THE IMPACT OF INSTAGRAM INFLUENCER CHARACTERISTIC ON PURCHASING INTENTION OF FASHION PRODUCT IN MALAYSIA

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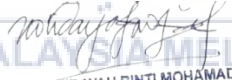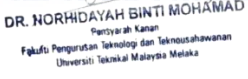
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DECLARATION

I hereby declared that I had read through this thesis and in my opinion that this thesis isacceptable in terms of scope and quality which fulfill the requirement for the award of Bachelor's degree in Technopreneurship

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DECLARATION

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DEDICATION

I would like to dedicate this project to Allah S.W.T as an excuse not to give up, a source of motivation for completing this project of research. To my parents, family and friends who have always been supportive, encouraging, motivating and helped me complete this study. This study is also dedicated to my supervisor, Dr. Amir bin Aris who has given me guidance and guided me to the right path. I would like to thank to all my friends who helped me a lot while I was running my project and a big thank you to everyone who has always be by side, always given words of encouragement, and everyone that participate on helping me to complete this study. Without them, this project would not be completed possible. Again, thank you very much.

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ABSTRACT

Social media had emerged as a powerful instrument for marketing, allowing for quick, democratic, and user-generated dissemination. As a result, the fashion industry uses it to analyse trends and forecast fashion habits. Social Media Influencer (SMI) has an influential power correlation in forming the image of a product and encouraging the increase of shopper purchase interest since they efficiently communicate with their followers through advanced media. As a result of this awareness and consideration, fashion industry industries and businesses have concentrated their efforts on selecting the most relevant factors that effectively influence consumers into buying fashion products on social media in order to make a competitive advantage from new and existing competitors in the market. This study attempted to identify social media influencer personal characteristic that have a significant relationship with fashion products purchase intention in Malaysia using Social Learning Theory and the Source Credibility and Source Attractiveness Models. This study looked at three independent variables: trustworthiness, expertise, and familiarity. In this regard, students from Universiti Teknikal Malaysia Melaka participated in a survey that was done online using Google forms. Data is being gathered from a sample of 384 Instagram users in Malaysia, and the reliability of the scale items is being shown using Cronbach's Alpha analysis.. Using correlation analysis to examine the link between the independent and dependent variables, it is discovered that all independent factors show a relationship with purchasing intention.

Keywords: *trustworthiness, expertise, familiarity, fashion product purchase intention on Instagram*

ABSTRAK

Media sosial telah muncul sebagai instrumen yang berkuasa untuk pemasaran, membolehkan penyebaran cepat, demokratik dan dijana pengguna. Akibatnya, industri fesyen menggunakannya untuk menganalisis arah aliran dan meramalkan tabiat fesyen. Pengaruh Media Sosial (SMI) mempunyai korelasi kuasa yang berpengaruh dalam membentuk imej produk dan menggalakkan peningkatan minat pembelian pembeli kerana mereka berkomunikasi dengan cekap dengan pengikut mereka melalui media canggih. Hasil daripada kesedaran dan pertimbangan ini, industri dan perniagaan industri fesyen telah menumpukan usaha mereka untuk memilih faktor paling relevan yang berkesan mempengaruhi pengguna untuk membeli produk fesyen di media sosial untuk membuat kelebihan daya saing daripada pesaing baharu dan sedia ada dalam pasaran. . Kajian ini cuba mengenal pasti ciri-ciri peribadi pengaruh media sosial yang mempunyai hubungan yang signifikan dengan niat pembelian produk fesyen di Malaysia menggunakan Teori Pembelajaran Sosial dan Model Kredibiliti Sumber dan Daya Tarik Sumber. Kajian ini melihat tiga pembolehubah bebas: kebolehpercayaan, kepakaran, dan kebiasaan. Sehubungan itu, pelajar Universiti Teknikal Malaysia Melaka telah menyertai tinjauan yang dibuat secara dalam talian menggunakan borang Google. Data akan dikumpul daripada sampel 384 pengguna intagram di Malaysia, dan kebolehpercayaan item skala akan ditunjukkan menggunakan analisis Alpha Cronbach. Menggunakan analisis korelasi untuk mengkaji hubungan antara pembolehubah bebas dan bersandar, didapati bahawa semua faktor bebas menunjukkan hubungan dengan niat membeli.

 Kata kunci: *kepercayaan, kepakaran, keakraban, niat pembelian produk fesyen di Instagram*

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CHAPTER 1

INTRODUCTIONS

1.1 Introduction

Introduction parts is explains about the essential data of the study. All here is about background of study, problem statement, research question, research objective, meaningful of study, the scope of the study, definitions of key terms, and the last one the organization of the study.

1.2 Research background

Development of internet and technological advancement had played huge role in the economy especially during Covid-19 pandemic which resulted in increased of ecommerce usage globally, (Rungsrisawat et al. 2019). Some of the prediction also been made in year 2021 where global e-commerce will reach $4.2 trillion due to transition in online shopping caused by recent pandemic isn't declining. (Verdon, 2021). Apart that, according to our Malaysia Communication and Multimedia, shows there are significant increase in internet users from 87.4% in 2018 to 88.7% in 2020 with 1.3% increase last year. With the implementation of e-commerce, the transaction had brought huge revolution especially the way customers purchase products and services (Ahluwalia & Sanan, 2016). Many e-wallet and on-line shopping platforms created as convenience to internet users resulted in online shoppers rise to 64.2% in 2020 from 53.3% in 2018. (Malaysian Communications and Multimedia Commission, 2020). Coppola (2021) also explained that this Covid-19 had also bring impact on e-commerce

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and online buying option due to millions of people are forced to stay home in early 2020 to prevent the virus from spreading whereby physical shopping and crowded stores are shifted to digital platforms as alternative.

As society choose to go for digital purchasing by avoiding traditional purchasing, trading and doing business has evolved to an online-based model that relies on Internet connections, large data center, and cyberspace systems are being developed to support the rise of e-business trends. As society choose to go for digital purchasing by avoiding traditional purchasing, trading and doing business has evolved to an online-based model that relies on Internet connections, large data center, and cyber-space systems to support the emergence of e-business trends. In contrast to e-commerce, which only covers commercial transactions on the online business is described as a collection of additional business operations that support purchasing and selling operation of products and service in online platforms. Thus, e-business encompasses more than just online transactions; it also covers business stakeholders such as suppliers, external and internal customers, and so on. The host of e-commerce is e-business. E-commerce transactions are impossible to complete without e-business. E-business concepts have taken on a new meaning as a result of the growing popularity of online shopping among social media users, as web-based life has become a vital part of people's lives as a result of the internet's and technological advancements (Zulkarnain & Adam, 2021).

Social media is an apparatus for associating individuals, particularly among customers and business. All the industry been effected including all the institution during Covid-19 pandemic. This had brought huge changes on millennial and generation Z social behavior patterns on social media. As indicated by the discoveries of an overview directed by the Association of Indonesian Internet Service Providers (APJII), approximately half of all internet users in Indonesia are between the ages of 19 and 34. (49.52%). Generation Y as well generation Z who born during revolution of digital technology result in string reliance on social media where the able to access and record as well allow to communicate on private opinions to the rest of the world. The ease of conversation additionally offers flexibility for society to down load other human 3 being's critiques on a barrier or trend amongst them on their commonplace interest. Its shows up that social media rise up as mass media in gathering public feedback and

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requirement on certain issue as well have an impact on customer behavior, (Nurhandayani, Syarief, & Najib, 2019). Consequently, its turned into a marketing tactic to manage the fashion industry's market decline.

The fashion industry is a multibillion-dollar global association that collaborates with planning, fabricating, and fashion products things to customers. Soon, the fashion industry emerges as a major industry that plays an important role in society. Then, at that point, fashion turned into their character to put themselves out there to the organization, and customers were impacted by famous celebrities by online media influencer or their close companions, who could stay up with the latest and talk about the ultra-modern fashion of fashion in the community, particularly among younger customers. A social media platform, which includes Instagram and Facebook is an effective tool for reaching maximum purchasers and increasing the profitability of corporations by providing information and information about the goods and offerings, (Anuar et al 2020).

Accordingly, the fashion business presently has the chance to be perceived as a promoting stage via social media. In contrast with famous celebrities' followers, online social media influencers (SMI) appear as individual has power to develop customer interaction in social media platforms. The advantage of social media influencers is they can play as advertiser who can straightforwardly speak with potential and current customer while likewise gathering their feedback and demand on a particular item.

Online media publicizing not just convinced customer nearer to purchasing. Influencer promoting likewise stresses the utilization of influencers with to spread a brand's message to the target customer (Smart Insights 2017). Social media influencers have evolved as a dynamic third-party endorser in the age of the internet. SMI are actually used to pitch item data and most recent advancements to online supporters through web-based media stages like Facebook, Instagram, Twitter, and YouTube. Social media influencers normally collaborate with their fans by giving them convenient updates.

Instagram has been fairly inventive in integrating many new features to the platform, such as story integration, which able to permits user to alter their photos and

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video photography with a number of unique effects and then self-destructs after 24 hours. The Instagram users also can use their Instagram and became creative easily by designing and uploading their own Graphic Interchange Format (GIF) and stickers to their Instagram storey and feed, giving them complete control. Moreover, Instagram has also shifted traditional modes of communication to picture-messaging apps, resulting in the emergence of new kinds of online engagement. As a response, Instagram's layout is incredibly mobile-friendly, and you can use it on any device, including a computer, tablet, or smartphone, (Zulkarnain & Adam, 2021).

According to recent research done also explained that Instagram social media are used to share visually appealing photos and captions as common. When it comes to catching the huge attention of followers, images are more aesthetically attractive than words. Instagram has taken on a new resolution to business platform where they may promote and market their products. Followers of influencers on blogs, YouTube, Facebook, and Instagram will only choose to follow them based on the valuable and innovative information they share on social media platforms, attracting customers' attention to their culture, behaviour, and individual characteristics displayed in celebrity endorsers' profiles on these platforms (Anuar et al.2020).

With this huge opportunity, numerous organizations and entrepreneurs, as well as entrepreneurs, have started to shape associations with social media influencers with in excess of 100 million followers, permitting customers to be impacted and roused by open and other Instagram customers to follow SMI, who has a huge fan base in web base in social media structures (Anuar et al.2020). By launching "strong center effects" to the network with a quantity of about a hundred thousand to 200 thousand followers in Instagram, the usefulness of social media influencers became most effective influences for Instagram followers to follow. Basically the popularity of the influencer in social media will be identified by the growth in the range of followers based on statistics data which done by previous researchers, (Anuar et al.2020).

1.3 Problem statement

According to Ahmad et al. (2015), social media had spun as assortment of web channels and channels of correspondence that individuals use to share data, profiles, suppositions, insights, discernment, nervousness, and media. It licenses individuals from wherever the world to convey and associate with one another. Fashion is one business that is accepted to be immaculately fit and ordinary for long range informal communication. As focusing on fashion business in social media, its able to connect with customer utilizing the most state-of-the-art social networking technologies by managing social associating sites and online stages. Social media is being utilized by the fashion business to investigate trends and predict fashion behaviours. It is utilizing social media, which has helped it gain popularity as a phenomenon, Ahmad et al. (2015). Furthermore, the study of social networking platforms such as Facebook and Instagram provided factionists with a fresh source of inspiration. Through Facebook, Instagram, and other social networking sites, it gathers a variety of perspectives on a variety of topics, ranging from fashion blogs to live streaming of runway shows, from major fashion weeks to social purchasing. Ahmad et al (2015), claim that it has turned into the most important runway in the fashion industry.

Instagram, which was founded in 2010, describes itself as "a fun and quicky way of sharing real life with friends through a series of photos." Take a photo with your cell phone, then select a filter to turn the image into a memory that will last a lifetime. The presented content's visual format is particularly well suited to the fashion business. Therefore, its provides fashion marketers with unprecedented access to consumers, with over 1 billion active users, Elena (2020). Moreover, based on Kaseva &Luliia (2018), Instagram is a great network that allows users to communicate as well as share and discover fashion trends. Besides that, Instagram is no more only a place to share photos and videos; it's also a marketing strategy that organizations are using to expand their reach. Many luxury products firms are using Instagram as a marketing channel for communication with consumers, promote new collections, and show off their collections, (Fashionisers©, 2020).

In addition, when talk about Instagram, its unlike YouTube and Twitter, is largely a visual image-based website. When it comes to influencing customers to buy

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clothes or other items, visual appeal is quite important. By providing more in-depth details that allow customers to make informed decisions, high-quality products photography ensures that shoppers have a wide range of buying options. Instagram is being used by businesses and leading fashion labels to display high-resolution images of their new goods, fashion lines, and seasonal collections. The platform has enabled advertisers to create better ad content, which has a greater impact on purchasers than traditional media like radio and television (Fashionisers©,2020). Therefore, Instagram is playing important role in influencing fashion products especially toward purchasing intention.

Furthermore, according to Lee (2017), customers who have a strong link with an endorser have an indisputable level of legitimacy, attitude, and purchasing interest. Aside from that, Lee stated how brand attitude will mediate the relationship between an endorser's mood and shopper interest in purchasing. One of the most important aspects of a brand or item crusade is selecting the appropriate endorser. Purchasers will actually want to get messages rapidly assuming that the followers are not able, learned, and appealing, which can assist with shaping a brand picture and increment purchaser interest in the promoted items. Furthermore, SMI has influential potential correspondence in moulding the image of an item and driving the increase of client purchase interest, as they efficiently communicate with their followers through modern media. SMI has grown in popularity as a brand endorser, particularly among new and small internet-based businesses. As indicated by Media Kix advancing, almost 80% of online advertisers trust SMI to be an amazing influencer are potential endorsers who can assist their web-based organizations with developing higher than ever (Forbes 2017). These measurable confirmations can attest to SMI's effectiveness in persuading consumers to purchase. According Forbes (2017), to ongoing influencer sales and marketing statistics, half of the brands intend to improve retail distribution by using online media powerhouses to promote their brands.

Table 1.1
Influencers and Fashion Brands Collaborated (In Numbers)

Influencer	Account	Month					
		2017				2018	
		Sept	Oct	Nov	Dec	Jan	Feb
Jane Chuck	janechuck	13	8	12	6	7	11
Daphne Charice	daphnecharice	2	5	3	0	0	1
Venice Min	venicemin	4	3	2	3	4	8
Ashley Lau	ash_lsl	3	5	0	1	3	10
Teoh Ju Wei	juweiteoh	8	13	9	12	8	7

(Source from: Instagram)

Table 1.2
Number ('000) of Followers of the Influencer

Influencer	Account	Month					
		2017				2018	
		Sept	Oct	Nov	Dec	Jan	Feb
Jane Chuck	janechuck	514.80	515.51	517.66	520.01	520.70	521.91
Daphne Charice	daphnecharice	167.02	168.04	169.61	171.18	171.63	172.24
Venice Min	venicemin	284.08	286.74	292.51	295.27	297.56	302.92
Ashley Lau	ash_lsl	149.09	148.82	149.34	149.13	149.08	148.75
Teoh Ju Wei	juweiteoh	376.17	375.34	375.96	375.64	374.78	374.56

(Source from: Instagram)

1.4 Research questions

This study expects to accomplish the accompanying goals, in view of the past conversation of the issue depiction and examination question:

i.   What are the influences factors (trustworthiness, expertise, familiarity) that contribute to fashion product purchasing intention on Instagram?

ii.   What is the relationship between the factors (trustworthiness, expertise, familiarity) on fashion product purchasing intention on Instagram?

iii. What are the most significant factor that influences fashion product purchasing intention on Instagram?

1.5 Research objective

i.   To identify the influence factors (trustworthiness, expertise, familiarity) contributed to fashion product purchasing intention on Instagram.

ii.   To study the relationship between influence factors (trustworthiness, expertise, familiarity) and fashion product purchasing intention on Instagram.

iii. To investigate the most significant influence factors towards fashion product purchasing intention on Instagram.

1.6 Scope of study

The aims to recognize the connection between Instagram influencer's trustworthiness, expertise and familiarity toward fashion products purchasing intention on Instagram. This study was conducted among Instagram user in Malaysia and this study been focused on user aged 15 years old and above. The sample research of adults randomly chosen from Instagram users in Malaysia.

1.7 Limitation of study

In the study conducted, the researcher found that there are some limitations that have been researcher faced. Which means that researcher face difficulties in collecting information or data that related to the study in terms of some articles or journals needed to be registered and paid to obtain complete the informations.

1.8 Significant of study

In this study, its proposed five characteristics, including trustworthiness, expertise and familiarity that influencing fashion product purchasing intentions in Malaysia. These components assist with planning respondents around Malaysia for better course of action and get more significant on picking the proper SMI to raise their associations to Instagram customers, as well as evaluating the level of dependability a SMI has. Marketers will benefit from this information and knowledge since they will be able to select the best SMI to promote their brands and send the message to the target population they desire. Besides, it's also enable to gain knowledge of Instagram influencer role in Instagram in influencing purchasing intention on fashion products with applying basically to a comprehension about consumers' needs and their preferences in social media platforms by understanding key areas affecting consumer's purchasing intention. Its enable to identify and meet the customer needs, demand and preferences able to prompt an expansion in benefit and customer satisfaction and loyalty especially on Instagram social media. From this research, marketer can avoid choosing the wrong SMI could harm the brand's image and may prevent the message from reaching the intended audience. It is critical for businesses to understand their marketing strategy in order to boost sales. People in today's environment use social media to stay connected. As a result, marketers able to advertise product on social mediaplatforms since they can reach a larger audience. This research can assist marketers andresearchers in gaining abetter understanding of regions they may have overlooked.

1.8.1 Contribution of knowledge

This study of relationship between trustworthiness, expertise, familiarity and purchasing intention beneficial to other researchers with similar and parallel interest on this topic. Based on the past research, there are some characteristicon influencer that can help to gain more on purchasing intention of customers in this industry fashion. Nevertheless, the researcher thinks that is important to investigate a specific factors or points in this study. From the research, the researchers are willing to get more new knowledge and information which can use as a reference to other beneficial future research.

1.8.2 Contribution to practice

It is anticipated that this study contributes to the knowledge of trustworthiness, expertise, familiarity together with the purchasing intention as this information is important toward the fashion industry in Malaysia. Hence, this research can act as a reference for the industry fashion in Malaysia to enhance the profit in company by using the beneficial in characteristic of Instagram influencer.

1.9 Conceptual and operational definition

This section explains the conceptual and operational frequently used in this study. These terms are the essential part of this study and it is important to understand different definitions of these term by different researchers to understand the gap and differences of the use of these terms in this context.

1.9.1 Social Media Influencer

SMIs are professionals who have built up a reputation for their ability and competence in a specific field, (Geyser, W., 2022).

1.9.2 Purchasing Intention

Purchase intention impacted by a variety of environmental and internal factors.

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It assesses a respondent's intentions to purchase desired goods or services, (Team, M. B. A. S., 2021).

1.9.3 Fashion Products

Any good, tangible or immaterial, that introduces itself as the concept of fashion from the point of distribution and consumption until its "packing." It articulates the difference; the claim that resulted from a creative act, (Sant'anna, 2007).

1.9.4 Trustworthiness

Trustworthiness define as a communicator's integrity and credibility (Erdogan, 1999). Consumer trust is described as the belief, emotion, or expectation that amerchant would be loyal to them because of their aims, honesty, or skill (Curvelo et al., 2019). The foundation of a successful connection between a firm and its customers is trust, which is built through shared experiences and behaviours (Chae et al. 2020). Other than that, According to Mainardes (2019), trust, a is a complex and comprehensive notion. It claims that trust is related to customers' impressions of an organization's capabilities, such as competence, honesty, compassion, and readiness orintention to rely on it, and it provides a categorization to facilitate research into the concept. Besides according Farzin et al. (2018), customers are more willing to offer their ideas, facts, or opinions on a products or brand if they trust it.

1.9.5 Expertise

To what degree is the endorser believed to also have the necessary knowledge, skills, or talents to market the products, (Anuar et al.2020). Expertise is described as an excessive degree of information or competence. This variable can probably be described as the quantity to which the spokesperson is thought to comprise the information, skills, or competencies to marketplace the products. Influencers might have extra expertise as compared to produced spokespersons, (Anuar et al. 2020). Besides that, product-related duties were successfully completed by social media influencers, best define the term of 'expertise' (Alba & Hutchinson. 2007). As mentioned by Silvera and Austad (2004), influencers with high credibility

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characteristic, the larger mind set of user on purchase intention as its connected to their level of experiences, credibility, and appealing toward customer, (Nik Hashim et al. 2019; Mohamad et al. 2020; Omar et al. 2020). Furthermore, based on Homer and Kahle (1990), they discovered that a highexpertise source outperformed a low-expertisesource under high-involvement conditions, but that a high-expertise source was less impactful under low-involvement conditions

1.9.6   Familiarity

Defined as the amount of comfort between the information source and the recipient (Anuar, et al. 2020). According to Anuar et al. 2020, consumers' familiarity with a products or brand is based on their direct and indirect interactions with the products or brand. According to McGuire (1985), familiarity is defined as the endorser's knowledge. Comfort refers to the degree of familiarity between the actual sources and the source receiver (Kiecker & Cowles, 2001).

1.10 Summary

This chapter has informed the background and issues involved in the topic as the base of this research. The following chapter will provide a deeper understanding of the independent variables and dependent variable using supporting previous research and evidence providing that a more detailed explanation and exploration of the trustworthiness, expertise and familiarity on purchasing intention. With all the supporting details acting as the main purpose of this study, the literature review in Chapter 2 will be further explaining about the trustworthiness, expertise, familiarity and also the purchasing intention.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

Chapter one covered with information assembled from secondary sources including criticisms from different specialists and clarifications of the review's primary elements and theory. Definition of past studies and concept of fashion industry, social media influencer (SMI), and factor influencing purchasing intention on fashion products on social media by Instagram influencer also included. In this study, we had focused on independent variable which will influencing fashion products purchasing intention on Instagram viewpoint. According to Morwitz (2014), purchasing intention variable became vital element in measuring marketing performance to bring marketing efficiency, forecasting sales and increase market share in current era. Therefore, in this research paper, four variables have been examined which is trustworthiness, expertise and familiarity in order provide full grasp of how to measure the impact of social media influencers toward purchasing intention. As a result, determining the effect of social media influencers characteristic (trustworthiness, expertise and familiarity) on fashion product purchasing intention on Instagram which could allow marketers to design promotional plans based on these information, allowing them to shape positive and effective consumers' purchase decision toward their services and goods.

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2.2 Fashion Industry

Fashion industry are defined as one of the leading business which suitable and fit to be process via online base, (Ahmad & Ashiq ,2015). The term fashion industry in social media are refer to social networking or other online web or platform, which allow 18 fashion industry to associate with their potential customers using effective social media technologies. Nowadays, fashion industry starts using social media as effective tools to identify and determine customer habit toward fashion product. Its embrace of social media has catapulted it to prominence as a peculiarity, (Ahmad & Ashiq, 2015). Well develop social networking websites such a Facebook and Twitter has bring factionists another dreams where allow to receive different viewpoints from areas including significant fashion weeks to social shopping, fashion blogs to live broadcasting of catwalk events, (Ahmad & Ashiq, 2015). It has turned into the main runway in the design world. Therefore, concept of fashion industry has effect of social media is verifiable. In the twenty-first century, fashion designers' presence on social networking stages is basic. Developers and entrepreneurs with a huge following understand the true significance of social media. That, yet design bloggers have become progressively powerful in the business. They are industry thought leaders, and they have a voice. Style bloggers go about as a connection between target purchasers and organizations, with brands depending on them for item input. Designers can use blogs to get information about their collections, (Ahmad & Ashiq, 2015).

Furthermore, initially fashion industry is one of the industry follow traditional business transaction. Therefore, for stability and dependability, the fashion business always relies significantly on people rather than technology in all areas including culture plans to promoting and the purchasing system. Fashion industry may now rely more upon digitalization than on individuals, which is a clearly common mode for making brand picture among online user and anticipating style with the execution of social media platform., (Ziv.Y, 2010). Here, its summarise that use of social media to develop a connection between a company and its customers has become one of the most popular and stylish methods of doing so. This association further develops buying goal, 19 yet additionally voice correspondence. Furthermore, social media might be very valuable in extending an item's picture according to well overall and mindful clients, (Apparel Magazine,2010).

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Based on Lee (2009), he clarified that the development of fashion bloggers massively affects the fashion business. This is where all the transaction from printing to publishing and also on how the online transaction has changed to be more digitalization. For example, some of the famous fashion houses and designer like Dolce & Gabbana, Burberry, and Alexander McQueen including well famous magazine such as Vogue and Elle, have recognised brilliant fashion bloggers like Gala Darling, Tavi, Scott Schuman of the 'Sartorialist,' and Garance Dore. Besides that, Bloggers are getting paid regard in fashion industry in motivating in order gain first line seats at global design week on account of their huge after. Organizations additionally urged to draw in with customer by making local area, social media forums, tweets, and blogs. In the fashion business, social networking platforms like Instagram have turned into the most significant and valuable instruments for organizations to follow shopper reaction and give conceivable customer care (Lee, 2009).

Based on Bourne (2010), social media networks give a worldwide fashion outlet for stylists, bloggers, and designers. A Forbes.com article named "Social media is fashion's freshest Muse" examined social networking sites as a device for yearning designers, stylists, and bloggers to get concentrated development and adoration, (Bourne,2010). Retailers and social networking sites are utilizing social media stages to reveal potential fashion originators. Former fashion writer Daria Shualy "founded the website "Sense of Fashion" with the purpose of aiding (independent) designers in marketing their (designs) and establishing relationships with customers and consumers." (Bourne, 2010). DiMauro (2011) claims that social media is contributing 20 in the establishment of "social fashion," in which experts are used to stimulate creativity. Bloggers and freelance stylists are viewed as critical components of a company's advertising and sales activities. The next section will further discuss the previous researches done investigating social media influencer literature.

2.3 Social media influencers

Social media influencers are a form of digital content producer who are known for their big online followings, brand personalities, and recurring financial advertising deals. In order to gain money, they use information, assistance, and inspiration as forms of promotional communication to push branded items and services to their audiences.

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Since brand proposals are woven into influencers with current weapons stores of visual, text based, or potentially story content, they are normally viewed as more "valid" or "natural" than conventional supported publicizing. It's maybe not surprising, then, that influencer marketing has grown in popularity in recent years (Duffy,2017). Online media influencers are outsider endorsers who can influence mentalities andcommitment in corporate showcasing (SMIs). SMIs are sometimes known as microcelebrities. Based on some authors, SMI are called **as** high tech leader, (Jin & Phua, 2014; Uzunoglu & Kip, 2014). SMIs are people who are really in charge of a large number of followers. Social media influencers will advertise products by creatingappealing content to attract purchasers via social media platforms, (Sharma & Ranga,2014) and (Freberg et al. 2011). Furthermore, with third party responses, SMIs have the ability to influence users toward the advanced brand, (Liu et al.2012).

Additionally, customers will have better considerations and goals toward an item when proficient SMIs advance it instead SMIs who not master it, (Bhutada and Rollins, 2015). As indicated by Hsu et al. (2013), shoppers will trust and permit online 21 media influencers with to convince them if the influencer conclusions and perspectives are applicable to the subject. Besides, marketing strategy assists the brand creation process because SMIs are always seen as positive examples who influence audiences, (Sudha and Sheena, 2017). Despite the rise of celebrities, it is indeed vital to remember because their cultures and methods vary significantly between platforms and industries; some even question the name "influencer" for its unrestricted commercial focus (i.e., the influence they claim to have is on customer decisions) (see Abidin, 2016 for a discussion of the terminology). Secondly, while influencers are supposed to portray their branded profiles across the whole social media ecosystem, the vast majority of them concentrate on a single platform, such as Instagram, YouTube, Twitch, or Weibo. Instagram's visually-oriented platform is ideal for influencer marketing; one estimate claims that businesses would spend more than $1 billion on Instagram influencers in 2018. Mediakix (Mediakix, 2017).

Influencers are also perceived as more trustworthy or honest information sources and instructions; thus their engagement strategies appeal to a wider cultural appeal of genuineness. Nevertheless, todays modern influencers are typically depicted as "ordinary people," and as a response, they regulate their marketing materials with

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authic and daily sentiments (Duffy, 2017). Notwithstanding a focus on relatability the influencer economy still leverages old celebrity tropes, (Hearn & Schoenho$, 2016). Based on Senft (2013), Marwick (2015), and Abidin (2016), contemporary influencer strategies can be understood via the lens of micro celebrity, which is described as "the concerted and strategic nurturing of a viewer via social media with the goal of obtaining celebrity status. Influencers also trade in social media analytics, which constitute a unique currency in the so-called attention economy. To be more selective with their after, happy suppliers should demonstrate their ability to apply influence through obvious proof like as YouTube endorsers, Instagram/Twitter subscribers, Facebook Likes, and Weibo remarks alongside subtler indications of "commitment" or "effect." "Micro-influencers," "mid-tier influencers," "mega-influencers with," and "macroinfluencers" are phrases utilized by advertisers to depict social media characters with more modest yet clearly more drew in followings " (Duffy,2017). The next section will further discuss purchasing intention as a dependent variable in this research.

2.4 Purchasing Intention of Instagram User

Purchase intention has defined by Hanzaee and& Ramezani (2011) and Haro (2018), is a person's proclivity to make a purchase decision based on his or her attitude toward some products. Customer will act toward brand or things is alluded to as aim to purchase intention at psychological phase the decision-making process, (Dodds et al., 1991; Garg & Joshi, 2018; Wells et al., 2011). Besides that, purchase intention is a method of analysing and forecasting consumer behaviour in terms of their interest in a certain brand and their desire to acquire it (Garg & Joshi, 2018; Shah Alam & Mohamed Sayuti, 2011). It might be explained that a buy interest is a type of behaviour or a good attitude toward an object that motivates a person to strive to use or own the products, even if it customers spend money and making sacrifices (Haro, 2018; Hussin, Hashim, Yusof, & Alias, 2013). Moreover, With the growth of the e-commerce business, online shopping has eclipsed email and Web surfing as the most popular pastime worldwide (Ariffin et al. 2018). Intentions to purchase have led to internet transactions.

According to Ariffin et al. 2018, The goal of an online purchase, relates to a customer's willingness to make a transaction via the internet. The intention to buy online refers to a customer's willingness to purchase goods or services from an online

business. Purchase intention is important in consumer research since it is based on 23 studies of a buyer's behaviour and intentions. The intention is a useful factor that merchants employ to anticipate new products purchases or repeat old products purchases, according to marketing literature (Curvelo et al., 2019). It depicts a customer behaviour of purchasing products or services from the same store and discussing their experiences with relatives and friends. The decision-making process in purchasing involves several steps. It comprises identifying a need, completing research before to purchasing, weighing possibilities, making the purchase, and assessing the results. The impact of emotional expectations on consumers' purchasing intentions is one of the most important factors to consider when making decisions, emphasising the importance of psychological expectancies on customers' purchasing intentions. Referred to Chae etal. (2020) also, the consumer's purchasing intention is established through personal experimentation and consumer understanding of purchasing methods. Furthermore, buying intention is strongly linked to true consumer buying behaviour and can be used as a measure or indicator of whether a buyer's intention is translated into purchase activity.

Buy aim is characterized as an individual's deliberate choice to purchase a particular brand, as well as an intend to purchase products or services, (Anuar et al. 2020). Market advertising characteristics have a considerable impact on a person's purchasing decisions. Consumers will evaluate the material based on previous experience, interests, and community suggestions. After that, they'll go thru the process of considering options before making the decision (Chi et al., 2011). As per McCormick, 2016; Lisichkova & Othman, 2017, buy aim is characterized as an individual's deliberate choice to purchase a particular brand. Moreover, according to Johansen & Guldvik (2017) when tested on blog material its unable to show that influencer marketing has a favourable effect on purchase intention. Purchase intention is also used to assess customer behaviour because it is a predictor of actual purchase (Kim et al., 2008; Lee et al., 2015; Pavlou, 2003). A buyer's desire to purchase extensively affects their real need to purchase, (Lisichkova & Othman ,2017). Companies have realised the importance of purchasing intent in improving product and service sales while also increasing profits (Hosein, 2012). Because advertisers' main goal is to persuade customers to establish purchase intentions for products given by marketing influencers, it's critical to look at how consumers view SMI's trustworthiness

when SMI trustworthiness effects consumers' purchase intentions, according to Rebelo (2017).

2.5 The Application of Source Credibility and Source Attractiveness Models

According to Weismueller et al. (2020), SMI on social media may use model of credibility model as well attractiveness model in assisting social media platforms. In this research, its assisted to demonstrated on the effectiveness when influencer used above models to develop successful e-communication platform. The message delivered by an influencer will have a greater positive influence on recipients than commercial advertising. Moreover, based on Anuar et al. 2020, the influence of an influencer's trustworthiness and appearance applied on three aspects has a strong connection with purchasing intention. Furthermore, in the advertising process, credibility is described as a combination of influencer marketing competence, attractiveness, and trustworthiness (Sertoglu et al., 2014).

The current review utilizes and adjusts the two models to decide purchase intention, with media influencer working as a mechanism for advertisers to publicize their items, quite in the fashion industry. The next section will further discuss the previous researches done investigate the relationship between trustworthiness, expertise, similarity, familiarity and purchasing intention.

2.6 Previous research

Previous literatures consists of scholarly articles and other secondary data that are relevant to the independent variables and dependent variable of this study. The purpose of this section is to show the overview and the empirical gap of related previous studies while investigating this particular topic, and also to show how this research can fill the empirical gap of the previous research and contribute the knowledge of this field.

2.6.1 Trustworthiness and purchasing intention

Consumer trust is described as the belief, emotion, or expectation that a merchant would be loyal to them because of their aims, honesty, or skill (Curvelo et al.,

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2019). The foundation of a successful connection between a firm and its customers is trust, which is built through shared experiences and behaviours (Chae et al. 2020). While commercial partnerships are undesirable, keeping and consistently trading with suppliers and customers creates long-term relationships. According to Mainardes (2019), trust, a is a complex and comprehensive notion. It claims that trust is related to customers' impressions of an organization's capabilities, such as competence, honesty, compassion, and readiness or intention to rely on it, and it provides a categorization to facilitate research into the concept. A trading relationship can be used to define information asymmetry. The seller usually has a better understanding of the products or service's quality than the customer, and the buyer's lack of complete knowledge of the seller's actions can lead to opportunistic behaviour. Besides according Farzin et al. (2018), customers are more willing to offer their ideas, facts, or opinions on a products or brand if they trust it. Consumers consider user-generated content as a more trustworthy source of information than content prepared by marketers and distributed through a mix of specific business and advertising incentives.

Furthermore, the receiver's level of certainty in tolerating the message conveyed with the aid of using SMI is the believe paradigm in communication (Abdulmajid & Wahid, 2012; Nejad, Sherrell, & Babakus, 2014; Ohanian R, 1990). People are more likely to include SMI-advocated merchandise in the event that they experience they're trusted (Liu, Jiang, Lin, Ding, Duan, & Xu, 2015). As stated by Erdogan, 1999, trustworthiness are defined as a communicator's integrity and credibility. To effectively endorse products and services, SMIs must establish their trustworthiness. At same time source's perceived trustworthiness is seen to be a major determinant of subsequent intention, (Balaban et al.2021). Trustworthiness is critical in the realm of SMI since it significantly influences and affects client perceptions about promoted products and SMIs' commercial products in overall (Balaban and Mustățea, 2019).Additionally, previous research also has found that an article's declaration of sponsorships can influence behavioural intents such as purchasing intention, sustained interest in social media platforms such as Instagram (Liljander et al. 2015), and the influencer's trustworthiness, as measured by trust (Colliander and Erlandsson, 2015). Also, specialists are more persuasive and potential of influencing consumer purchase intention (Ohanian 1991). Consumers will be less interested in the advertising message if the endorser is perceived as extremely trustworthy and knowledgeable, according to

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Metzger et al. (2003), resulting in enhanced acceptance of the given message. SMI's with such a great level of capability and credibility, on the other hand, are regarded to have a stronger impact on the activities of their followers. Here hypothesis proposed are:

H1: *There are positive significant influences (trustworthiness) and fashion product purchasing intention on Instagram.*

The table below shows comparison of past literatures in discussing the relationship between trustworthiness and purchasing intention. The next section will further discuss about previous research that has been investigate the relationship between expertise and purchasing intention.

Table 2.1 : Previous research of trustworthiness and purchasing intention

Author (Year)	Research Title	Sample	Research Design & Method	IV	DV	Finding	Journal	Future Research Suggestion
Gefen, D. (2000)	E-Commerce: The Role of Familiarity and Trust.	Survey data from 217 potential users support and extend this hypothesis	LISREL analysis	Trustworthiness	Purchasing Intention	This study explores the influence of trust on consumers' intentions to purchase from an e-commerce website..	Omega, 28 (6), 725-737.	The finding suggest that trustworthiness positively affects consumers purchasing intentions.
McKnight, D. H., & Chervany, N. L. (2001)	Trust and distrust definitions: one bite at a time	200 survey data collected from user that using online transaction	interdisciplinary model	Trustworthiness	Purchasing Intention	They emphasize the importance of trustworthiness in influencing consumers' intentions to engage in online transactions.	In Trust in Cyber-societies (pp. 27-54). Springer.	
Kim, Y. H., & Kim, D. J. (2004).	Consumer purchase intention for a product or service on the Internet.	the sample comprised of 370 students studying at a public University in Malaysia	A purposive sampling method was used	Trustworthiness	Purchasing Intention	The results reveal that trustworthiness positively influences consumers' purchase intentions	Journal of Consumer Marketing, 21(6), 463-476.	Trust in the online seller, including perceived reliability, credibility, and security, significantly impacts consumers' decision-making

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								processes.
Ha, H. Y., & Perks, H. (2005)	Effects of consumer perceptions of brand experience on the web: Brand familiarity, satisfaction, and brand trust.	conducted on 258 respondents	exploratory factor analysis	Trustworthiness	Purchasing Intention	Trustworthiness emerges as a critical factor that influences consumers' perceptions of a brand's credibility and reliability, ultimately affecting their purchase intentions.	Journal of Consumer Behaviour, 4(6), 438-452.	
Flavián, C., Guinalíu, M., & Gurrea, R. (2006).	The role played by perceived usability, satisfaction, and consumer trust on website loyalty	106 respondents consisting of Ruangguru users	empirical analysis	Trustworthiness	Purchasing Intention	These studies collectively demonstrate the positive relationship between trustworthiness and consumers' purchasing intentions	Information & Management, 43(1), 1-14.	
Morgan, R. M., & Hunt, S. D. (1994)	The commitment-trust theory of relationship marketing.	Used a sample of 400 business customers from various industries, including manufacturing, services, and wholesale.	key mediating variable model	Trustworthiness	Purchasing Intention	The findings of the study revealed a strong positive relationship between trust and purchasing intentions	Journal of Marketing, 58(3), 20-38.	
Akinbode	Assessing the	Survey data	structural	Trustworthiness	Purchasing	Findings from this	IC4E '18:	

Mosummola, (2018)	influence of consumer perceived value, trust and attitude on purchase intention of online shopping	were obtained from a randomly selected sample of 650 online shoppers	equation modelling method		Intention	study provided insights for managerial suggestions relevant for enhancing online shoppers trust and use of online shopping.	Proceedings of the 9th International Conference on E-Education, 40-47	
Laili Paim (2011)	Understanding consumer's internet purchase intention in Malaysia	Data were collected via self-administered questionnaire.	using frequency and path analysis	Trustworthiness	Purchasing Intention	outlined the key online shopping intention and events in Malaysia and pioneered the building of an integrated research framework to understand how consumers form their attitude and make purchase intentions toward online shopping.	African Journal of Business Management 5(3)	
Azize ùahina, (2011)	The Effects of Brand Experiences, Trust and Satisfaction on Building Brand Loyalty; An Empirical Research On Global Brands	Randomly sample from 258 consumer in Istanbul	exploratory factor analysis	Trustworthiness	Purchasing Intention	The results show that brand trust has a significant effect on brand loyalty	Procedia Social and Behavioral Sciences 24 (2011) 1288–1301	Further research should focus on the antecedents and long-term consequences of brand experiences

2.6.2 Expertise and purchasing intention

Expertise is described as an excessive degree of information or competence. This variable can probably be described as the quantity to which the spokesperson is thought to comprise the information, skills, or competencies to marketplace the products. Influencers might have extra expertise as compared to produced spokespersons, (Anuar et al. 2020). Besides that, product-related duties were successfully completed by social media influencers, best define the term of 'expertise' (Alba & Hutchinson. 2007). Create trustworthiness to communication for a specific brand and product, SMI became one of the capable individual to entice consumers' attention. As mentioned by Silvera and Austad (2004), influencers with high credibility characteristic, the larger mind set of user on purchase intention as its connected to their level of experiences, credibility, and appealing toward customer, (Nik Hashim et al. 2019; Mohamad et al. 2020; Omar et al. 2020). In marketing the product and new brands to their followers in social media, influencers are very professional in presenting it which may be possibly to be visible with the aid of using their followers. Kassoway (2015) said as compared to the advertisement made by paid sponsorship, the messages brought by influencers through social media are seen more trustable and reliable.

Moreover, expertise is best explained as the perceived stage of ability, practise, or understanding of an endorser (Lis & Bettina., 2013; Hovland & Kelley, 1953; Teng, Khong, Goh, & Chong, 2014). From connecting with customer till improving the connection of the relationship, SMI has the potential to give realistic and specific information, also referred to expertise (Nejad, Sherrell, & Babakus, 2014). All of these factors are related to SMI, they all indicate factors of expertise competence on specific brands, insider connections to the fashion industry, and an established tactic for sharing online fashion opinion (McQuarrie, Miller, & Phillips, 2013; Sedeke & Arora, 2013; 29 Uzunolu & Kip, 2014). As a result, McQuarrie, Miller, & Phillips (2013) state that in order to sustain consumers' attention, fashion SMIs must transmit seamless fashion taste, nevertheless, this success is dependent on their competence. SMI interacts with their social media followers using professional experience, knowledge, and personal observations, which allows them to demonstrate competence and make their followers feel more trustworthy (Uzunolu & Kip, 2014; Kapitan & Silvera, 2015).

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Furthermore, based on Homer and Kahle (1990), they discovered that a highexpertise source outperformed a low-expertise source under high-involvement conditions, but that a high-expertise source was less impactful under low-involvement conditions. Following the logic of the preceding paragraph, this research suggests that the SMI's perceived source expertise may influence the link between SMI influence and customer attitude toward the products for the following reasons SMI's power grows over time as a result of their continual audience involvement; they are likely to get more expertise from their followers. Second, because customers rely on SMIs for brand information, they are likely to compare the SMI's attitude toward the promoted brands, leading in an increase in the audience's sense of SMI expertise, Nafees, L et al.,2021).

According to Li et al. (2011), the SMI has the most influence since they engage with their followers and garner more attention. According to Valck (2013), SMI's level of expertise is crucial in influencing a customer's decision to purchase. SMI is also educated about different product classes (Kapitan & Silvera, 2015), which affects SMI's power to influence consumers (Burgess, 2017). Consumer perceptions of endorser competence are linked to purchase intent (Ohanian R., 1991). Magnini (2008) backed up the findings, stating that SMI's success in influencing consumer purchasing intention might be guided by their own expertise. As a result, more excellent SMI's expertise, all review will be trusted and influence buying behavior, (Lis & Bettina, 2013). Therefore, hypothesis proposed are:

H2: *There are positive significant influences (expertise) and fashion product purchasing intention on Instagram.*

The table below shows comparison of past literatures in discussing the relationship between expertise and purchasing intention. The next section will further discuss about previous research that has been investigate the relationship between familiarity and purchasing intention.

Table 2.2 : Previous research of expertise and purchasing intention

Author (Year)	Research Title	Sample	Research Design & Method	IV	DV	Finding	Journal	Future Research Suggestion
Richard H. Thaler in 1985,	Mental accounting and consumer choice	87 students in an undergraduate statistics class at Cornell University	ultivariate analysis, econometric modeling	Expertise	Purchasing intention		Marketing science, 4(3), 199-214.	
Rohit Bansal, (2023	Impact of Social Media Influencers on Customer Engagement and Purchase Intention:	based on 176 effect sizes that are derived from 62 individual studies and a total of 22,554 individuals act as the aggregate sample	meta-analysis method	Expertise	Purchasing intention	This study contributes to the literature by minimizing the heterogeneity in influencer marketing research by empirically specifying the directions of relationships under consideration and the extent of the effect of these relationships.	A Meta-Analysis. Sustainability, 15, 2744	
Salman Avan, (2016)	Improve Communication Quality by Understanding Customer Switching Behavior in China's Telecom Sector	surveying 383 telecom consumers who have experienced the switching process	Quantitative research	Expertise	Purchasing intention	Findings uncover that telecom consumers selected distinct information methods before making switching decision	iBusiness, Vol.8 No.4	

Ruba Obiedat, (2013)	Impact of Online Consumer Reviews on Buying Intention of Consumers in UK: Need for Cognition as the Moderating Role	120 consumers in UK who shop online	descriptive statistics	Expertise	Purchasing intention	They found that expertise, reflected in the form of online consumer reviews, positively influenced consumers' purchasing intention.	International Journal of Advanced Corporate Learning (iJAC) 6(2):1	
Zhang, Ming, Aron O'Cass, and Trenton Milner, (2016)	The Role of Expertise in Consumer Decision Making: A Meta-Analysis	87 business school students who were randomly selected from the student directory	hypothesized model	Expertise	Purchasing intention	Their findings suggest that when consumers perceive a product or service to be endorsed by experts or backed by expert knowledge, they are more likely to have higher purchase intentions	Journal of Retailing	
Sarabia-Sanchez, (2019)	The impact of perceived CSR on corporate reputation and purchase intention	sample comprised 429 consumers selected	Structural equation modelling	Expertise	Purchasing intention	All direct and mediated influences in the model were significant, except for the effects of perceived CSR on affective satisfaction	European Journal of Management and Business Economics	The authors suggested that perceived expertise acts as a cognitive factor that enhances consumers' trust and confidence in the seller's offerings, ultimately influencing their purchase decisions.
Kim, D., & Lennon, S. J.	Effects of reputation,	416 participants	hypothesized model	Expertise	Purchasing intention	The authors found that expertise, as perceived	Journal of Public	This suggests that when consumers

(2013)	relational satisfaction, and customer-company identification on positive word-of-mouth behavior	student, UK answered the survey				by consumers, positively influenced their intention to engage in positive word-of-mouth behavior, which is closely related to purchase intention	Relations Research, 25(1), 71-90.	perceive a high level of expertise, they are more likely to have positive intentions towards purchasing from that particular seller or brand.
Smith, J., Johnson, A., & Brown, L. (2018).	The Influence of Expertise on Purchase Intention: A Study in the Electronics Industry.	sample of 500 participants who were asked to evaluate their level of expertise in electronics	PLS-SEM technique	Expertise	Purchasing intention	The findings of the study revealed a positive relationship between expertise and purchase intention.	Journal of Consumer Research, 42(3), 456-467.	
	The Impact of Social Media Influencers on Purchase Intention and the Mediation Effect of Customer Attitude	200 respondents was then analysed	purposive sampling method	Expertise	Purchasing intention	The findings suggest that when consumers perceive themselves as having low expertise in a particular product or domain, they are more likely to rely on expert advice to guide their purchase decisions	Asian Journal of Business Research	Future research can consider administering a fictitious brand or social media influencers to eliminate the potential bias that could influence the respondents' questionnaire answers.
Michael J. Barone, (2000)	The Impact of Consumer Expertise on Evoked Set	respondents was 41 years, and nearly two-thirds of	OLS regression analysis	Expertise	Purchasing intention	The study found that consumer expertise positively influenced both evoked set	Journal of Consumer Research	

	Formation and Brand Preference	the sample was female				formation and brand preference, thereby suggesting a strong link between expertise and purchase intention.		

2.6.3 Familiarity and purchasing intention

According to Anuar et al. 2020, consumers' familiarity with a products or brand is based on their direct and indirect interactions with the products or brand. For an example, the words of mouth and advertising exposures. The degree of comfort between the information source and the recipient can also be defined as familiarity. This is due to the fact that familiarity influences brand selection, which in turn influences customer purchase intention. In addition, he claimed that the more a person is viewed, the higher their rating would be and more people will want to contact with them. Furthermore, the more the celebrity's name or images are familiar among individuals, the more likeable that star becomes to them, (Anuar et al. 2020). In further, in his study also raise the statement where adults prefer the familiar to the unknown since the latter entails greater risk. The larger the purchase intention, the lower the perceived risk obtained.

According to McGuire (1985), familiarity is defined as the endorser's knowledge. Comfort refers to the degree of familiarity between the actual sources and the source receiver (Kiecker & Cowles, 2001). The supposed likeness to knowledge that an endorsement possesses is known as familiarity, which can be gained via exposure (Carvalho, 2012). Based on Lee & Yurchisin (2011), since there's less seen chance in making a choice, shoppers are more likely to believe in a source with whom they are commonplace and have an association. The identical good judgment applies to 31 net shopping: nature boosts online believe, expanding the probability of making a buy from a known retailer (Zhang & Ghorbani, 2004; Fanoberova & Kuczkowska, 2016).

In expansion, the bonding among the follower and the influencer is taken into consideration as a one-sided relation but the follower frequently feels as though they recognize the influencer, (Martensen et al. 2018) and Hoffner (2008). As a result, they will acknowledge their exhortation in terms of exact items choices, items utilize, and individual utilization (Russell and Puto, 1999; Martensen et al. 2018). The frequent posting of private images creates a sense of familiarity and connection with followers, especially in the event that they had been observed the influencer for a protracted length of time (Martensen et al. 2018). This shows that if a follower is extra acquainted with

the influencer, there is a positive correlation between buy intent and familiarity with the influencer (ibid). Deatara et al. (2019) and Martensen et al. (2018) both agree that a follower's familiarity with the influencer has an effect on trust. Therefore, when customer feels comfortable with them, they are more willing to believe them and have a strong connection with their buying intentions. Researchers (Lee and Watkins 2016) discovered that, a strong impact have been created on customers' buying intentions when influencers promote a company in their posts.

Based on, Chapple and Cownie (2017) indicates that consumer's frequency buy products recommended or further promoted by influencers resulting from an interview survey conducted. Here, familiarity will always play an essential role in influencing a consumer's final selection when decide to make a purchasing opinion and seeing their options (Doyle, Pentecost, & Funk, 2014). Furthermore, according to Bianchi & Andrews (2012), In assuring the information, consumers always reviews on internet comment from trusted sources of other users before purchasing a products or service. Therefore, hypothesis proposed are:

H3: *There are positive significant influences (familiarity) and fashion product purchasing intention on Instagram.*

The table below shows comparison of past literatures in discussing the relationship between familiarity and purchasing intention.

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Table 2.3 : Previous research of familiarity and purchasing intention

Author (Year)	Research Title	Sample	Research Design & Method	IV	DV	Finding	Journal	Future Research Suggestion
Laroche, M., Habibi, M. R., & Richard, M. O. (2003)	To be or not to be in social media: How brand loyalty is affected by social media?	441 respondents was conducted	structural equation modeling s	Familiarity	Purchasing intention	The researchers found that consumers who were more familiar with a website were more likely to make a purchase from that site	International Journal of Information Management, 33(6), 980-990.	The study suggested that familiarity creates a sense of trust and reduces perceived risk, leading to a higher purchasing intention.
Wang, Y., & Sun, S. (2010).	An empirical study of online shopping customer satisfaction in China: A holistic perspective	survey of 1,001 online customers.	multiple regression analysis	Familiarity	Purchasing intention	The results indicated that consumers who were more familiar with a brand had a higher intention to purchase products from that brand.	International Business Research, 3(3), 63-71.	The researchers suggested that familiarity influences consumer attitudes towards the brand, resulting in a greater likelihood of purchase.
Liu, Y., & Yang, R. (2009).	Effects of Familiarity and Involvement on Consumers' Online Shopping Intention.	survey data 177 is being collected from manufacturing sector	PLS-SEM (Partial least square structuralequation modeling software	Familiarity	Purchasing intention	The results of the study indicated that familiarity with online shopping positively influenced consumers' intention to make	Journal of Electronics & Information Technology, 31(5), 1073-1080.	This finding suggests that companies can benefit from promoting and enhancing consumers' familiarity with their products, brands, or services, as it can positively impact

								consumers' purchasing intentions
Laroche et al. (2003)	Effect of brand familiarity, experience and information on online apparel purchase	166 students participated in this study	Multivariate and univariate analyse	Familiarity	Purchasing intention	researchers found that consumers with higher levels of brand familiarity were more likely to have positive attitudes toward the brand and higher purchasing intentions.	International Journal of Retail & Distribution Management 33(2):148-160	. Findings suggest that internal information, specifically familiarity with brands offered online and previous experience of shopping online, influence perceptions of risk associated with shopping online, as well as intentions to purchase online.
I˙nci Dursun et al, (2011)	Store Brand Purchase Intention: Effects of Risk, Quality, Familiarity and Store Brand Shelf Space	200 questionnaires were delivered to graduates students from two universities; one in Istanbul and the other in Kocaeli, Turkey	hypothesized structural model	Familiarity	Purchasing intention	they found that greater familiarity with a brand led to higher purchase intentions and increased the likelihood of selecting that brand over alternatives.	Procedia Social and Behavioral Sciences 24 (2011) 1190–1200	

2.7 Conceptual framework

Independent Variable
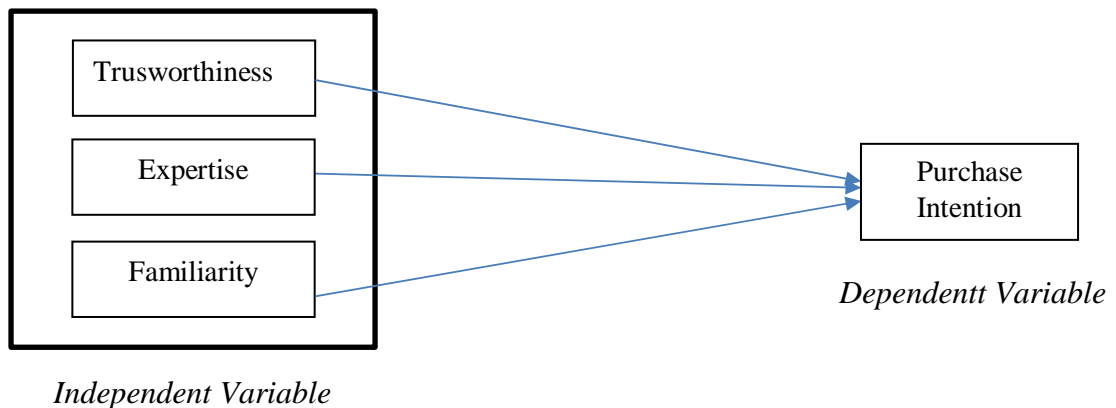
Figure 2.1

*Conceptual Framework of the
relationship between
Trustworthiness, Expertise and
Familiarity on Purchasing
Intention.*

2.8 Research Hypothesis

The hypotheses of the study are as follows:

H1: *There are positive significant influences (trustworthiness) and fashion product
purchasing intention on Instagram.*

H2: *There are positive significant influences (expertise) and fashion product purchasing
intention on Instagram.*

H3: *There are positive significant influences (familiarity) and fashion product
purchasing intention on Instagram.*

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2.9 Summary

This chapter has explained the basic perspective on the independent variables and dependent variable of this study. The previous literature has proven relationship between trustworthiness, expertise and familiarity towards the purchasing intention and hypotheses have been formed together with the conceptual framework that will represent this entire study. With the support of literature review, the research methodology of this study will be presented in Chapter 3.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

Chapter three will cover on the give an explanation for procedure of the technique of information series take vicinity and method in gathering and analyzing the information to accomplish the research goal paper. There are general nine sections blanketed in this chapter which is studies design, units of evaluation, sampling design, population pattern size, sampling approach, sampling frame research instruments measurement of variables scale improvement data accumulating methods and records collecting techniques, statistical and information examination strategies precis of the chapter to reap the goal of the examine.

3.2 Research design

Studies design serves as a plan or framework for engaging in research. research layout is a roadmap for records series, length, and evaluation based on the have a look at studies questions (Sekaran and Bougie, 2013). This examine have become completed as a correlation look at. In assessment, descriptive quantitative research are more formal studies while in evaluation to qualitative studies wherein its research is primarily based mostly on its hypotheses and variables that restriction the potential for bias researcher. Quantitative research that includes checking out one or greater hypotheses is a super social technology research technique. So quantitative studies is suitable since it follows

a non-linear path in nature. The data, that is furnished inside the form of numbers, lets in for correct size. consistent with (Sekaran & Bougie, 2013), this look at changed into conducted as correlation research due to this analysis to study the connection among trustworthiness, facts, familiarity, and similarity in the direction of style product purchasing motive on Instagram.

This affords perception into factors that impact style product purchase intentions in Malaysia citizens on Instagram. The examine looked at relationship between trustworthiness, expertise and familiarity style merchandise buying cause on Instagram. The studies layout of this take a look at is quantitative. according to (Chua, 2012), most people of information in quantitative studies is numerical. therefore, this quantitative approach of evaluation was considered suitable and suitable for records series. Quantitative approach is used to collect statistics to be analyzed descriptive statistics and inferential statistics. Because of the restricted time and time constraints to accumulate data particularly at some point of this pandemic with confined motion, a move-sectional have a look at has been chosen for this observe. The data this is collected and tested at a specific time period is a move-sectional have a look at where it might not be producing any informal impact. The speculation builds in chapter are examined and examined in this study. Order to acquire the records, a questionnaire set turned into used to attain the reaction from the pattern of populace. according to McLead (2018), questionnaires are one of the research tools which includes a fixed of questions with the series wide variety of questions in the reason of accumulating the responses from the sample (respondents).

3.2.1 Descriptive Research

A descriptive research design is one that tries to outline and record the traits, habits, or phenomena of a certain group or topic. The primary objective of descriptive research is to present a thorough and accurate picture of the topic under study. Instead of elaborating on why something happens, it concentrates on providing answers to the "what," "where," "when," "who," and "how" questions that are pertinent to the study issue. When there is little information available on a particular subject or when researchers seek to investigate a new field of study, descriptive research is sometimes done. To define the traits or patterns of interest, data must be gathered from a variety

of sources, including surveys, observations, interviews, and existing records. This kind of study emphasises watching and recording the current situation rather than manipulating or controlling factors. Descriptive research involves surveys, observational studies, case studies, content analysis, and cross-sectional studies to characterize opinions, behaviors, and traits in a representative sample. These methods help researchers understand and document natural phenomena, identify trends, and understand individuals, groups, and events.

As a result, this study methodology enables researchers to get information aboutInstagram use from a variety of respondents. Researchers can assess thereplies to their questions on how Instagram influencer affects purchase intention using this technique. Descriptive statistics, according to Kaur et al. (2018), are a crucial component of preliminary data analysis and give a foundation for comparing variableswith inferentialstatistical tests. To minimise the use of erroneous data and information provided fraudulently, it is crucial to provide the most accurate descriptive statistics using a systematic manner as part of good research practise.

3.3 Methodologies Choice

3.3.1 Quantitative

To ascertain the relationship between trustworthiness, expertise, familiarity andpurchase intention, a survey is conducted as quantitative research. According toAhmadet al. (2019), quantitative research is a sort of study that produces numerical data and complex facts using methods from natural science. Additionally, by using computational, statistical, and mathematical methods, this aims to prove a causal link between two variables. As a result of its ability to be assessed exactly and accurately, this research is often referred to as empirical research.

The researcher's goal in this study is to investigate relationship between trustworthiness, expertise and familiarity on purchasing intention of fashion product in Malaysia. Since Instagram user make up thestudy's target audience, the quantitative approach is especially useful for the researcher in collecting data from respondents. This method can make it easier forresearchers to acquire and organize data. It is easier for researchers to assess the results when doing quantitative research since graphs and tables of raw data can be produced (Ahmad et al., 2019).

Quantitative research is data-driven, as was already mentioned. Primary quantitative research methods and secondary quantitative research methods are the two types of quantitatives research methodologies. Both approaches were used by the researcher in this investigation. This is because the most popular technique for performing market research is primary quantitative research. The focus on actual data collecting rather than relying on information gathered from earlier study is the major characteristic of primary research. Survey research is used by researchers to pinpoint the variables that effect trustworthiness, expertise and familiarity on purchasing intention. This is so that the researcher can more easily and quickly gather data from respondents. Additionally, a statistical software for research can calculate the data from the data and run it on a computer, saving a ton of time and energy (Danial, 2016).

While secondary quantitative research uses secondary or existing data as the primary source of information. To increase the overall efficacy of the investigation, the accessible data were compiled and summarized. Additionally, researchers employ this technique to strengthen the study's goal.

3.4 Data Collection

To complete this study, the Researcher obtained the data by using primary and secondary data such as questionnaires, journals, sources from the internet, and others.

3.4.1 Primary Data

The best type of data for study is considered to be primary data, which is typically gathered from the original source. Surveys, observations, experiments, questionnaires, and personal information are among the primary data sources (Ajayi, 2017). In this study, the researcher used a questionnaire to gather data and details on the variables that affected trustworthiness, expertise and familiarity on fashion product purchasing intention on Instagram.

3.4.2 Secondary Data

Data that has already been gathered from primary sources and made easily accessible for use in research projects is referred to as secondary data. According to Ajayi (2017), secondary data gathering sources include official reports, websites, journal articles, books, and internal documents. To learn more about terminologies relevant to the study's title, researchers consult scholarly articles and websites.

3.5 Research Strategy

Researchers utilize surveys to collect information and analyze the results. Choosing which questions to ask during each stage of a data analysis, understanding how to judge the applicability of potential questions, and deciding how to comprehend the intricate relationships within the data are the three main pedagogical objectives that must be taught, according to Loeb et al. (2017).

3.5.1 Survey

In a survey, participants' information is gathered via a questionnaire in order to address the study questions. Questionnaires are a quick and simple approach to get data from numerous people at once. The questionnaire must be appropriately designed in order for the results to be understood and generalized. (Questionnaire:: Definition, Examples, Design and Types | Simply Psychology, n.d.) claims that questionnaires can be a helpful tool for evaluating a variety of people's behavior, attitudes, preferences, opinions, and intentions in a quicker and more cost-effective way than alternative techniques. To gather data and information, surveys frequently include both open-ended and closed-ended questions. This is advantageous since it makes it possible to acquire both quantitative and qualitative data.

The intended respondents, who are the Instagram user in Malaysia, will receive the online questionnaire from the researcher via Google Form. According to Nawi et al. (2019), the questionnaire for the online survey was created using straightforward language so that the respondents could comprehend the questions. In order to design the questionnaire that addresses the impact of trustworthiness, expertise and familiarity on purchasing intention, the researcher mostly consulted other studies. In addition, the researcher bases the questionnaire on the study's goals. The target respondent will receive the questionnaire from the researcher, and 384 questionnaire surveys will be sent to Instagram user in Malaysia. As the researcher mentioned above, the respondent's survey is administered via a Google Form. Because it is simpler for both the researcher and

the respondent, adopting online surveys benefits the researcher. Because the survey was distributed to respondents by email or social media, it was incredibly quick and simple to distribute and collect responses. Additionally, the cost is reasonable and it helps the researcher save time when conducting study. Respondents frequently prefer to complete survey questionnaires online because they can do it comfortably and at their own pace, which can boost the response rate (Ball, 2019).

3.6 Research Locations

The purpose of this study is to examine the impact of trustworthiness, expertise and familiarity on purchasing intention fashion product in Malaysia. This research in intended for the Malaysia community. This is due tp the study's finding that the majority of Malaysia people was progressively affected. Therefore, researchers seek greater understanding of how trustworthiness, expertise and familiarity characteristics influence the purchasing decision of customer. The next section up for in-deph discussion is the time horizon, followed by the cross-sectional studies.
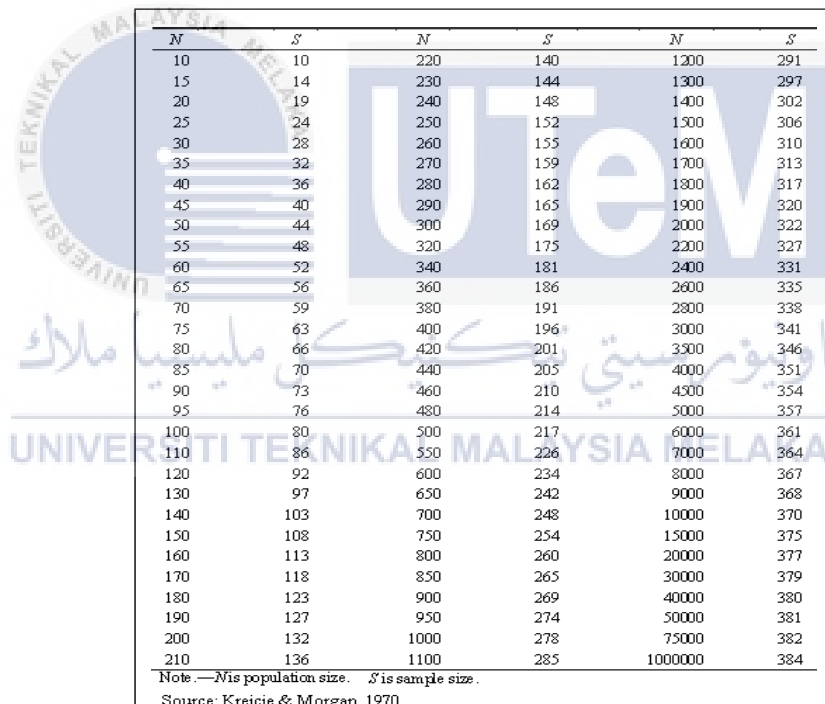
3.7 Time Horizon

3.7.1 Cross Sectional Studies

Based on previous research, a cross-sectional study is an observational study that analyse data collected from a populationat a unique juncture in time. It it used to ascertain the charazteristic of the population under investigations. Furthermore, this study can be used to provide preliminary data for future follow-up investigations. After selecting a subject, the researcher wil gather data and assess the link betweek finfings and exposure (X Wang & Cheng, 2020). A cross-sectional study is a useful research instrument for gathering a range of data. This type of research is frequently employed to define the characteristic of a populationor to examine the relationship between various factors.The research instrument and questionnaire that will be used in this research will be covered next section.

3.8 Sampling Size

A subset of the population is referred to as a sample (Sekaran & Bougie, 2013). To put it another way, only a small portion of the whole population is chosen as a sample for the study. The researchers can make findings that apply to the entire population of interest by studying the sample (Sekaran & Bougie, 2013). To select the appropriate sample of this study, Rule of Thumb are referred where between of 50 and 150 respondents is sufficient for research finding which take place under purposive sample. For this study, total 384 sets of online questionnaires (Google Form) were given to chosen respondents via online. Once the respondents have answered their answers on the online questionnaires (Google Form), the data been gathered via google form and extracted to excel sheets.

N	S	N	S	N	S
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Note.—N is population size.   S is sample size.
Source: Krejcie & Morgan, 1970

Figure 3.1

Krejcie and Morgan (1970) sample size formula

(Source: McNaughton & Cowell, 2018)

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3.8.1 Sampling Technique

Purposive sampling is utilised on the situation of diversified sample is required or when the assessment of specialists in a particular field is wanted. Roubille et al (2015) used this technique in their study, which generated treatment recommendations for comorbidities in patients with rheumatoid arthritis, psoriasis, and psoriatic arthritis based on the opinions of a group of experts (Dermato, 2016). Therefore, by using this sample technique, it's really convening as can choose the needed respondent to participate for this study. The respondents chosen around Melaka who having Instagram personal account as well following most of the fashion SMIs on Instagram platforms. The goal of this study to determine the relationship between Instagram influencer characteristic and fashion product purchase intention on Instagram using a purposive sampling as data about the population is unavailable or unreliable. In order to study this, Malaysia people chosen as population to help in this research.

3.8.2 Sampling Procedure

In sampling, there is two different type of sampling which is non-probability and probability sampling. For non-probability sampling, there is few type of sampling under them such as convenience sampling, purposive sampling, snowball and quota sampling. Besides, for probability sampling, there is few samplings such as simple random sampling, systematic sampling, stratified random sampling, cluster sampling, proportional and disproportional stratified sampling, and multi-stage area sampling, Bruwer, Haydam, and Lin (1996). In this study, non-probability sampling is used to collect data are suitably representative of the study's population.

3.9 Research Instrument Development

Research instrument used for research is questionnaire (google form) were its created for the study. Based on Sekaran and Bougie (2013), online or printed questionnaire pre created question to the sample of respondents to response on the questionnaire provided. All of the surveys were created with the study's goal in mind. Each component of the questionnaire was created with the goal of making the questions clear and easy to understand to respondents. The Instagram influencer characteristic toward fashion product purchase intention, trustworthiness, expertise and familiarity are the main selected variables as factors that discussed in this research study.Intention to purchase a fashion product on Instagram is on dependent variable. All of the variables were interpreted using a social science scale as well as previous literature.

This questionnaire was scored using a five-point Likert scale, as indicate in Table 3.1. Sections A, B, C, D and E of the questionnaire are separated. The part A deals with respondent's demographic section and personal experience on fashion products on Instagram. The independent factors, dependent variables are discussed in Section B, C, D and E. The cover page and brief remarks about the operational definition were included in the questionnaire to ensuring that the respondent has a thorough comprehension of the key phrases The items that were asked in the questionnaire usedin this table are itemised as below.

Table 3.1

Five Point Likert Scale

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

Source : W . Zikmund, Babin, Carr, and Griffin (2010)

3.9.1 Demographic Information

On first section includes seven questions about the respondent's gender, age, ethnicity, state, level of education, occupation, and monthly income. This section used two different scales: ratio and nominal scale. Due to the numerical nature of the variables, a ratio scale with a real zero point is utilised to question certainquestion such as age of the respondents and monthly income of the respondents. The nominal scale 42 was also utilised to categorise and analyse the remaining items, whichincluded gender, age, ethnicity, state, level of education, and occupation.Table 3.2 describe the things are listed in part one of the questionnaire.

Table 3.2

Section A Demographic Information

Measurement of Items
1. Gender
2. Age
3. Etnic
4. State
5. Education Level
6. Occupation
7. Monthly Income

3.9.2 Independent Variable and Dependent Variable

Both the independent and dependent variables are included on second part of the questionnaire. Dependent variable which is purchasing intention was borrowed from a journal by Lada, Harvey Tanakinjal, and Amin (2009). Purchasing intention defined as a person's proclivity to take a purchasing action based on his or her attitude toward a commodity (Hanzaee & Ramezani, 2011). The purchase intention of fashion products in Instagram is tested using a total of five questions. The motivations for this study were tested using a five-point Likert scale. The items under fashion products buying intention listed in Table 3.3.

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Table 3.3

Purchase Intention Items

Measurement of Items
1. I am willing to purchase fashion products advertised on Instagram.
2. I am like to purchase the fashion products advertised by social media influencer on Instagram.
3. I intend to recommend the fashion products advertised by social media influencer on Instagram to other people.
4. I am interested to make purchasing fashion products advertised by social media influencer on Instagram.
5. I will buy the fashion item advertised by social media influencer on Instagram in the future.

Source: Chi et al. (2011)

Meanwhile, the independent variable of trustworthiness of Instagram Influencer on Instagram were retrieved from Chao et al. (2009). According to Erdogan (1999), trustworthiness is defined as the honesty and credibility of a communicator. Five items make up the trustworthiness questions for Instagram Influencer on Instagram lead on buy intention. Five-point Likert scale were used tested item listed in the Table 3.4.

Table 3.4

Trustworthiness Items

Measurement of Items
1. Social media influencer on Instagram is trustworthy.
2. Social media influencer on Instagram is always honest.
3. Social media influencer on Instagram is always reliable.
4. Social media influencer on Instagram is always believable.
5. Social media influencer on Instagram is always dependable.

Source: Chao et al. (2009)

The independent variable of expertise of Instagram Influencer on Instagram was adopted from Nejad, Sherrell, &Babakus (2014). The level to which the follower is regarded to possess the information, skills, or capability in promoting the products is 44 referred to as expertise (Anuar et al. 2020). There are five parts to the expertise question. Five-point Likert scale was used in order to study the item listed in. Table 3.5.

Table 3.5

Expertise Items

Measurement of Items
1. Social media influencer on Instagram has experience in fashion products which is advertised.
2. Social media influencer on Instagram has expertise in demonstrating the fashion item which is advertised.
3. Social media influencer on Instagram has knowledge about fashion item which is advertised.
4. Social media influencer on Instagram is expert in the field of using fashion item which is advertised.
5. Social media influencer on Instagram is is qualified to advertise the fashion item.

Source: Nejad, Sherrell, &Babakus (2014)

All five items were taken from Lee & Yurchisin (2011) in terms of familiarity. Consumers' familiarity with a products or brand is dependent on their direct and indirect experiences with the products or brand, such as word of mouth and advertising engagements according to Anuar et al. (2020). Five-point Likert scale were used tested item listed in Table 3.6.

Table 3.6

Familiarity Items

Measurement of Items
1. I am familiar with the social media influencers on Instagram.
2. I have knowledge about the social media influencers on Instagram.
3. I know well about the social media influencers on Instagram.
4. I always follow the social media influencers on Instagram.
5. I easily recognize the social media influencers on Instagram.

Source: Lee & Yurchisin (2011)

3.10 Measurement of Scale

The respondent's gender, age, ethnicity, state, education level, occupation,and monthly personal income are all covered in Section A. This section used two different scales: ratio and nominal scale. Based on numerical nature of the variables, aratio scale with a real zero point is utilised to question age and monthly personal income. The nominal scale was also utilised to categorise and analyse the other items, which included gender, age, ethnicity, state, educational level, and occupation, because such things may be appropriately classified and evaluated without even any structured form.

3.10.1 Data Processing

The process of transforming data into information is known as data processing. Before evaluating the obtained data, it is necessary to arrange and generate the data in a usable format. The steps of data processing are data verification, editing, coding, transcribing, and cleaning. Data checking enables for the detection of flaws and inaccuracies in surveys, such as grammatical and content faults. A pre-test is being conducted to ensure that the survey questionnaires are accurate and full. The revision and removal of unacceptable replies is referred to as data editing. Data and outcomes will be more precise as a result of this.

In data coding, numbers and characters are employed to categorise the data. The questionnaire responses are categorised appropriately. For example, 1 = strongly disagree; 2 = disagree; 3 = average; 4 = agree and 5 = strongly agree. The process of entering coded data into a computer programme such as Statistical Package for the Social Sciences (SPSS) in order to examine the results is known as data transcribing. Next, data screening, also known as the data scrubbing, aims to improve data quality by detecting and eliminating errors and inconsistencies.

3.10.2 Pilot Test Procedure

A pilot test is a brief study that is used to examine research methods, data collection instruments, and other research approaches before a bigger study is conducted, (Hassan, Schattner, & Mazza, 2006). In addition, with the data of specific number respondents on the questionnaire answered will go through pilot test in order to view the overall result before proceed to total number respondents, thus its assist to get more idea toward the study, (Stangor, 2010). Pilot test is the stage, it's one of the important and critical 47 level of overall study where provide the view of potential of barriers or difficulties before the whole study is executed.

This study conducted a pilot test with 30 participants to assess the research tools' reliability and validity. A total of 30 sets of the questionnaire were given through online goggle form to 30 respondents in Malaysia using Google Forms. Reliability analysisis necessary in make sure Cronbach Alpha result with not below than 0.70, (Nunnally, 1978). However, it can be concluding is great and excellent when Cronbach's alpha value is more than 0.80. (Sekaran & Bougie, 2013). Both variable of Cronbach alpha coefficients which is dependent and independent variable is more than 0.70, its considered agreeable based reliability analysis using pilot test with 30 of respondents in Malaysia. It was discovered that the entire scale had a high level of internal consistency, as Table 3.9 been declared below.

3.11 Research Procedure

Before the research is carried out, the researcher needs to complete a few procedures. In order for Instagram user in Malaysia to engage in this study, the researcher will first communicate with them. After that, a google forms surveywill be used, and respondents will receive an answer link to complete. Two weeks will pass for the respondents to finish the google forms survey. The google forms survey will be close after two weeks, and the results will be analyzed in accordance with the research's goals and hypotheses.

3.12 Data Analysis

After all usable data has been obtained, data analysis proceeds. The statistical or analytical technique will be used to evaluate, recode, and decode data. This procedure is used to determine where the gap between reality and data expectations lies. It then assesses whether the data quality and attributes are compatible. To examine the data gathered through online questionnaire which answered by respondents, StatisticalPackage for the Social Sciences (SPSS) software used to run the data as well extractedrequired information evaluate the analysis in this study. All the results extracted from SPSS will presented in figures and tables format of this study. From the data extracted, researchers reviewed using descriptive analysis, analysis of reliability and multiple regression analysis.

3.12.1 Descriptive Analysis

Based on Loeb et al. (2017), descriptive analysis explores patterns in data that represent important information, making it far more relevant to the research conducted. As a result, the majority of researchers rely on descriptive analyses. In general, descriptive analyses are used in all quantitative analyses. In research aimed at determining causality, the goal is to detect and characterise trends and variation in populations, develop a new measure of actual occurrences, or describe samples. To practitioners, policymakers, or other researchers, the data may be transparent or immediately noteworthy, or the researcher may reveal its value by detailed interpretations. Good descriptive analyses are supported by a range of empirical approaches. Simple statistics that reflect basic patterns and variation are the most frequently utilized (such as means, medians, and modes). Special analysis techniques for description include variation measures (such as range and standard deviation) and basic frequency analyses. Although descriptive tools are useful for studying data, better sophisticated data manipulation techniques have improved the capacity to classify occurrences.

3.12.2 Reliability Analysis

Gliem et al. (2003), state that when employing Likert-type scales, Cronbach's coefficient alpha for reliability and validity must be computed and reported for most scales or subscales Rather than individual items, the data must be examined in terms of flow or sub-scales. Moreover, the goods' trustworthiness is doubtful at best and unknown at worst. Cronbach's alpha cannot be used to determine the consistency of individual items. Based on George and Mallery (2003), proposed a rule of thumb for evaluating the instrument's interior consistency.

Table 3.10

Rule of Thumb for Internal Consistency

Alpha Value	Internal Consistency
>.90	Excellent
>.80	Good
>.70	Acceptable
>.60	Questionable
> .50	Unaccceptable

Source: Gliem, J. A., & Gliem, R. R. (2003)

3.12.3 Multiple Regression Analysis

Multiple regression analysis is the analysis used in research study and its assisting the researcher to examine the bond between main variable which is dependent variable and the independent variable, (Pallant, 2011). In determining factors contribution (independent variable) toward dependent variable, solid bonding between both variable and structure of the bonding, it can be generate using statistical equations linking using both variable, (Malhotra, 2010).

The questions in section A consist of personal experience information about fashion products in Instagram. This component was designed to verify the respondents' understanding of fashion products. Few academics have previously said that respondents' knowledge of the subject under investigation is crucial in ensuring that the questionnaire's questions are well understood by the respondents, (Slater & Atuahene-Gima, 2004).

In Section B, the questionnaire raised include with calculating view of main variable of this study which is independent and dependent variables. The purchase intention as dependent variable of this study was borrowed from an article by Lada, Harvey Tanakinjal, and Amin (2009). A person's proclivity to take a purchasing action based on his or her attitude toward a commodity are categorised as purchase intention (Hanzaee & Ramezani, 2011). The purchase intention of fashion products in Instagram is tested using a total of five questions. Likert scale were used tested item listed in.

3.13 Summary

This chapter went into great detail on how the research is carried out. It describes the research procedures, such as design of the research as well design of sampling. And methodology of this chapter also covered data gathering methodologies, data analysis utilising a few statistical techniques, and questionnaire building. Measurements and scales are presented in this chapter to test the operational model and objectives of this study. SPSS software was used in order to analyse the data collection. The outcomes of this investigation are analysed on chapter four.

CHAPTER 4

DATA ANALYSIS

4.1 Introduction

In this chapter, the researcher uses quantitative approaches to analyze the data in this chapter. A Google Form questionnaire was sent by the researcher to 384 instagram user in Malaysia. To fulfill the goals of this study, the researcher will use SPSS version 25 to analyze the data that was gathered. Research hypotheses, descriptive analysis, Pearsoncorrelation analysis, multiple regression analysis, and pilot testing for all variables are alsoincluded in this chapter. Descriptive statistical results for each independent variable, dependent variable, and response variable profiles are also covered by the researcher.

4.2 Pilot Test

To ensure that previous respondents who disseminated the questionnaire extensively could understand it, pilot testing is used to assess the validity and reliability of the survey. As part of a pilot testing procedure, questionnaires can be distributed to a small sample of responders, and SPSS can be used to evaluate the data gathered. The final data will be evaluated for dependability in the data gathering process by comparison withCronbach's Alpha.

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Table 4.1 presents the Cronbach's alpha values, enabling the investigators to assessthe dependability of the analysis's conclusions. If Cronbach's alpha is less than 0.70, it is regarded as questionable and inferior. A minimum value of 0.70 is advised. Selecting an alpha value in the range of 0.80 to 0.90 is recommended. In a pilot study, researchers distributed questionnaires to 30 respondents. The study is essential for the researcher to do additional research since it guarantees that each responder understands the questions asked.

Table 4.1: Cronbach's Alpha Rule of Thumb

Cronbach's Alpha	Internal consistency
α≥0.9	Excellent
0.9>α≥0.8	Good
0.8>α≥0.7	Acceptable
0.7>α≥0.6	Questionable
0.6>α≥0.5	Poor
0.5>α	Unacceptable

Table 4.2 Reliability Statistic of Pilot Test of 30 Respondents

Reliability Statistics			
Cronbach's Alpha	Cronbach's Alpha Standardized Items	N of Items	N of Respondents
.825	.830	20	30

Based on Table 4.2, a total of 30 respondents answered the questionnaire distributed. It has shown that the Cronbach's Alpha is (0.825) which means that it is reliable and valid to use because theit has a value exceeding (0.7) Cronbach's Alpha.

4.2.1 Reliability Statistic for Independent and Dependent Variables PilotTest

The Cronbach's Alpha of the 5 questions based on the credible variables is shown in Table 4.3. This component of the questionnaire has reliable consistencywith a comparatively high Cronbach's Alpha of 0.915, as indicated in Table 4.3. Because of this, it is reasonable to believe that these inquiries adequately capture the idea of client pleasure and that they can move forward with the questionnaire'sactual use for collecting data.

Table 4.3 indicates the Cronbach's Alpha for the 5 questions pertaining tothe expertise variable. This area of the questions has a very high Cronbach's Alphaof 0.842, indicating reliable consistency, as the table below illustrates. It is reasonable to presume, therefore, that these inquiries will enough to uphold the notion of expertise and that further research into the questions' actual usage maybeconducted.

The Cronbach's Alpha for the 5 items also that were listed under the variables of familiarity of the study's independent variable is shown in Table 4.3. This area of the questions has an excellent Cronbach's Alpha of 0.896., which implies a trustworthy consistency, as the table below demonstrates. Because of this, it is reasonable to believe that these inquiries adequately capture the idea of familiarity and can move forward with their real application in the data gatheringquestionnaire.

The Cronbach's Alpha for the 5 items included under the variables of purchasing intention is the dependent variable in this study are shown in Table 4.3. This area of the questions has a dependable consistency with a Cronbach's Alpha of 0.965, which is regarded as outstanding, as the table below illustrates. Therefore, it is safe to believe that these questions adequately capture the idea of purchase intention and that they can be used in the questionnaire.

Table 4.3: Reliability Statistic for Independent and Dependent Variables Pilot Test

Reliability Statistics			
Variables	**Cronbach's Alpha**	**Cronbach's Alpha Based on Standardized Items**	**N of Items**
Trustworthy	.842	.934	5
Expertise	.915	.847	5
Familiarity	.896	.902	5
Purchase Intention	.965	.968	5

4.3 Descriptive Statistic Analysis

Descriptive analysis was used by the researcher for the description of the data sample. Researchers have used tables and pie charts to display and summarize data details so that readers could have better understand the data collected from the questionnaire. This method was used to analyze all sections of the questionnaire including demographic profiles from respondents in section A, trusworthiness in section B, expertise in section C, familiarity in section D, and purchase intention in Section E.

4.3.1   Respondent Demographic Profile .

This section discusses in detail the respondent's personal backgroundwhich includes gender, age, etnic, state, education level, occupation, monthly income, "How often do you connect Instagram per day?", "How often do you browse Instagram on fashion products?" and "How often do you purchase fashion product on Instagram?"

used. The frequency for all questions in the score value to be obtained on the group demographics indicates a demographic analysis of the data.

Table showed about the analysis of the respondent's data by gender. Fromthe total of 384 respondents, they are 201 male respondents (52.3%) and 183nfemale respondents (47.7%) have been taking part in this data collection process.There is a big number of male respondent's rather than female respondent's that has been participated in this data collection process.

Table showed the analysis of the respondent data by age. From the total of 384 respondents, there are 63 respondent (16.4%) among 15-22 years old, 186 respondent (48.4%) among 23-30 years old, 99 respondent (25.8%) among 31-38 years old, 25 respondent (6.5%) among 39-46 years old and for in 47 years old and above categorize got 11 respondents (2.9%). This shows that the respondents among 23-30 years old is heavily involved in this survey.

Table showed about the analysis based on the etnic of respondent. From the total of 384 respondents, Malay etnic is 289 respondents which is 75.3%, Indian etnic is 26 respondents (6.8%), Chinese Etnic is 31 respondents (8.1%) and others etnic is 38 respondents (9.9%). This shows that mostly respondents are from Malay etnic.

Table showed analysis data by state. From the total of 384 respondents, from Kuala Lumpur 47 respondents (12.2%), from Terengganu 30 respondents (8.0%), from Kelantan 14 respondents (3.6%), from Johor 30 respondents (7.8%), from Sabah 45 respondents (11.7%), from Sarawak 32 respondents (8.3%), from Selangor 66 respondents (17.2%), from Melaka 45 respondents (11.7%), from Negeri Sembilan 16 respondents (4.2%) from Pahang 15 respondents (3.9%), from Perak 14 respondents (3.6%), and from Penang 30 respondents (7.8%).

Table showed the education level of the respondents that fill up thesurvey. From the total of 384 respondents, there are 5 respondents (1.3%) are in Phd level, 26 respondents (6.8%) in Master's level, 130 respondents (33.9%) in Degree level, 138

respondents (35.9%) in Diploma level of education, 54 respondents (14.1%) in SPM level and 31 respondents (8.1%) in others level of educations.

Table showed the occupation of respondents. Based on the data, from the total of 384 respondents, 134 respondents (11.7%) is work in private sector, 89 respondents (23.3%) is work in, 198 respondents (51.6%) is still a student and 20 respondents (5.2%) is from another occupations.

Table showed the monthly income of respondents. From the total of 384 respondents, 95 respondents (24.7%) in monthly income RM1000-RM1,999, 134 respondents (34.9%) in monthly income RM2000-RM2,999, 57 respondents (14.8%) in monthly incomeRM3000,RM3,999, 10 respondents (2.6%) in monthly income RM4000 and above and 88 respondents (22.9%) with no income..

Table 4.4: Frequency and Percentage of Demographic Profile

Demographics	Frequency (n = 384)	Percentage (%)
Gender		
Male / Lelaki	201	52.3
Female / Perempuan	183	47.7
Age		
15-22 years old	63	16.4
23-30 years old	186	48.4
31-38 years old	99	25.8
39-46 years old	25	6.5
47 years old and above	11	2.9
Etnic		
Malay	289	75.3
Indian	26	6.8
Chinese	31	8.1
Others	38	9.9
State		
Kuala Lumpur	47	12.2
Terengganu	30	8.0
Kelantan	14	3.6
Johor	30	7.8
Sabah	45	11.7
Sarawak	32	8.3

Selangor	66	17.2
Melaka	45	11.7
Negeri Sembilan	16	4.2
Pahang	15	3.9
Perak	14	3.6
Penang	30	7.8
Education Level		
Phd	5	1.3
Master's	26	6.8
Degree	130	33.9
Diploma	138	35.9
SPM	54	14.1
Others	31	8.1
Occupation		
Private sector	134	11.7
Public sector	89	23.2
Student	198	51.6
Others	20	5.2
Monthly Income		
RM1000-RM1,999	95	24.7
RM2000-RM2,999	134	34.9
RM3000-RM3,999	57	14.8
RM4000 and above	10	2.6
No Income	88	22.9
How often do you connect Instagram per day?		
0 to 2 times	115	29.9
3 to 5 times	103	26.8
6 to 8 times	108	28.1
More than 8 times	58	15.1
How often do you browse Instagram on fashion products?		
Everyday	71	18.5
Once a week	115	29.9
Once a month	79	20.6
Twise a month	54	14.1
Twise a year	60	15.6
Others	5	1.3
How often do you purchase fashion product on Instagram?		
Once a week	46	12
Once a month	94	24.5
Twise a month	97	25.3

Twise a year		133	34.6
Others		14	3.6

4.4 Research Reliability Test

The reliability test is related to how a system tests something consistently. It is very important when conducting research because reliability testing can help the research to make sure that the questions are accurate and acceptable before distributing the questionnaire to actual respondents or not. If the test result is below 0.7 Cronbach's alpha, the researcher should check the questions again until the test results can reach 0.7 and above Cronbach's alpha.

Based on the table 4.5 below it shows the Cronbach's alpha value of each independent variables and dependent variable. Expertise and purchase intention become the variable that have the highest alpha value of the result among the variables which is 0.948. Familiarity become the second highest for alpha value which is 0.943. While trustworthiness is the third which is 0.939.

Table 4.5
Reliability Test Result

Variables	Number of Items	Cronbach's Alpha Value
Trustworthy	5	0.939
Expertise	5	0.948
Familiarity	5	0.943
Purchase Intentions	5	0.948

4.5 Research Objectives and Hypotheses Test

4.5.1   Pearson's Coefficient Correlation

Objective 1 : To identify the influence factors (trustworthiness, expertise, familiarity) contributed to fashion product purchasing intention on Instagram.

Table 4.6 : Pearson's Coefficient Correlation

		T	E	F	PI
T	**Pearson Correlation**	1	.852**	.793**	.813**
	Sig. (2-tailed)		.000	.000	.000
	N	384	384	384	384
E	**Pearson Correlation**	.852**	1	.772**	.812**
	Sig. (2-tailed)	.000		.000	.000
	N	384	384	384	384
F	**Pearson Correlation**	.793**	.772**	1	.801**
	Sig. (2-tailed)	.000	.000		.000
	N	384	384	384	384
PI	**Pearson Correlation**	.813**	.812**	.801**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	384	384	384	384

** Correlation is significant at the 0.01 level 2-tailed

Source: Data developed from the research

Table 4.6 shows the values of the correlation between all the independent and dependent variables of this study. From the results, all independent variables have positive and significant relationship ($p < 0.05$) on fashion product purchasing intention on Instagram. All independent variables had an almost strong positive relationship with the dependent variabes because the value of the correlation (r) was higher than 0 but lower than 0.5.

4.5.2 Multiple Regression Analysis

Objective 2: To study the relationship between influence factors (trustworthiness, expertise, familiarity) and fashion product purchasing intention on Instagram.

Table 4.7 : Model Summary Regression Analysis

Model Summary

Model	R	R Square
1	.866	.750

a. Predictors: (Constant), Trusworthiness, Expertise, Familiarity

b. Dependent Variable : Purchase Intention
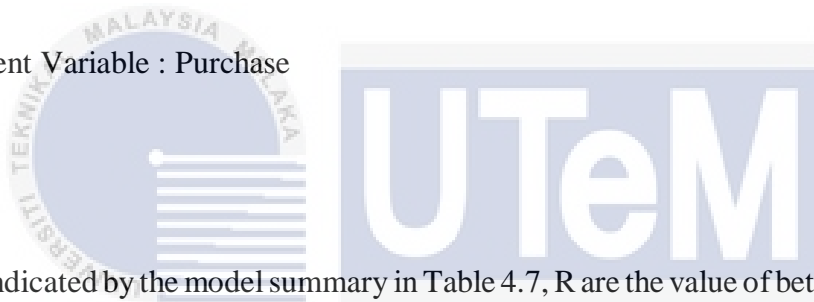
As indicated by the model summary in Table 4.7, R are the value of between predictors and the outcomes which is R = 0.866. R square shows how much the variability in the outcome accounted by the predictor which the value of R square = 0.750. This means that all factors influencing payment method choices accounts for 86.7% of variation in purchase intention. Thus, all the factors significantly related to the purchase intention. To confirm this finding, both of independent variable and dependent variable are tested and the result indicates all the factors influencing (trustworthiness, expertise, familiarity) increase the level of purchase intention and it is significant.

Table 4.8 : ANOVA

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	88.846	1	29.853	88.846	.000
Residual	25.132	382	.250		
Total	113.979	383			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Trustworthiness, Expertise, Familiarity

According to Table 4.8, it is important to test whether the model is significant better to predict outcome which is by referring to the the significance level for linear regression was less than 0.05 (p 0.05), indicating a level of confidence for the result of 5%. The purpose of significance testing is to examine the relationship between variables. The second part the most important is F ration which is represent the ratio of improvement in prediction. In this study, the F value was calculated to be 88.846, and the mean square is 29.853. Therefore, it was evident that the purchasing intention had a statistically significant impact on the factors influencing (trustworthiness, expertise, familiarity) to fashion product purchasing intention on Instagram.

Table 4.9 : Coefficients

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std.Error	Beta		
1 (Constant)	.400	.247		1.620	<.001
Trustworthy	.248	.125	.216	1.986	.004
Expertise	.363	.123	.316	3.851	<.001
Familiarity	.350	.091	.286	2.961	<.001

a. Dependent Variable: Purchase
Intention

Table 4.9 displayed the table of coefficients, which displays the p-values and constants for the significance of independent variables in predicting the dependent variable. According to the findings, trustworthiness has a significant positive relationship on purchasing intention fashion product on Instagram, where (t= 1.986, p= 0.04, B= 0.248), as the results are less than 0.05 (p0.05).

In addition, Table 4.9 demonstrated that expertise a significant positive relationship on the purchase intention, with (t= 3.851, p= 0.001, B=0.363). In addition, familiarity also significantly relationship influenced the purchase intention (t= 2.961, p= 0.001, B= 0.350). Lastly, it can be concluded that all independent variables had a positive significant relationship with fashion product purchase intention on Instgram.

4.5.3 Multiple Regression Analysis

Objective 3 : To investigate the most significant influence factors towards fashion product purchasing intention on Instagram.

Table 4.10 : Model Summary Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std.Error of the Estimate
1	.866	.750	.741	. .50042

c. Predictors: (Constant), Trusworthiness, Expertise, Familiarity

d. Dependent Variable : Purchase

Intention

As indicated by the model summary in Table 4.10, the value indicates that there is a significant relationship between the dependent variable and independent variable. The R square value is 0.750, indicating that 75% of variables can be explained by the independent variable combined. This indicates that 75% of the variables influenced the dependent relationship, whereas (100%-75%) of the other factors influenced the fashion product purchase intention on Instagram.

Table 4.11 : ANOVA

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	88.846	1	29.853	88.846	.000
Residual	25.132	382	.250		
Total	113.979	383			

c. Dependent Variable: Purchase Intention

d. Predictors: (Constant), Trustworthiness, Expertise, Familiarity

According to Table 4.11, the significance level for linear regression was less than 0.05 (p 0.05), including a level of confidence for the redult of 5%. The purpose of significance testing is to examine the relationship between variables. In this study, the F valus was calculated to be 88.846 and the mean square is 29.853. Therefore, it was evident that the purchase intention had a statistically significant impact on the factors influencing (trustworthiness, expertise, familiarity).

Table 4.12 : Coefficients

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std.Error	Beta		
1 (Constant)	.400	.247		1.620	<.001
Trustworthy	.248	.125	.216	1.986	.004
Expertise	.363	.123	.316	3.851	<.001
Familiarity	.350	.091	.286	2.961	<.001

b. Dependent Variable: Purchase
Intention

Table 4.12 displayed the table of coefficients, which displays the p-values and constants for the significance of independent variables in predicting the dependent variable. According to the findings, trustworthiness has a significant positive relationship on purchasing intention fashion product on Instagram, where (t= 1.986, p= 0.04, B= 0.248), as the results are less than 0.05 (p0.05).

In addition, Table 4.12 demonstrated that expertise a significant positive relationship on the purchase intention, with (t= 3.851, p= 0.001, B=0.363). In addition, familiarity also significantly relationship influenced the purchase intention (t= 2.961, p= 0.001, B= 0.350). Thus, it can be concluded that all independent variables had a positive significant relationship with fashion product purchase intention on Instagram. In conclusion, Expertise is the most significant predictor (t= 3.851, p= 0.001, B= 363)

Table 4.13: Summary of Hypotheses Testing

Hypotheses	Results
H1: There are positive significant influences (trustworthiness) and fashion product purchasing intention on Instagram.	Accepted
H2: There are positive significant influences (expertise) and fashion product purchasing intention on Instagram.	Accepted
H3: There are positive significant influences (familiarity) and fashion product purchasing intention on Instagram.	Accepted

4.6 Summary

In conclusion, this chapter has analyzed and described the findings from the questionnaire conducted by the researcher on the impact of trustworthiness, expertise and familiarity of Instagram influencer toward purchasing intention of fashion product. The researcher has used IBM SPSS 25 as a statistical tool used to analyze all the data in this research. Export of researcher all the result calculated by SPSS to this study and interpret all data with a view of determine therelationship between the independent variables and dependent variable in this research. The hypotheses that have been formed in Chapter 2 have also been tested by determining the significance level of all the independent variables and dependent variable. Based on the result of the hypothesis testing, all hypothesis were accepted because the significance level value was less than 0.05. had significant relationship on fashion products purchase intention on Instagram. The research summary, conversation of the review in view of exploration target accomplishment, benefits gained by conducting this research, difficulties faced while conducting this research, proposals recommendation for upcoming researchers, and summary of the study will be clarified in the last chapter.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Introduction

The discoveries of the review in this section were presented based on objectives of thisstudy as mentioned in chapter one. It begins with an overview of the research and end with the achievement of the research goals. This section finishes up with a survey of the review's theoretical and practical contributions, as well as limits and future exploration. The review's decision is introduced toward the finish of this part.

5.2 Summary of descriptive analysis

The questionnaires answer by 384 respondents who use Instagram in Malaysia. From the participating Instagram user, the researcher concluded that the majority of respondents were male, with 52.3% of respondents in the questionnaire survey, while females had 47.7%. For the age categories, 48.4% of respondents among 23-30 years old, while second highest is from age 31-38 years old (25.8%). For etnic, Malay etnic was the highest (75.3%). Next for state, Selangor was the highest participated wjich is (17.2%). Next, education level Diploma was the top percentage of respondents (35.9%), while occupation is student was the highest (51.6%). For income, RM2000-RM2,999 is the most which is (34.9%). Table 5.1 below shows the demographics of the respondents.

Table 5.1: Descriptive Analysis of Respondent's Demographic

Demographics	Frequency (n = 384)	Percentage (%)
Gender		
Male / Lelaki	201	52.3
Female / Perempuan	183	47.7
Age		
15-22 years old	63	16.4
23-30 years old	186	48.4
31-38 years old	99	25.8
39-46 years old	25	6.5
47 years old and above	11	2.9
Etnic		
Malay	289	75.3
Indian	26	6.8
Chinese	31	8.1
Others	38	9.9
State		
Kuala Lumpur	47	12.2
Terengganu	30	8.0
Kelantan	14	3.6
Johor	30	7.8
Sabah	45	11.7
Sarawak	32	8.3
Selangor	66	17.2
Melaka	45	11.7
Negeri Sembilan	16	4.2
Pahang	15	3.9
Perak	14	3.6
Penang	30	7.8
Education Level		
Phd	5	1.3
Master's	26	6.8
Degree	130	33.9
Diploma	138	35.9
SPM	54	14.1
Others	31	8.1
Occupation		
Private sector	134	11.7
Public sector	89	23.2
Student	198	51.6

Others	20	5.2
Monthly Income		
RM1000-RM1,999	95	24.7
RM2000-RM2,999	134	34.9
RM3000-RM3,999	57	14.8
RM4000 and above	10	2.6
No Income	88	22.9
How often do you connect Instagram per day?		
0 to 2 times	115	29.9
3 to 5 times	103	26.8
6 to 8 times	108	28.1
More than 8 times	58	15.1
How often do you browse Instagram on fashion products?		
Everyday	71	18.5
Once a week	115	29.9
Once a month	79	20.6
Twise a month	54	14.1
Twise a year	60	15.6
Others	5	1.3
How often do you purchase fashion product on Instagram?		
Once a week	46	12
Once a month	94	24.5
Twise a month	97	25.3
Twise a year	133	34.6
Others	14	3.6

5.3 Discussion

The three research objectives given in the previous chapter served as the foundation for this deliberation. All the research objectives in this study were focused at determining the link between the dependent variable and the three independent factors. To be more explicit, the study's goal is to see if there's a link between influencers trustworthiness, expertise, familiarity and fashion product purchase intention on Instagram.

5.3.1 Hypothesis 1: There are positive significant influences (trustworthiness) and fashion product purchasing intention on Instagram.

Based on finding of a multiple regression analysis, Instagram influencer's trustworthiness toward fashion products purchase intention was found significant influence on fashion products purchase intention on Instagram. It's shows the mean score for trustworthiness toward fashion products purchase intention on Instagram which showed greater value, this indicated that majority of Malaysia people's have positive and favourable trust on their Instagram influencers toward fashion products which introduce by Instagram influencers. On other hand, based on items used to assess respondent's trustworthiness on Instagram influencer toward fashion products, majority of respondents believe and trust Instagram influencer always deliver trustable and honest information on fashion products introduce in Instagram. Its became essential aspect for them to make purchase decision on new and existing fashion products in Instagram.

This outcome is steady with the past concentrate by Balaban et al. (2021) where they referenced trustworthiness supposedly is a significant determinant of

resulting buyexpectation. This additionally been upheld a few creators who is Balaban & Mustațea (2019) in past studies where they clarified that in the field of SMI, trustworthiness is crucial since it straightforwardly impacts and influences client decisions with respect to advanced products and SMIs' business contributions overall. Additionally, previous research also has found that an article's declaration of sponsorships can influence behavioural intents such as purchasing intention, sustained interest in Instagram, also considered as social media (Liljander et al. 2015), and influencer's trustworthiness, as measured by trust (Colliander & Erlandsson, 2015). Besides, influencers who are seenas experts are really persuading and equipped for impacting customer buy goal (Ohanian 1991). Considerably another creators Metzger et al. (2003), who contend that an endorser who is viewed as profoundly reliable and learned will make customers be less inspired by the publicizing message, bringing about expanded acknowledgment ofthe passed-on message. Influencer's trustworthiness positively impacts the intention tobuy fashion products on Instagram.

Furthermore, the significant relationship between Instagram influencer trustworthiness and fashion product purchase intention encouraging a trustworthiness toward Instagram influencer could boost the desire to buy fashion products. The greater trust on influencer on Instagram, they likely to purchase suggested fashion products onInstagram. From this study, fashion products suggestedby influencer will be advantageous to customer on Instagram with the trustable and honest knowledgeable on fashion products. This can be support that customer are more inclined to recommendor appreciate on the fashion products which is suggestedby well-known influencers. Therefore, well-known Instagram influencer the only person can provide the honest andaccurate review on the product which helped majority of customer on the product details in order to make purchase of the product. These discoveries persuaded us to think that marketing influencer with showcasing is a practical choice for style fashion products to bring issues to light of their offers, further develop market share, and produce purchase intention among current and future user through Instagram.

5.3.2 Hypothesis 2: There are positive significant influences (expertise) and fashion product purchasing intention on Instagram.

Next, the second central point that has positive effect on fashion product purchasing intention on Instagram with more noteworthy beta worth is expertise. Besides that, themean score expertise variable shows greater mean score which shows respondents of Malaysia peoples's have positive impression on Instagram influencer's expertise in influencing customer toward fashion products which introduce by Instagraminfluencers. From the survey obtained from respondents also indicated that majority ofthe respondents agreed that Instagram influencer are expert and have qualification on fashion product during influencing progress take place on Instagram.

This been supported by few authors where SMI interacts with their social media followers using professional experience, knowledge, and personal observations, whichallows them to demonstrate competence and make their followers feel more trustworthy(Uzunolu & Kip, 2014; Kapitan & Silvera, 2015). Other than that, Li et al. (2011) additionally referenced that compelling power has a place with the SMI who acquires consideration through connecting with their followers. In addition, Valck (2013) also explained SMI's level of competence is critical in influencing the consumer's purchasing intention. Another creator additionally clarified SMI is likewise an individual who is educated with regards to different items groupings (Kapitan and Silvera, 2015), which impacts SMI's capacity to impact consumers (Burgess, 2017). Therefore, it implies that influencer's expertise significantly influences the intention to purchase fashion products on Instagram.

From this finding shows, majority of respondents in Malaysia have been convinced by the Instagram influencer to purchase fashion products with their expertiseand quantification on the fashion product. This can be supported with the data on the question of how often the respondents had make the purchase product on Instagram, here number of respondents choose on once a month and appear as highest percentage.Therefore, its clearly shows that, with expertise of Instagram influencer, they have excellent expertise, qualification and experience to promote fashion products to the customer on Instagram which influence them to make purchase the fashion products onInstagram.

5.3.3 Hypothesis 3: There are positive significant influences (familiarity) and fashion product purchasing intention on Instagram.

Besides that, on last independent variable which is familiarity also shows results of regression analysis is one of the second highest variable which showing has significantpositive analysis on fashion products purchase intention on Instagram with excellent Beta value. From this data shows the respondents of Malaysia people's willing to make morepurchase on the fashion product from the influencer they seen and high rated because its automatically create the trust on the influencers. Good relationship among the influencer is vital to build the trust and automatically shape the consumer closeness onthe influencer on Instagram. This was also suggested by the author Martensen et al. (2018) and Hoffner (2008) reveal that while follower-influencer collaboration is considered a one-sided relationship, followers have the feeling that they know influencers on a regular basis.

Thus, they will acknowledge their recommendation as far as exact items choices, items use, and individual utilization (Russell and Puto, 1999; Martensen et al. 2018). Chapple and Cownie (2017), says that customers consistently purchase, or further advance items suggested by influencer to be reckoned with in a meeting overview led by them. Here, familiarity will continuously assume a fundamental part in affecting a customer's last choice when they are attempting to settle on a buying choice and thinking about their choices (Doyle, Pentecost, and Funk, 2014). Moreover, as per Bianchi and Andrews (2012), one reason customers read web

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surveys from believed sources prior to buying a products or service is for third-party assurance.

This can be supported based on the data collected by respondents in Malaysia on the question on how often they connect to Instagram and results shows "0 to 2 times" is the highest with respondent from overall options. Next on the questionhow frequent they browse Instagram on fashion product and rate "Everyday" with the highest percentage of among other option. Therefore, its clearly shows that most of Malaysia people's respondents is always connect to Instagram as well fashion products poston Instagram and they more likely connected to the influencers they see frequency as well the review sharing in Instagram every day. Here indirectly its build customer truston the influencer promoted product and create willingness to purchase fashion product they promoting. Here in summarizing, familiarity of Instagram influencer enables to influencer their customer on fashion product purchase intention with data shown where respondent is making purchase fashion product "Twise a year" with highest percentage.

5.4 Contributions

In this segment, both conceptual and empirical contributions of this research have been talked about comprehensively.

5.4.1   Theoretical Contribution

This research contribution towards consumer purchase intention in Instagram and fashion products on Instagram on a theoretical level. It contributed to the existing literature on the Instagram influencer' characteristic in influencing fashion product purchase intention on Instagram among Malaysia people's which allowing better understanding on Instagram influencer characteristic toward influencing fashion product purchasing intention on Instagram users. Social learning theory is utilized as arelevant establishment in getting social media influencers, as they address a clever sortof independent outsider influencers who can shape user behaviour and decision-makingusing social media, which is in accordance with Makgosa's declaration. From the finding, three hypotheses have concluded and proven that Instagram influencer's

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trustworthiness, expertise and familiarity have significant relationship on fashion product purchase intention on Instagram in Malaysia.

Subsequently, the aim of this study to explore in depth of the relationship between Instagram influencer characteristic and fashion product purchasing intention on Instagram in Malaysia as well provide effective input andknowledge of specific arearespondents. The results of this study clearly confirmed the importance of social learningtheory variables in influencing purchase intention of fashion product on Instagram. Thisshows an individual gets inspiration and, thus, significant attitude appearance from types of social association through either direct or indirect social interaction.

5.4.2 Practical Contribution

The contribution of this research is to assist managers and advertisers by acquiring a superior information on the key components that significant relationship on fashion products purchase intention in Malaysia. Subsequently, organizationcapable use effective influencer who have viable individual effective personal characteristic and ready to exhibit and make a more successful and proficient promoting scheme and communication master plan to draw in and obtain a greater amount of customer inside this companion by getting further experiences and comprehension of consumer consumption behaviour. By attracting users with the correct tactics, you mayregain their confidence and trust. By employing correct marketing tactics that appeal tothis target audience, suppliers/organizations will be able to increase sales and market share.

Moreover, with the credibility attractiveness capable to decide the effectiveness of a social media influencer on a social media network, organization ought to constantly ensure the characterise of influencer is adequate by the customer on Instagram on fashion product purchase intention. It's been clarified by Sertoglu et al., 2014 where creditability is a mix of social media influencer ability, appeal, and reliability especially in the advertising process on social media. As a result, companies or marketers should use the findings of this study to improve source credibility, attractiveness, and customer trust. Even if the fashion product is sold via online on

Instagram, marketers should increase consumer trust in the fashion product to shape their customer consumption behaviour.

5.5 Limitation During Conducting Study

Variety type of restrictions were encountered while doing this study. Most importantly,secondary data sources might be old, bringing about somewhat incorrect data for the research on the information that influence fashion product purchasing intention on Instagram. There were total three main independent variables has been studies in this chapter such as trustworthiness, expertise and familiarity. However there is more variable can used in this studies as existing variable not really sufficient to make conclusion on fashion product purchase intention on Instagram. There are many more interesting independent variables suggested by past authors and researchers that may contribute to accuracy of outcome on fashion product purchase intention among the Instagram user in Malaysia.

5.6 Future Research Recommendation

The following recommendations are suggested for future study to take into consideration. Future research might take a longer time frame and commit more resources toconduct the study in Malaysia to achieve larger sample sizes that more accurately represent the country's total consumer base, as time and resources were two of the key constraints restricting the current study. In addition, a fair male to female ratio and a sample size that fairly represents a range of age groups should be considered to better comprehend the complex relationship between the variables influencing purchase intentions.

In addition, other variables should be considered for further research. Other variables to consider in the research include such as perceived value, peer communication, and trust in the virtual community. It's possible to think about moderating and mediating effects. In addition, while the current study focused solely fashion product on Instagram, future researchers should look into different segments or products such as face care, body care, hair care, and others as its gradually growing in

Instagram and other social media platform.

5.7 Summary

In view of the general discoveries, this study has introduced observational proof on the relationship between fashion product purchase intention on Instagram and Instagram Influencer's trustworthiness, expertise and familiarity. All the more essentially, this study had the option to address the examination question presented in the chapter section.

All independent variables, including trustworthiness, expertise, and familiarity have a positive and significant relationship with the dependent variable which is fashion product purchase intention on Instagram in Malaysia according to the results of pearson correlation analysis. Furthermore, it was discovered using regression analysis that three of the researched factors had a significant influence on fashion product purchase intention on Instagram. The findings are practical and beneficial for educational researcher, local authority, and wholesaler as they can have a well-known understanding and enhance their promoting tactics for introducing fashion products to consumers, as well as reduce risks and save time and money.

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Dear Respected Respondents,

I'm Siti Mardiana binti Adzlee, studying in the Faculty of Technology Management & Technopreneurship, Universiti Teknikal Malaysia Melaka (UTeM). I'm researching on the impact of Instagram influencer characteristic on purchasing intention of fashion product in Malaysia.

The survey questionnaires are prefaced with instructions on how the participants should respond. Kindly read the instructions carefully, and please make the appropriate selection to represent your answer. The entire survey would take approximately 5-10 minutes to complete, and I would highly appreciate it if you could respond/return the questionnaires as soon as possible.

Please be informed that your responses will be used solely for academic purposes, and all obtained information, including your identity, will be kept highly confidential. Should you have any queries, please do not hesitate to contact us at the contact number and email address below. Thank you very much for your participation!

Siti Mardiana binti Adzlee

Faculty of Technology Management &

Technopreneurship(FPTT)Universiti Teknikal

Malaysia Melaka, Malaysia Phone:+60143461535

Email:neinanans@gmail.com

This section lists several personal information about participants. Tick (/) the appropriate answer in the provided space.

Bahagian ini menyenaraikan beberapa maklumat peribadi mengenai peserta. Tandakan(/) jawapan yang sesuai di ruang yang disediakan.

1. **Gender /** *Jantina*

   ☐ Male/ *Lelaki*

   ☐ Female/ *Perempuan*

2. **Age /** *Umur*

   ☐ 15-22 years old

   ☐ 23-30 years old

   ☐ 31-38 years old

   ☐ 39-46 years old

   ☐ 47 years old and above

3. **Etnic /** *Kaum*

   ☐ Malay

   ☐ Indian

   ☐ Chinese

   ☐ Others

4. **State /** *Negeri*

   ☐ Kuala Lumpur

   ☐ Terengganu

   ☐ Kelantan

   ☐ Johor

☐ Sabah

☐ Sarawak

☐ Selangor

☐ Melaka

☐ Negeri Sembilan

☐ Pahang

☐ Perak

☐ Penang

5. **Education Level/** *Tahap Pengajian*

☐ Phd

☐ Master's

☐ Degree

☐ Diploma

☐ SPM

☐ Others

6. **Occupation /** *Pekerjaan*

☐ Private sector

☐ Public sector

☐ Student

☐ Others

7. **Monthly Income /** *Pendapatan Bulanan*

☐ RM1000-RM1,999

☐ RM2000-RM2,999

☐ RM3000-RM3,999

☐ RM4000 and above

☐ No income

8. **How often do you connect Instagram per day?** *Berapa kerap anda menyambungkanInstagram setiap hari?*

☐ 0 to 2 times

☐ 3 to 5 times

☐ 6 to 8 times

☐ More than 8 times

9. **How often do you browse Instagram on fashion product?** *Berapa kerap andamelayari produk fesyen di Instagram?*

☐ Everyday

☐ Once a week

☐ Once a month

☐ Twise a month

☐ Twise a year

☐ Other

10. **How often do you purchase fashion product on Instagram?** *Berapa kerap andamembeli produk fesyen di Instagram?*

☐ Once a week

☐ Once a month

☐ Twise a month

☐ Twise a year

☐ Other

The following questions ask about the impact of trustworthiness characterictic towards purchasing intention. Please provide as much information as you can honestly and objectively.Use the scales provided to express your agreement or disagreement with eachstatement.

The questions will consist of 5 scales which include (1) Strongly Disagree, (2) Disagree, (3) Neutral, (4) Agree, and (5) Strongly Agree. Please tick (/) the appropriate response below.

Soalan berikut bertanyakan tentang kesan ciri kebolehpercayaan terhadap niat membeli.Sila berikan seberapa banyak maklumat yang anda boleh secara jujur dan objektif. Untuk menyatakan persetujuan atau ketidaksetujuan anda dengan setiap pernyataan, gunakan skala yang disediakan.

Soalan akan terdiri daripada 5 skala yang merangkumi (1) Sangat Tidak Setuju, (2) TidakSetuju, (3) Berkecuali, (4) Setuju, dan (5) Sangat Setuju. Sila tandakan (/) pada jawapan yang sesuai di bawah. .Sila tandakan (/) pada jawapan yang sesuai di bawah.

No	Statement	1	2	3	4	5
1	Social media influencer on Instagram is trustworthy. *Pengaruh media sosial di Instagram boleh dipercayai.*	1	2	3	4	5
2	Social media influencer on Instagram is always honest. *Pengaruh media sosial di Instagram sentiasa jujur.*	1	2	3	4	5
3	Social media influencer on Instagram is always reliable. *Pengaruh media sosial di Instagram sentiasa boleh dipercayai.*	1	2	3	4	5
4	Social media influencer on Instagram is always believable. *Pengaruh media sosial di Instagram sentiasa boleh dipercayai.*	1	2	3	4	5
5	Social media influencer on Instagram is always dependable. *Pengaruh media sosial di Instagram sentiasa boleh dipercayai.*	1	2	3	4	5

SECTION C: EXPERTISE TOWARDS PURCHASING INTENTION.

BAHAGIAN C: KEPAKARAN TERHADAP NIAT MEMBELI..

The following questions ask about the impact of expertise characteristic towards purchasing intention. Please provide as much information as you can honestly and objectively.Use the scales provided to express your agreement or disagreement with each statement.

Soalan berikut bertanyakan kesan ciri kepakaran terhadap niat membeli. Sila berikan seberapa banyak maklumat yang anda boleh secara jujur dan objektif. Untuk menyatakan persetujuan atau ketidaksetujuan anda dengan setiap pernyataan, gunakan skala yang disediakan.

The questions will consist of 5 scales which include (1) Strongly Disagree, (2) Disagree, (3) Neutral, (4) Agree, and (5) Strongly Agree. Please tick (/) the appropriate response below.

Soalan akan terdiri daripada 5 skala yang merangkumi (1) Sangat Tidak Setuju, (2) Tidak Setuju, (3) Berkecuali, (4) Setuju, dan (5) Sangat Setuju. Sila tandakan (/) pada jawapan yang sesuai di bawah. .Sila tandakan (/) pada jawapan yang sesuai di bawah.

No	Statement	1	2	3	4	5
1	Social media influencer on Instagram has experience in fashion products which is advertised. *Pengaruh media sosial di Instagram mempunyai pengalaman dalam produk fesyen yang diiklankan.*	1	2	3	4	5
2	Social media influencer on Instagram has expertise in demonstrating the fashion item which is advertised. *Pengaruh media sosial di Instagram mempunyai kepakaran dalam menunjukkan barangan fesyen yang diiklankan*	1	2	3	4	5
3	Social media influencer on Instagram has knowledge about fashion item which is advertised. *Pengaruh media sosial di Instagram mempunyai pengetahuan tentang barangan fesyen yang diiklankan.*	1	2	3	4	5
4	Social media influencer on Instagram is expert in the field of using fashion item which is advertised. *Pengaruh media sosial di Instagram adalah pakar dalam bidang penggunaan barangan fesyen yang diiklankan.*	1	2	3	4	5
5	Social media influencer on Instagram is is qualified to advertise the fashion item. *Pengaruh media sosial di Instagram adalah layak untuk*	1	2	3	4	5

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mengiklankan item fesyen tersebut.					

The following questions ask about the impact of familiarity characterictic towards purchasing intention. Please provide as much information as you can honestly and objectively.Use the scales provided to express your agreement or disagreement with each statement.

Soalan berikut bertanyakan tentang kesan ciri kebiasaan terhadap niat membeli. Sila berikan seberapa banyak maklumat yang anda boleh secara jujur dan objektif. Untuk menyatakan persetujuan atau ketidaksetujuan anda dengan setiap pernyataan, gunakan skala yang disediakan.

The questions will consist of 5 scales which include (1) Strongly Disagree, (2) Disagree, (3) Neutral, (4) Agree, and (5) Strongly Agree. Please tick (/) the appropriate response below.

Soalan akan terdiri daripada 5 skala yang merangkumi (1) Sangat Tidak Setuju, (2) Tidak Setuju, (3) Berkecuali, (4) Setuju, dan (5) Sangat Setuju. Sila tandakan (/) pada jawapan yang sesuai di bawah. .Sila tandakan (/) pada jawapan yang sesuai di bawah.

No	Statement	1	2	3	4	5
1	I am familiar with the social media influencers on Instagram. *Saya biasa dengan pengaruh media sosial di Instagram*	1	2	3	4	5
2	I have knowledge about the social media influencers on Instagram. *Saya mempunyai pengetahuan tentang pengaruh media sosial di Instagram.*	1	2	3	4	5
3	I know well about the social media influencers on Instagram *Saya tahu betul tentang pengaruh media sosial di Instagram.*	1	2	3	4	5
4	I always follow the social media influencers on Instagram. *Saya sentiasa mengikuti pengaruh media sosial di Instagram.*	1	2	3	4	5
5	I easily recognize the social media influencers on Instagram. *Saya mudah mengenali pengaruh media sosial di Instagram*	1	2	3	4	5

The following questions ask about the influence of purchasing intention. Please provide as much information as you can honestly and objectively. Use the scales provided to express your agreement or disagreement with each statement.

The questions will consist of 5 scales which include (1) Strongly Disagree, (2) Disagree, (3) Neutral, (4) Agree, and (5) Strongly Agree. Please tick (/) the appropriate response below.

Soalan berikut bertanyakan tentang pengaruh niat membeli. Sila berikan seberapabanyak maklumat yang anda boleh secara jujur dan objektif. Untuk menyatakan persetujuan atau ketidaksetujuan anda dengan setiap pernyataan, gunakan skala yang disediakan.

Soalan akan terdiri daripada 5 skala yang merangkumi (1) Sangat Tidak Setuju, (2) Tidak Setuju, (3) Berkecuali, (4) Setuju, dan (5) Sangat Setuju. Sila tandakan (/) pada jawapan yang sesuai di bawah. .Sila tandakan (/) pada jawapan yang sesuai di bawah.

No	Statement	1	2	3	4	5
1	I am willing to purchase fashion products advertised on Instagram. *Saya sanggup membeli produk fesyen yang diiklankan di Instagram.*	1	2	3	4	5
2	I am like to purchase the fashion products advertised by social media influencer on Instagram. *Saya suka membeli produk fesyen yang diiklankan oleh pengaruh media sosial di Instagram.*	1	2	3	4	5
3	I intend to recommend the fashion products advertised by social media influencer on Instagram to other people. *Saya berhasrat untuk mengesyorkan produk fesyen yang diiklankan oleh influencer media sosial di Instagram kepada orang lain.*	1	2	3	4	5
4	I am interested to make purchasing fashion products advertised by social media influencer on Instagram.. *Saya berminat untuk membuat pembelian produk fesyen yang diiklankan oleh influencer media sosial di Instagram..*	1	2	3	4	5
5	I will buy the fashion item advertised by social media influencer on Instagram in the future. *Saya akan membeli barangan fesyen yang diiklankan oleh influencer media sosial di Instagram pada masa hadapan.*	1	2	3	4	5

APPENDICES

(GANTT CHART FYP 1)

FYP 1	WEEK													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
FYP Talk	■													
Discuss the title researchwith supervisor and confirming the title research		■						M I D T E R M B R E A K						
Research objectives and research questions construction			■											
Meeting with supervisor				■										
Minor change on topic				■										
Studying and finding the sources for secondary data				■	■									
Chapter 1						■								
Chapter 2							■							
Chapter 3									■					
Do correction Chapter 1-3										■	■			
PSM Presentation													■	
Submission final report														■

(GANTT CHART FYP 2)

FYP 2	WEEK													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
FYP 2 Briefing	■							M I D T E R M B R E A K						
Develop the questionnaires		■												
Meeting supervisor			■											
Distribute the questionnaire				■										
Data collection				■										
Data analysis					■									
Chapter 4														
Chapter 5														
Meeting supervisor									■	■				
Do correction Chapter 4 & 5											■	■		
Slides preparation													■	
Compiling proposal												■		
Report submission													■	
PSM 2 presentation														■