



Faculty of Economics and Business

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

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

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A thesis submitted

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

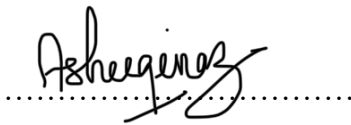
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Faculty of Economics and Business
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DECLARATION

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



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ABSTRACT

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

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

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

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

ABSTRAK

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

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

Kata kunci: *Penerimaan maklumat, kredibiliti maklumat, niat membeli, mempengaruhi media sosial, kandungan janaan pengguna*

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