer.

H3_A: There is a significant positive relationship between the credibility of the Social Media Influencer and consumers' attitude towards them.

Based on the result and Table 4.17, the variable (source credibility) possesses a significant value of 0.000 under p-value below 0.05. Hence, the result would imply that there is a positive relationship between source credibility and the consumer attitude towards social media influencer. The source credibility of the endorser or in this case, the social media influencer has to be credible, whereby the consumer, follower or viewer deem whether the social media influencer is trustworthy or credible enough by the consumer, that they are not just creating something out of a thin air, without cheating, bluffing or deviating the truth from the public. In overall, the findings on H3 was accepted that source credibility is correlated with consumer attitude towards social media influencer (Ismagilova, E., Slade, E., Rana, N., & Dwivedi, Y., 2019, Jespersen, C., 2017, Wang, S. & Lan, N., 2018). The perceived credibility of the influencer heavily affects on how the consumer view on these influencer that would in the end affect on the consumer purchase intention.

5.2.4 The relationship between source attractiveness and consumer attitude towards social media influencer.

H4_A: There is a significant positive relationship between the attractiveness of the Social Media Influencer and consumer's attitude towards them. Hence, the result would imply that there is a positive relationship between source credibility and consumer attitude towards social media influencer.

Based on the result and Table 4.17, the variable (source attractiveness) possesses a significant value of 0.000 under p-value below 0.05. Hence, the result would imply that there is a positive relationship between source attractiveness and consumer attitude towards social media influencer. With the endorser or the influencer being much more attractive, the followers or viewers would willingly watch or enjoy the content of the influencer till the end, as human tends to enjoy attractive things rather than the opposite. In overall, the findings on H4 is accepted, that source attractiveness is correlated with consumer attitude towards social media influencer (Priyankara, R., Weerasiri, S., Dissanayaka R. & Jinadasa, M., 2017, Said, N., Napi, W, 2015, Seiler, R. & Kueza, G., 2017). With the point being, that the human species favour people or object that they deem attractive, an influencer that has an attractive outlook would cause the consumer or viewers to 'like', 'follow' or watch the contents that are created by these

attractive influencers that would in the end affect on the purchasing intention of the consumer via social media influencer.

5.2.5 The relationship between product matchup and consumer attitude towards social media influencer.

H5_A: There is a significant positive relationship between the product match-up of the Social Media Influencer and the consumer's attitude towards them.

Based on the result and Table 4.17, the variable (product matchup) possesses a significant value of 0.000 under p-value below 0.05. Hence, the result would imply that there is a positive relationship between product matchup and consumer attitude towards social media influencer. The product sponsored or the product advertised on the social media influencer content whether it is in the form of video, written posting or even 'story' sharing on the Instagram platform has to be a 'fit' with the influencer's internet persona, a gaming product accompanied with a fitness influencer persona does fit together, it needs a congruence between the influencer and the product. Hence, in overall, the findings on H5 was accepted that product matchup is correlated with consumer attitude towards social media influencer (Gaied, A. & Rached, K., 2017, Lim, *et al*, 2017, Seiler, R. & Kueza, G., 2017), a sponsored beauty product would be 'fit' to pair with the influencers that are actively promoting or reviewing beauty products and give out tutorials that causes the consumer or viewer to seek and watch their contents, which a good 'fit' would result in a positive consume attitude.

5.2.6 The relationship between consumer attitude towards social media influencer and consumer purchase intention.

H6_A: There is a significant positive relationship between consumers' attitude towards Social Media Influencer and purchase intention.

Based on the result and Table 4.17, the variable (consumer attitude towards social media influencer) possesses a relationship value of 0.032 under p-value below 0.05. Hence, the result would imply that there is a positive relationship between consumer attitude towards social

media influencer and consumer purchase intention. A positive attitude of a consumer or public per say towards social media influencer would result in purchase intention positively, is definitely not a surprise as it is in line with the Theory of Reasoned Action. Hence, in overall, the findings on H6 was accepted that consumer attitude towards social media influencer is correlated with consumer purchase intention (Blanco *et al.*, 2010, Ler, S., 2014, Seiler, R. & Kueza, G., 2017, Wang, S., Kao, G. & Ngamsiriudom, W., 2017). The consumer having a good or positive view or attitude towards social media influencers would result in them watching or following their produced content that includes posts that were sponsored by companies to increase their exposure for marketing purposes and in the end increasing the purchasing intention of the consumer on those product.

5.3 Implications of the Study

The findings of the current study suggest numerous implications for corporate companies and marketers alike that are interested in hiring social media influencers as a marketing tool and public that aspires to take this path as a career. Based on the findings, several factors are suggested below for interested parties to consider when they employ social media influencers to promote their products and as a career path.

Firstly, the overall perception or view from the public towards social media influencer are positive from the findings, people that aspire to become an influencer as a career path could go for it. Both the public and marketers could refer the following points on employing a good social media influencer and how to be successful in this career path. A social media influencer that possess a positive image and was deemed credible by his/her followers is a optimum choice for marketers to employ. Additionally, with the influencer being active for a longer period of time ensures that he/she has developed a credible long standing persona, also a big following means a bigger reach for marketers to promote their product on. Being active for a longer period of time does not equate to having good skills on producing content but it does help build up the experience overtime on the creation of good, informative and entertaining contents to their followers. However, it is not hard for the marketers or interested parties to judge whether he/she is suitable or not, by looking at their past contents, the number of views, positive reactions and

positive comments that shows genuine favouritism towards the influencer from the followers or consumers.

Furthermore, an attractive influencer is a criteria that adds a lot of points in catching the attention of the consumer. Yet, it is advisable that the influencer's persona fits the company's product or the product matches their online personality where they actively promote or use it for a certain period of time online for it to be credible. People that have a personality or character that strays too much from their online influencer persona is not advisable for companies to hire, related parties have to weigh the risk on whether to stake the company's image on them, as information travels fast in this current age, if there is an occasion that these influencers slip up and do some inappropriate things in public, they will take a massive backlash from the public and consumers may abandon and look for others, which is not beneficial for the company. Also, companies have to take note on the location of the influencer is based on, a good famous influencer from another geographical area wouldn't allow the consumer to relate to, unless they have been actively promoting themselves on that particular region. For aspiring influencers, they have to build up their followers, online persona, beautify their outlook and create contents that are informative and are entertaining to watch.

On the academic side, this study further fills the gap in regards of social media marketing, specifically the usage of social media influencers upon the consumer attitude and their purchase intention. The majority of research in regards on social media influencers mostly covers on the 'endorser' side of the marketing and the effect on the consumer attitude and in the end their purchase intention, the 'package' in advertising for social media influencer does not just include the person or endorser itself, it also includes the contents, videos, pictures or GIF they produce which has the entertainment, informativeness factor in them. Hence, filling the gap in this research on this field of study.

5.4 Limitation of the Study

This study possesses few limitation that are acknowledged and taken into consideration, albeit it does not divert on the significance of the findings of the research. Nonetheless, it shall serve as a platform to contribute on future studies.

This research was conducted via quantitative research with convenience sampling would result in a response bias that does not accurately represent the whole population. Also, convenience sampling as stated before at chapter three poses a limitation which it creates an over-representation of a certain group that causes a selection bias. Furthermore, the questionnaire was distributed via internet questionnaire through various social media platforms like Facebook, Line and WhatsApp group. These groups that the researcher are able to reach, covers mostly student, limits the response on few certain group that leads to the responses that are skewed towards a certain trend or view of that group and region, which does not guarantee a good representation of the Taiwanese population. There are certainly much more and diverse social media followers and those that has purchase items that has been sponsored are out of the researcher's reach, causing the survey's accuracy to suffer from those that were out of reach.

Furthermore, the questionnaire was done via on-line without the supervision and help of the researcher, the risk of the respondents not answering with full sincerity and try to answer wantonly. At times, people may just simply answer while they are out doing their work may not be fully immersed into the thought process of answering the questions that were asked. There were even times when a respondent was either too lazy to think and just skimped through it half-heartedly or simply ticked the middle answer 5 to 10 in a row while the researcher was standing beside the respondent. Hence, these actions on trying to "save time" or trying to get things done with minimum effort would lower the accuracy of the findings.

5.5 Recommendation for Future Research

Several recommendation are suggested by the researcher on overcoming the limitations that were stated previously.

As mentioned earlier, the research was done within a limited time frame and it had limited the possibility on much more variability and potential respondents. With a longer period of time for the researcher to utilize, much more potential respondents that were initially outside of his scope would be included, with additional literature reviews that are able to be done with the extensive time frame. The sample size of 307 that are mostly comprises of students and some Facebook groups that limits the variability of the result. The sample should be collected from a much spread out area, getting respondents that goes from Taipei from the North to Kenting from the South. The longer time frame also allows the researcher to travel and collect the necessary funds to conduct the study from all over the country. Furthermore, a study that are spread over a few years, for example a longitudinal study would allow the study to monitor and catch up on the development of technology, the view towards social media influencer, the working model of social media influencers, the changing of social media platforms and communication.

With the selection bias and over-representation of sample group, a mixed sampling method would overcome such bias and limitation, which also enhance and increase the accuracy of the findings gathered from the study. Also, more face-to-face interviews would reduce the risk on the respondents answering questions haphazardly or wantonly, yet this would require much more time for the researcher to collect all the data needed for the analysis. Another suggestion on future research would be to reduce the scope, rather than just a general “social media influencer” for the respondent to react on, by administering an imaginary brand or social media influencer with specific traits latched upon these subject, it would allow the respondents to focus on and without prior bias towards a certain individual that they have in mind. Lastly, a comparative study between countries would also be interesting, people from the Asian continent may act differently from the people on the Western countries with the addition of different culture and law regarding social media influencers on promoting sponsored posting.

Hence, these are recommendations that the researcher came up with that could further improve or utilize to ensure future researches in this field would be much more accurate.

5.6 Conclusion

As a conclusion, this study that focuses on social media influencer has proven itself to be an effective marketing channel for business and marketers alike. The research has also successfully proven that informativeness, entertainment, source credibility, source attractiveness and product matchup possesses a significant role on affecting the consumer's attitude towards these social media influencers. The consumer attitude towards social media influencer that in the end impacts on their purchase intention being proven was also proven. This research has contributed to the development on the knowledge on the scope of social media marketing and social media influencers. The summarized statistical analyses, discussions of the study's major findings, the managerial implications, limitations of research and recommendations for future studies has been stated in this chapter.

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APPENDIX

Questionnaire

Research Title: 網紅/社交媒體影響者的態度及其對購買意願的影響

親愛的參與者，

您好，我的名字是德文，我是東海大學企業管理系碩士班學生。我正在研究消費者對網紅/社交媒體影響者的態度及其對購買意願的影響。

如果您能花 5 分鐘填寫調查問卷，我將不勝感激。

您的答案會對本研究做出重大貢獻。您的回復將保密且匿名。

非常感謝您能撥出時間來參與此研究問卷。謝謝合作。

張德文

SECTION A: GENERAL INFORMATION

請選擇一（1）個最合適的答案（除非另有說明）

1. 您使用以下哪些電子設備連接社交媒體？（您可以選擇多個答案）

手機

平板電腦

電腦（台式機或筆記本電腦）

其他： _____

2. 您常用以下哪種社交媒體？（您可以選擇多個答案）

Facebook

Instagram

- () Twitter
- () Google+
- () Youtube
- () Line
- () 其他: _____

3. 您每天平均花費多長時間觀看/關注網紅/社交媒體影響者的作品?

- () 少於 30 分鐘
- () 30 分鐘至 1 小時
- () 1 小時至 2 小時
- () 多於 2 小時

SECTION B

請為每個代表您最貼切的陳述選擇一 (1) 個答案。

1. 信息量

	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	我覺得網紅/社交媒體影響者製作的作品提供及時的信息。	1	2	3	4	5
2	我覺得網紅/社交媒體影響者製作的作品比其他廣告來源更具信息量。	1	2	3	4	5
3	我覺得網紅/社交媒體影響者製作的作品很有幫助。	1	2	3	4	5
4	我覺得網紅/社交媒體影響者製作的作品是個產品/服務信息的良好來源。	1	2	3	4	5

5	我覺得網紅/社交媒體影響者製作的作品不會提供無關的信息。	1	2	3	4	5
6	網紅/社交媒體影響者的製作的作品為我提供了做出購買決定所需的數據。	1	2	3	4	5

2. 娛樂性

	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	我覺得網紅/社交媒體影響者製作的作品既愉快又有趣。	1	2	3	4	5
2	我覺得網紅/社交媒體影響者製作的作品令人愉快。	1	2	3	4	5
3	我覺得網紅/社交媒體影響者製作的作品比其他廣告來源更有趣。	1	2	3	4	5
4	我認為網紅/社交媒體影響者廣告不乏味。	1	2	3	4	5
5	網紅/社交媒體影響者作品營銷通常具有吸引力和樂趣。	1	2	3	4	5

3. 來源可信度

	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	我認為網紅/社交媒體影響者是值得信賴的。	1	2	3	4	5

2	我相信社網紅/社交媒體影響者的品牌/產品選擇。	1	2	3	4	5
3	我認為網紅/社交媒體影響者提供可靠的信息來源。	1	2	3	4	5
4	我認為網紅/社交媒體影響者是他/她所代表的領域的專家。	1	2	3	4	5
5	我認為網紅/社交媒體影響者在使用他們被簽署的產品/品牌方面擁有豐富的經驗。	1	2	3	4	5
6	我認為網紅/社交媒體影響者對他們被簽署的產品/品牌擁有高度的瞭解。	1	2	3	4	5

4. 來源吸引力

	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	我認為網紅/社交媒體影響者的外表非常吸引人。	1	2	3	4	5
2	我認為網紅/社交媒體影響者俱有高度的說服力。	1	2	3	4	5
3	我認為網紅/社交媒體影響者非常優雅。	1	2	3	4	5
4	我認為網紅/社交媒體影響者擁有專業的態度。	1	2	3	4	5
5	我希望能看起來像網紅/社交媒體影響者。	1	2	3	4	5

5. 產品配對

	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	我認網紅/社交媒體影響者的形象適合他們被簽署的產品/品牌。	1	2	3	4	5
2	我認為他們被簽署的產品/品牌完全適合網紅/社交媒體影響者來代表。	1	2	3	4	5
3	我認為代表產品/品牌的網紅/社交媒體影響者是值得信賴的。	1	2	3	4	5
4	我相信網紅/社交媒體影響者正在使用他們被簽署的產品/品牌。	1	2	3	4	5

6. 消費者對網紅/社交媒體影響者的態度

	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	我喜歡使用網紅/社交媒體影響者營銷的想法。	1	2	3	4	5
2	網紅/社交媒體影響者營銷是一個好主意。	1	2	3	4	5
3	總的來說，我喜歡網紅/社交媒體影響者作為營銷渠道的一種方式。	1	2	3	4	5

4	我相信在網紅/社交媒體影響者的作品上被簽署的產品說服我嘗試該產品。	1	2	3	4	5
5	關於消費者的需求上，網紅/社交媒體影響者比其他媒體更有趣。	1	2	3	4	5

7. 購買意向

	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	我很可能會購買網紅/社交媒體影響者推廣的產品/服務。	1	2	3	4	5
2	我願意購買網紅/社交媒體影響者推廣的產品/服務。	1	2	3	4	5

SECTION C: DEMOGRAPHIC PROFILE

請選擇一（1）個最合適的答案（除非另有說明）

1. 性別

男生

女生

2. 年齡

18 - 24 歲

25 - 34 歲

35 - 44 歲

45 歲以上

3. 婚姻狀況

單身

已婚

離婚

其他： _____

4. 教育背景

國小

國中

高中

大學

碩士

博士

5. 職業

私營部門員工

公共部門員工

自僱人士

待業中

家庭主/主婦



退休人士

學生

其他: _____

