



**EFFECTS OF SOCIAL MEDIA INFLUENCER ATTRIBUTES ON
CONSUMERS' ATTITUDES AND PURCHASE INTENTION**

By

EL MOUSA HADEEL ALI MOHAMED

**Thesis Submitted to the School of Graduate Studies, Universiti Putra
Malaysia, in Fulfilment of the Requirements for the Degree of
Master of Science**

March 2022

SPE 2022 7

COPYRIGHT

All material contained within the thesis, including without limitation text, logos, icons, photographs, and all other artwork, is copyright material of Universiti Putra Malaysia unless otherwise stated. Use may be made of any material contained within the thesis for non-commercial purposes from the copyright holder. Commercial use of material may only be made with the express, prior, written permission of Universiti Putra Malaysia.

Copyright © Universiti Putra Malaysia



Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfillment of the requirement for the degree of Master of Science

EFFECTS OF SOCIAL MEDIA INFLUENCER ATTRIBUTES ON CONSUMERS' ATTITUDES AND PURCHASE INTENTION

By

EL MOUSA HADEEL ALI MOHAMED

March 2022

Chairman : Wong Foong Yee, PhD
School : Business and Economics

Brands collaborate with social media influencers to promote their products through influencer marketing. Companies are increasingly depending on social media influencers to promote their brands owing to the potential of influencers in connecting the target audience with the company while maintaining a direct connection with their followers. However, research on influencer marketing is very sparse, particularly in Malaysia. As a result, the purpose of this study is to fill a gap in the literature and the industry by validating the effect of social media influencers on customer attitudes and intentions toward endorsement.

An online questionnaire was distributed to the respondents. Three hundred fifty answers were obtained using the purposive sampling approach. All of the responders were Malaysians from various states. The hypotheses were tested using partial least squares (PLS), a variance-based Structural Equation Modelling (SEM) approach. In SEM-PLS, statistical analyses were performed and interpreted in two stages: measurement model assessment and structural model assessment.

The findings confirmed the model by validating that source credibility, meaning transfer, and subjective norms were significantly associated with attitude. Also, source credibility, subjective norms, and attitude were significantly associated with purchase intention. Eventually, the attitude was found to strengthen the relationships between source credibility, meaning transfer, and subjective norms with purchase intention towards the endorsed products.

In many respects, this study contributes to the marketing literature and industry. First, the Psychology field's Theory of Reasoned Action was utilized to illustrate

the link between attitudes and behaviours inside human activities, which is currently being extended to an influencer marketing setting in Malaysia. Second, this study adds to the literature on influencer marketing by determining the effect of the variables source credibility, meaning transfer, and subjective norms on attitude and purchase intention in the setting of influencer marketing. Furthermore, one of the study's outcomes is the identification of a relatively new variable, subjective norms, to quantify the impact of social media influencers using the Theory of Reasoned Action.

The results of this study can provide deep insights and guidelines for companies, marketers, marketing agencies, and influencers. Social media influencers cannot only appeal to a broad audience but also act as marketers efficiently. Endorsing products and brands is very beneficial, both for social media influencers themselves and the brands. Empirical proof of the purchase intention of products recommended by social media influencers is required for industry practitioners to make a strategic choice on whether or not to expand investment in influencer marketing. To conclude, influencer marketing is still new to the Malaysian market. However, it has proven its importance as it showed considerable success in affecting consumers' attitudes and intentions toward the endorsed products.

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia
sebagai memenuhi keperluan untuk ijazah Master Sains

KESAN PEMPENGARUH MEDIA SOSIAL TERHADAP SIKAP PENGGUNA DAN NIAT PEMBELIAN

Oleh

EL MOUSA HADEEL ALI MOHAMED

Mac 2022

Pengerusi : Wong Foong Yee, PhD
Sekolah : Perniagaan dan Ekonomi

Pemasaran pempengaruh melibatkan kerjasama antara jenama dengan pempengaruh media sosial untuk mempromosi produk mereka. Syarikat semakin bergantung kepada pempengaruh media sosial untuk menyokong jenama mereka dengan menggunakan kuasa pempengaruh yang menghubungkan khalayak sasaran dengan jenama sambil berkomunikasi secara langsung dengan pengikut mereka. Walau bagaimanapun, kajian mengenai pemasaran pempengaruh masih terhad, khususnya di Malaysia. Oleh itu, kajian ini bertujuan untuk mengisi jurang literatur dan industri dengan mengesahkan kesan pempengaruh media sosial ke atas sikap dan niat pengguna terhadap pengendorsan tersebut.

Borang soal selidik dalam talian diedarkan kepada responden. Dengan menggunakan teknik persampelan tujuan, sebanyak 350 maklum balas telah diterima. Semua responden adalah terdiri daripada warganegara Malaysia yang berasal dari pelbagai negeri di Malaysia. Partial Least Squares (PLS), satu kaedah Structural Equation Modelling (SEM) berasaskan varians telah digunakan untuk menguji hipotesis. Dalam SEM-PLS, data telah dianalisis dan ditafsir berdasarkan kepada satu pendekatan dua- tahap; penilaian model pengukuran dan penilaian model berstruktur.

Hasil kajian menyokong model tersebut dengan mengesahkan kredibiliti sumber, pengalihan makna dan norma subjektif berkait dengan sikap secara signifikan. Di samping itu, kredibiliti sumber, norma subjektif dan sikap juga berkait secara signifikan dengan niat pembelian produk yang disokong oleh pempengaruh media sosial. Akhirnya, sikap juga didapati turut mengukuhkan hubungan antara kredibiliti sumber, peralihan makna dan norma subjektif dengan niat membeli produk yang disokong. Kajian ini memberi nilai tambah

kepada literatur dan industri dalam pelbagai cara. Pertama, Theory of Reasoned Action dari bidang psikologi telah digunakan untuk menjelaskan hubungan antara sikap dan gelagat tindakan manusia, kini telah diperluas kepada konteks pemasaran mempengaruhi di Malaysia. Kedua, kajian ini menyumbang kepada literatur pemasaran mempengaruhi dengan mengenal pasti kesan pemboleh ubah kredibiliti sumber, pengalihan makna dan norma subjektif terhadap sikap dan niat pembelian dalam konteks pemasaran mempengaruhi di Malaysia. Selain daripada itu, kajian ini juga menambah nilai kepada literature dengan mengenal pasti satu pemboleh ubah baharu secara relatifnya, iaitu norma subjektif, dalam konteks keberkesanan mempengaruhi media sosial dalam Theory of Reasoned Action.

Hasil kajian ini dapat memberi fahaman dan panduan mendalam kepada syarikat, pemasar, agensi dan juga mempengaruhi. Mempengaruhi media sosial bukan sahaja dapat menarik khalayak yang luas, malahan bertindak sebagai pemasar yang efisien. Pengendorsan produk dan jenama sangat bermanfaat, bukan sahaja kepada mempengaruhi media sosial sendiri bahkan kepada jenama tersebut. Bukti empirikal terhadap produk yang disokong oleh mempengaruhi media sosial sangat penting kepada pengusaha industri untuk membuat keputusan strategik sama ada untuk meningkatkan pelaburan dalam pemasaran mempengaruhi ataupun tidak. Kesimpulannya, pemasaran mempengaruhi masih babaru di pasaran di Malaysia. Namun begitu, ia membuktikan kepentingannya di mana ia menunjukkan keberkesanan kejayaan dalam mempengaruhi sikap dan niat pengguna terhadap produk yang disokong.

ACKNOWLEDGEMENTS

I want to offer my heartfelt gratitude and deep admiration to everyone who has assisted and encouraged me throughout my Master's degree.

I would like to thank my supervisors, madam Wong Foong Yee and Dr. Jacky Cheah Jun Hwa, for their helpful comments, remarks, and engagement in the learning process of this master thesis. I would not have made it through my Master's degree without their support.

Furthermore, I would like to thank my husband, Dr. Tariq Abluwi, for his support throughout the entire process and for keeping me harmonious. His wise and invaluable comments considerably improved my thinking and my progress.

Finally, I must express my heartfelt gratitude to my parents and in-laws for their unwavering support and encouragement throughout my years of study. Their financial and emotional support was critical to the success of this research. This accomplishment would not have been achievable without their assistance. Similarly, I am grateful to all of my sisters and brothers who inspired and encouraged me. You are indeed a blessing!

This thesis was submitted to the Senate of the Universiti Putra Malaysia and has been accepted as fulfilment of the requirement for the degree of Master of Science. The members of the Supervisory Committee were as follows:

Wong Foong Yee, PhD

Senior Lecturer
School of Business and Economics
Universiti Putra Malaysia
(Chairman)

Cheah Jun Hwa (Jacky), PhD

Senior Lecturer
School of Business and Economics
Universiti Putra Malaysia
(Member)

ZALILAH MOHD SHARIFF, PhD

Professor and Dean
School of Graduate Studies
Universiti Putra Malaysia

Date: 8 December 2022

Declaration by graduate student

I hereby confirm that:

- this thesis is my original work;
- quotations, illustrations and citations have been duly referenced;
- this thesis has not been submitted previously or concurrently for any other degree at any institutions;
- intellectual property from the thesis and copyright of thesis are fully-owned by Universiti Putra Malaysia, as according to the Universiti Putra Malaysia (Research) Rules 2012;
- written permission must be obtained from supervisor and the office of Deputy Vice-Chancellor (Research and innovation) before thesis is published (in the form of written, printed or in electronic form) including books, journals, modules, proceedings, popular writings, seminar papers, manuscripts, posters, reports, lecture notes, learning modules or any other materials as stated in the Universiti Putra Malaysia (Research) Rules 2012;
- there is no plagiarism or data falsification/fabrication in the thesis, and scholarly integrity is upheld as according to the Universiti Putra Malaysia (Graduate Studies) Rules 2003 (Revision 2012-2013) and the Universiti Putra Malaysia (Research) Rules 2012. The thesis has undergone plagiarism detection software

Signature: _____

Date: _____

Name and Matric No: El Mousa Hadeel Ali Mohamed

Declaration by Members of Supervisory Committee

This is to confirm that:

- the research conducted and the writing of this thesis was under our supervision;
- supervision responsibilities as stated in the Universiti Putra Malaysia (Graduate Studies) Rules 2003 (Revision 2012-2013) are adhered to.

Signature: _____
Name of Chairman
of Supervisory
Committee: Dr. Wong Foong Yee

Signature: _____
Name of Member
of Supervisory
Committee: Dr. Cheah Jun Hwa (Jacky)

TABLE OF CONTENTS

	Page
ABSTRACT	i
ABSTRAK	iii
ACKNOWLEDGEMENTS	v
APPROVAL	vi
DECLARATION	viii
LIST OF TABLES	xiii
LIST OF FIGURES	xiv
LIST OF ABBREVIATIONS	xv
CHAPTER	
1 INTRODUCTION	1
1.1 Background of Study	1
1.2 Problem Statement and Research Gaps	5
1.3 Research Questions and Objectives	9
1.4 Significance of Research	9
1.4.1 Theoretically:	10
1.4.2 Practically:	10
1.5 Study's scope	11
1.6 Terms' Definition	12
1.7 Organization of Thesis	12
1.8 Conclusion	13
2 REVIEW OF LITERATURE	14
2.1 Overall view of Social Network Sites (SNSs)	14
2.2 Overall view of Social Media Marketing (SMM)	15
2.3 Social Media Influencers	17
2.3.1 Influencer Marketing	19
2.4 Attitude	20
2.5 Purchase Intention	21
2.6 Overview of Theories	23
2.6.1 Social Learning Theory	23
2.6.2 Theory of Reasoned Action (TRA)	24
2.6.3 Source Credibility Theory (SCT)	24
2.7 Source Credibility (CR)	26
2.8 Meaning Transfer	28
2.9 Subjective Norms (Social Pressure)	29
2.10 Proposed Conceptual Framework	31
2.11 Hypothesis development	32
2.11.1 Source credibility	32
2.11.2 Meaning transfer	32
2.11.3 Subjective norm (Social pressure).	33
2.11.4 Attitude	34
2.11.5 Mediating Role of Consumer Attitude	34
2.12 Conclusion	35

3	METHODOLOGY	37
3.1	Research design	38
3.1.1	Time horizon	39
3.2	Measurement	40
3.3	Population	40
3.4	Sample size	40
3.4.1	Sampling technique	42
3.5	Data collection procedure	44
3.5.1	Questionnaires	44
3.6	Measurement scales for variables	44
3.6.1	Demographic Questions	48
3.7	Pre-Test and Pilot Test	49
3.8	Data analysis	49
3.9	Conclusion	50
4	FINDINGS AND ANALYSIS	51
4.1	Data Preparation	51
4.1.1	Data Cleaning	51
4.1.2	Common Method Variance (CMV)	52
4.2	Respondent Profile	52
4.3	Assessment of Reflective Measurement (Measurement Model)	54
4.3.1	Assessing Composite Reliability and Convergent Validity	54
4.3.2	Assessment of Discriminant Validity	55
4.4	Assessment of Second-Order Formative Construct	56
4.5	Descriptive Statistics (Mean, Standard Deviation, Skewness and Kurtosis)	59
4.6	Structural Model	60
4.6.1	Step 1: Assessment of Structural Model for Collinearity Issues	60
4.6.2	Step 2: Assessment of Path Coefficient	61
4.6.3	Step 3: Assessment of the Level of R2 (Coefficient of Determination)	63
4.6.4	Step 4: Assessment of Effect Size f2	63
4.6.5	Step 5: Assessment of Predictive Relevance Q2	64
4.7	Overall Result for Hypotheses	66
4.8	Conclusion	66
5	DISCUSSION	68
5.1	Discussion on Major Findings	68
5.1.1	Source credibility with attitude and purchase intention	68
5.1.2	Meaning transfer with attitude and purchase intention	69
5.1.3	Subjective norms on attitude and purchase intention	70
5.1.4	Attitude and Purchase Intention	71
5.1.5	Attitude as a mediator	72

5.2	Implications	72
5.2.1	Theoretical implications	73
5.2.2	Managerial implications	74
5.3	Limitations and future studies	74
5.4	Conclusion	75
REFERENCES		77
APPENDICES		101
BIODATA OF STUDENT		112



LIST OF TABLES

Table	Page	
1.1	Terms' definitions	12
2.1	Measurement scale of source credibility and its components	27
3.1	Measurement table	45
3.2	Demographic variables	48
4.1	Distribution of respondents profiling (n= 313)	53
4.2	Assessment of reflective measurement model	55
4.3	Discriminant validity	55
4.4	Discriminant Validity using Heterotrait-Monotrait (HTMT) criterion	56
4.5	Measurement Properties for Formative Construct	57
4.6	Descriptive statistics	59
4.7	Assessment of lateral collinearity issues	61
4.8	Assessment of path coefficient of direct relationships (n=313)	62
4.9	Hypothesis Testing For Indirect Relationship	62
4.10	Coefficient of determination (R ²)	63
4.11	First set of effect size	64
4.12	Second set of effect size	64
4.13	Assess the predictive relevance, Q ²	65
4.14	Summary result for proposed hypotheses	66

LIST OF FIGURES

Figure		Page
1.1	The profitability of influencer marketing for brands	4
1.2	Influencer marketing Ad spend	4
1.3	The top ten social media sites in Malaysia	5
1.4	Organization of thesis	13
2.1	The process of meaning movement and the endorsement	29
2.2	Conceptual framework	31
3.1	Research onion	38
3.2	Statistical power in a complex model	41
3.3	Age group distribution of internet users	43
3.4	Percentage distribution of internet users by employment status	43
4.1	Measurement model	58
4.2	Five-step procedure for structural model assessment	60
4.3	Structural model	65

LIST OF ABBREVIATIONS

UPM	Universiti Putra Malaysia
SIMs	Social Media Influencers
TRA	Theory of Reasoned Action
SM	Social Media
SMM	Social Media Marketing
SNS	Social Network Sites
UPM	Universiti Putra Malaysia

CHAPTER 1

INTRODUCTION

1.1 Introduction

This study intends to better understand the impact of social media influencers on customers' attitudes and intentions to purchase items recommended by the influencers in Malaysia. This research is more thoroughly investigated by comprehending the influence of source credibility, meaning transfer, and subjective norms on customer attitudes and purchase intentions. The study's background is presented in chapter one, afterwards the research problem, followed by research objectives and questions, and finally, the significance of the study. Definitions of the essential terms and variables are presented at the end of this chapter.

1.2 Background of Study

Social media has transformed many people's lives in the twenty-first century, attracting significant interest not just from industry but also from academics. Social media is gradually gaining a presence in all aspects of our life. As a result, people are more perceptually and behaviorally engaged with prominent social media sites such as the well-known applications Facebook, Snapchat, Google+, YouTube, and other sites (Alalwan, 2018). With internet technology development, social media has grown into a crucial communication channel in the 21st century and has become a primary source of information and opinions.

This interconnectedness has not only changed social relations and interactions between people but also puts a challenge on the traditional communication model between businesses and customers (Cao, Meister, & Klante, 2014). The evolution of social media has empowered consumers by allowing them to share and access a wide range of informal and social information that was previously out of marketers' control (Mangold & Faulds, 2009). Because of the quick flow of new material and content via social media, an intense competition between network members to get maximum attention, and consequent effect on customers who are considered information takers (Arora et al., 2019). As a result, social media platforms are among the most practical, resourceful, and impactful implications involved in the most intimate aspects of people's lives (i.e., social life, business, education, commerce, and politics). In general, this study is targeting marketing practitioners and scholars as well as social media influencers and everyone who wants to learn more about how such applications may be effectively accepted and used. As a result, there is a need to explore the key needs for effective implementation of such technology, as well as the feasibility of investing in such applications (Arora et al., 2019). People's desire for social contacts has been highlighted by the rise of social media. Social media

platforms have facilitated social interactions in the virtual online environment. Real-time messaging, for example, allows users to communicate information and facilitate online social relationships among individuals. This phenomenon suggests that organizations consider using social media in their digital marketing strategies (Dann, 2010).

Social media marketing, as Dann (2010) suggests, is commercial marketing processes and events that use social media effectively to favourably influence the purchasing behaviour of consumers. As social media networking sites have emerged and developed rapidly in recent years, so has interest in social media marketing among marketing scholars and organizations worldwide. Executives grew serious about incorporating social media into their marketing communications. They have, in fact, shifted their focus to concerns about the profits of social media, namely the return on investment (ROI) and whether marketing on social media might improve corporate performance (Wang, & Kim, 2017). Previous research has looked at the effectiveness of social media marketing communication as well as people's opinions about viral marketing and advertising (Jacobson, Gruzd, Hernández-Garca, 2020). Customers who find out that marketing via social media is helpful and more favourable, as Alalwan (2018) suggests, are inclined to purchase the targeted items of these adverts.

As a result, social media has become a centre for market intelligence as marketing specialists obtain thoughts of higher quality about consumer purchasing behaviour and evolve a better understanding of why people have feelings about certain brands. As a result, marketers have a fantastic opportunity to engage with customers, adjust the marketing message, and sustain the visibility of the brand online (Balakrishnan, Dahnil, & Yi, 2014). In light of the rapid rise of virtual social networking websites, many businesses have already explored how to rely on these sites to deepen their interactions and relationships with users in order to generate a sense of intimacy and closeness and to build brand communities in the virtual world (Kaplan, 2015).

In practice, the term "social media influencer" (SMI) is widely used, while scholarly definitions are limited. Scholars, namely Freberg, Graham, McGaughey, & Freberg (2011), defined SMIs as a new wave and generation of independent third-party endorsers who have a huge impact on the audience's perceptions via tweets, blogs, postings, and other social media platforms. Arora et al. (2019) defined social media influencers as those who express their thoughts, ideas, experiences, and even their everyday routine activities on social media in order to impact their audience, who are known as fans and followers all around the world. These influencers used a variety of social media channels to create content and increase their reach. Senft (2013) defined SMIs as a type of micro-celebrity who are engaged in self-presentation on social media networks by branding themselves and creating an online image to attract and appeal to the maximum number of followers (Khamis, Ang, & Welling, 2017).

One could say that using SMIs to recommend a product is a similar marketing tool for using celebrity endorsement. Celebrity endorsement can be defined as when businesses use celebrities to be part of their marketing communication strategies to influence the purchasing behaviours of customers (Erdogan, 1999; Pate & Adams, 2013). Using celebrities can influence advertisement effectiveness and the purchase behaviour of consumers (Spry, Pappu, Cornwell, 2011). Social media platforms give micro-celebrities the opportunity to have a self-presentation practice in which they view themselves as a public entity that uses communication to engage a large number of followers and consider them as valued fans (Marwick, 2011; Senft, 2013).

The similarities between traditional celebrities and SMIs are highlighted in these definitions. However, micro-celebrities are more influential in terms of consumer purchase intention because their followers regard them as more relevant than traditional celebrities, regardless of whether their potential influence on their followers may influence their decision to buy the endorsed product (Djafarova & Rushworth, 2017). These micro-influencers have a smaller niche, yet they are incredibly passionate, engaged, and connected to their audience (Dhanesh & Duthler, 2019).

SMIs provide their followers with the most recent information and update them with the most recent knowledge they need (Lim et al., 2017). Customers who look up for online recommendation before making a purchase on a social network consist of eighty-one percent (81 percent), and 74% of those customers are persuaded to make a purchase. As a result, blogging has become an important component to consider before making a buying choice (Hsu, Lin, Chiang, 2013).

Influencer marketing is notably growing fast, and it has no signs of slowing down. In 2020, 93% of businesses used social media influencers. Around 70% of marketers used influencers for content promotion and new product endorsements. Social media influencers will undoubtedly continue to help brands connect with their customers in a significant way (Landers, 2020). Influencer Marketing (2020) conducted a survey in 2019 that highlighted the profitability of influencer marketing for brands who engaged in it (Figure 1.1). Most businesses got positive results from influencer marketing; on the other hand, only 25% failed to generate any revenue, and the failure is due to the wrong choice of influencers for their brand. They failed to choose influencers who have followers similar to the targeted customers of the brand. Figure 1.1 shows the profitability of influencer marketing for brands.

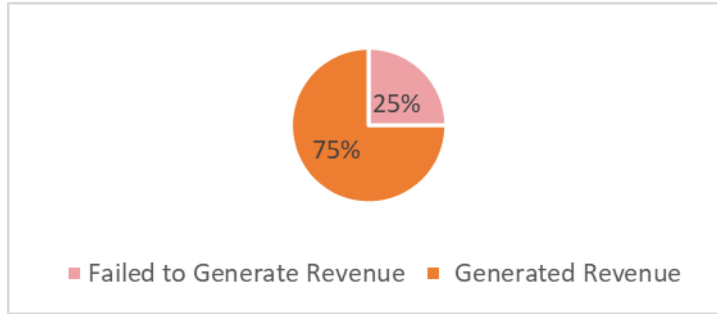


Figure 1.1 : The profitability of influencer marketing for brands
 (Source: Influencer Marketing 2020)

By 2022, brands are prepared to spend up to \$15 billion on influencer marketing. Influencers will progressively evolve into dynamic intermediates, assisting companies in connecting with customers on social media in a real, resonant manner that may result in instant benefits to the business (Schomer, 2019). Figure 1.2 shows that in 2016 the influencer marketing ad spend reached 3 billion dollars, and it continued to grow until it reached 15 billion dollars in 2022 gradually. The influencer marketing ad expenditure is depicted in figure 1.2.



Figure 1.2 : Influencer marketing Ad spend
 (Source: Schomer 2019)

Social media platforms significantly influence online shopping decisions. Social media channels have been well-proven and have swiftly become one of the most crucial components in a shopping decision. At least half of Malaysians purchase products and services after visiting social media sites. Figure 1.3 shows the 10 top social media sites in Malaysia with the percentage of people using those

applications. The most used social media sites in Malaysia are YouTube, WhatsApp, Facebook, and Instagram (Malaysian Online Shoppers' Profiles, 2019).

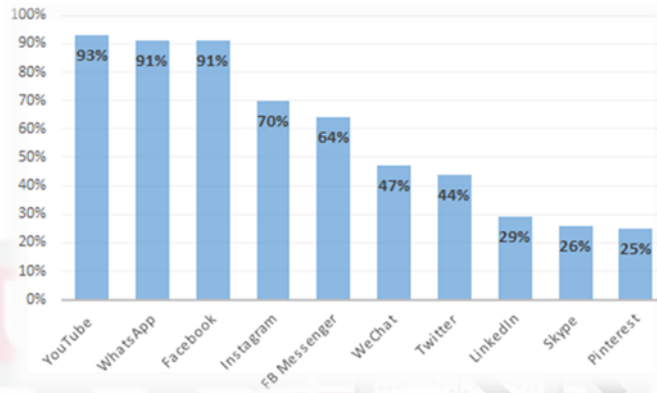


Figure 1.3 : The top ten social media sites in Malaysia
(Source: Malaysian Online Shoppers' Profiles, 2019)

Among the Southeast Asian countries, Malaysia is considered an attractive market for social media marketing because of its volatile economy and advanced digital technologies built into the infrastructure. According to the Malaysian Online Shoppers' Profiles (2019), 80% of the Malaysian population are active internet users, having very high mobile phone penetration rates. Of the 32.25 million Malaysian citizens, 25 million are social media users. Moreover, 88% of Malaysians make an online search to buy a product or service, while 75% of them have already made an online purchase. 80% of the customers shopped on their smartphones.

According to an influencer marketing agency in Malaysia, marketers are gradually embracing influencer marketing as customers become exposed to influencers' endorsements and are using social media for their purchases as their favourite personalities on social media influence them. Influencer marketing is rising in Malaysia. According to the Influencer Marketing in Malaysia (2020), the SMI market size is between RM280.46 million and RM560.91 million. Hence, it is essential to consider how social media influencers use social media sites to influence users in several ways. Based on the information mentioned above thus, it is worth studying Malaysian purchasing behaviours through SMIs.

1.3 Problem Statement and Research Gaps

Influencer marketing involves brands and SMIs collaborating together to endorse products (De Veirman, Cauberghe, Hudders, 2017; Sokolova & Kefi,

2019). Companies are increasingly relying on SMIs to endorse their brands due to influencers' power that connects the target customers who are following the SMI with the brand while maintaining direct contact with the followers (Childers, Lemon, & Hoy, 2018; Mallipeddi, Kumar, Sriskandarajah and Zhu, 2022). SMIs possess the ability to convince customers to buy the recommended brands (Childers et al., 2018). Therefore, firms heavily invest in influencer marketing (Lou & Yuan, 2018). Influencer marketing became an essential part of social media marketing to directly connect with consumers. Despite the fact that it is relatively new to the Malaysian market, it is unquestionably expanding (Influencer Marketing in Malaysia, 2020).

Social media influencers are effective in motivating consumers' purchase intention (Lim et al., 2017). According to Influencer Marketing in Malaysia (2020), 70% of YouTube users trust the opinions of influencers, and 71% of customers are more expected to purchase products and services based on a recommendation from social media. Morwitz (2014) interpreted that marketing effectiveness is measured by purchase intention. Attitude is another indicator of advertising effectiveness (Fishbein & Ajzen, 1975). Hence, determining the effectiveness of social media influencers happens when social media influencers' advertising influences the attitudes and purchase intentions of consumers. Nevertheless, more knowledge and studies about the effectiveness of SMIs endorsements are yet to be discovered (Godey et al., 2016; Mallipeddi et al., 2022; Leung, Gu & Palmatier, 2022).

Previous studies provided insights into the effectiveness of advertising using celebrity endorsements (Amos, Holmes, Strutton, 2008; Kumar & Kumar, 2015; Paul & Bhakar, 2018). Some studies focused on social media marketing in general in advertising (Alalwan, 2018; Kamboj et al., 2018). Besides, some of the previous studies were interested to know the factors that drive the success of online brand engagement through social media influencers (Hughes et al., 2019; Jiménez-Castillo & Sánchez- Fernández, 2019; Phua, Lin, Lim, 2018). Some studies provided knowledge about consumers' intention to purchase based on the products endorsed (Abreu, 2019; Wei & Li, 2013). This stream of research has established the importance of understanding influencer marketing and the factors that affect consumers. However, studies about influencer marketing are still limited (De Veirman et al., 2017; Leung, Gu, and Palmatier, 2022; Lim et al., 2017; Lou & Yuan, 2018; Sokolova & Kefi, 2020), and firms still question the return on their investment (ROI) by using influencers, whether it is profitable and productive or not (Ananda, Lamberti, Hernández. G, 2014).

Even though there is an apparent trend of social media influencers' endorsement, it is still unclear how efficient this way of endorsing products is, and the reported studies of customers' attitudes towards this type of marketing are relatively scarce. Moreover, it is not sure if social media influencers' endorsements can influence consumers' purchase intention (Jargalsaikhan, 2016). Marketing managers need more studies on this topic to make a clear decision of whether to keep using social media influencers in product

endorsement. Attitude in this study played as a r between the independent variables (source credibility, meaning transfer, and subjective norms) and the dependent variable, purchase intention. Where attitude significantly affects purchase intention.

Three literature gaps required closure—first, the lack of studies on the effectiveness of influencer marketing. Previous studies investigated celebrity endorsers' effects on advertising (Amos et al., 2008; Munnukka, Uusitalo, & Toivonen, 2016; Phua et al., 2018; Roy & Jain, 2017; Spry et al., 2011; Wang & Kao, 2017). Using celebrities can influence advertisement effectiveness and consumers' purchase behaviour (Spry et al., 2011). Social media influencers, on the other hand, have a greater impact on consumer purchasing intentions since their followers see them as more relevant than traditional celebrities (Djafarova & Rushworth, 2017). Social media influencers are more approachable and likeable, with a narrower focus but a strong devotion, engagement, and connection to their audience (Dhanesh & Duthler, 2019). The literature still does not have sufficient studies on the effectiveness of social media influencers. As a result, there is a need to gain a deeper knowledge of the determinants that make SMIs successful.

Secondly, previous studies discussed marketing communication through SMIs (De Veirman et al., 2017; Djafarova & Rushworth, 2017; Johansen & Guldvik, 2017; Li & Du, 2014; Lou & Yuan, 2018; Sokolova & Kefi, 2020). Limited studies have directly focused on what makes social media influencers effective that can influence the consumers' attitude and intention to purchase in Malaysia context—considering Malaysia as an attractive market for influencer marketing where 88 percent of Malaysian internet users make an online search to buy products and services, while 75 percent of Malaysian internet users already purchased online. Moreover, online shoppers in Malaysia care about convenience and are motivated to purchase by the availability of reviews (Malaysian Online Shoppers' Profiles, 2019). Therefore, it is motivating to study the impact of SMIs in Malaysia.

Lastly, prior studies examined the effectiveness of social media endorsers using different variables such as image congruence (Paul & Bhakar, 2018; Phua et al., 2018), brand attitude (Ilicic & Webster, 2011; Wang, Kao, Ngamsiriudom, 2017; Wang, Cao, Park, 2019), perceived value (Chen & Lin, 2019), and attractiveness (Hani, Marwan, Andre, 2018; Park & Lee, 2008). However, very few examined the effectiveness of subjective norms on Malaysian consumers. Thus, more research is needed considering subjective norms in the influencer marketing context because, in the Malaysian context, customers are increasingly relying on influencers to decide on their purchases (Wei & Li, 2013). According to Pornpitakpan (2003), people from collectivist cultures have collective interests over individual interests, and they are likely to be influenced by others whom they see as influential and vital (Sun & Wang, 2020). Ramayah, Rouibah, Gopi, & Rangel (2009) indicated that Malaysia exhibited a collectivist culture where norms had great value, and the group influenced peoples' actions to whom they

identified themselves to or who were important to them. Influencer marketing is highly effective in Malaysia. Malaysian consumers are considered risk-averse and increasingly rely on influencers to decide on their online purchases (Influencer marketing in Malaysia, 2020). Hence, this study within the Malaysian context should be perceived as an opportunity to investigate subjective norms' effect on Malaysian internet users and how the influencers' endorsement impacts their attitudes and purchase intentions.

Endorsers, as cultural icons, represent a collection of cultural ideas and images that are frequently popular in society (McCracken 1989). Endorsers have also been seen as indirect or peripheral clues that aid in the subtle conveying of meaning (Petty and Cacioppo, 1986). These appeals are consistent with the prevalent form of communication in Malaysian culture, which is high-context messaging that depends on pictures and symbols rather than specific words. Endorsers, by their symbolic features, can assist an implicit mode of communication without openly expressing the messages. That's why it is interesting to know how meaning transfer affects consumers' attitudes and intentions in the Malaysian context.

In most cases, a highly credible source is more successful than a less credible source in shaping audience views and behavioural intentions (Sternthal, Phillips and Dholakia, 1978). Highly credible sources have been proven to create more favourable attitude changes toward the stance supported and to cause more behavioural changes than less credible sources (Ohanian 1991).

This study gives knowledge of how to measure the impact of social media influencers' attributes by utilizing three constructs: source credibility, meaning transfer, and subjective norms. Identifying the effectiveness of social media influencers (i.e., source credibility, meaning transfer, and subjective norms) on purchase intention through customers' attitudes could thus potentially offer valuable insights to marketing managers and business owners, allow them to develop promotional strategies to effectively shape a positive and impactful customers' decision-making towards their products and services.

This study aims to determine the advantages and effectiveness of using SMIs as a marketing tool by examining the impact on consumers' attitudes. Another focus of this study will be on the impact of SMIs on Malaysian consumers' in which their purchase intention is affected. This study intends to fill the gaps mentioned above by investigating how SMIs affect customers' attitudes and purchase intentions in the Malaysian context using the independent variables: source credibility, meaning transfer, and subjective norms based on three theories: 1) Social Learning Theory (Marketers and academic research broadly applied this theory, mainly in communication and advertising areas, to offer ideas from the socialisation agents that can predict the consumption behaviours of followers (Lim et al., 2017; Pick, 2021). 2) Source Credibility Theory (The quality of argument points out the arguments' persuasion strength of the endorsers'

message (Teng et al., 2014). If customers believe the endorser's message and regard it as credible, they will acquire a positive attitude toward it (Spry et al., 2011)). 3) Theory of Reasoned Action (According to (TRA), personal and societal elements affect the intention to complete a particular behaviour (Fishbein & Ajzen, 1975). The personal element, according to TRA, is characterized by an attitude toward the behaviour. The subjective norm, on the other hand, characterizes the social aspect).

1.4 Research Questions and Objectives

The following research questions are formed to understand the effect of SMIs on consumers' attitudes and purchase intention in Malaysia:

RQ1- Do source credibility, meaning transfer, and subjective norms affect consumers' attitudes and purchase intention in the Malaysian context?

RQ2- Does attitude affect purchase intention in the Malaysian context?

RQ3- Does customer's attitude mediate the relationship between the effect of SMIs (i.e., source credibility, meaning transfer, and subjective norms) and purchase intention in the Malaysian context?

The primary goal of this study is to investigate three independent variables. First, source credibility, second, meaning transfer, and third, subjective norms on the mediator attitude and the dependent variable purchase intention. The precise objectives of this study are as follows, based on the primary research goal:

1. To evaluate the impact of source credibility (CR), meaning transfer (MT), and subjective norms (SN) on attitude (ATT) and purchase intention (PI) in Malaysia.
2. To determine the effect of customers' attitudes (ATT) on purchase intention (PI) in Malaysia.
3. To assess the mediating role of attitude (ATT) between the effect of SMIs (i.e., CR, MT, and SN) and PI.

1.5 Significance of Research

This study proposes a conceptual model that takes the variables of source credibility, meaning transfer, subjective norms, attitude, and purchase intention into consideration. The resulting conceptual model will be used, theoretically and practically.

1.5.1 Theoretically

In three respects, this research is conceptually significant. First, in the psychology sector, the Theory of Reasoned Action (TRA) was employed in this study to illustrate the link between attitudes and human behaviors and activities, which is currently being expanded to an influencer marketing environment, notably in Malaysia. This theory was proposed by Icek Ajzen (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975) and is well recognised among researchers, and it has become one of the main theoretical approaches to guide scholars in understanding human-related behaviour. This study will provide empirical evidence on the applicability of the TRA in the context of influencer marketing.

Secondly, the contribution of this study improves the influencer marketing literature by identifying the effect of the variables source credibility, meaning transfer, and subjective norms on attitude and purchase intention in the context of influencer marketing in Malaysia. Previous studies have applied different theories to discuss the influencer marketing concept. The studies examined the effectiveness of endorsers using the Image Congruence Theory (Paul & Bhakar, 2018; Phua et al., 2018). Other studies used the Attribution Theory, Attachment Theory, and Product Differentiation Theory (Ilicic & Webster, 2011; Wang et al., 2017) and Attractiveness Theory (Hani et al., 2018; Park & Lee, 2008). This research's findings will enhance the emerging literature in the marketing field by understanding the effects of SMIs on attitudes and purchase intentions of customers in Malaysia using three theories (Source Credibility Theory, the TRA, and Social Learning Theory).

Lastly, this study contributes by adding knowledge to the literature by identifying a relatively new variable, i.e., subjective norms that have rarely been used in the influencer marketing context, from the TRA. It will support the influencer marketing literature in Malaysia by testing the correlation between subjective norms and attitude /purchase intention.

1.5.2 Practically

The findings can give profound insights as well as guidelines for businesses, marketers, agencies, and influencers. Social media influencers may not only appeal to a large audience but also serve as effective marketers (Ge & Gretzel, 2018). Endorsing goods and brands is extremely helpful for both social media influencers and brands. Collaboration with social media influencers may generate money for brands (Munnukka, Maity, Reinikainen, Luoma-aho, 2019). Collaboration with companies allows social media influencers to monetise their reputation and popularity while also expanding their reach (Liljander, Gummerus, Söderlund, 2015). In Malaysia, the concept of influencer marketing is relatively new. As a result, empirical evidence on the purchase intention of the endorsed products by social media influencers is essential to industry

practitioners for making a strategic decision on whether to increase investment in influencer marketing or not. This study brings practical implications to marketers, brand owners, and influencers. In the Malaysian context, customers are increasingly relying on influencers to decide on their purchases (Wei & Li, 2013), and this is an opportunity for businesses to leverage the available influencers to bring about more sales through the online platform. It can also help businesses establish their social media communication strategy.

This study provides a detailed overview of what makes SMIs effective. by using the constructs of source credibility, meaning transfer, subjective norms, attitude, and purchase intention. Marketers can develop promotional strategies to shape the decisions of customers in a positive and impactful way regarding their products and services.

1.6 Study's scope

This research focuses on influencer marketing and the impact of SMIs on customer attitudes and purchase intentions in Malaysia. Malaysians are heavy social media users, and others can sway their beliefs. When it comes to SMIs, it is vital to understand the consumers' purchasing behavior. This research targeted Malaysian social media users and people who follow social media influencers. This study was planned to be conducted in two years from the beginning to the end. Furthermore, this research is built up on three theories: the Social Learning Theory, the Source Credibility Theory, and the Theory of Reasoned Action (TRA). TRA has a vital construct: subjective norms, and the social learning theory is widely used in social media studies. Furthermore, the Source Credibility Theory assesses the effectiveness of social media influencers. This study will be conducted in Malaysia, targeting Malaysian consumers.

1.7 Terms' Definition

Table 1.1 shows terms' definitions that were used in this study.

Table 1.1 : Terms' definitions

1	Social media (SM)	Social media are Internet-based apps that enable businesses and, in particular, consumers to produce and share information.	Kaplan&Haenlei (2010)
2	Social media marketing (SMM)	Commercial marketing processes and events employ social media to influence consumers' purchasing behaviour positively.	Dann (2010)
3	Social media influencers (SMIs)	Social media influencers are a unique type of third-party endorsers who change audience attitudes through blogs, tweets, and other forms of social media.	Freberg et al. (2011)
4	Influencer marketing (IM)	The art and science of enlisting online influencers, such as social media influencers, to communicate brand messaging with their audiences via sponsored content.	Sammis et al. (2015)
5	Source credibility (CR)	CR refers to the consumer perception about the source of information based on attractiveness, trustworthiness, and expertise in the area of the endorsed products.	Ohanian (1990)
6	Attitude (ATT)	The term "attitude" relates to an individual's overall assessment of how well he or she performs the behaviour.	Ajzen (1991)
7	Meaning transfer (MT)	The cultural meaning of the endorser and the transmission of that meaning is what determines endorsement results.	McCracken (1989)
8	Subjective Norms (SN)	The individual's perception of social pressure from the surrounding environment over whether or not to engage in a behaviour.	Ajzen (1991)
9	Purchase Intention (PI)	"PI" term refers to the likelihood that a person will buy a particular product based on the interaction of the customer's attitude, needs, and perception of the product	Beneke, de Sousa, Mbuyu, & Wickham (2016).

1.8 Organization of Thesis

To make reading easier, this thesis is organized consistently from chapter to chapter. The study's background, problem statement, research question, research aims, importance, and scope were all covered in Chapter One. The second chapter focuses on the literature on influencer marketing. It also examines the elements that influence the purchase of endorsed products. It also describes the conceptual research framework and the formulation of hypotheses. The third chapter explains the study methodology and the analytical tools that will be used to analyse the data, while the fourth chapter reports on

the results of the data analysis. The vital findings are discussed in Chapter five. Finally, in chapter six, the implications and conclusion are discussed. Figure 1.4 is a Gantt chart that illustrates the thesis's arrangement from chapter 1 to chapter 6 with a time frame for each chapter.

Chapter	Task	2019				2020												2021						
		9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	
Chapter 1	Study's Background	█																						
	Problem Statement		█																					
	Research Questions & Objectives Study's significance and scope			█	█																			
Chapter 2	Literature review					█	█	█	█	█														
	Conceptual Framework									█	█													
Chapter 3	Methodology												█	█	█									
	Questionnaire development															█	█							
Chapter 4	Data gathering																			█	█	█		
	Analysis																					█		
Chapter 5	Discussion																							█
Chapter 6	Conclusion																							█

Figure 1.4 : Organization of thesis

1.9 Conclusion

The first chapter discussed the study's background, addressed the problem statement, moreover the research questions/ objectives were mentioned. Lastly, this chapter discussed the study's significance. In addition, the chapter defined the variables employed in this research. The next chapter examines significant literature used to build the study's framework.

REFERENCES

- Abidin, C. (2015). Communicative Intimacies: Influencers and Perceived Interconnectedness. *Ada*, 8, 1–16. <https://doi.org/10.7264/N3MW2FFG>
- Abidin, C. (2016). Visibility labour: Engaging with Influencers' fashion brands and #OOTD advertorial campaigns on Instagram. *Media International Australia*, 161(1), 86–100. <https://doi.org/10.1177/1329878X16665177>
- Abramson, J., Dawson, M., & Stevens, J. (2015). An Examination of the Prior Use of E-Learning Within an Extended Technology Acceptance Model and the Factors That Influence the Behavioral Intention of Users to Use M-Learning. *SAGE Open*, 5(4), 1-9. <https://doi.org/10.1177/2158244015621114>
- Abreu, R. (2019). Social Media Micro-Influencer Marketing and purchasing intention of Millennials: The role of Perceived Authenticity and Trust [Masters]. Dublin Business School.
- Aggrawal, N., Ahluwalia, A., Khurana, P., & Arora, A. (2017). Brand analysis framework for online marketing: Ranking web pages and analyzing popularity of brands on social media. *Social Network Analysis and Mining*, 7(1), 21. <https://doi.org/10.1007/s13278-017-0442-5>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Ajzen, I., & Fishbein, M. (1977). Attitude-Behavior Relations: A Theoretical Analysis and Review of Empirical Research. 84, 888–918.
- Ajzen, I., & Fishbein, M. (1980). Understanding attitudes and predicting social behaviour. Englewood Cliffs, NJ: Prentice-Hall, Inc.
- Al Kailani, M., & Kumar, R. (2011). Investigating Uncertainty Avoidance and Perceived Risk for Impacting Internet Buying: A Study in Three National Cultures. *International Journal of Business and Management*, 6(5), 76–92. <http://dx.doi.org/10.5539/ijbm.v6n5p76>
- Alalwan, A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal Of Information Management*, 42, 65-77. <https://doi.org/10.1016/j.ijinfomgt.2018.06.001>
- Amos, C., Holmes, G., & Stratton, D. (2008). Exploring the relationship between celebrity endorser effects and advertising effectiveness: A quantitative synthesis of effect size. *International Journal of Advertising*, 27(2), 209–234. <https://doi.org/10.1080/02650487.2008.11073052>
- Ananda, A., Hernández-García, Á., & Lamberti, L. (2016). N-REL: A comprehensive framework of social media marketing strategic actions

- for marketing organizations. *Journal Of Innovation & Knowledge*, 1(3), 170-180. <https://doi.org/10.1016/j.jik.2016.01.003>
- Antil, J. H. (1983). Conceptualization and operationalization of involvement. *Advances in Consumer Research*, 11, 203–209.
- Araigy, M. S. (2018). The Influence of Celebrities on Consumer Buying Decision through Social Media. *International Journal of Humanities and Applied Social Science*, 3(11), 8–33.
- Armitage, C. J., & Conner, M. T. (2001). Efficacy of the theory of planned behaviour: A meta-analytic review. *British Journal of Social Psychology*, 40(4), 71–499.
- Arora, A., Bansal, S., Kandpal, C., Aswani, R., & Dwivedi, Y. (2019). Measuring social media influencer index- insights from facebook, Twitter and Instagram. *Journal of Retailing and Consumer Services*, 49, 86–101. <https://doi.org/10.1016/j.jretconser.2019.03.012>
- Astuti, W. D., & Risqiani, R. (2020). Impact of Social Media Influencer Marketing on the Intention to Buy Online Through Attitude on Advertising and Brands. *Proceedings of the International Conference on Management, Accounting, and Economy (ICMAE 2020)*. International Conference on Management, Accounting, and Economy (ICMAE 2020), Jakarta, Indonesia. <https://doi.org/10.2991/aebmr.k.200915.051>
- Babbie, E. (1990). *Survey research methods* (2nd ed.). Belmont.
- Babbie, E. R., & Halley, F. (1995). *Adventures in Social Research: Data Analysis Using SPSS for Windows/Book and Disk*. Pine Forge Press.
- Balakrishnan, B. K. P. D., Dahnili, M. I., & Yi, W. J. (2014). The Impact of Social Media Marketing Medium toward Purchase Intention and Brand Loyalty among Generation Y. *Procedia - Social and Behavioral Sciences*, 148, 177–185. <https://doi.org/10.1016/j.sbspro.2014.07.032>
- Bandura, A., & Walters, R. H. (1963). *Social learning and personality development*. New York: Holt, Rinehart & Winston.
- Bearden, W. O., & Etzel, M. J. (1982). Reference Group Influence on Product and Brand Purchase Decisions. *Journal of Consumer Research*, 9(2), 94–183. <https://doi.org/10.1086/208911>
- Belanche, D., Casalo, L., Flavián, M., & Ibáñez-Sánchez, S. (2021). Building influencers' credibility on Instagram: Effects on followers' attitudes and behavioral responses toward the influencer. *Journal Of Retailing And Consumer Services*, 61, 102585. <https://doi.org/10.1016/j.jretconser.2021.102585>
- Blumberg, B., Cooper, D., & Schindler, P. (2008). *Business Research Methods* (2nd ed.). McGraw Hill Higher Education.

- Blumer, H. (1969). *Symbolic Interactionism: Perspective and Method*. Prentice-Hall.
- Bowden, A. (2002). Methods for pre-testing and piloting survey questions: Illustrations from the KENQOL survey of health-related quality of life. *Health Policy and Planning*, 17(3), 322–330. <https://doi.org/10.1093/heapol/17.3.322>
- Boyd, danah m., & Ellison, N. B. (2008). Social Network Sites: Definition, History, and Scholarship. *Journal of Computer-Mediated Communication*, 13(1), 210–230. <https://doi.org/10.1111/j.1083-6101.2007.00393.x>
- Brannick, T., & Roche, W. K. (1997). *Business research methods: Strategies, techniques and sources*. Oak Tree Press in association with Graduate School of Business, University College Dublin.
- Brinol, P., Petty, R. E., & Tormala, Z. L. (2004). “Self-validation of cognitive responses to advertisements.” *Journal of Consumer Research*, 30(4), 559–573.
- Brooks, A. (2019). [Timeline] A Brief History of Influencers. *SocialMediaToday*. <https://www.socialmediatoday.com/news/timeline-a-brief-history-of-influencers/554377/>
- Brown, J. J., & Reingen, P. H. (1987). Social Ties and Word-of-Mouth Referral Behavior. *Journal of Consumer Research*, 14(3), 350–362. <https://doi.org/10.1086/209118>
- Bruhn, M., Schoenmueller, V., & Schäfer, D. (2012). Are social media replacing traditional media in terms of brand equity creation? *Management Research Review*, 35, 770–790. <https://doi.org/10.1108/01409171211255948>
- Bush, A. J., Smith, R., & Martin, C. (1999). The Influence of Consumer Socialization Variables on Attitude toward Advertising: A Comparison of African-Americans and Caucasians. *Journal of Advertising*, 28(3), 13–24.
- Byrne, A., Whitehead, M., & Breen, S. (2003). The naked truth of celebrity endorsement. *British Food Journal*, 105(4–5), 288–296.
- Cao, P., Meister, S., & Klante, O. (2014). *How Social Media Influence Apparel Purchasing Behavior* (2nd ed., Vol. 31). <http://link.springer.com/10.1365/s11621-014-0427-y>
- Chakraborty, U. (2019). The impact of source credible online reviews on purchase intention: The mediating roles of brand equity dimensions. *Journal of Research in Interactive Marketing*, 13(2), 142–161. <https://doi.org/10.1108/JRIM-06-2018-0080>
- Chan, K., Leung Ng, Y., & Luk, E. K. (2013). Impact of celebrity endorsement in advertising on brand image among Chinese adolescents. *Young*

- Chang, M. K. (1998). Predicting Unethical Behavior: A Comparison of the Theory of Reasoned Action and the Theory of Planned Behavior. *Citation Classics from the Journal of Business Ethics*, 17(16), 1825–1834. https://doi.org/10.1007/978-94-007-4126-3_21
- Charles, B. A. (2018). "Predicting students' intention to adopt mobile learning: A combination of theory of reasoned action and technology acceptance mode. *Journal of Research in Innovative Teaching & Learning*, 11(2), 178–191. <https://doi.org/10.1108/JRIT-03-2017-0004>
- Cheah, J. H., Mumtaz, A. M., Hiram Ting, T., & Ramayah, F. C. (2017). Editorial—A Review of the Methodological Misconceptions and Guidelines Related to the Application of Structural Equation Modeling: A Malaysian Scenario. *Journal of Applied Structural Equation Modeling*, 1(1), i–xiii. [https://doi.org/10.47263/jasem.1\(1\)01](https://doi.org/10.47263/jasem.1(1)01)
- Chen, S.-C., & Lin, C.-P. (2019). Understanding the effect of social media marketing activities: The mediation of social identification, perceived value, and satisfaction. *Technological Forecasting and Social Change*, 140, 22–32. <https://doi.org/10.1016/j.techfore.2018.11.025>
- Chetioui, Y., Benlafqih, H., & Lebdaoui, H. (2020). How fashion influencers contribute to consumers' purchase intention. *Journal of Fashion Marketing and Management: An International Journal*, 24(3), 361–380. <https://doi.org/10.1108/JFMM-08-2019-0157>
- Cheung, C. M. K., Lee, M. K. O., & Rabjohn, N. (2008). The impact of electronic word-of-mouth: The adoption of online opinions in online customer communities. *Internet Research*, 18(3), 229–247.
- Cheung, M., Luo, C., Sia, C., & Chen, H. (2009). Credibility of electronic word-of-mouth: Informational and normative determinants of on-line consumer recommendations. *International Journal of Electronic Commerce*, 13(4), 9–38.
- Cheung, M., Pires, G., Rosenberger, P., Leung, W., & Ting, H. (2021). Investigating the role of social media marketing on value co-creation and engagement: An empirical study in China and Hong Kong. *Australasian Marketing Journal*, 29(2), 118-131. <https://doi.org/10.1016/j.ausmj.2020.03.006>
- Childers, c. c., Lemon, L. L., & Hoy, M. G. (2018). #Sponsored #Ad: Agency Perspective on Influencer Marketing Campaigns. *Journal of Current Issues & Research in Advertising*, 40(3), 258–274. <https://doi.org/10.1080/10641734.2018.1521113>
- Childers, T. L., & Rao, A. R. (1992). The Influence of Familial and Peer-Based Reference Groups on Consumer Decisions. *Journal of Consumer Research*, 19(2), 198. <https://doi.org/10.1086/209296>

- Chin, P. N., Isa, S. M., & Alodin, Y. (2019). The impact of endorser and brand credibility on consumers' purchase intention: The mediating effect of attitude towards brand and brand credibility. *Journal of Marketing Communications*, 1(1), 1–17. <https://doi.org/10.1080/13527266.2019.1604561>
- Chin, W. (1998). The Partial Least Squares Approach to Structural Equation Modeling. *Advances in Hospitality and Leisure*, 8(2), 295–336.
- Chin, W. W., & Newsted, P. R. (1999). Structural equation modeling analysis with small samples using partial least squares. *Statistical Strategies for Small Sample Research*, 1(1), 307–341.
- Cho, V. (2010). The Endorser's Persuasiveness on the Purchase Intention of High- Involvement Products: A Comparison Between a Newly Launched Product and a Mature One. *Journal of Global Marketing*, 23(3), 226–242. <https://doi.org/10.1080/08911762.2010.487424>
- Chu, S.-C., & Kim, Y. (2011). Determinants of consumer engagement in electronic word-of- mouth (eWOM) in social networking sites. *International Journal of Advertising*, 30(1), 47–75. https://doi.org/doi:10.2501=IJA-30-1-047_075
- Cialdini, R., Trost, M., & Newsom, J. (1995). Preference for consistency: The development of a valid measure and the discovery of surprising behavioral implications. *Journal Of Personality And Social Psychology*, 69(2), 318-328. <https://doi.org/10.1037/0022-3514.69.2.318>
- Cohen, J. (1988). *Statistical power analysis for the behavioral sciences* (2nd edn.).
- Cooley, W. W. (1978). Explanatory observational studies. *Educational Researcher*, 7(9), 9– 15.
- Cooper, J., & Schindler, M. (2008). *Perfect Sample Size in Research*.
- Cooper, M. (1984). Can celebrities really sell products? *Marketing and Media Decisions*, 19(3), 64–65 and 120.
- Creswell, J. W. (2009). *Research design: Qualitative, quantitative, and mixed methods approaches* (3rd ed.). Sage Publications.
- Creswell, J. W. (2013). *Research design: Qualitative, quantitative, and mixed methods approaches*. Sage publications.
- Czarnecka, B., Brennan, R., & Keles, S. (2018). Cultural Meaning, Advertising, and National Culture: A Four-Country Study. *Journal of Global Marketing*, 31(1), 4–17. <https://doi.org/10.1080/08911762.2017.1376364>

- Dalila, D., Latif, H., Jaafar, N., Aziz, I., & Afthanorhan, A. (2020). The mediating effect of personal values on the relationships between attitudes, subjective norms, perceived behavioral control and intention to use. *Management Science Letters*, 10(1), 153–162. <https://doi.org/10.5267/j.msl.2019.8.007>
- Dann, S. (2010). Redefining social marketing with contemporary commercial marketing definitions. *Journal of Business Research*, 63(2), 147–153. <https://doi.org/10.1016/j.jbusres.2009.02.013>
- De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: The impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, 36(5), 798–828. <https://doi.org/10.1080/02650487.2017.1348035>
- Dean, D. H., & Biswas, A. (2001). Third-party organization endorsement of products: An advertising cue affecting consumer pre-purchase evaluation of goods and services. *Journal of Advertising*, 30(4), 41–57. <http://dx.doi.org/10.1080/00913367.2001.10673650>
- Dhanesh, G. S., & Duthler, G. (2019). Relationship management through social media influencers: Effects of followers' awareness of paid endorsement. *Public Relations Review*, 45(3), 101765. <https://doi.org/10.1016/j.pubrev.2019.03.002>
- Diamantopoulos, A., & Siguaw, J. A. (2006). Formative Versus Reflective Indicators in Organizational Measure Development: A Comparison and Empirical Illustration. *British Journal of Management*, 17(4), 263–282. <https://doi.org/10.1111/j.1467-8551.2006.00500.x>
- Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, 68, 1–7. <https://doi.org/10.1016/j.chb.2016.11.009>
- Duffy, B. E. (2016). The romance of work: Gender and aspirational labour in the digital culture industries. *International Journal of Cultural Studies*, 19(4), 441–457.
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2020). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 102168. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>
- Erdogan, B. Z. (1999). Celebrity Endorsement: A Literature Review. *Journal of Marketing Management*, 15(4), 291–314. <https://doi.org/10.1362/026725799784870379>

- Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, 61, 47–55.
- Faul, F., Erdfelder, E., Lang, A. G., & Buchner, A. (2007). G* Power 3: A flexible statistical power analysis program for the social, behavioural, and biomedical sciences. *Behaviour Research Methods*, 39(2).
- Fishbein, M., & Ajzen, I. (1975a). *Belief, attitude, intention and behaviour: An introduction to theory and research* (Vol. 27). Reading, MA: Addison-Wesley.
- Florina, P., & Andreea, M. (2012). Social media and marketing of the "popcorn" music wave: The success of Romanian commercial musicians analysed through their perceived image on Facebook and Youtube. *Economics & Sociology*, 5(2a), 125–138.
- Fornell, C., & Larcker, D. F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *Journal of Marketing Research*, 18(1), 39–50. <https://doi.org/10.2307/3151312>
- Fortini-Campbell, L. (1992). *Hitting the sweet spot, the consumer insight workbook: How consumer insights can inspire better marketing and advertising* (1st ed.). The Copy Workshop.
- Fowles, j. (1996). *Advertising and Popular Culture*. Sage Publications.
- Freberg, K., Graham, K., McGaughey, K., & A. Freberg, L. (2011). Who are the social media influencers? A study of public perceptions of personality. *Public Relations Review*, 37(1), 90–92. <https://doi.org/10.1016/j.pubrev.2010.11.001>
- Friedkin, N., & Johnsen, E. (1990). Social influence and opinions. *The Journal Of Mathematical Sociology*, 15(3-4), 193-206. <https://doi.org/10.1080/0022250x.1990.9990069>
- Friedman, H. H., & Friedman, L. (1978). Does the celebrity endorser's image spill over the product. *Journal of the Academy of Marketing Science*, 6, 291–299.
- Friedman, H. H., & Friedman, L. (1979). Endorser effectiveness by product type. *Journal of Advertising Research*, 19(5), 63–71.
- Froehlich, J. (2009). Promoting energy efficient behaviors in the home through feedback: The role of human-computer interaction. *Proc. HCIC Workshop*, Vol. 9, Princeton, NJ, pp. 1-11.
- Ge, J., & Gretzel, U. (2018). Emoji rhetoric: A social media influencer perspective. *Journal of Marketing Management*, 34(15–16), 1272–1295. <https://doi.org/10.1080/0267257X.2018.1483960>

- Geisser, S. (1975). The Predictive Sample Reuse Method with Applications. *Journal of the American Statistical Association*, 70(350), 320–328. <https://doi.org/10.1080/01621459.1975.10479865>
- Ghosh, A. (1990). *Ghosh Retail management*. Chicago: The Dryden Press series in marketing.
- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal Of Business Research*, 69(12), 5833-5841. <https://doi.org/10.1016/j.jbusres.2016.04.181>
- Gold, A. H., Malhotra, A., & Segars, A. H. (2001). Knowledge Management: An Organizational Capabilities Perspective. *Journal of Management Information Systems*, 18(1), 185–214. <https://doi.org/10.1080/07421222.2001.11045669>
- Goldsmith, R. E., Lafferty, B. A., & Newell, S. J. (2000). "The impact of corporate credibility and celebrity credibility on consumer reaction to advertisements and brands". *Journal of Advertising*, 29(3), 43–54.
- Hager, W. W., & Zhang, H. (2006). A survey of nonlinear conjugate gradient methods. *Pacific Journal of Optimization*, 2(1), 35–58.
- Hair, J. F., Bush, R. P., & Ortinau, D. J. (2009). *Marketing Research in a Digital Environment*.
- Hair, J., Hult, T., Ringle, C., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) (Second Edition, Vol. 46)*. Thousand Oaks, CA: Sage Publications, Inc. <https://linkinghub.elsevier.com/retrieve/pii/S0024630113000034>
- Hair, J., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*, 26(2), 106–121. <https://doi.org/10.1108/EBR-10-2013-0128>
- Hair Jr, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate data analysis (7th ed)*.
- Hair, J., Risher, J., Sarstedt, M., & Ringle, C. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2-24. <https://doi.org/10.1108/eb11-2018-0203>
- Hani, S., Marwan, A., & Andre, A. (2018). The effect of celebrity endorsement on consumer behavior: Case of the Lebanese jewelry industry. *Arab Economic and Business Journal*, 13(2), 190–196. <https://doi.org/10.1016/j.aebj.2018.11.002>
- Hansen, T., Jensen, J., & Solgaard, H. (2004). Predicting online grocery buying intention: A comparison of the theory of reasoned action and the theory

of planned behavior. *International Journal of Information Management*, 24(6), 539–550. <https://doi.org/10.1016/j.ijinfomgt.2004.08.004>

- Hardin, C. D., & Higgins, E. T. (1996). Shared reality: How social verification makes the subjective objective. In R. M. Sorrentino & E. T. Higgins (Eds.), *Handbook of motivation and cognition, Vol. 3. The interpersonal context* (pp. 28–84). The Guilford Press.
- Harmon, R. R., & Coney, K. A. (1982). “The persuasive effects of source credibility in buy and lease situations.” *Journal of Marketing Research*, 19(2), 255–260.
- Henningsen, D. D., & Henningsen, M. L. M. (2003). Examining social influence in information-sharing contexts. *Small Group Research*, 34, 391–412.
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- Hong, S.-M., & Wu, C.-L. (2020). How behaviors on social network sites and online social capital influence social commerce intentions. *Information & Management*, 57(2), 103176. <https://doi.org/10.1016/j.im.2019.103176>
- Hovland, C. I., Janis, I. L., & Kelley, H. H. (1953). *Communication and persuasion; psychological studies of opinion change*. Yale University Press.
- Hovland, C. I., & Weiss, W. (1951). The Influence of Source Credibility on Communication Effectiveness. *Public Opinion Quarterly*, 15(4), 635–650. <https://doi.org/10.1086/266350>
- Hoyer, W. D., & MacInnis, D. J. (2013). *Consumer behavior* (6th ed.). Australia: South- Western Cengage Learning.
- Hoyle, R. H. (2012). *Handbook of structural equation modeling*. The Guilford Press.
- Hsu, C. L., Chen, M. C., Kikuchi, K., & Machida, I. (2017). Elucidating the determinants of purchase intention toward social shopping sites: A comparative study of Taiwan and Japan. *Telematics and Informatics*, 34(4), 326–338.
- Hsu, C.-L., Lin, J., & Chiang, H. (2013). The effects of blogger recommendations on customers' online shopping intentions. *Internet Research*, 23(1), 69–88. <https://doi.org/10.1108/10662241311295782>
- Hudders, L., De Jans, S., & De Veirman, M. (2020). The commercialization of social media stars: A literature review and conceptual framework on the strategic use of social media influencers. *International Journal of Advertising*, 1–49. <https://doi.org/10.1080/02650487.2020.1836925>

- Hudders, L., & Lou, C. (2022). A new era of influencer marketing: Lessons from Recent Inquires and Thoughts on Future Directions. *International Journal Of Advertising*, 41(1), 1-5. <https://doi.org/10.1080/02650487.2022.2031729>
- Hughes, C., Swaminathan, V., & Brooks, G. (2019). Driving Brand Engagement Through Online Social Influencers: An Empirical Investigation of Sponsored Blogging Campaigns. *Journal of Marketing*, 83(5), 78–96. <https://doi.org/10.1177/0022242919854374>
- Hutter, K., Hautz, J., Dennhardt, S., & Füller, J. (2013). The impact of user interactions in social media on brand awareness and purchase intention: the case of MINI on Facebook. *Journal Of Product & Brand Management*, 22(5/6), 342-351. <https://doi.org/10.1108/jpbm-05-2013-0299>
- Hyde, M., & White, K. (2009). To be a donor or not to be? Applying an extended theory of planned behavior to predict posthumous organ donation intentions. *Journal of Applied Social Psychology*, 39, 880–900.
- Ilicic, J., & Webster, C. (2014). Investigating consumer–brand relational authenticity. *Journal Of Brand Management*, 21(4), 342-363. <https://doi.org/10.1057/bm.2014.11>
- Ilicic, J., & Webster, C. M. (2011). Effects of multiple endorsements and consumer–celebrity attachment on attitude and purchase intention. *Australasian Marketing Journal (AMJ)*, 19(4), 230–237. <https://doi.org/10.1016/j.ausmj.2011.07.005>
- Influencer Marketing. (2020). Social Media Trends for 2020 and Beyond. *Social Media Trends for 2020*. <https://influencermarketinghub.com/resources/social-media-trends-for-2020-and-beyond/>
- Influencer Marketing in Malaysia. (2020). Top Influencer Marketing Statistics Every Marketer Should Know. <https://starngage.com/app/global/page/influencer-marketing-malaysia>
- Jacobson, J., Gruzd, A., & Hernández-García, Á. (2020). Social media marketing: Who is watching the watchers? *Journal of Retailing and Consumer Services*, 53, S0969698918307744. <https://doi.org/10.1016/j.jretconser.2019.03.001>
- Jain, V., & Rana, P. (2013). The moderating role of consumer personality and source credibility in celebrity endorsements. *Asia-Pacific Journal of Business Administration*, 5(1), 72–88. <http://dx.doi.org/10.1108/17574321311304549>
- Jain, V., & Roy, S. (2016). Understanding meaning transfer in celebrity endorsements: A qualitative exploration. *Qualitative Market Research: An International Journal*, 19(3), 266–286. <https://doi.org/10.1108/QMR-03-2015-0020>

- Jakobsen, M., & Jensen, R. (2015). Common Method Bias in Public Management Studies. *International Public Management Journal*, 18(1), 3–30. <https://doi.org/10.1080/10967494.2014.997906>
- Jamieson, L. F., & Bass, F. M. (1989). Adjusting Stated Intention Measures to Predict Trial Purchase of New Products: A Comparison of Models and Methods. *Journal of Marketing Research*, 26(3), 336. <https://doi.org/10.2307/3172905>
- Jara, A. J., Parra, M. C., & Skarmeta, A. F. (2014). Participative marketing: Extending social media marketing through the identification and interaction capabilities from the internet of things. *Personal and Ubiquitous Computing*, 18(4), 997–1011. <https://doi.org/doi:10.1007/s00779-013-0714-7>
- Jargalsaikhan, T. (2016). Attitudes towards Instagram micro-celebrities and their influence on consumers' purchasing decisions [Masters]. Jönköping University.
- Jarvis, C. B., MacKenzie, S. B., & Podsakoff, P. M. (2003). A Critical Review of Construct Indicators and Measurement Model Misspecification in Marketing and Consumer Research. *Journal of Consumer Research*, 30(2), 199–218. <https://doi.org/10.1086/376806>
- Jiménez-Castillo, D., & Sánchez-Fernández, R. (2019). The role of digital influencers in brand recommendation: Examining their impact on engagement, expected value and purchase intention. *International Journal of Information Management*, 49, 366–376. <https://doi.org/10.1016/j.ijinfomgt.2019.07.009>
- Johansen, I. K., & Guldvik, C. S. (2017). Influencer Marketing and Purchase Intentions [Masters]. Norwegian School of Economics.
- Kamalul Ariffin, S., Mohan, T., & Goh, Y.-N. (2018). Influence of consumers' perceived risk on consumers' online purchase intention. *Journal of Research in Interactive Marketing*, 12(3), 309–327. <https://doi.org/10.1108/JRIM-11-2017-0100>
- Kamboj, S., Sarmah, B., Gupta, S., & Dwivedi, Y. (2018). Examining branding co-creation in brand communities on social media: Applying the paradigm of Stimulus-organism-response. *International Journal of Information Management*, 39, 169–185.
- Kaplan, A. M. (2015). Social Media, the Digital Revolution, and the Business of Media. *International Journal on Media Management*, 17(4), 197–199. <https://doi.org/10.1080/14241277.2015.1120014>
- Kapoor, K. K., Tamilmani, K., Rana, N. P., Patil, P., Dwivedi, Y. K., & Nerur, S. (2018). Advances in social media research: Past, present and future.

- Inf. Syst. Front, 20(3), 531–558. <https://doi.org/531-558>.
<https://doi.org/10.1007/s10796-017-9810-y>.
- Keegan, B. J., & Rowley, J. (2017). Evaluation and decision making in social media marketing. *Management Decision*, 55(1), 15–31. <https://doi.org/10.1108/MD-10-2015-0450>
- Khamis, S., Ang, L., & Welling, R. (2017). Self-branding, 'micro-celebrity' and the rise of Social Media Influencers. *Celebrity Studies*, 8(2), 191–208. <https://doi.org/10.1080/19392397.2016.1218292>
- Kiecker, P., & Cowles, D. (2001). Interpersonal communication and personal influence on the internet: A framework for examining online word-of-mouth. *Journal of Euromarketing*, 11(2), 71–88.
- Kim, S., Lee, J., & Yoon, D. (2015). Norms in Social Media: The Application of Theory of Reasoned Action and Personal Norms in Predicting Interactions With Facebook Page Like Ads. *Communication Research Reports*, 32(4), 322–331. <https://doi.org/10.1080/08824096.2015.1089851>
- Klassen, K. M., Borleis, E. S., Brennan, L., Reid, M., McCaffrey, T. A., & Lim, M. S. (2018). What people “like”: Analysis of social media strategies used by food industry brands, lifestyle brands, and health promotion organizations on facebook and instagram. *Journal of Medical Internet Research*, 20(6), 10227.
- Kock, N., & Lynn, G. (2012). Lateral Collinearity and Misleading Results in Variance-Based SEM: An Illustration and Recommendations. *Journal of the Association for Information Systems*, 13(7), 546–580. <https://doi.org/10.17705/1jais.00302>
- Kotler, P., & Armstrong, G. (2018). *Principles Of Marketing* (17th ed.). Hoboken : Pearson Higher Education.
- Ku, Y.-C., Kao, Y.-F., & Qin, M. (2019). The Effect of Internet Celebrity's Endorsement on Consumer Purchase Intention. *HCI in Business, Government and Organizations. ECommerce and Consumer Behavior*, 11588, 274–287. https://doi.org/10.1007/978-3-030-22335-9_18
- Kumar, S. D., & Kumar, V. H. (2015). Celebrity Endorser & Attitude towards Celebrity results in Purchase Intention – A study with reference to Chennai City. *Scholedge International Journal of Management & Development*, 2(10), 1–8. <https://doi.org/10.19085/journal.sijmd021001>
- Kumar Singh, R., Prasad Kushwaha, B., Chadha, T., & Anand Singh, V. (2021). INFLUENCE OF DIGITAL MEDIA MARKETING AND CELEBRITY ENDORSEMENT ON CONSUMER PURCHASE INTENTION. *JOURNAL OF CONTENT COMMUNITY AND COMMUNICATION*, 14(8), 145-158. <https://doi.org/10.31620/jccc.12.21/12>

- Kümpel, A. S. (2020). The Matthew Effect in social media news use: Assessing inequalities in news exposure and news engagement on social network sites (SNS). *Journalism*, 21(8), 1083–1098. <https://doi.org/10.1177/1464884920915374>
- Kutthakaphan, R., & Chokesamritpol, W. (2013). The use of Celebrity Endorsement with the help of electronic communication channel Instagram. [Thesis]. Society and Engineering: Malardalen University School of Business.
- Landers, L. (2020). Influencer Marketing: 2020 Trends & Stats. Influencer Marketing: What Marketers Say. <https://medium.com/@lindalanders/influencer-marketing-2020-trends-stats-b8bf45c84ec0>
- Laroche, M., Kim, C., & Zhou, L. (1996). "Brand familiarity and confidence as determinants of purchase intention: An empirical test in a multiple brand context." *Journal of Business Research*, 37(2), 115–120.
- Lee, J., & Hong, I. B. (2016). Predicting positive user responses to social media advertising: The roles of emotional appeal, informativeness, and creativity. *Int. J. Inf. Manag.*, 36(3), 360–373.
- Lee, S., & Kim, E. (2020). Influencer marketing on Instagram: How sponsorship disclosure, influencer credibility, and brand credibility impact the effectiveness of Instagram promotional post. *Journal of Global Fashion Marketing*, 11(3), 232–249. <https://doi.org/10.1080/20932685.2020.1752766>
- Lee, W. I., Cheng, S. Y., & Shih, Y. T. (2017). Effects among product attributes, involvement, word-of-mouth, and purchase intention in online shopping. *Asia Pacific Management Review*, 22(4), 1–7.
- Lee, Y., & Koo, J. (2016). Can a celebrity serve as an issue-relevant argument in the elaboration likelihood model? *Psychology & Marketing*, 33(3), 195–208. <http://dx.doi.org/10.1002/mar.20865>.
- Leite, F., Pontes, N., & Baptista, P. (2022). Oops, I've overshared! When social media influencers' self-disclosure damage perceptions of source credibility. *Computers In Human Behavior*, 133, 107274. <https://doi.org/10.1016/j.chb.2022.107274>
- Leung, F., Gu, F., & Palmatier, R. (2022). Online influencer marketing. *Journal Of The Academy Of Marketing Science*, 50(2), 226-251. <https://doi.org/10.1007/s11747-021-00829-4>
- Levitan, L., & Verhulst, B. (2015). Conformity in Groups: The Effects of Others' Views on Expressed Attitudes and Attitude Change. *Political Behavior*, 38(2), 277-315. <https://doi.org/10.1007/s11109-015-9312-x>
- Li, F., & Du, T. C. (2011). Who is talking? An ontology-based opinion leader identification framework for word-of-mouth marketing in online social

- blogs. *Decision Support Systems*, 51(1), 190–197. <https://doi.org/10.1016/j.dss.2010.12.007>
- Li, F., & Du, T. C. (2014). Listen to me—Evaluating the influence of micro-blogs. *Decision Support Systems*, 62, 119–130. <https://doi.org/10.1016/j.dss.2014.03.008>
- Liljander, V., Gummerus, J., & Söderlund, M. (2015). Young consumers' responses to suspected covert and overt blog marketing. *Internet Research*, 25(4), 610–632. <https://doi.org/10.1108/IntR-02-2014-0041>
- Lim, X. J., Mohd Radzol, A. R. bt, Cheah, J.-H. (Jacky), Azman, H., & Wong, M. W. (2017). The Impact of Social Media Influencers on Purchase Intention and the Mediation Effect of Customer Attitude. *Asian Journal of Business Research*, 7(2), 19–36. <https://doi.org/10.14707/ajbr.170035>
- Lohmöller, J. B. (1989). Predictive vs. Structural modeling: Pls vs. Ml. In *Latent Variable Path Modeling with Partial Least Squares*.
- Lou, C., & Yuan, S. (2018). Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media. *Journal of Interactive Advertising*, 19(1), 58–73. <https://doi.org/10.1080/15252019.2018.1533501>
- Lou, C., & Yuan, S. (2019). Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media. *Journal of Interactive Advertising*, 19(1), 58–73. <https://doi.org/10.1080/15252019.2018.1533501>
- Lynn, L., & Mary, W. (1991). A First Step to Identify the Meaning in Celebrity Endorsers. *Advances in Consumer Research*, 18, 364–371.
- Maddux, J. E., & Rogers, R. W. (1980). Effects of source expertness, physical attractiveness, and supporting arguments on persuasion: A case of brains over beauty. *Journal of Personality and Social Psychology*, 39, 235–244.
- Malaysia Communications and Multimedia Commission. (2018). *Internet Users Survey 2018: Infographic* [Government]. Internet Users Survey. [https://www.mcmc.gov.my/skmmgovmy/media/General/pdf/Internet-Users-Survey-2018-\(Infographic\).pdf](https://www.mcmc.gov.my/skmmgovmy/media/General/pdf/Internet-Users-Survey-2018-(Infographic).pdf)
- Malaysian online shoppers' profiles. (2019). [Government]. Malaysia - ECommerce. <https://www.trade.gov/knowledge-product/malaysia-ecommerce>
- Mallipeddi, R., Kumar, S., Sriskandarajah, C., & Zhu, Y. (2022). A Framework for Analyzing Influencer Marketing in Social Networks: Selection and Scheduling of Influencers. *Management Science*, 68(1), 75-104. <https://doi.org/10.1287/mnsc.2020.3899>

- Mangafić, J., Pilav-Velić, A., Martinović, D., & Činjarević, M. (2017). Consumer Innovativeness and Organic Food Purchase Intentions. *Green Economy in the Western Balkans*, 285–319. <https://doi.org/10.1108/978-1-78714-499-620171010>
- Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357–365. <https://doi.org/10.1016/j.bushor.2009.03.002>
- Manski, C. F. (1990). The use of intentions data to predict behavior: A best-case analysis. *Journal of the American Statistical Association*, 85(412), 934–940.
- Martínez-López, F., Anaya-Sánchez, R., Fernández Giordano, M., & Lopez-Lopez, D. (2020). Behind influencer marketing: key marketing decisions and their effects on followers' responses. *Journal Of Marketing Management*, 36(7-8), 579-607. <https://doi.org/10.1080/0267257x.2020.1738525>
- Marwick, A. (2011). *To See and Be Seen: Celebrity Practice on Twitter*. Sage Publications, 17(2), 139–158. <https://doi.org/10.1177/1354856510394539>
- McCracken, G. (1986). Culture and consumption: A theoretical account of the structure and movement of the cultural meaning of consumer goods. *Journal of Consumer Research*, 12, 71–84.
- McCracken, G. (1989). Who is the Celebrity Endorser? Cultural Foundations of the Endorsement Process. *Journal of Consumer Research*, 16(3), 310. <https://doi.org/10.1086/209217>
- McGuire, W. J. (1985). Attitudes and attitude change In G. Lindzey and E. Aronson (Eds.). *In Handbook of Social Psychology* (3rd ed., Vol. 2, pp. 233–346). Special Fields and Applications.
- Meskaran, F., Ismail, Z., & Shanmugam, B. (2013). Online Purchase Intention: Effects of Trust and Security Perception. *Australian Journal of Basic and Applied Sciences*, 7(6), 307–315.
- Metzger, M. J. (2007). Making Sense of Credibility on the Web: Models for Evaluating Online Information and Recommendations for Future Research. *Journal of the American Society for Information Science and Technology*, 58(13), 2078–2091.
- Moan, I., & Rise, J. (2006). Predicting smoking reduction among adolescents using an extended version of the theory of planned behavior. *Psychology and Health*, 21, 717–738.
- Morwitz, V. (2014). Consumers' Purchase Intentions and their Behavior. *Foundations and Trends® in Marketing*, 7(3), 181–230. <https://doi.org/10.1561/17000000036>

- Muda, M., Musaa, R., Mohamed, R., & Borhanb, H. (2014). Celebrity Entrepreneur Endorsement and Advertising Effectiveness. *Procedia - Social and Behavioral Sciences*, 130, 11–20.
- Müller, J. (2020). Social media users as a percentage of the total population Malaysia 2020. *Active Social Media Users as Percentage of the Total Population in Malaysia from 2016 to 2020*. <https://www.statista.com/statistics/883712/malaysia-social-media-penetration/>
- Munnukka, J., Maity, D., Reinikainen, H., & Luoma-aho, V. (2019). “Thanks for watching”. The effectiveness of YouTube vlogendorsements. *Computers in Human Behavior*, 93, 226–234. <https://doi.org/10.1016/j.chb.2018.12.014>
- Munnukka, J., Uusitalo, O., & Toivonen, H. (2016). Credibility of a peer endorser and advertising effectiveness. *Journal of Consumer Marketing*, 33(3), 182–192. <http://dx.doi.org/10.1108/JCM-11-2014-1221>
- Ohanian, R. (1990). Construction and Validation of a Scale to Measure Celebrity Endorsers’ Perceived Expertise, Trustworthiness, and Attractiveness. *Journal of Advertising*, 19(3), 39–52. <https://doi.org/10.1080/00913367.1990.10673191>
- Ohanian, R. (1991). The impact of celebrity spokespersons’ perceived image on consumers’ intention to purchase. *Journal of AAdvertising Research*, 31(1), 46–54.
- Park, D.-H., & Lee, J. (2008). EWOM overload and its effect on consumer behavioral intention depending on consumer involvement. *Electronic Commerce Research and Applications*, 7(4), 386–398. <https://doi.org/10.1016/j.elerap.2007.11.004>
- Park, S. Y. (2009). An Analysis of the technology acceptance model in understanding university students’ behavioral intention to use e-learning. *Educational Technology & Society*, 12(3), 150–162.
- Pate, S. S., & Adams, M. (2013). The Influence of Social Networking Sites on Buying Behaviors of Millennials. 2(1), article 7.
- Patzer, G. L. (1983). Source credibility as a function of communicator physical attractiveness. *Journal of Business Research*, 11(2), 229–241.
- Paul, J., & Bhakar, S. (2018). Does Celebrity Image Congruence Influences Brand Attitude and Purchase Intention? *Journal of Promotion Management*, 24(2), 153–177. <https://doi.org/10.1080/10496491.2017.1360826>
- Peetz, T. B., Parks, J. B., & Spencer, N. E. (2004). Sport Heroes as Sport Product Endorsers: The Role of Gender in the Transfer of Meaning Process for Selected Undergraduate Students. *Sport Marketing Quarterly*, 13(3), 141–150.

- Peña-García, N., Gil-Saura, I., Rodríguez-Orejuela, A., & Siqueira-Junior, J. R. (2020). Purchase intention and purchase behavior online: A cross-cultural approach. *Heliyon*, 6(6), e04284. <https://doi.org/10.1016/j.heliyon.2020.e04284>
- Peng, D. X., & Lai, F. (2012). Using partial least squares in operations management research: A practical guideline and summary of past research. *Journal of Operations Management*, 30(6), 467–480. <https://doi.org/10.1016/j.jom.2012.06.002>
- Pentina, I., & Koh, A. C. (2012). Exploring social media marketing strategies in SMEs. *International Journal of Internet Marketing and Advertising*, 7(4), 292–310. <https://doi.org/doi:10.1504/IJIMA.2012.051613>
- Petty, R. E., Unnava, H. R., & Strathman, A. J. (1991). Theories of attitude change. In eds. Thomas robertson and Harold Kassarijina, *Handbook of consumer behaviour*. Engelwood Cliffs, N.J.: Prentice-Hall, pp. 241-280.
- Petty, R., & Cacioppo, J. (1986). The Elaboration Likelihood Model of Persuasion. *Advances In Experimental Social Psychology*, 123-205. [https://doi.org/10.1016/s0065-2601\(08\)60214-2](https://doi.org/10.1016/s0065-2601(08)60214-2)
- Phua, J., Lin, J.-S. (Elaine), & Lim, D. J. (2018). Understanding consumer engagement with celebrity-endorsed E-Cigarette advertising on instagram. *Computers in Human Behavior*, 84, 93–102. <https://doi.org/10.1016/j.chb.2018.02.031>
- Piaw, C. Y. (2006). *Asas statistik penyelidikan (Buku 2)*. Kuala Lumpur: McGraw-Hill.
- Pick, M. (2021). Psychological ownership in social media influencer marketing. *European Business Review*, 33(1), 1–20. <https://doi.org/10.1108/EBR-08-2019-0165>
- Podsakoff, P. M., MacKenzie, S. B., Lee, J.-Y., & Podsakoff, N. P. (2003). Common method biases in behavioral research: A critical review of the literature and recommended remedies. *Journal of Applied Psychology*, 88(5), 879–903. <https://doi.org/10.1037/0021-9010.88.5.879>
- Podsakoff, P. M., & Organ, D. W. (1986). Self-Reports in Organizational Research: Problems and Prospects. *Journal of Management*, 12(4), 531–544. <https://doi.org/10.1177/014920638601200408>
- Pornpitakpan, C. (2003). Validation of the Celebrity Endorsers' Credibility Scale: Evidence From Asians. *Journal of Marketing Management*, 19(1–2), 179–195. <https://doi.org/10.1080/0267257X.2003.9728206>
- Pornpitakpan, C. (2004). The Persuasiveness of Source Credibility: A Critical Review of Five Decades' Evidence. *Journal of Applied Social Psychology*, 34(2), 243–281. <https://doi.org/10.1111/j.1559-1816.2004.tb02547.x>

- Preacher, K. J., & Hayes, A. F. (2008). Asymptotic and resampling strategies for assessing and comparing indirect effects in multiple mediator models. *Behavior Research Methods*, 40(3), 879–891. <https://doi.org/10.3758/BRM.40.3.879>
- Raggatt, M., Wright, C. J. C., Carrotte, E., Jenkinson, R., Mulgrew, K., Prichard, I., & Lim, M. S. C. (2018). I aspire to look and feel healthy like the posts convey: Engagement with fitness inspiration on social media and perceptions of its influence on health and wellbeing. *BMC Public Health*, 18(1), 1002.
- Rahmanisah, H., & Fadli, J. (2022). THE EFFECT OF CELEBRITY ENDORSEMENT CREDIBILITY ON PURCHASE INTENTION IN PREMIUM PRICE FOOD. *Jurnal Terapan Manajemen Dan Bisnis*, 8(1), 12-28.
- Ramanathan, U., Subramanian, N., & Parrott, G. (2017). Role of social media in retail network operations and marketing to enhance customer satisfaction. *International Journal of Operations & Production Management*, 37(1), 105–123. <https://doi.org/10.1108/IJOPM-03-2015-0153>
- Ramayah, T., Rouibah, K., Gopi, M., & Rangel, G. J. (2009). A decomposed theory of reasoned action to explain intention to use Internet stock trading among Malaysian investors. *Computers in Human Behavior*, 25(6), 1222–1230. <https://doi.org/10.1016/j.chb.2009.06.007>
- Rashid, M. Z. A., Nallamuthu, J., & Sidin, S. M. (2002). Perceptions of advertising and celebrity endorsement in Malaysia. *Asia Pacific Management Review*, 7(4), 535– 553.
- Reichelt, J., Sievert, J., & Jacob, F. (2014). How credibility affects eWOM reading: The influences of expertise, trustworthiness, and similarity on utilitarian and social functions. *Journal of Marketing Communications*, 20(1–2), 65–81.
- Reinartz, W., Haenlein, M., & Henseler, J. (2009). An empirical comparison of the efficacy of covariance-based and variance-based SEM. *International Journal of Research in Marketing*, 26(4), 332–344. <https://doi.org/10.1016/j.ijresmar.2009.08.001>
- Reinhard, K., Satow, L., & Fadil, P. (2012). Assessing the power of social media marketing: A cooperative educational learning experience. *Asia Pacific Journal of Cooperative Education*, 13(1), 39–53.
- Reinikainen, H., Munnukka, J., Maity, D., & Luoma-aho, V. (2020). ‘You really are a great big sister’ – parasocial relationships, credibility, and the moderating role of audience comments in influencer marketing. *Journal of Marketing Management*, 36(3–4), 279–298. <https://doi.org/10.1080/0267257X.2019.1708781>

- Reynolds, N., & Diamantopoulos, A. (1998). The effect of pretest method on error detection rates: Experimental evidence. *European Journal of Marketing*, 32(5/6), 480–498. <https://doi.org/10.1108/03090569810216091>
- Richardson, H. A., Simmering, M. J., & Sturman, M. C. (2009). A Tale of Three Perspectives: Examining Post Hoc Statistical Techniques for Detection and Correction of Common Method Variance. *Organizational Research Methods*, 12(4), 762–800. <https://doi.org/10.1177/1094428109332834>
- Richter, D., & Schäfermeyer, M. (2011). Social media marketing on multiple services—The case of the student run organisation AIESEC. 19th European Conference on Information Systems, Helsinki, Finland.
- Rocamora, A. (2018). The Labour of Fashion Blogging. In *FASHIONING PROFESSIONALS Identity and Representation at Work in the Creative Industries* (pp. 65–81). Bloomsbury Publishing Plc. <https://doi.org/10.5040/9781350001879.ch-004>
- Roh, T., Seok, J., & Kim, Y. (2022). Unveiling ways to reach organic purchase: Green perceived value, perceived knowledge, attitude, subjective norm, and trust. *Journal Of Retailing And Consumer Services*, 67, 102988. <https://doi.org/10.1016/j.jretconser.2022.102988>
- Romero, D. M., Galuba, W., Asur, S., & Huberman, B. A. (2011). Influence and Passivity in Social Media. 18–33.
- Rossiter, J. R., & Percy, L. (1987). *Advertising and promotion management*. New York: McGraw-Hill.
- Roy, S., & Jain, V. (2017). Exploring meaning transfer in celebrity endorsements: Measurement and validation. *Asia-Pacific Journal of Business Administration*, 9(2), 87–104. <https://doi.org/10.1108/APJBA-06-2016-0058>
- Salant, P., & Dillman, D. A. (1994). *How to conduct your own survey*.
- Saldanha, N., Mulye, R., & Rahman, K. (2020). A strategic view of celebrity endorsements through the attachment lens. *Journal of Strategic Marketing*, 28(5), 434–454. <https://doi.org/10.1080/0965254X.2018.1534877>
- Sammis, K., Lincoln, C., Pomponi, S., Ng, J., Gassman Rodriguez, E., & Zhou, J. (2015). *Influencer Marketing for Dummies*. Hoboken, New Jersey: Wiley.
- Saroja, Ś., Becker, M., & Williams, R. (2010). *Social media marketing for dummies*. Wiley/John Wiley Pub.
- Sarstedt, M., & Mooi, E. (2014). *A Concise Guide to Market Research (Second Edition)*. Springer.

- Sarstedt, M., Wilczynski, P., & Melewar, T. C. (2013). Measuring reputation in global markets—A comparison of reputation measures' convergent and criterion validities. *Journal of World Business*, 48(3), 329–339. <https://doi.org/10.1016/j.jwb.2012.07.017>
- Saunders, M., Lewis, P., & Thornhill, A. (2015). *Research methods for business students* (Seventh edition). Pearson Education.
- Sekaran, U., & Bougie, R. (2016). *Research Methods For Business: A Skill Building Approach Seventh Edition* (7th ed., pp. 287-300). John Wiley & Sons.
- Schimmelpfennig, C., & Hunt, J. B. (2020). Fifty years of celebrity endorser research: Support for a comprehensive celebrity endorsement strategy framework. *Psychology & Marketing*, 37(3), 488–505. <https://doi.org/10.1002/mar.21315>
- Schomer, A. (2019). *Influencer Marketing: State of the social media influencer market in 2020*.
- Senecal, S., & Nantel, J. (2004). The influence of online product recommendations on consumers' online choices. *Journal of Retailing*, 80, 159–169.
- Senft, T. M. (2013). Microcelebrity and the Branded Self. *A Companion to New Media Dynamics*, 346–354. <https://doi.org/10.1002/9781118321607.ch22>
- Serman, Z., & Sims, J. (2020). HOW SOCIAL MEDIA INFLUENCERS AFFECT CONSUMERS PURCHASE HABIT? 10(1), 13.
- Shah, H., Aziz, A., Jaffari, A. R., Waris, S., Ejaz, W., Fatima, M., & Sherazi, K. (2012). The Impact of Brands on Consumer Purchase Intentions. *Asian Journal of Business Management*, 4(2), 105–110.
- Shaouf, A., Lü, K., & Li, X. (2016). The effect of web advertising visual design on online purchase intention: An examination across gender. *Computers in Human Behavior*, 60, 622–634. <https://doi.org/10.1016/j.chb.2016.02.090>
- Shepherd, G. J., & O'keefe, D. J. (1984). Separability of Attitudinal and Normative Influences on Behavioral Intentions in the Fishbein-Ajzen Model. *The Journal of Social Psychology*, 122(2), 287–288. <https://doi.org/10.1080/00224545.1984.9713496>
- Shimp, T. A., & Kavas, A. (1984). The Theory of Reasoned Action Applied to Coupon Usage. *Journal of Consumer Research*, 11(3), 795. <https://doi.org/10.1086/209015>
- Si, S. (2015). Social Media and Its Role in Marketing. *Business and Economics Journal*, 07(01). <https://doi.org/10.4172/2151-6219.1000203>

- Shimul, A., Cheah, I., & Khan, B. (2021). Investigating Female Shoppers' Attitude and Purchase Intention toward Green Cosmetics in South Africa. *Journal Of Global Marketing*, 35(1), 37-56. <https://doi.org/10.1080/08911762.2021.1934770>
- Singh, J., Crisafulli, B., Quamina, L., & Xue, M. (2022). 'To trust or not to trust': The impact of social media influencers on the reputation of corporate brands in crisis. *Journal Of Business Research*, 119, 464-480. <https://doi.org/10.1016/j.jbusres.2020.03.039>
- Smith, R. C. (1973). Source credibility context effects. *Speech Monographs*, 40, 303-309. Smith, T., Coyle, J. R., Lightfoot, E., & Scott, A. (2007). Reconsidering Models of Influence: The Relationship between Consumer Social Networks and Word-of-Mouth Effectiveness. *Journal of Advertising Research*, 47(4), 387-397. <https://doi.org/10.2501/S0021849907070407>
- Sombultawee, K., & Wattanatorn, W. (2022). The impact of trust on purchase intention through omnichannel retailing. *Journal Of Advances In Management Research*. <https://doi.org/10.1108/jamr-06-2021-0196>
- Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services*, 53(1), 1-16. <https://doi.org/10.1016/j.jretconser.2019.01.011>
- Somasiri, S., & Chandralal, K. (2018). Theorizing Deviant Consumer Socialization: With Special Reference to Compulsive Buying Behavior. A Review of Literature KPL CHANDRALAL. *European Academic Research*, 6(1), 405-432.
- Spears, N., & Singh, S. N. (2004). Measuring Attitude toward the Brand and Purchase Intentions. *Journal of Current Issues & Research in Advertising*, 26(2), 53-66. <https://doi.org/10.1080/10641734.2004.10505164>
- Spry, A., Pappu, R., & Cornwell, T. B. (2011). Celebrity endorsement, brand credibility and brand equity. *European Journal of Marketing*, 45(6), 882-909. <https://doi.org/10.1108/03090561111119958>
- St. Clergy, K. (2012). Breaking news: Strengthen your practice with social media marketing. *Hearing Journal*, 65(3), 36-37. <https://doi.org/doi:10.1097/01.HJ.0000412698.18175.33>
- Sternthal, B., Phillips, L., & Dholakia, R. (1978). The Persuasive Effect of Source Credibility: A Situational Analysis. *Public Opinion Quarterly*, 42(3), 285. <https://doi.org/10.1086/268454>
- Syed, S., Sh. Ahmad, F., & Hussain Shah, S. (2022). The Influence of Attitude on Consumers' Autonomy to make Halal Food Purchase Intention: An Overview of Self-determination in a Collectivist Culture. *International Business Research*, 15(3), 1-75. <https://doi.org/10.5539/ibr.v15n3p75>

- Sternthal, B., Dholakia, R., & Leavitt, C. (1978). The persuasive effect of source credibility: Tests of cognitive response. *Journal of Consumer Research*, 4(4), 252–260.
- Sullivan, G. M., & Feinn, R. (2012). Using Effect Size—Or Why the P Value Is Not Enough. *Journal of Graduate Medical Education*, 4(3), 279–282. <https://doi.org/10.4300/JGME-D-12-00156.1>
- Sun, Y., & Wang, S. (2020). Understanding consumers' intentions to purchase green products in the social media marketing context. *Asia Pacific Journal of Marketing and Logistics*, 32(4), 860–878. <https://doi.org/10.1108/APJML-03-2019-0178>
- Susarla, A., Oh, J. H., & Tan, Y. (2016). Influentials, imitables, or susceptibles? Virality and word-of-mouth conversations in online social networks. *Management Information Systems*, 33(1), 139–170.
- Tarkiainen, A., & Sundqvist, S. (2005). Subjective norms, attitudes and intentions of Finnish consumers in buying organic food. *British Food Journal*, 107(11), 808–822. <https://doi.org/10.1108/00070700510629760>
- Taubenheim, A. M., Long, T., Smith, E. C., Jeffers, D., Wayman, J., & Temple, S. (2008). Using social media and internet marketing to reach women with the heart truth. *Social Marketing Quarterly*, 14(3), 58–67. <https://doi.org/doi:10.1080/15245000802279433>
- Teng, S., Wei, K. K., Wei, G. W., & Yee, L. C. A. (2014). Examining the antecedents of persuasive eWOM messages in social media. *Online Information Review*, 38(6), 746–768.
- Teo, T. (2012). Examining the intention to use technology among pre-service teachers: An integration of the technology acceptance model and theory of planned behavior. *Interactive Learning Environments*, 20(1), 3–18.
- Thackeray, R., Neiger, B. L., Hanson, C. L., & McKenzie, J. F. (2008). Enhancing promotional strategies within social marketing programs: Use of Web 2.0 social media. *Health Promotion Practice*, 9(4), 338–343. <https://doi.org/doi:10.1177/1524839908325335>
- Thomas, M.-J., Wirtz, B. W., & Weyerer, J. C. (2019). Determinants of Online Review Credibility and its Impact on Consumers's Purchase Intention. *Journal of Electronic Commerce Research*, 20(1), 1–20.
- Thwaites, D., Lowe, B., Monkhouse, L. L., & Barnes, B. R. (2012). "The impact of negative publicity on celebrity ad endorsements." *Psychology and Marketing*, 29(9), 663–673.
- Till, B. D., & Busler, M. (2000). The match-up hypothesis: Physical attractiveness, expertise, and the role of fit on brand attitude, purchase intent and brand beliefs. *Journal of Advertising*, 29(3), 1–13.

- Tri, H. (2022). Celebrity endorsement and purchase intention: The case of Toyota Vios in Vietnam. *HO CHI MINH CITY OPEN UNIVERSITY JOURNAL OF SCIENCE - ECONOMICS AND BUSINESS ADMINISTRATION*, 12(1), 92-107. <https://doi.org/10.46223/hcmcoujs.econ.en.12.1.2165.2022>
- Tuten, T. L., & Solomon, M. R. (2017). *Social Media Marketing* (2nd ed.). Sage.
- Ursachi, G., Horodnic, I. A., & Zait, A. (2015). How Reliable are Measurement Scales? External Factors with Indirect Influence on Reliability Estimators. *Procedia Economics and Finance*, 20, 679–686. [https://doi.org/10.1016/S22125671\(15\)00123-9](https://doi.org/10.1016/S22125671(15)00123-9)
- Uzunoğlu, E., & Kip, S. M. (2014). Brand communication through digital influencers: Leveraging blogger engagement. *International Journal of Information Management*, 34(5), 592–602.
- Vallerand, R. J., Deshaies, P., Cuerrier, J.-P., Pelletier, L. G., & Mongeau, C. (1992). Ajzen and Fishbein's theory of reasoned action as applied to moral behavior: A confirmatory analysis. *Journal of Personality and Social Psychology*, 62(1), 98–109. <https://doi.org/10.1037/0022-3514.62.1.98>
- Van den Poel, D., & Leunis, J. (1999). Consumer acceptance of the Internet as a channel of distribution. *Journal of Business Research*, 45(3), 249–256.
- Venkatesh, V., & Davis, F. D. (2000). A theoretical extension of the technology acceptance model: Four longitudinal field studies. *Management Science*, 46, 186–204.
- Wang, E. S.-T., & Chou, C.-F. (2021). Norms, consumer social responsibility and fair trade product purchase intention. *International Journal of Retail & Distribution Management*, 49(1), 23–39. <https://doi.org/10.1108/IJRDM-09-2019-0305>
- Wang, S., Kao, G., & Ngamsiriudom, W. (2017). Consumers' attitude of endorser credibility, brand and intention with respect to celebrity endorsement of the airline sector. *Journal of Air Transport Management*, 60, 10–17. <https://doi.org/10.1016/j.jairtraman.2016.12.007>
- Wang, S. W., & Kao, G. H. Y. (2017). Consumers' attitude of endorser credibility, brand and intention with respect to celebrity endorsement of the airline sector. *Journal of Air Transport Management*, 60, 10–17.
- Wang, X.-W., Cao, Y.-M., & Park, C. (2019). The relationships among community experience, community commitment, brand attitude, and purchase intention in social media. *International Journal of Information Management*, 49, 475–488. <https://doi.org/10.1016/j.ijinfomgt.2019.07.018>
- Wei, K., & Li, W. (2013). Measuring the impact of celebrity endorsement on consumer behavioural intentions: A study of Malaysian consumers.

International Journal of Sports Marketing and Sponsorship, 14(3), 2–22.
<https://doi.org/10.1108/IJSMS-14-03-2013-B002>

- Wilson, T. D., Lindsey, S., & Schooler, T. Y. (2000). A model of dual attitudes. *Psychological Review*, 107(1), 101–126. <https://doi.org/10.1037/0033-295X.107.1.101>
- Wu, C., & Shaffer, D. R. (1987). Susceptibility to Persuasive Appeals as a Function of Source Credibility and Prior Experience With the Attitude Object. *Journal of Personality and Social Psychology*, 52(4), 677–688.
- Yang. (2012). The decision behavior of Facebook users. *Journal of Computer Information Systems*, 52, 59–68.
- Yau, H. K., & Ho, T. C. (2015). The Influence of Subjective Norm on Behavioral Intention In Using E-Learning: An Empirical Study in Hong Kong Higher Education. 2, 3.
- Zaichkowsky, J. L. (1985). Measuring the involvement construct. *Journal of Consumer Research*, 12, 341–352.
- Zeng, F., Huang, L., & Dou, W. (2009). Social factors in user perceptions and responses to advertising in online social networking communities. *Journal of Interactive Advertising*, 10(1). <https://doi.org/doi:10.1080=15252019.2009.10722159>
- Zhang, M., Zhao, H., & Chen, H. (2022). How much is a picture worth? Online review picture background and its impact on purchase intention. *Journal Of Business Research*, 139, 134-144. <https://doi.org/10.1016/j.jbusres.2021.09.050>
- Zhou, M., Cai, X., Liu, Q., & Fan, W. (2019). Examining continuance use on social network and micro-blogging sites: Different roles of self-image and peer influence. *International Journal of Information Management*, 47, 215–232. <https://doi.org/10.1016/j.ijinfomgt.2019.01.010>
- Zhu, D. H., Chang, Y. P., & Luo, J. J. (2016). Understanding the influence of C2C communication on purchase decision in online communities from a perspective of information adoption model. *Telematics and Informatics*, 33, 8–16.
- Zikmund, W., Babin, B., Carr, J., & Griffin, M. (2012). Business research methods: Cengage Learning. H4 B. *Journal of Small Business Management*, 44(2), 268–284.