MASTER OF BUSINESS ADMINISTRATION

SOCIAL MEDIA INFLUENCERS' EFFECT ON BUYING DECISION AMONG MALAYSIAN GEN Z OF FOOD AND BEVERAGE (F&B) PRODUCT

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STUDENT'S DECLARATION

I hereby declare that this thesis is my own work and effort and that it has not been submitted anywhere for any award. Where other sources of information have been used, they have been duly acknowledged.

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ABSTRACT

Huge amount of food businesses using social media marketing platform to market and engage with their customer in recent years. The new social media influencers trend has caused some disruptive in social media marketing platform with an ability to create marginal revenue for businesses. This phenomenon has attracted many SMEs and big companies from Food and Beverage (F&B) to ride along the wave too. This research was conducted to find out how Malaysian Gen Z's behave towards social media influencers in making a buying decision of F&B product using central route (Influencer's Credibility) and peripheral route (Influencer's PSI and Attractiveness) in Elaboration Likelihood Model (ELM) framework. 133 online survey questionnaires were collected among Gen Z in Selangor that is a follower of at least one food influencer. Data were analyzed using Correlation, Multiple Regression and ANOVA in SPSS software. The result shows, Instagram and YouTube are the preferred platform which are being used to follow at least one food influencer. The final analysis founds out that only Influencer's Credibility with a significant p-value of 0.006 found to have a prediction power towards buying decision of F&B product among Gen Z in Malaysia.

Key words: Generation Z, Social Media, Social Media Influencer, Buying Decision, Food and Beverage, Credibility, Para-Social Interaction, Attractiveness.

TABLE OF CONTENTS

LIST OF FIGURES

LIST OF TABLES

LIST OF ABBREVIATIONS

BMCC	British Malaysian Chamber of Commerce
ELM	Elaboration Likelihood Model
F&B	Food and Beverage
MSA	Measure of Sampling Adequacy
PSI	Para-Social Interaction
SME	Small Medium Enterprise
SPSS	Statistical Package for the Social Sciences
VIF	Variance Inflation Factor

CHAPTER 1

1. INTRODUCTION

1.1. BACKGROUND

According to Asano (2018), teenagers generally spent a good nine hours present themselves on social media platform each day. Some authors described that Generation Z (Gen Z) is often referred by media as "Digital Natives", "Net Generation" or the "Always Online Generation" (McCrindle 2014 cited in Anna et. al. 2016) as they are constantly surfing the internet multi-tasking doing their work, chatting, watching movies and many more (Anna et. al., 2016). After the booming of social media, the number of social media influencer in the social media has also increased in tandem tremendously.

Dizon (2015) stated that, today's customer's buying decision tend to be affected by the social media influencer which they are following. Jacques (2015) also stated likewise that social media influencer has a significant role to attract consumers to buy goods and services. Recently, social media influencer has gained a huge attention as the new way of marketing approach by the businesses and big corporation such as Nike and Starbucks (Kim, Han & Gerla, 2017). This result in business owners especially for Small Medium Enterprises (SME) to quickly riding the wave switching from adopting the popular practice of using celebrities for marketing, towards using social media influencer or also known as "micro-celebrities" as their new approach for branding and marketing strategy for the last recent years (Kim, et. al., 2017).

Malaysia food and beverage (F&B) sector has also been influenced by the changes of lifestyle and the rise of private consumption (BMCC, 2018). This means that social media has fairly plays a very important role too in contributing to these changes. Perumal, Krisnan and Abdul Halim (2017) mentioned that F&B companies able to gain on competitive advantages by leveraging on social media marketing tool. Recently, some company also hired food influencers to market their product and this approach has taken the social media by storm where in 2017, Gemma (2017) from Brandwatch website published that food influencers had become the biggest food trends in that year. Nur, Jayasainan and Hassim (2018) stated that, some social media influencers also posted an image of food in Instagram in an effort to create awareness and educating purposes for their followers. In this research, three factors of food influencers' criteria which are the influencers' credibility, para-social interaction and influencers' attractiveness will be tested to find out these effects on the purchase decision of Gen Z in Malaysia in F&B products.

1.2. PROBLEM STATEMENT

Keran (2017) emphasized that, it is no longer a choice for business owners not wanting to use social media to succeed as every business needs it. A research based in San Mateo, California, predicted that companies that do not jump into the social media bandwagon could potentially die within three to five years (Jason, 2010). SMEs and other big companies have deeply invested on marketing effort through social media platforms. It is undeniably the most convenience way to connect and be presented virtually in front of millennials and Gen Zs. LinkedIn in 2014 had done a research which they found about

81% of SMEs used social media for their marketing channel (Dakota, 2017). Not only that, in the recent study written by Michael (2019) in one of his articles, around 43% of SME's owned by only millennials planned to invest heavily on Instagram to execute their marketing effort. The recent social media algorithms and the sheer numbers of businesses that used social media for marketing makes this platform really becoming competitive, dense and clutter by day (Dakota, 2017).

A report by British Malaysian Chamber of Commerce (BMCC) mentioned that the F&B sector plays an important contributor to the Malaysian economy where it recorded a revenue of US$34m (RM139.4m) with an annual growth rate of 7.6% in 2018 (BMCC, 2018). This prove to show that F&B sector is a very competitive sector in Malaysia. BMCC (2018) also emphasized that the main driver for growth of this sector lies on the change of lifestyle and the rise of private consumption of Malaysian consumers. Social medias play an essential part to these growths too. However, expert says many SMEs in F&B sector over reliance in social media as part of their marketing strategy (Marvie, 2019). Needless to say, the competition became very stiff event in that platforms too due to it being very convenient and cost saving marketing tools for SMEs.

For all the reasons mentioned, there is a new trend emerged in social media taken as an alternative adopted by businesses and started to become very popular today which uses social media influencers as a new marketing channel. Fourcommunications in 2018 stated that about 49% of social media users depended on social media influencers recommendations before buying a product (Maryam, 2019). Not only that, statistic done

by TapInfluence and Nielsen Catalina Solutions shows that businesses may achieve return of investment (ROI) eleven times (11x) more than traditional marketing if they adopt social media influencer marketing technique (Shane Barker, 2018). Many more advantages and impact of using social media influencers for marketing alternative will be discussed in the next chapter. It is essential to note that the consequences for businesses of having not understand the hidden influencing power of these influencers as well as purchase behavior of the future generation may lead to losing the interest from this next generation which eventually result in business downturn or closure. Not only that, this will also cause a chain reaction where the industry and the nation's economy will be badly affected too.

As Gen Z is strongly attached to the social media, the author is keen to narrow the research on how social media influencers play a role in affecting the buying decision of Gen Z. This is especially interesting knowing that the number of social media influencers keep increasing to this second and somehow has been a very lucrative business for plenty of social media lovers (Biligihan, 2016). The author also found that there is a gap in research regarding the social media influencer impact on Malaysian Gen Z buying decision especially in F&B industry. This is also may be due to Gen Z population just grown into an early adulthood where they have yet to have high purchase power.

1.3. RESEARCH OBJECTIVES

RO (1): To study the relationship between social media influencer's credibility towards buying decision of F&B product among Malaysian Gen Z.

RO (2): To study the relationship between social media influencer's para-social interaction towards buying decision of F&B product among Malaysian Gen Z.

RO (3): To study the relationship between social media influencer's attractiveness towards buying decision of F&B product among Malaysian Gen Z.

1.4. RESEARCH QUESTIONS

RQ (1): Does credibility of social media influencers have a significant relationship with buying decision of F&B product among Malaysian Gen Z?

RQ (2): Does para-social interaction of social media influencers have a significant relationship with buying decision of F&B product among Malaysian Gen Z?

RQ (3): Does attractiveness of social media influencers have a significant relationship with buying decision of F&B product among Malaysian Gen Z?

1.5. SIGNIFICANCE OF THE RESEARCH

This study provides leads and glimpse of information regarding the reality of social media influencers to buying decision of Gen Z in Malaysia. Malaysia's corporates and businesses especially in F&B sector could benefit from the outcome of this research on how to tackle and prepare their marketing approach for the next generation of consumers through the use of social media influencers. The key result from this research could create an awareness to business owners and assist them to be more competitive and potentially

avoid negative impact on their business. Besides that, the finding from this study could also facilitate business players in F&B sector to have a better understanding on the perceptions of consumers towards their product. In addition from the academic perspective, this research could contribute more additional knowledge and insights of Gen Z to that limited resources that Malaysia currently has about the effect of social media influencer towards Gen Z. Lastly, the government could understand Malaysian Gen Z behavior on their influence to social media influencer and use the information to government's advantages for example green awareness, health awareness and many more.

1.6. LIMITATION OF THE RESEARCH

As this research was conducted using quantitative method, it is well known that the data might not be accurate enough if it does not cover enough amount of sample population. Also, the accuracy of the answers from the respondents can also be doubtful at times as lacking of commitment and focus during answering the questionnaires. Apart from that, due to most of the Gen Z is still a student, some of them may still do not have high buying power and the capability to make buying decision. With regards to that, the result of this research might be different from now and in the near future.

1.7. SCOPE OF THE RESEARCH

The study was conducted quantitatively on Malaysian Gen Z age between 18 – 23 years old. It involved Gen Z that is currently studying around Klang Valley as this area consist of many public and private universities which can easily include many Gen Z that

comes from all corners of Malaysia and from all different races and backgrounds. The study will be focusing in what ways the social media influencers plays a role in the decision-making process on Malaysian Gen Z. Moreover, the study could also use as the basis to further finding a potential approach in attracting Gen Z.

1.8. ETHICAL CONSIDERATION

Result accuracy of a research depends heavily on the ethical conduct of the researcher. No researchers should fabricate and falsify the findings of the result and the data gained from the sample collection. Recorded data from participants were kept private and all information collected from the participants were not shared and distributed to unrelated and irrelevant parties. Afterall, the reason research exist is to pursue the truth and gain the knowledge from the study.

1.9. CHAPTER ORGANIZATION

1.9.1. CHAPTER 1: INTRODUCTION

This chapter discusses the overview of the research on the background and the rationale behind the research. Problem statement written in this chapter let the readers know the importance of the research and thus giving the readers the clarity for the objective of this study and also provides some clues on the outcomes of this research about the importance to understand Malaysian Gen Z's buying decision when influenced by social media influencers.

1.9.2. CHAPTER 2: LITERATURE REVIEW

In this chapter, comprehensive summary is done according to previous research on the interested topics. Topics are broken down into several essential field to understand the underlying facts concerning the research scope. The scopes including Gen Z, social media, social media influencer, F&B sector and also the relevant theories of the conceptual frameworks.

1.9.3. CHAPTER 3: RESEARCH METHODOLOGY

The research methodology chapter explains the procedures and instruments used in this research. The procedures touched on the research design, sampling size and design, questionnaire design, the measurement method and also the analysis method in testing the research hypotheses.

1.10. CONCLUSION

In summary, Chapter 1 intended to address the importance of understanding Gen Z internet surfing behavior and how it could affect the marketing method of business owners. Uses of different marketing approach such as leveraging on social media influencers might be a game changer for the businesses in F&B sector. Although Gen Z's buying power is still small compared to its previous counterparts, it remains very relevant to study for the preparation to welcome this next generation of consumers.

CHAPTER 2

2. LITERATURE REVIEW

2.1. GENERATION Z

People who were born after 1995 to mid of 2000s are said to be in the category of Gen Z (Wikipedia, 2019). Although there is no definitive agreement by professionals and scholars on the exact year of Gen Z were born, many agreed to the year mentioned earlier. Gen Z were born and grew up in the midst of rapid business and technology developments, economic (Dina, 2016) and political instability. Gen Z main attribute is their competency in using technologies as they started to interact with technology at the very early age of their life and it has become a crucial life style that they have accustomed to (Budac, 2014). HR in Asia (2015) publishes in their website mentioning that the attachment of Gen Z to their mobile phone is like the extension of their own selves where they love searching and browsing through it to find out about products, brands and any information. With a lot of information that can be found just at the tip of a finger, Gen Z can learn anything at any time they want and they love doing so in advancing themselves. It was pointed out that Gen Z might be the most knowledgeable and intelligent cohort humankind ever came across (HR in Asia, 2015).

According to a research conducted by INTI International University and Colleges on among 500 participants of Malaysian Gen Z as written in Says.com (2015), they found that majority of the Gen Z are constantly connected to the internet and statistically, it is proven that majority of the Gen Z are critically attached to the social medias as shown in numbers in Figure 2.1. Moreover, Gen Z is more attracted to the content and can be

called a content-lover as they like to surf the internet and searching a quality content especially one that can be found in YouTube in video form (HR in Asia, 2015).
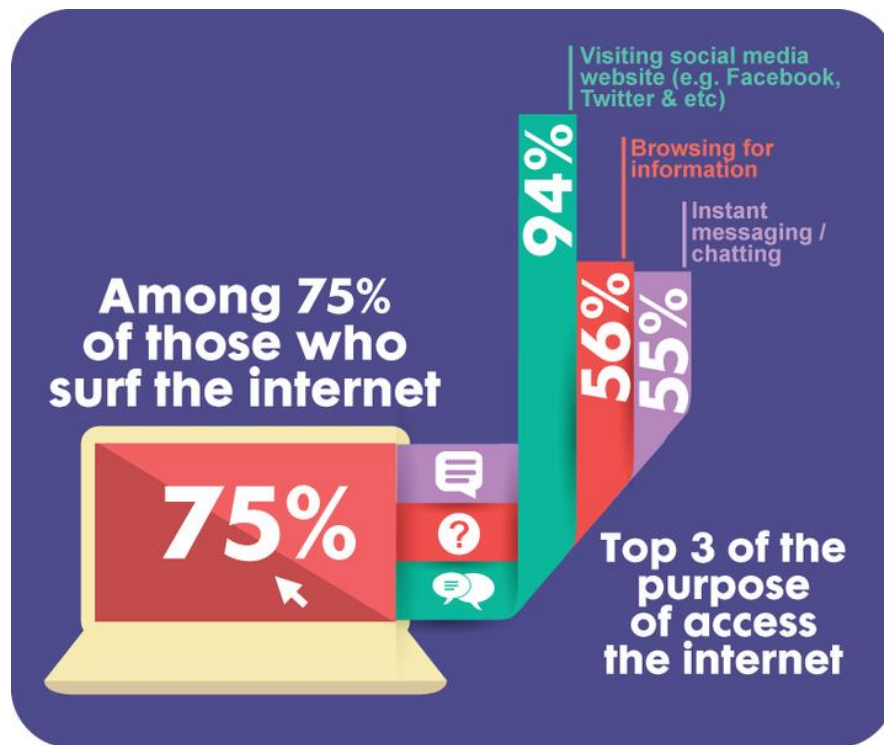
Figure 2.1: Top 3 purpose to access the internet. (Source: Says.com, 2015)

Gen Z often find an inspiration and idea from social medias and frequently shape their ideas and decisions through the input they gain through them (Krishen, Berezan, Agarwal & Kachroo, 2016). On top of that, due to fast moving of information through social medias as the academician called it as eWoM (e-Word-of-Mouth) and coupled with dozens of social media influencer followed by this generation cohort, it mashed and amplified the thought process of Gen Z also influence their style of social media content and engagement (Sherman, Greenfield, Hernandez & Dapretto, 2017). Different from the previous generations, Gen Z are more likely show interest to social media influencer rather than pro-athlete or celebrity as a way to identify and relate themselves (Defy Media, 2017).

2.2. SOCIAL MEDIA MARKETING

The term social media itself is a self-explanatory. The number of social media users worldwide never failed to skyrocket every year from the year it was founded. In the year 2018, it was recorded that 2.62 billion people worldwide use the social media and it is projected that this number will keep increasing and predicted that up to 3.02 billion users by the year 2021 (Statista, 2019). Facebook being the most popular apps among social media users garnered around 2.271 million users followed by YouTube which is 1.900 million users (Statista, 2019).
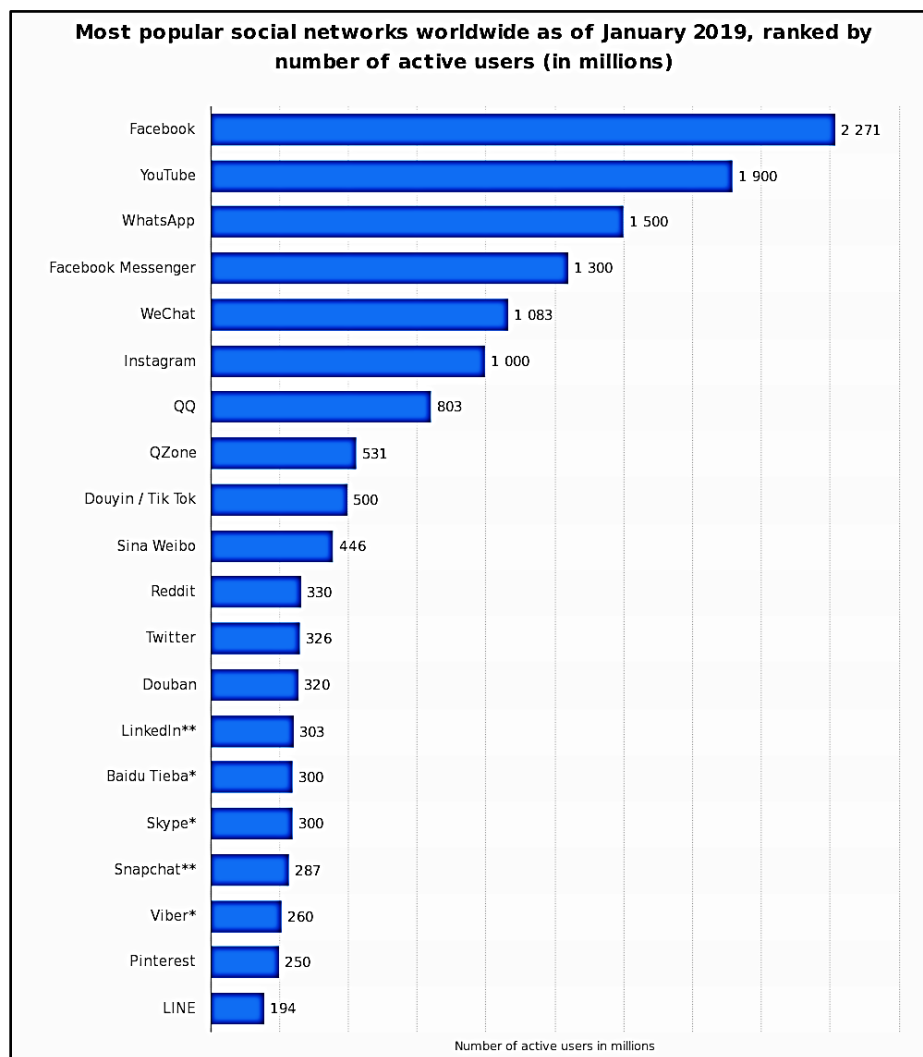
Figure 2.2: Number of Social Media Users by Apps (Source: Statista, 2019)

The invention of social media has really transformed the way we socialize with people. There is no longer a necessity to meet face-to-face to communicate with each other when social media enables us to do more than that. People tend to share and revealed a lot about themselves more on social media compared to when meeting face-to-face. According to Aral, Dellarocas and Godes (2013), social media is altering our style of communicating, collaborating and consuming information. Any websites that make discussion, sharing views and materials and build connections available can also be categorized as social media (Sajid, 2016).

Advertising and marketing method through social media perceived as more trustworthy to the social media users than compared to the conventional method of marketing which was a single way of communication. Social media users could communicate directly and send feedback to the marketers and this consequently benefits the organizations to incorporate their existing marketing mix strategy through social medias (Karamian, Nadoushan, & Nadoushan, 2015). Furthermore, businesses continue to use social media as their marketing tool as it is proven to have a positive impact on the business' performance financially and non-financially from cost reduction, enhanced customer service and customer relation, improved information accessibility and sharing, generate revenue and also could be a powerful competitive advantage. (Ainin, Parveen, Moghavvemi, Jaafar and Mohd Shuib, 2015).

2.3. SOCIAL MEDIA INFLUENCERS

Claude, Malek and Runnvall (2018) defined influencer as a person who has the ability to shape the buying decision of his/her followers. According to Sarah (n.d.), influencer could also be defined by "the mutual friend connecting your brand with your target customers". Moreover, Sarah (n.d.) also states that social media referral could be the cause of 71% consumers to make their purchase and that by going through reviews, feedbacks and comments online, 45% of global respondents are swayed to make a purchase online. Influencers could be more than just a marketing tools due to the fact that they could help brands to reach wider audience and their marketing goals (Dizon, 2015).

There are various ways where one could become a social media influencer. Forget about celebrity which by the norm we knew that they are in fact an influencer, but apart from them, social media influencers also could come from bloggers or content creators, industry experts and thought leaders to micro influencers (Claude, *et. al.*, 2018). Most of them plays a different role by using different approaches for their audiences. Social media influencer considered to be an active creator of online content which some of what they shared includes ideas, personal experience, feelings, opinions, emotions and many more (Hsu, Lin and Chiang, 2013).

Bloggers or content creators are very creative in building interest and trust with their audiences by their stories and this result in readers find them very influential (Claude, *et. al.*, 2018). Blog readers could be influenced by the opinion or content written by a blogger and this could impact a potential customer's purchase decision on brands and

products (Karina And Hajer, 2019). Industry experts and professionals could benefit from their strong networks in their industry due to the credentials and qualifications where these sorts of influencers are generous in sharing their knowledge and expertise to their followers and often it was done for free (Claude, *et. al.*, 2018) as these are their field of interest and passion.

On the other hand, micro influencers are the latest emergence of social media influencer. Moss (2018) described them as a person who could set a new wave of style, opinions and trends. Claude, *et. al.*, (2018) added that micro influencers are social media enthusiast who loves to share their everyday activities, knowledge on brand and products or services online on a day-to-day basis. The impact of marketing effectiveness from a few micro influencers seems to be more significant compared to a single Instagram celebrity which comprised of million followers (Digiday, 2018). In fact, in one study published in Shane Barker website, it was found that product reviews by social media influencers influenced as staggering as 81% of consumers on their buying behavior (Shane Barker, 2018).

Figure 2.3: Influencers help build brand trust (Source: Maryam, 2019)

2.4. F&B SECTOR MARKETING THROUGH SOCIAL MEDIA INFLUENCERS

There is a long list of social media influencers that is known for their food stories and beautiful food photography. Rather, some people call these beautiful food photography put on the social medias by the name "foodporn" which defined by Wikipedia (2019) as enhanced visual presentation of eating and cooking to be portrayed in visual medias .These social media influencers which also called the "foodie" have much influenced on their followers where their followers have also started to take pictures of the food every time before they consume them. Some of the famous foodie in Malaysia including Samantha Lee (638, 600 followers), Bee Yin Low (117, 200 followers), Jamie Lee (78, 400 followers) and Dududedoodle (60, 900 followers) where many followed them largely due to their unique food photography skill on Instagram. Shane Barker website suggested that recipes that was shared by these types of influencers is the number one factor consumer buys grocery items and to top on that, 94% of new food ingredients consumptions also influenced by these type of social media influencers (Shane Barker, 2018).

Social media engagement for modern organizations is essential in today's world as it provides them a platform to share information and be presence in the eyes of networked public where it is relevant for various cases when interacting with the public from campaigning to participation, brand promotion and customer engagement to complaints (Panagiotopoulos, Shan, Barnett, Regan and McConnon, 2015). Even for F&B sector, it has been slowly catching up through the use of ranges array of technology such

as more advance electronic tools and devices, information and communication technologies and online content (Lewis, 2018).

Lewis (2018) also mentioned in her article that Google has named F&B channels and YouTube cooking as the most video-shared genre in the year 2014. In one analysis, it is found that many youths love to upload images of food in their social media and often echoed the aesthetic look of the images similar to the cookbooks and food advertising photos (Holmberg, Chaplin, Hillman and Berg, 2016). De Solier (2013) emphasized in her article that food-oriented photos posted by the users in social media has extensively reached to the point that it has become a culture and media lifestyle. Despite having various reality TV shows on cooking and F&B programs aired in the mainstream mass media, there is a huge and growing competition taking place in the social medias such as Blogs, YouTube, Instagram and Facebook by amateurs, experts, social media influencers and micro-celebrities in sharing their cooking knowledge, advices and showing off the foodie lifestyle (Lewis and Phillipov, 2018) that making the F&B sector competitive than ever.

2.5. THE FUNDAMENTAL THEORIES

Social psychology could be used to described the elements of this research on how social media influencers affect the buying decision among Gen Z. It is said that social psychology explained how human process their thoughts, actions and feelings when involve in the presence of other people that could influence each other's state of mind (Myers, Spencer and Jordan, 2009).

2.5.1. ELABORATION LIKELIHOOD MODEL OF PERSUASION

Elaboration Likelihood Model (ELM) of persuasion is another branch of social psychology which stated that an attitude of a person could be altered, changes or influence along two routes namely central routes and peripheral route (Zhou, 2017; Zhou, Lu and Wang, 2016). ELM from a theoretical view can be elaborated as a process to understand the attitude change or to which extent does a person's view is influenced from one value to another throughout reaching their given goal (Allison, Davis, Webb, and Short, 2017). The elements of central route consist of argument quality which can be further explained by an individual's capability to scrutinize the message delivered to him/her (Zhou, 2017) and engaging in a critical thought process before making any decision about the issue relevant information (Allison, *et. al.*, 2017). Alternatively, the peripheral route only relies on peripheral cues (Zhou, *et al.*, 2016) which further means, a less effort and engagement is required by an individual to form evaluation out of the issue information (Allison, *et. al.*, 2017). Figure 2.4 below show a more extensive description and processes on ELM whilst Figure 2.5 show a model framework of ELM accordingly.
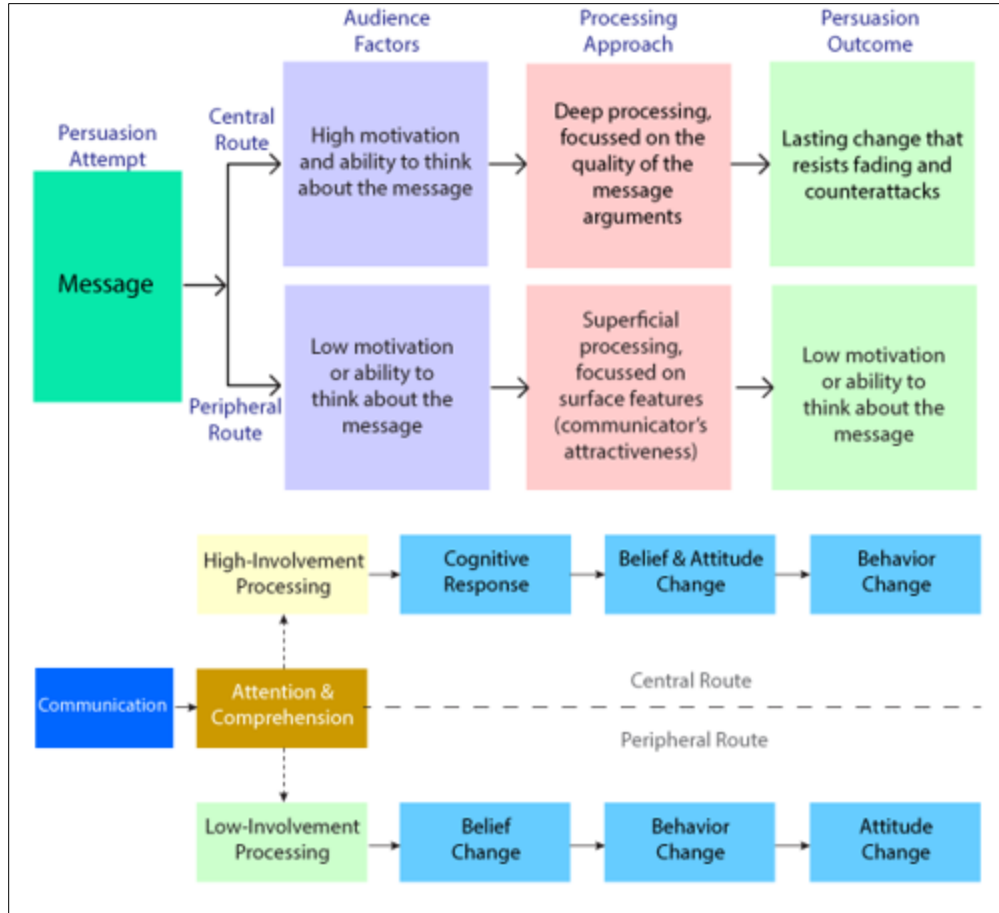
Figure 2.4: Differences of Central Route and Peripheral Route. (Source: Palistha, 2018)
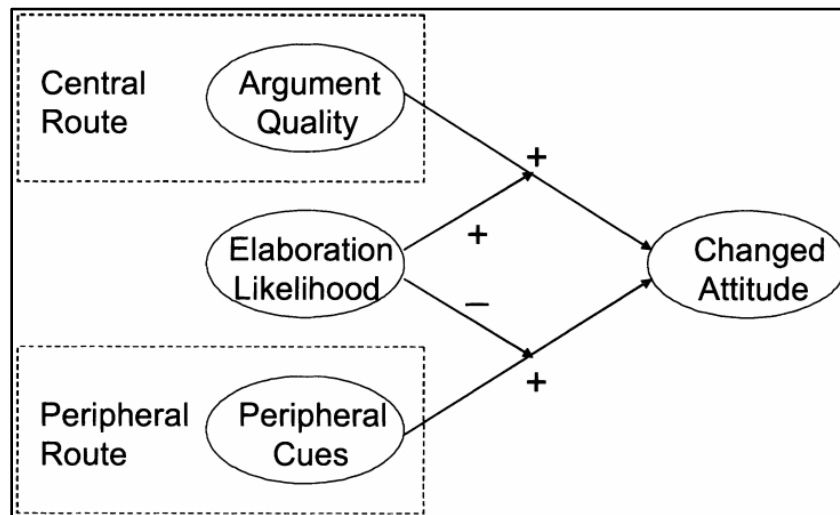
Figure 2.5: Elaboration Likelihood Model (Source: Bhattacherjee and Sanford, 2006)

2.5.2. PROCESSES OF ATTITUDE CHANGE

As part of social psychology, Karina and Hajer (2019) uses the three processes of opinion change which developed and made famous by Kelman in 1958. Kelman (1958) says that a person may or can be influenced through these three qualitatively ways. The three processes of opinion change or the traits that are owned by the communicator or the social media influencer are internalization, identification and compliance which similarly related to social attractiveness, credibility and authority respectively (Karina and Hajer, 2019).

Gass (2015) however says that, in the case of social media influencer, compliance process is not taken into account for influencers as they do not hold any authority towards their followers in the social environment. Hence, in this research, only two processes will be used and implemented in the ELM method which are internalization and identification. Both processes will be identified as central route and peripheral route respectively. The internalization is associated with credibility (central route) of the influencer, whilst para-social interaction (PSI) (peripheral route) (Karina and Hajer, 2019) and influencer's attractiveness (peripheral route) where emotions and feelings are playing part in the association of identification of the influencer. To further elaborate on both internalization and identification, Kelman (1958) defined internalization as a phenomenon when someone or a follower embrace the information, he/she gain from a persuader or an influencer. Kelman added that this happened due to the information given by the influencer is from a similar value or point of view of the follower in which they needed or thought to be useful for them.

On the other hand, identification as described by Kelman (1958) is as an act when a follower accepts the information given by the influencer because he/she wants to establish a relationship with the influencer in order to be part of the influencer. In other words, a follower who are trying to be identified as similar and congruent to the other group in this case, the influencer (Kelman, 1958).

2.5.3. SOURCE CREDIBILITY MODEL

Solomon (2015) stated that a credibility is used to measure the trustworthiness and the level of perceived expertise of an influencer and thus, it is said to be a crucial determinant of followers' persuasion. Credibility is said to have the highest measure in effectiveness in social influence (Hui, 2015). Credibility is the perceived quality of information and act as the level of trustworthiness and reliability of the social media influencer through an internalization process whereby the followers share the same principles with the social media influencer (Karina and Hajer, 2019). Khong and Wu's (2013) has affirmed with a study that source trustworthiness is positively influence the consumer's behavior. Karina and Hajer (2019) basically state that if the social media influencer is perceived as credible enough, they could influence the purchase intention and the attitude of the followers.

2.5.4. PARA-SOCIAL INTERACTION (PSI) THEORY

Perceived intimacy or interpersonal relationship between an influencer and his/her followers can be defined as para-social interaction (PSI) where such relationship would exist and go unnoticed by the followers or the admirer (Karina and Hajer, 2019). Dibble,

Hartmann and Rosaen (2016) further explained this phenomenon in their article that PSI is only an illusion known to the follower of the intimacy relationship they build with the influencer and it is purely an imaginative interaction. In the case of the effectiveness of the influence towards the audience or the followers, Welbourne and Grant (2016) pointed out that a YouTube channels that is having one particular presenter or a speaker is turned out to be more influential and popular compared to the channels that have multiple presenters as the effect of PSI that was created by the unique presenter. On the other hand, a study that took place in China as mentioned by Karina and Hajer (2019) in their article, it is found that PSI is influenced by the low self-esteem and the empathy of the followers and this resulted in positive relation with purchase intention.

2.5.5. SOURCE ATTRACTIVENESS MODEL

Hui (2015) emphasized that the perceived appearance of the influencer may have a significant influence on the followers' perception of an information showed by the influencer. Social attractiveness as defined by Karina and Hajer (2019) is the likeliness to select a social figure as a potential work or social partner. Pughazhendi and Ravindran (2012) iterated the source of attractiveness model in social media influencer is backed by four key components which are familiarity, likeability, similarity and attractiveness. As for the familiarity, it is established by the experience or the knowledge a follower has on the particular influencer. Likeability on the other hand, is associated with the level of affection one has towards the influencer's physical or behavior attributes. Similarity brings the meaning of perceived resemblance with the social media influencer. Lastly, the attractiveness is the influencer's trait physically, intellectually, skills or his/her lifestyle.

Attractiveness would be associated with peripheral route in this research. According to McAlister and Bargh (2016), attractiveness is related to peripheral route where persuasion is occurred such that it appears appealing to the observer.

2.5.6. CONCEPTUAL RESEARCH FRAMEWORK
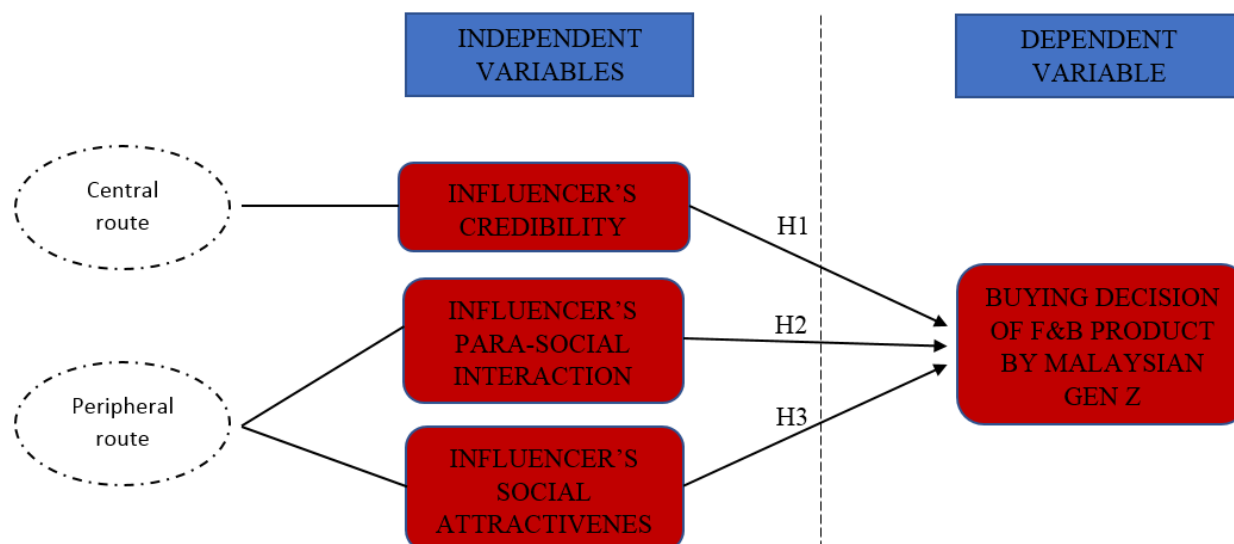
Figure 2.6: Conceptual Research Framework

2.5.7. HYPOTHESES

The followings are three (3) hypotheses that has been conducted in this research:

H(1): Social media influencer's credibility is positively related to the Malaysian Gen Z's buying decision of food product.

H(2): Para-social interaction between both social media influencer and Malaysian Gen Z is positively related to the buying decision of food product.

H(3): Social media influencer's social attractiveness is positively related to the Malaysian Gen Z's buying decision of food product.

2.6. CONCLUSION

In brief, this chapter reviewing the past literatures and articles written regarding the interested topic in this research paper. There are several gaps in the past publications that needs additional attention and information regarding Gen Z buying decision. These needed to be addressed as to fulfil those research opportunities and an appropriate fundamental theory must be referred in order to answer some remaining unsolved questions regarding the next batch of consumers. Six (6) relevant hypothesis has been developed at the end of this chapter for the interested phenomenon to be tested.

CHAPTER 3

3. RESEARCH METHODOLOGY

3.1. RESEARCH DESIGN

The objectives of this research are to find out in what ways social media influencers be involved in the buying decision of F&B product among Malaysian Gen Z and to provide more information to business owners regarding Gen Z buying decision in order to be more competitive in the market. Quantitative approach is used in this research to analyze the numerical data that have been collected (Zikmund Babin, Carr and Griffin, 2013). The numerical data that produced from this approach were then used to support the description or the prediction, to build and test the theory. This study was presented in both descriptive and explanatory.

The three (3) hypotheses in this study were tested through the association between independent variables and the dependent variables. By hypothesis testing, we established whether the outcome on which the population put under study will resonate the hypotheses that we have built referring to multiple credible sources. Deductive reasoning commonly adapted to describe the quantitative approach where conclusion is made to generalize multiple premises which often deemed to be true. Sekaran and Bougie (2016) have come out with a simple and comprehensive research diagram as shown in Figure 3.1 which is therefore adopted in this research.
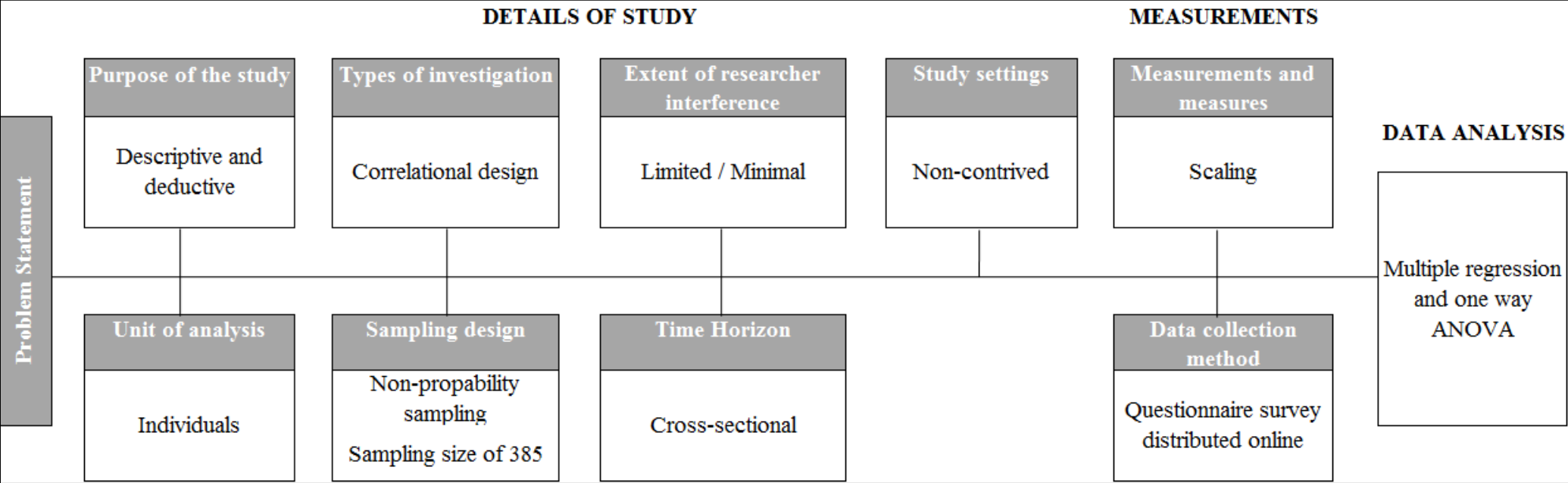
Figure 3.1: Research design diagram

3.2. MEASURING INSTRUMENT

Questionnaire were used as the measuring instrument for the primary data collection. The list of questions was developed by referring to the previous studies and a few of them were from my own understanding and interpretation. The survey questionnaires will be divided onto 3 different categories. The first section (Section A) was asked on the demographic details of the respondents and in format of nominal questions. The second section (Section B) was asked on the independent variables which are credibility, para-social interaction (PSI) and social attractiveness. The question's format in the second section was set in an ordinal scale using 5-Likert scale format from "strongly disagree" (indicated with number 1) and "strongly agree" (indicated with number 5). Likewise, third section (Section C) was also using ordinal scale measurement to measure the dependent variable which is buying decision.

SECTION	VARIABLE	NO. OF Q's	SOURCE
A (Demography & General Information)		3	Sekaran and Bougie (2016).
B (Independent Variables)	Influencer's Credibility	5	Solomon (2015); Hui (2015); Khong and Wu's (2013); Karina and Hajer (2019)
	Para-Social Interaction (PSI)	5	Karina and Hajer (2019) Dibble, Hartmann and Rosaen (2016); Welbourne and Grant (2016)
	Influencer's Social Attractiveness	5	Hui (2015); Karina and Hajer (2019); Pughazhendi and Ravindran (2012)
C (Dependent Variable)	Buying Decision of F&B Product Among Gen Z	4	Zhou, 2017; Allison, Davis, Webb, and Short (2017); Allison, et. al. (2017); Karina and Hajer (2019); Kelman (1958)

Table 3.1: Summary table of questionnaire.

3.3. STUDY POPULATION, UNIT OF ANALYSIS, SAMPLE SELECTION AND SAMPLING TECHNIQUES

The unit of analysis in this research is individual of Gen Z in Selangor state, Malaysia, age from 18 to 23 years old as of the year 2019. Since most of this population age is still in colleges and universities, the survey was most likely answered in majority by students in random sampling technique. The number of Gen Z estimated in Selangor within the age mentioned earlier is almost 1.5 million individuals (Population Quick Info, 2019). Therefore, the sample size required is 385 number of respondents with margin of error and confidence level of 5% and 95% respectively (Checkmarket, 2019).

Table 3.2: Sample size (Source: Checkmarket, 2019)

3.4. PILOT TEST

Pilot test is necessary to be done to analyze the mistake or any shortcoming in the survey that has taken place (Leon, Davis and Kraemer, 2011). It is done in a small-scale survey before the real data collection takes place. The other reason for pilot test is to provide an indication whether the questionnaires distributed was suitable and qualified to as a question in the real research survey. According to Cresswell (2013), the test must be involved around 10% of the sample size which in this research case, about 40 individuals based on 385 original sample size. Lastly, factor analysis and reliability test were taken place from the pilot test done to determine the suitability of it to be run in a larger scale.

3.4.1. FACTOR ANALYSIS

Factor analysis was used at the beginning before the reliability test (Zikmund *et. al.*, 2013) in order to identify the correlation coefficient between the variables which is called the loadings (Sekaran and Bougie, 2016). Sekaran *et. al.* (2016) added that the factor analysis findings will then assist to reduce the number of variable and structure the data. Kaiser-Meyer-Olkin (KMO) Barlett's test of Sphericity was used on the collected data to determine the relevancy of the data which give us the value of measures sampling adequacy (MSA) ranging from 0 to 1 as shown in Table 3.3. Pallant (2011) explains that extracted components from communality table was used to determine which questions (item) shall remain or shall be removed if the value is lower than 0.5. Values that exceeded 0.5 would remain to proceed for further analysis (Pallant, 2011).

RANGE	ACCEPTANCE
Below 0.5	Unacceptable
0.5 – 0.599	Miserable
0.6 – 0.699	Mediocre
0.7 – 0.799	Middling
0.8 and above	Meritorious

Table 3.3: MSA value guidelines (Source: Hair, Black, Babin and Anderson, 2014)

3.4.2. RELIABILITY TEST

Cronbach alpha was then used in this research to test the reliability of the data. This is to ensure that the data gained was consistent and repeatable to measure. In other words, reliability test was used to see the consistency of the measuring instruments (i.e., questionnaire) (SPPS for Statistics, 2017). Laerd Statistic (2019) mentioned that Cronbach Alpha is the most common measure of questions such as 5-likert scale to determine their internal consistency. The coefficient alpha value must be above of 0.70 for the data to be considered reliable (Joe, 2015). Dependent variable (DV) and independent variables (IV) were both tested with reliability test separately. Table 3.3 below shows the range of Cronbach alpha.

CRONBACH ALPHA	INTERNAL CONSISTENCY
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unaccepted

Table 3.4: Cronbach's alpha value. (Source: Hair *et. al.*, 2014)

3.5. HYPOTHESES TESTING

Multiple Regression analysis and ANOVA are the two techniques that were used to test the hypotheses in this research. In order to test whether the hypotheses in this research could be accepted or otherwise, logical approach to examine between two or more variables needed to be done (Yockey, 2011). In this case, multiple regression analysis will be adopted to examine the relationship between the two independent variables (IV) and dependent variable (DV). Sekaran and Bougie (2016) stated that if R squared value is above 0.5, the fitness model of the relationship will be considered fit and if the R squared value is below, it means vice versa. On the other hand, for One Way ANOVA, the p-value will indicate the significance of the model and the correlation between the mean values of two or more independent groups. P-value which is less than 0.05 will indicate there is a significant difference between the two or more groups that is being studied (Pallant, 2011). Meanwhile, Beta (β) coefficient will contribute to the significance of statistical equation when the value is high (Pallant, 2011) and also indicating that there is higher influence of IVs to the DV (Sekaran and Bougie, 2016).

3.6. CONCLUSION

To summarize, Chapter 3 discusses on the strategic steps and processes to conduct the research. Suitable method of research design, sampling design, questionnaire design, data collection and data analysis were identified and explained. Methodologies of the research need to be carefully planned and written out in order to get the best results or findings with the utmost accuracy.

CHAPTER 4

4. RESEARCH FINDINGS AND ANALYSIS

4.1. PILOT TEST

A total of 40 respondents which is equivalent of 10% from the sample size of 385 was tested before continuing with the full data collection and complete analysis of study. Factor analysis and reliability analysis are done in the pilot test on the 40 respondents to test the respondent's comprehension of the survey questions or whether the questions are appropriate or otherwise. Some of the data which deemed not suitable to proceed with after the pilot test, are eradicated before proceeding to the preliminary test on all the data answered by the respondents.

4.1.1. FACTOR ANALYSIS

Exploratory factor analysis was conducted on both DV and IVs separately as shown in Table 4.1. KMO result for DV is 0.786 which is at "Middling" level according to MSA value. On the other hand, KMO value for IVs is 0.825 which is at "Meritorious" level according to the MSA value. Both result of KMO from DV and IVs are acceptable indicating that there is a relevancy in the 40 data tested and also has a significant finding in Bartlett's test of sphericity (*p<0.05*). In addition, the communality value from the extracted component for all the survey questions seems to exceed 0.5, this means that all item can be used for further analysis and no items shall be removed. Hence, both DV and IVs can be proceeded with reliability test.

Variable	Item	Communality Value	KMO	Interpretation
Dependent Variable				
Buying Decision (BD)	BD1	0.707	0.786	Middling
	BD2	0.884		
	BD3	0.860		
	BD4	0.514		
Bartlett's Test of Sphericity: Approx. Chi-Square 101.818; df: 6; Sig.: 0.000				
Independent Variables				
Influencer's Credibility (Cre)	Cre1	0.790		
	Cre2	0.722		
	Cre3	0.731		
	Cre4	0.775		
	Cre5	0.613		
Influencer's Para-Social Interaction (PSI)	PSI1	0.760	0.825	Meritorious
	PSI2	0.730		
	PSI3	0.675		
	PSI4	0.835		
	PSI5	0.709		
Influencer's Attractiveness (Att)	Att1	0.797		
	Att2	0.863		
	Att3	0.651		
	Att4	0.779		
	Att5	0.762		
Bartlett's Test of Sphericity: Approx. Chi-Square 358.276; df: 105; Sig.: 0.000				

Table 4.1: Factor Analysis Result for DV and IVs - Pilot test

4.1.2. RELIABILITY TEST

Variable	Item	Cronbach's Alpha	Interpretation
<u>Dependent Variable</u>			Good
Buying Decision (BD)	4 items	0.872	
<u>Independent Variables</u>			
Influencer's Credibility (Cre)	5 items	0.870	Good
Influencer's Para-Social Interaction (PSI)	5 items	0.890	Good
Influencer's Attractiveness (Att)	5 items	0.727	Acceptable

Table 4.2: Cronbach's Alpha Value - Pilot test

Reliability test was done and the result obtained shows all the items are valued more than 0.70 which are above the minimum requirement score of 0.70. This proves to show that there is an internal consistency between the questions and deemed reliable to proceed for further analysis.

4.2. FREQUENCY AND DESCRIPTIVE ANALYSIS

A total of 130 respondent's answers were collected through questionnaires distributed online to many universities around Selangor. However, the minimum requirement of 350 samples could not be reached as time is limited and lack of interested participants to answer the survey questions. The collected demographic data are gender, age and type of social media platform that participants used to follow the most food influencers. The descriptive analysis method is used to describe the demographic data as shown in figures as follow.

4.2.1. DEMOGRAPHIC FREQUENCY

GENDER

Male, 43, 32%

Female, 90, 68%
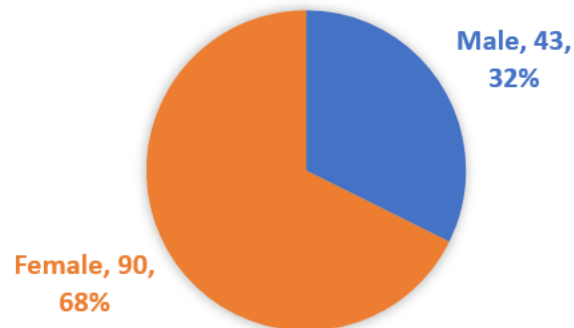
Figure 4.1: Gender distribution

AGE

(18-19), 6, 5%

(22-23), 59, 44%

(20-21), 68, 51%
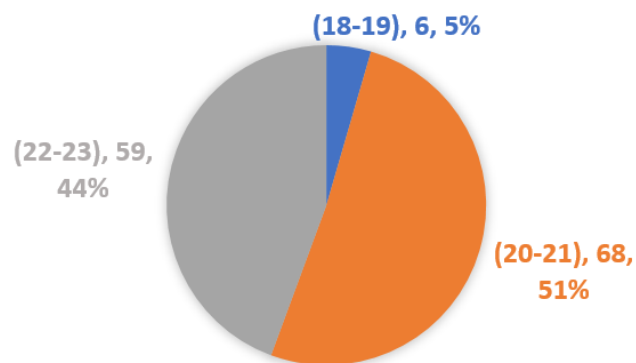
Figure 4.2: Age distribution

SOCIAL MEDIA PLATFORM

Facebook, 5, 4%   Snapchat, 1, 1%

Twitter, 15, 11%

YouTube, 33, 25%

Instagram, 79, 59%
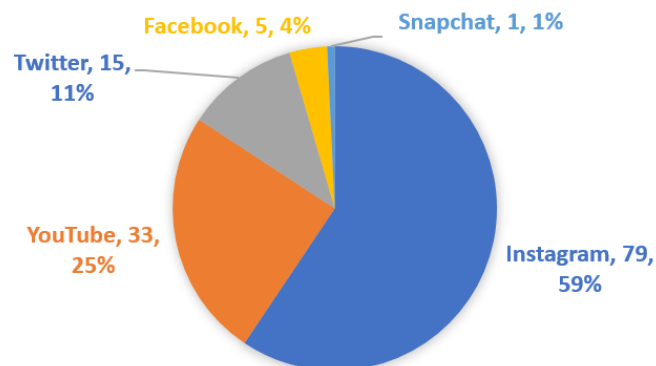
Figure 4.3: Social media platforms of food influencer that respondents follow the most.

Based on the demographic information that we have obtained, it is known that 68% of the respondents are female with 90 respondents and for the male counterpart, only 43 respondents which is about 32% that has responded the survey questionnaires (Figure 4.1). For the age distribution (Figure 4.2), the 18-19 years old has a really small amount that answered the survey with only 6 persons which equivalent to 5%. Whereas, 68 (51%) respondents answered are aged between 20-21 years old and the rest of 59 (44%) of them are aged 22-23. Last but not least, Gen Z seems to be fonder of using Instagram when it comes to be a follower for food influencers. More than half of the respondents which are about 59% (79) of them used Instagram platform where the second placed belong to YouTube with 25% (33). Followed after is Twitter with 11% (15), Facebook with 4% (5) and Snapchat with 1% (1) respectively.

4.2.2. CROSS-TABULATION DESCRIPTIVE ANALYSIS

		Age						Total
		18-19		**20-21**		**22-23**		
		Gender		**Gender**		**Gender**		
		Female	**Male**	**Female**	**Male**	**Female**	**Male**	**Total**
Social Media	**Facebook**	0	0	1	0	3	1	5
	Instagram	3	0	24	16	26	10	79
	Snapchat	0	0	1	0	0	0	1
	Twitter	1	0	4	3	4	3	15
	YouTube	2	0	14	5	7	5	33
Total		6	0	44	24	40	19	133

Table 4.3: Cross-tabulation of demographic data

From Table 4.3, we found that female dominated the most in both age group 20-21 and 22-23 years old with 24 respondents and 26 respondents respectively. Both age groups of females can be found using Instagram the most to follow their favorite food influencers. Second to that, female respondents can also be found using YouTube to follow the food influencers with 14 respondents from the age group of 20-21. It goes the same for the male counterpart. The most participants from male are in the group age of 20-21 and 22-23 with 16 and 10 respondents accordingly. Likewise, the male too prefers Instagram platform to follow their favorite food influencers similar to their female counterparts. Although it is not significantly different for the second and third preferred platform by the males between YouTube and Twitter, YouTube is placed in second after Instagram which is also the case as female social media platform preferences.

4.2.3. DESCRIPTIVE ANALYSIS OF DV AND IVs

	N	Mean per Items	Std. Deviation	Mean per Variables
Cre1	133	3.55	0.892	
Cre2	133	3.88	0.749	
Cre3	133	3.62	0.868	3.76
Cre4	133	3.68	0.899	
Cre5	133	3.87	0.792	
PSI1	133	3.86	0.851	
PSI2	133	3.46	0.989	
PSI3	133	3.70	0.879	3.69
PSI4	133	3.58	0.863	
PSI5	133	3.84	0.777	
Att1	133	3.30	0.904	
Att2	133	3.44	0.932	
Att3	133	3.60	0.825	3.52
Att4	133	3.77	0.727	
Att5	133	3.73	0.664	
BD1	133	3.61	0.747	
BD2	133	3.60	0.834	
BD3	133	3.43	0.987	3.54
BD4	133	3.16	1.021	

Table 4.4: Mean Value for DV and IVs

The mean for every DV and IVs stands consistently in between 3 to 4 which means "Neutral" to "Agree" according to the survey questionnaire. The highest mean recorded is Influencers Credibility (Cre) with 3.76. Whereas, the lowest mean value recorded is Influencer's Attractiveness (Att) with 3.52 which is the DV. The highest value of standard deviation is belonged to item Buying Decision 4 (BD4) with 1.021 while the lowest recorded is 0.664 which belonged to the item Attractiveness 5 (Att5). Standard deviation can tell us how far the answered value strayed from the value of the mean. Large standard deviation means further strayed from the value of the mean.

4.3. PRELIMINARY DATA ANALYSIS

4.3.1. FACTOR ANALYSIS

Factor analysis on the full data set was conducted both for DV and IVs. Factor analysis was conducted several times as some eliminations had to be done for a few items such as Cre1, PSI3, Att5 and BD4. It was found that that after factor analysis was tested on the full data set of 133 samples, the communalities value of the four items mentioned were recorded below the acceptable value of 0.50. Cre1 was initially in the first process valued more than 0.50, however, after the elimination of PSI3 and Att5, it was found out that Cre1 value dropped below 0.50. Hence, these items must be disregarded from further analysis to achieve more accurate value at the end of the analysis process. Table 4.4 and Table 4.5 shows before and after the elimination of the items respectively. KMO value before elimination was recorded at 0.735 (middling level) for DV and 0.891 (meritorious level) for IVs (Table 4.4). On the other hand, after the elimination process took place, the new KMO value for DV became mediocre to 0.679. Despite the low value, significant Bartlett's test value is recorded below 0.500, hence, the data is still suitable to be used for further analysis. KMO value for IVs is achieved at 0.889 which is meritorious which is passed to proceed.

Variable	Item	Communality Value	KMO	Interpretation
Dependent Variable				
Buying Decision (BD)	BD1	0.677	0.735	Middling
	BD2	0.740		
	BD3	0.668		
	BD4	0.488		
Bartlett's Test of Sphericity: Approx. Chi-Square 191.222; df: 6; Sig.: 0.000				
Independent Variables				
Influencer's Credibility (Cre)	Cre1	0.502		
	Cre2	0.586		
	Cre3	0.595		
	Cre4	0.525		
	Cre5	0.554		
Influencer's Para-Social Interaction (PSI)	PSI1	0.595	0.891	Meritorious
	PSI2	0.580		
	PSI3	0.435		
	PSI4	0.622		
	PSI5	0.593		
Influencer's Attractiveness (Att)	Att1	0.699		
	Att2	0.781		
	Att3	0.566		
	Att4	0.621		
	Att5	0.419		
Bartlett's Test of Sphericity: Approx. Chi-Square 1039.471; df: 105; Sig.: 0.000				

Table 4.5: Preliminary Factor Analysis (Before elimination)

Variable	Item	Communality Value	KMO	Interpretation
Dependent Variable				
Buying Decision (BD)	BD1	0.721	0.679	Mediocre
	BD2	0.817		
	BD3	0.667		
	BD4	0.488		
Bartlett's Test of Sphericity: Approx. Chi-Square 148.049; df: 3; Sig.: 0.000				
Independent Variables				
Influencer's Credibility (Cre)	Cre1	0.502		
	Cre2	0.586		
	Cre3	0.598		
	Cre4	0.562		
	Cre5	0.584		
Influencer's Para-Social Interaction (PSI)	PSI1	0.609	0.889	Meritorious
	PSI2	0.574		
	PSI3	0.435		
	PSI4	0.631		
	PSI5	0.619		
Influencer's Attractiveness (Att)	Att1	0.730		
	Att2	0.802		
	Att3	0.575		
	Att4	0.595		
	Att5	0.419		
Bartlett's Test of Sphericity: Approx. Chi-Square 810.617; df: 66; Sig.: 0.000				

Table 4.6: Preliminary Factor Analysis (After Elimination)

4.3.2. RELIABILITY ANALYSIS

Variable	Item	Cronbach's Alpha	Interpretation
Dependent Variable			
Buying Decision (BD)	3 items	0.809	Good
Independent Variables			
Influencer's Credibility (Cre)	4 items	0.801	Good
Influencer's Para-Social Interaction (PSI)	4 items	0.848	Good
Influencer's Attractiveness (Att)	4 items	0.824	Good

Table 4.7: Preliminary Reliability Analysis

Reliability test was conducted again this time in preliminary test using all 133 samples and the result obtained shows all the items are valued more than 0.80 which are above the minimum requirement score of 0.70. The value of Cronbach's Alpha shown improvement for Attractiveness (Att) compared to the value recorded in the pilot test. This happened mostly due to a lot more data was tested and also some poor communality value items were disregarded. Hence, it proves to show that there is an internal consistency between the questions and deemed reliable to proceed for hypotheses analysis.

4.4. RESULTS OF INFERENTIAL ANALYSIS AND HYPOTHESES TESTING

4.4.1. PEARSON CORRELATION ANALYSIS

Table 4.8 shows the outcome of Pearson's Correlation Analysis on the full data sets collected. Pearson's Correlation portray whether the findings have a strong linear relationship between IVs and DV and also the direction of the linear relationship. The value "*r*" is denoted as the Pearson Correlation which the value falls between -1 (maximum negative) and +1 (maximum positive) will be used to determine the strength of the correlation and the negative and the positive sign will be used to determine the direction of which the two variables are correlated (Pallant, 2011). When *r*-value is equal to zero (0), it means no relationship between the two variables.

Variables	Buying Decision	
	Pearson Correlation (*r*)	Significance (2-tailed)
Influencer's Credibility	0.486	0.000
Influencer's Para-Social Interaction	0.469	0.000
Influencer's Attractiveness	0.385	0.000
Correlation is significant at the 0.01 level (2-tailed).		

Table 4.8: Result of Pearson Correlation Analysis

Based on the result shown in Table 4.8, all the three independent variables namely influencer's credibility, influencer's para-social interaction and influencer's attractiveness had a significance (2-tailed) value $p=0.00$ ($p<0.05$) which indicated that all independent variables had statistically significant correlation respectively towards buying decision

making of food items promoted by the influencers among Gen Z in Malaysia. The Pearson Correlation value (*r*) shows relatively weak correlation for both influencer's credibility (0.486) and influencer's para-social interaction (0.469) while influencer's attractiveness recorded a very weak correlation with buying decision among Gen Z in Malaysia.

4.4.2. RESULT OF MULTIPLE REGRESSION ANALYSIS

Sekaran (2016) mentioned in his article that the Pearson Correlation analysis only limited to show us the how close the relationship between any two variables, however, the recorded value cannot draw a conclusion on how the variance in the dependent variable will be justified when multiple independent variables were hypothesized to influenced it concurrently. Therefore, further analysis using multiple linear regression analysis is used to explain to which extent the variance in the dependent variable is influenced by every independent variable adopted in this research (Zikmund *et. al.,* 2013).

Multicollinearity test was done prior to multiple regression analysis to find out to which extent the two predictor variables are correlated to one another. In other words, if the multicollinearity is high between two predictor variables, there's a possibility that the data is redundant and can be used to predict one another. Hence, if that is the case, one of the variable needs to be disregarded from further analysis (Statistic How To, 2019). Pallant (2011) mentioned that multicollinearity test consists of variance inflation factor (VIF) and tolerance value. Both of the values must be lower than 10 and greater than 0.1 respectively to be considered clean from multicollinearity issues. Based on the below Table 4.9, VIF value and tolerance value recorded for all IVs shows no sign of

multicollinearity which enough to prove that further analysis can be done on all the independent variables for multiple regression analysis towards the dependent variable.

Variables	Collinearity Statistics	
	Tolerance	VIF
Influencer's Credibility	0.462	2.164
Influencer's Para-Social Interaction	0.374	2.677
Influencer's Attractiveness	0.643	1.554

Table 4.9: Multicollinearity Statistics

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.849	3	6.616	16.697	.000[b]
	Residual	51.115	129	.396		
	Total	70.964	132			

a. Dependent Variable: BD
b. Predictors: (Constant), ATT, CRE, PSI

Table 4.10: ANOVA Analysis of Regression Analysis.

The ANOVA analysis of this research shown in Table 4.10 indicates that there is a significant relationship ($p = 0.000$) between at least one or more of all the three IVs and DV as the overall p-value is less than 0.05 ($p > 0.05$). This also means that the research framework model has a predictability power to explain the dependent variable. Table 4.11 illustrates the model summary of regression analysis between all the IVs and the DV in this research. The R-value recorded is 0.529 which indicates that the correlation coefficient between the IVs and DV is moderately strong. On the other hand, the R square

value is recorded at 0.280, which means only 28% of the variation of dependent variable (buying decision of food product among Gen Z in Malaysia) can be explained by the three independent variables (credibility, para-social interaction and attractiveness). The remainder of 72% could be explained by other possible factors/variables (Hair, *et. al.*, 2014). The Durbin-Watson also tells that there is no autocorrelation recorded and the data is relatively normal (Statistics How To, 2019) as the value (1.767) falls between 1.5 to 2.5.

Model Summary[b]

Model		Statistics			
	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.529[a]	.280	.263	.62948	1.767

a. Predictors: (Constant), ATT, CRE, PSI
b. Dependent Variable: BD

Table 4.11: Model Summary of Regression Analysis.

4.4.3. HYPOTHESIS TESTING

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.109	.355		3.123	.002
	CRE	.340	.123	.304	2.767	.006
	PSI	.154	.124	.151	1.239	.218
	ATT	.168	.099	.158	1.693	.093

a. Dependent Variable: BD

Table 4.12: Multiple Regression Analysis.

Hypotheses that were established between independent variables and dependent variable in Chapter 2 were tested with multiple regression analysis and the result obtained is shown in the Table 4.12 above. Basically, in multiple regression, any *p*-value (significant value) which is less than 0.05 (*p*<0.05) for each independent variable will determine whether there is influence or impact between the independent variables towards dependent variable. Any *p*-value which is greater than 0.05 (*p*>0.05) will indicate no significant evidence to support the impact between each independent variable towards dependent variable. The discussion and analysis of the result were presented as follows:

H(1): Social media influencer's credibility is positively related to the Malaysian Gen Z's buying decision of food product.

The independent variable of influencer's credibility (Cre) value of *p* is less than 0.05 which indicated there is significant relationship between influencer's credibility with buying decision (BD) of food product among Malaysian Gen Z. Apart from that, it is also known from the beta (β) value of 0.340 that social influencer's credibility had positive influence towards buying decision of food product among Gen Z in Malaysia. Therefore, based on this finding, there is sufficient evidence to support that there is a strong influencing factor of social influencer's credibility towards buying decision of food product among Gen Z in Malaysia and hence, H1 is accepted. The model equation based on influencer's credibility is constructed as below: **Y = β$_{of}$ constant + β$_{of}$ variable**

Buying Decision = 1.109 + 0.340(Influencer's Credibility)

For every increased of influencer's credibility by 1 unit, buying decision of Gen Z will increase by 0.304 unit.

H(2): Para-social interaction between both social media influencer and Malaysian Gen Z is positively related to the buying decision of food product.

From Table 4.12, para-social interaction between social media influencer and Malaysian Gen Z had a *p*-value of 0.218 which was greater than the p-value of 0.05 (p>0.05), thus, indicated that there is no significant evidence to support the relationship between influencer's para-social interaction and buying decision of food product among Malaysian Gen Z. Therefore, based on the result from the analysis, there is insufficient evidence to support H(2) and hence it was rejected. This finding also shows that para-social interaction was perceived as a non-influencing factor towards buying decision of food product among Malaysian Gen Z.

H(3): Social media influencer's social attractiveness is positively related to the Malaysian Gen Z's buying decision of food product.

Based on the Table 4.12, influencer's attractiveness had a *p*-value of 0.093 which was greater than the *p*-value of 0.05 (p>0.05), thus, indicated that there is no significant evidence to support the relationship too between influencer's social influencer's attractiveness and buying decision of food product among Malaysian Gen Z. Therefore, based on the verdict from the analysis, there is insufficient evidence to support H(3) and hence it was rejected. This finding also shows that influencer's attractiveness was perceived as a non-influencing factor towards buying decision of food product among Malaysian Gen Z.

In brief, only influencer's credibility has a significant p-value less than 0.05 ($p<0.05$) which is significant predictors of buying decision of food product. The other two independent variables which are influencer's para-social interaction and influencer's attractiveness with a significant p-value more than 0.05 ($p>0.05$) are not a significant predictor towards buying decision of food product among Malaysian Gen Z. Hence, only Hypothesis 1 is accepted whilst Hypotheses 2 and 3 were rejected. Beta (β) value determines the degree of influences by independent variables towards dependent variable where the higher the value, the stronger the degree of the influences. In this case, while only Hypothesis 1 is accepted, the result also shows that it has the highest beta value with positive influence towards buying decision of food product among Gen Z in Malaysia.

4.5. CONCLUSION

This chapter presented the results of the analyses performed in this research. The analyses performed were factor analysis, reliability analysis, descriptive statistics, Pearson's correlation and multiple regression. Based on the results, the Cronbach's alpha coefficient both dependent and independent variables were accepted in the reliability test. It was found out that in the descriptive analysis, despite Facebook being the most popular social media platform in the world, many Gen Z are more attached to using Instagram and YouTube when following their favorite influencers. Moving on to factor analysis, some items in each variable are disregarded for further analysis due to low communality values. Pearson's correlation analysis concluded that all independent variables were significant and positively correlated to dependent variables. Lastly, the results of multiple regression

analysis showed that only influencer's credibility has a significant positive relationship with buying decision while the other two independent variables, influencer's para-social interaction and influencer's attractiveness had a significant negative relationship with buying decision of food product among Malaysian Gen Z.

CHAPTER 5

5. CONCLUSION AND RECOMMENDATIONS

5.1. DISCUSSION OF FINDINGS AND RECOMMENDATION

The holistic approached of this research is to understand the factors influencing Gen Z to make a buying decision from the role played by media social influencer particularly in F&B industry. The influencing factors chosen in this study are influencer's credibility, para-social interaction (PSI) between influencers and their followers and lastly, influencers attractiveness. Three (3) research objectives and research questions were constructed for the hypotheses to be tested using the collected data and according to series of analysis processes method that already been determined from the beginning of this research.

Through the hypotheses discussion and findings earlier, it will be used to measure how far research objectives were achieved and how the result answers the research questions been established. Table 4.13 below shows the summary of the findings throughout this research.

Hypotheses	Pearson Correlation	Multiple Regression		Result
	r-value	p-value	Beta (β)	
H(1): Cre → BD	0.486 (Sig.:0.000)	0.006	0.304	Accepted
H(2): PSI → BD	0.469 (Sig.:0.000)	0.218	0.151	Not Accepted
H(3): Att →BD	0.385 (Sig.:0.000)	0.903	0.158	Not Accepted
R^2 = 26.3%				

Table 4.13: Summary of Hypotheses Testing Results.

INTI International University (2019)

RO (1): To study the relationship between social media influencer's credibility towards buying decision of F&B product among Malaysian Gen Z.

Correlation analysis suggest that there is a relationship between social media influencer's credibility towards buying decision of F&B product among Malaysian Gen Z with a mild strength of 0.486. However, from the regression findings, it is found that there was significant and sufficient supporting evidence between social media influencer's towards buying decision of F&B product among Malaysian Gen Z. Therefore, social media influencer's credibility factor will have the power to predict whether the respondents would buy any F&B product advertised by the social media influencer.

This finding also aligned with past researches which found that influencer's credibility plays a role in buying decision by his/her followers. For example, Karina and Hajer (2019) discussed that social media influencer's credibility as a central route in ELM model has significant p-value of 0.00 which is less than 0.05 ($p<0.05$) towards purchase intention. The beta (β) value also shows a strong positive impact with 0.409 between influencer's credibility and purchase intention. On contrary, there was also a finding from the previous study which credibility result turned out otherwise. Lim, Aifa, Cheah, and Wong (2017), in their study found out that there was an insignificant relationship of influencer's credibility with purchase intention with significant p-value of 0.470 which is more than 0.05 ($p>0.05$). It was mentioned that in most cases, respondents do not find that social media influencer's have an adequate expertise or knowledge towards the product they promoted. Hence the low rate of credibility from the respondents. In

summary, by discussing research objective one (1), the research question one (1) is answered.

RO (2): To study the relationship between social media influencer's para-social interaction towards buying decision of F&B product among Malaysian Gen Z.

Correlation analysis suggest that there is a relationship between media influencer's para-social interaction towards buying decision of F&B product among Malaysian Gen Z with a mild strength of 0.469. From the regression analysis result, it shows that there was no significant impact and supporting evidence between social influencer's para-social interaction with Gen Z followers towards buying decision of F&B product.

This finding is opposing the previous research done by Karina and Hajer (2019). Based on their findings, PSI has a significant relationship with purchase intention with a p-value of 0.00 which is less than 0.05 ($p<0.05$). On top of that, beta (β) value of 0.346 was also showing positive impact of PSI towards purchase intention. These differences in result could be caused by many factors. Karina and Hajer (2019) researched was on fashion industry whilst this research is based on F&B industry. The major difference in the nature of the industry was probably one of the main reasons of the inconsistency of the findings. For example, it could be that the way social media influencer is interacting with their fellow followers in fashion industry is different compared to in F&B industry. Hence, it is probably not suitable to use PSI to study on buying decision in F&B industry as long as this research finding is concerned. Finally, by discussing research objective two (2), the research question two (2) is answered.

RO (3):   To study the relationship between social media influencer's attractiveness towards buying decision of F&B product among Malaysian Gen Z.

Correlation analysis suggest that there is a relationship between social media influencer's attractiveness credibility towards buying decision of F&B product among Malaysian Gen Z with a fairly weak strength of 0.385. Based on the regression analysis result, it shows that there was no significant supporting evidence between social influencer's attractiveness towards buying decision of F&B product. This result is aligned with the study done by Lim *et. al.* (2017) where they proved that there was no significant relationship between influencer's attractiveness with purchase intention. The significant *p*-value of 0.299 which is more than 0.05 (*p*>0.05) was recorded with a very low value of beta (β) too. However, in Lim *et. al.* (2017) study, they did not test their hypotheses in any specific industry, rather, they conducted the research on purchase intention generally across all industries. In conclusion, by discussing research objective three (3), the research question three (3) is answered.

5.2. CONTRIBUTION

5.2.1. CONTRIBUTION TO LITERATURE

Social media influencer is a recent phenomenon with very limited and insufficient information available in academic sense. In addition, not many researches have been done in Malaysia academically especially among Gen Z which examine their buying decision. Some of the findings in this research seems to be contradicted with previous researches which added more interesting discoveries to the academic record. It proves to show that we are still lacking of information regarding this young generation. However,

from the result of this research, we understand now that Gen Z is looking no further than influencer's credibility when it comes to buying food and beverage. Previous researches also showed that influencer's credibility is important in the fashion industry as found out by Karina and Hajer (2019).

On the other hand, *Lim et. al.* (2017) found out that social media influencer's credibility is generally not significant when we left respondents answer in a non-specific industry. In addition, the result of this research portrays that both social media influencer's PSI and attractiveness are not significant in determining buying decision of Gen Z among Malaysian Gen Z. All these contradictions allow future researchers to seek better understanding of Gen Z buying decision behavior. As mentioned earlier, there are not much academic studies being done yet on Gen Z, the result of this thesis at least narrowed down some big gap in literature, adding knowledge on Malaysian Gen Z buying decision and potentially beneficial to future researchers' reference.

5.2.2. CONTRIBUTION TO GOVERNMENT

In the early section of this thesis, it was highlighted that Malaysia food and beverage (F&B) sector has also been influenced by the changes of lifestyle and the rise of private consumption (BMCC, 2018). This means that social media has fairly plays a very important role too in contributing to these changes. Malaysia in its own uniqueness has numerous types of dishes across many ethnicities and often differ between states and regions. To preserve all these traditional dishes and let it known to the younger generations, Malaysian government could use some initiative to hire food influencers to

promote and preserve these traditional dishes so that it would not faces an extinction. Furthermore, it is important to note that hired food influencers is trained and given enough information about a specific dish as young generation such as Gen Z look on the credibility of the source often particularly compared to the other factor.

Apart from that, government too could use these social media influencers for any campaign on awareness or alike to address certain matters not only on food consumption matter but also on healthy food or organic food concern. This subsequently will produce healthier nation and better young generation through using the influence power of these social media influencers. Many great opportunities and hidden potential could be extracted by using influenced people for the young generation as long as the information is credible and high quality. Government could be benefited in the long run if social media influencers are used in a good way.

5.2.3. CONTRIBUTION TO INDUSTRY

From this study, both result of hypotheses (rejected and accepted) could provide leads and idea to the industry. F&B industry would be able to enhance their competitive advantage using social media influencers for their sales and marketing strategy. Through the result of this study, F&B business players can save some of their time and quickly apply this strategy on their hired influencers and enhance their credibility rating by providing them the correct information and in-depth knowledge about the F&B product that they are promoting. This is especially important as the result of this study shows that Gen Z weighing credibility more than the other factor tested in this research.

Based on the rejected hypotheses, F&B businesses will not have to emphasize so much on how attractive must the social media influencers be and the way they interact (PSI) with their fellow followers as these criteria neither have significant evidence to show that they have any impact nor any influence on buying decision among Malaysian Gen Z. With this limited information provided through this study, it is hoped that it could at least improve the competitive advantage of F&B business players when using social media influencers to promote and sell their product to Gen Z in Malaysia.

5.3. LIMITATION OF THE STUDY

Despite being able to successfully finished this research, there are still a lot more room for improvement can be done to achieve better outcome. Due to limited time, knowledge and experience by the researcher, the sample collection method may probably be improved by making the time longer and better in-depth revision by the researcher before designing the questionnaire and also deciding on the independent variables. These two factors if improved could probably give a better and clearer result of the real situation of social media influencer's among Malaysian Gen Z. Furthermore, the survey questionnaire distributed was only to accessible participants able to reached by the researcher and may not statistically portray the overall population of Gen Z in Malaysia.

On the other hand, some external factor may also be the cause of limitation in this study. For instance, the age of Gen Z may not particularly very accurate to depict their buying decision behavior. This is true to some extent which by norm, with these respondent's range of age, many are still studying and not working hence the buying

decision power may not be in their hands which may lead to a bias answer from the survey questionnaire. Secondly, although a claim already been made at the top of the survey question which stated the respondent must be a follower to at least one of the food influencers, some of the respondents did not even follow any food influencer and still answer the question. Hence, honesty of some respondents in answering the survey questions is doubtful and this may affect the outcome of the research too.

5.4. FUTURE STUDY RECOMMENDATION

The research outcome from this study indicates a very low R^2 (26.3%) in the multiple regression result. The propose research framework may not be suitable to be used in the F&B industry. Unlike Karina and Hajer (2019), the almost similar research framework is very much suitable to be used in fashion industry. Hence, future research needs to explore the alternative to the current independent variables used in this research and to construct new research framework. Furthermore, future researcher may also want to weigh more relevant demographical information to better understand the background of the respondents wherever deem necessary. Next, the number of respondents should at least achieve the adequate amount so it could statistically represent the entire population of Gen Z in order to solidify the data collected.

Respondent must be well informed about the requirement of the survey before answering it such that the respondent must be a follower to at least one food influencer. This is important to ensure that they are from the targeted interest of the research. Apart from that, future research also could try to examine which social media platform has the

highest influence to the buying decision of Malaysian Gen Z. By this information, F&B businesses could increase their competitive advantage in their marketing effort which concerning social media influencer through the right social media platform. Last but not least, it is important to re-study the social media influencers' effect on buying decision among Malaysian Gen Z of F&B product when the Gen Z already grew to have more buying power in their hands. This goes without saying that when they have more buying power, the buying decision process and outcome may turn out differently from the present time this research was done.

5.5. PERSONAL REFLECTION

Gen Z is going to be the next wave of consumers, it is essential that we learn every aspect of them to understand their choice and behavior in order to anticipate the future trend and expectation. In this study, it is learnt that social media influencers play some role in affecting Malaysian Gen Z buying decision in F&B product. Despite not all hypotheses were accepted in this research, it is still a result essentially no matter the outcome. We understood now how Gen Z reacted towards their selected choice of social media influencer from both result of hypotheses. Personally, I feel that the result was fair and expected it to bear a different outcome from the previous research as this thesis was conducted to a different nature of industry in this case F&B industry compared to many articles and journals found to be tested commonly to a fashion and beauty industry using the almost similar research framework.

Throughout the research process, there are plenty of things that I benefited when doing my readings and finding materials and sources to complete this thesis. I found that social media influencers could play a vital role in creating awareness for almost anything, be it for marketing and branding, viral of information and news, sharing of expertise and knowledge and even to start a new trend over the internet. Influential peoples have existed for a long time, only when social media came, many people able to be connected with these influencers via this platform. Despite this research focuses on only Gen Z and F&B industry, in reality, influential people could be found across many industries and across many generations which potentially alter the behavior and decision taken by their fellow followers. Having said this, there are still a lot more room to study about social media influencers and how they could affect the society.

Finally, for my personal gained, by completing this research, it brought me various challenges especially when I was trying to find a relevant past literature. Different scholars have different approach and different results which taught me to look things from many broad perspectives and helped me to think analytically as well. I also managed to improve on my statistical understanding and analysis skill in order to make sense and explain of the findings I gained from this research. It makes me appreciate the effort and the challenges faced by every scholar in order to produce a good research paper. The outcome of this research may not give an impactful contribution to many due to mixes of result of the hypotheses. The findings may also not necessarily accurate and represent the reality of social media influencers effect on Malaysian Gen Z buying decision of F&B product due to some external and internal limitation factors.

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7. APPENDICES

Appendix 1: Initial Research Proposal (IRPP)

STUDENT NAME & ID	KHAIRIL ALI MIZAM BIN HARUN MIZAM (I17012975 / 910216105489) - MGT6206 – BRM (IRPP)
BROAD AREA	PURCHASE BEHAVIOUR (MARKETING MANAGEMENT)
Concise Title [5 M]	Study on Factors That Influence Buying Decision of Gen Z in Malaysia.
Problem Definition (15 m)	There are numerous studies on Gen Z in many perspectives and fields that have been done. However, many of the studies are taking place in the European countries and in the US. We are well aware that social behavior may differ between first world countries such as the UK and the US and developing countries such as Malaysia. From my observation, Malaysia is still lacking of academic studies and researches towards our coming generation of Gen Z. Gen Z are starting to turn from teenager to an adult and would soon become the next wave of consumers. Efforts have been done in many other countries to understand the behavior of Gen Z in order to equip businesses for the future of trading. Though there are a few articles online that are discussing about Malaysian Gen Z behavior, we are still lacking on in depth academic research of this generation towards the factors that influence their buying decision. The consequences of having not understand the purchase behavior of Gen Z may lead to business sales decline and lose the interest from this next generation which may result in business closure.

Research Questions OR Objectives [10 m]	RESEARCH OBJECTIVES 1. To verify the effect of social influencers on Malaysian Gen Z's buying decision. 2. To investigate the effect of brand loyalty and its influence over Malaysian Gen Z's buying decision. 3. To study the effect of green product towards buying decision of Malaysian Gen Z. RESEARCH QUESTIONS 1. Do social influencers plays a role in the buying decision of Gen Z's in Malaysia? 2. Is there any effect of brand loyalty towards buying decisions of Gen Z in Malaysia? 3. Does green product affect the buying decision of Gen Z in Malaysia?
Scope of study [5 m]	The study will be conducted on Malaysian Gen Z (born between 1995 – 2012). The purpose of the study is to collect and update information to comprehend the purchase behavior of the next wave of generation of consumers. This study will involve Gen Z that is studying around Klang Valley as this area consist of many public and private universities which can easily include many Gen Z that comes from all corners of Malaysia and from all different races and backgrounds.
Significance of the Research [5 m]	This study will provide leads and a glimpse of information regarding the purchase behavior of Gen Z in Malaysia. Malaysian corporates and businesses in industry could benefit from the outcome of this research on how to tackle and prepare their approach for the next generation of consumers. In addition, from academically perspective, this research could contribute more additional knowledge

	and understanding of Gen Z to that limited resources that Malaysia currently has.
Literature Review [10 m]	Gen Z views brand in totally different way than their predecessors (Google, 2016). They are called Gen I (Internet) or digital native due to the presents of many digital devices available since they were born. More channels, more visual that is more interactive and can be shared is the way forward for brands to attract this generation (Budac, 2014). Gen Z wants to see actions that could change the world and businesses should focus on products that can improve the life of the consumers and employees (Google, 2016). Awareness on global climate influence this generation cohort to buy green products as priority (Budac, 2014). On the other hand, Gen Z's preference of brands also influenced by any that featuring with public figure, social influencer and celebrities (Southgate, 2017). There is also a special phrase to this phenomenon called "social media influencers" which could quickly alter Gen Z perception towards a brand and lead them to make quicker buying decision process (Claude, Malek and Runnvall, 2018). Gen Z is seen to have a preference towards a brand at such a young age and they started very early to acquire an extensive brand knowledge (Nairn, Griffin and Wicks, 2008) due to the availability of vast information around them.
Research Methodology [20 m]	This research will focus on 300 to 400 Malaysian Gen Z aged between 18 to 23 years old as of this year 2019 as a sampling population. A quantitative method will be applied where survey questionnaires consist of 5-Likert response scale with sub-sections will be distributed among mentioned group of age in universities around

	Klang Valley, Selangor. Questionnaires will be presented in fully digital form as this generation prefer it this way. Unit of analysis for this research will be conducted in individual basis. A study of independent and dependent variables will be studied through their correlation design method. A descriptive approach will be used to analyze the data gathered from the distributed questionnaires using SPSS. Besides that, Validity and Pilot Test will be used in this research to ensure the reliability of the data collected before running the full test. In this study, researcher will use a deductive method to conduct this scientific study. Last but not least, on the analysis part, test on hypothesis will be proved using multiple linear regression, multicollinearity and hierarchical test.

Appendix 2: Research Questionnaires

SECTION	VARIABLE	QUESTION
A (Demography & General Information)		1. Gender: Male / Female 2. Age: 18-19 / 20-21 / 22-23 3. Category of social media influencer you are following the most (Can choose multiple): Blog/ YouTube/ Instagram/ Facebook/ Snapchat/ Pinterest/Twitter Others: (Please specify)
B (Independent Variables)	Influencer's Credibility	1. I find this influencer is expert in his/her field. 2. I find this influencer is efficient and up-to-date in his/her review. 3. I find this influencer is trustworthy in his/her review. 4. I find this influencer cares about his/her followers. 5. This influencer updates his/her content carefully.
	Para-Social Interaction (PSI)	1. I look forward to watch/read his/her content. 2. I would follow him/her on other social networking sites. 3. When I am bored, I will go through his/her page just to scroll through the content and update. 4. I will stay as a follower to him/her. 5. I feel happy if he/she blessed with good things (i.e, awards).
	Influencer's Social Attractiveness	1. I think he/she could be a friend of mine. 2. I would like to have friendly chat with him/her. 3. I think that he/she is approachable in person. 4. I think that he/she actually has a really nice personality and attitude in person. 5. I think he/she has a lovely appearance.
C (Dependent Variable)	Buying Decision	1. I would purchase the food/drinks posted or promoted by him/her in the future. 2. I would ask people close to me to try the food/drinks promoted by him/her. 3. I would sometimes make a quick decision to try and buy the food/drinks promoted by him/her. 4. I would not mind to travel to buy the food/drinks promoted by him/her.

Survey on Social Media Influencers' Effect On Buying Decision Among Malaysian Gen Z Of Food And Beverage (F&B) Product

Dear Participants,

I am Khairil (I17012975) an MBA Student from INTI International University & College, Nilai. You are invited to take part in this study which regards to Social Media Influencers' Affect On Buying Decision Among Malaysian Gen Z Of Food And Beverage (F&B) Product. The purpose of this research is to observe in what ways social media influencers involvement in altering Gen Z's behavior towards purchasing any F&B products promoted by the influencers. In addition, the intention to study the behavior of Malaysian Gen Z is also due to the fact that they are going to be the next wave of consumers in the near future.

Before you decide whether to participate in this research survey, it is important that you understand the study that is being undertaken and what your involvement will include:

a. Your age MUST be between 18 to 23 and studying/residing in Selangor to be qualified for the study.
b. You MUST follow at least one "Foodie"/Food Influencer in one of social media platform.
c. Your data will be securely kept.
d. Your data will not be shared to any 3rd party regardless of the purpose.
e. There is no any potential benefits or disadvantage from participating in this study.

The survey consists of few question that will take less than 10 minutes to complete. The data obtained will be analysed collectively using statistical methods. Confidentiality will be retained and no information from this study shall be disclosed in any manner that will identify you.

Agreeing to join the study does not mean that you have to complete it. You are free to withdraw at any stage without giving any reason. A decision to withdraw at any time, or a decision not to take part at all, will not affect any treatment/care that you may receive (should this be relevant).

I thank you and appreciate your contribution to this research in advance.

If you would like to know further information or to discuss anything personally, I could be reached by email at i17012975@student.newinti.edu.my

After section 1   Continue to next section

Demographic & General Information

Personal information

1. Gender *

○ Male

○ Female

2. Age *

○ 18-19

○ 20-21

○ 22-23

3. Social media platforms of food influencer that you follow the most *

○ Blog

○ YouTube

○ Instagram

○ Facebook

○ Snapchat

○ Pinterest

○ Twitter

○ Other..

Section 3 of 3

Food Influencer's Criteria & Gen Z Buying Decision

In this section, the questions below are regarding to your perception and interaction with which social media influencer(s) you are following.

1. I find this influencer is expert in his/her field. *

○ Strongly disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly agree

2. I find this influencer is efficient and up-to-date in his/her review. *

○ Strongly disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly agree

3. I find this influencer is honest/trustworthy in his/her review. *

○ Strongly disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly agree

4. I find this influencer cares about his/her followers. *

◯ Strongly disagree

◯ Disagree

◯ Neutral

◯ Agree

◯ Strongly agree

5. This influencer updates his/her content carefully. *

◯ Strongly disagree

◯ Disagree

◯ Neutral

◯ Agree

◯ Strongly agree

6. I look forward to watching/reading his/her content. *

◯ Strongly disagree

◯ Disagree

◯ Neutral

◯ Agree

◯ Strongly agree

7. I would follow him/her on other social networking sites. *

◯ Strongly disagree

◯ Disagree

◯ Neutral

◯ Agree

◯ Strongly agree

8. When I am bored, I will go through his/her page just to scroll through the *
content and update.

    ○ Strongly disagree

    ○ Disagree

    ○ Neutral

    ○ Agree

    ○ Strongly agree

9. I will stay as a follower to him/her. *

    ○ Strongly disagree

    ○ Disagree

    ○ Neutral

    ○ Agree

    ○ Strongly agree

10. I feel happy if he/she blessed with good things (i.e, awards). *

    ○ Strongly disagree

    ○ Disagree

    ○ Neutral

    ○ Agree

    ○ Strongly agree

11. I think he/she could be a friend of mine. *

    ○ Strongly disagree

    ○ Disagree

    ○ Neutral

    ○ Agree

    ○ Strongly agree

12. I would like to have friendly chat with him/her. *

○ Strongly disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly agree

13. I think that he/she is approachable in person. *

○ Strongly disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly agree

14. I think that he/she actually has a really nice personality and attitude in person. *

○ Strongly disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly agree

15. I think he/she has a lovely appearance. *

○ Strongly disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly agree

16. I would purchase the food/drinks posted or promoted by him/her in the future. *

○ Strongly disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly agree

17. I would ask people close to me to try the food/drinks promoted by him/her. *

○ Strongly disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly agree

18. I would sometimes make a quick decision to try and buy the food/drinks promoted by him/her. *

○ Strongly disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly agree

19. I would not mind to travel to buy the food/drinks promoted by him/her. *

○ Strongly disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly agree

THANK YOU FOR YOUR TIME FOR ANSWERING THIS SURVEY

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Appendix 3: SPSS Results (Pilot Test)

Factor Analysis

a. Determinant = .063

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.786
Bartlett's Test of Sphericity	Approx. Chi-Square	101.818
	df	6
	Sig.	.000

Communalities

	Initial	Extraction
BD1	1.000	.707
BD2	1.000	.884
BD3	1.000	.860
BD4	1.000	.514

Scree Plot
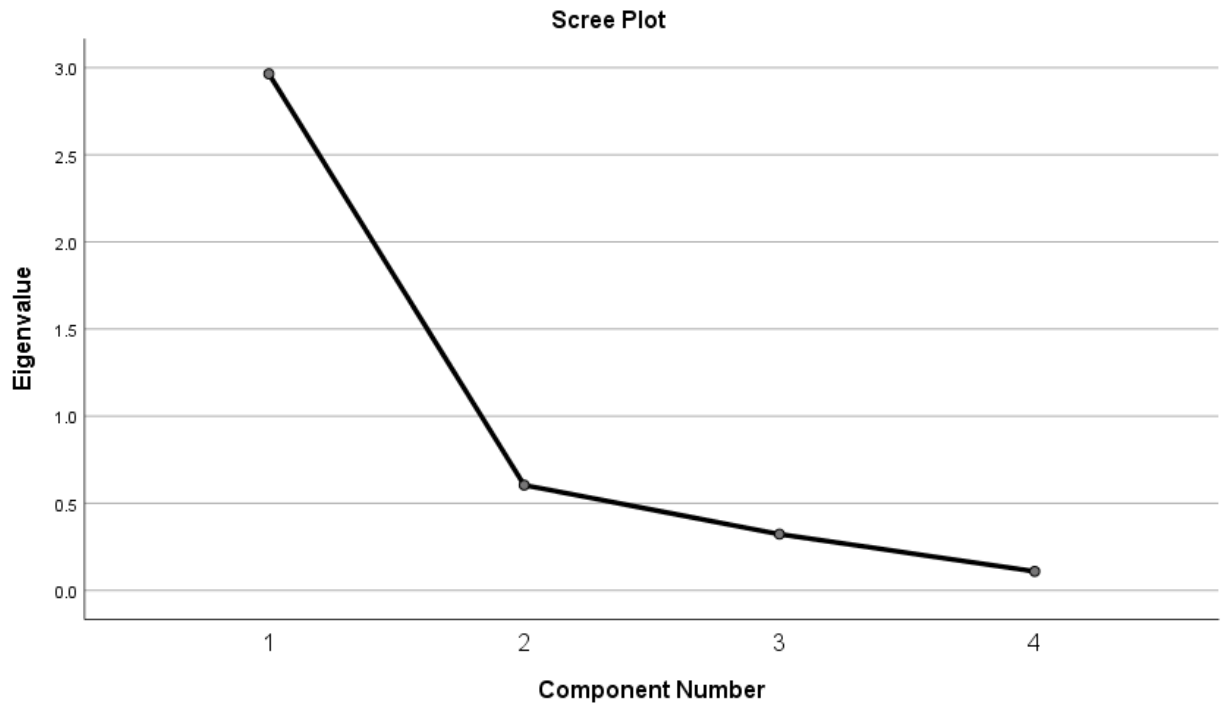
Component Matrix[a]

	Component
	1
BD1	.841
BD2	.940
BD3	.927

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.825
Bartlett's Test of Sphericity	Approx. Chi-Square	358.276
	df	105
	Sig.	.000

Communalities

	Initial	Extraction
Cre1	1.000	.790
Cre2	1.000	.722
Cre3	1.000	.731
Cre4	1.000	.775
Cre5	1.000	.613
PSI1	1.000	.760
PSI2	1.000	.730
PSI3	1.000	.675
PSI4	1.000	.835
PSI5	1.000	.709
Att1	1.000	.797
Att2	1.000	.863
Att3	1.000	.651
Att4	1.000	.779
Att5	1.000	.762

Scree Plot
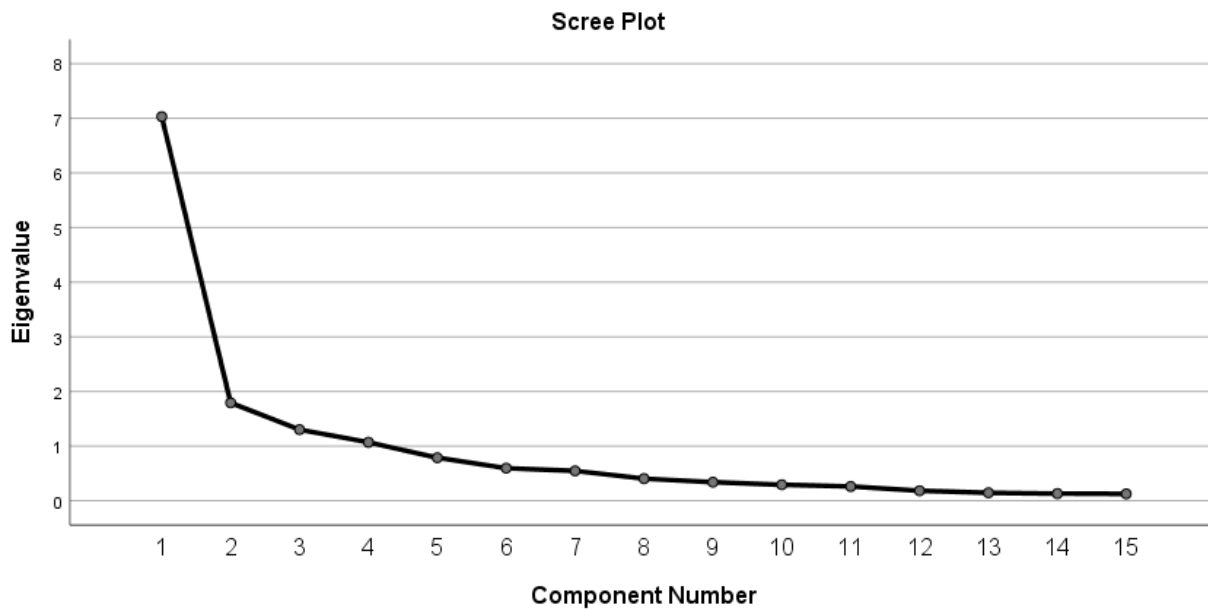
Component Matrix[a]

	Component			
	1	2	3	4
Cre1	.679	.114	-.109	-.552
Cre2	.741	-.251	.116	-.310
Cre3	.825	-.090	-.194	-.075
Cre4	.775	.031	-.174	-.379
Cre5	.778	.074	.021	.048
PSI1	.792	-.176	.270	.167
PSI2	.839	-.153	-.052	-.002
PSI3	.590	-.344	.421	.177
PSI4	.797	-.400	.183	.076
PSI5	.786	-.105	.119	.258
Att1	.388	.621	.473	.192
Att2	.336	.792	.351	-.005

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	1	2	3	4
Att3	.532	.539	-.217	-.172
Att4	.610	.213	-.510	.319
Att5	.532	.095	-.503	.466

Extraction Method: Principal Component Analysis.[a]

a. 4 components extracted.

Rotated Component Matrix[a]

	Component			
	1	2	3	4
Cre1	.212	.848	.074	.143
Cre2	.604	.598	.004	-.016
Cre3	.496	.558	.416	.020
Cre4	.333	.775	.238	.084
Cre5	.517	.395	.348	.262
PSI1	.799	.219	.197	.186
PSI2	.624	.465	.351	.046
PSI3	.817	.043	-.020	.069
PSI4	.848	.294	.164	-.052
PSI5	.712	.191	.363	.184
Att1	.232	.001	.060	.860
Att2	.004	.175	.049	.911
Att3	-.050	.540	.383	.458
Att4	.155	.244	.825	.120
Att5	.201	.072	.846	.022

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Extraction Method: Principal Component Analysis.

 Rotation Method: Varimax with Kaiser Normalization.[a]

a. Rotation converged in 5 iterations.

Component Transformation Matrix

Component	1	2	3	4
1	.683	.554	.413	.237
2	-.493	.099	.199	.841
3	.472	-.265	-.696	.472
4	.262	-.783	.552	.115

Extraction Method: Principal Component Analysis.

 Rotation Method: Varimax with Kaiser Normalization.

Reliability

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.872	.879	4

Item Statistics

	Mean	Std. Deviation	N
BD1	3.58	.844	40
BD2	3.68	.888	40
BD3	3.55	1.011	40
BD4	3.08	1.071	40

Inter-Item Correlation Matrix

	BD1	BD2	BD3	BD4
BD1	1.000	.735	.701	.433
BD2	.735	1.000	.889	.565
BD3	.701	.889	1.000	.552
BD4	.433	.565	.552	1.000

Reliability

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.870	.872	5

Item Statistics

	Mean	Std. Deviation	N
Cre1	3.68	.917	40
Cre2	4.10	.709	40
Cre3	3.68	.888	40
Cre4	3.60	.841	40
Cre5	3.98	.832	40

Inter-Item Correlation Matrix

	Cre1	Cre2	Cre3	Cre4	Cre5
Cre1	1.000	.604	.560	.725	.426
Cre2	.604	1.000	.664	.542	.483
Cre3	.560	.664	1.000	.679	.509
Cre4	.725	.542	.679	1.000	.572
Cre5	.426	.483	.509	.572	1.000

Reliability

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.890	.895	5

Item Statistics

	Mean	Std. Deviation	N
PSI1	3.90	1.008	40
PSI2	3.35	1.231	40
PSI3	3.70	.939	40
PSI4	3.65	.949	40
PSI5	3.88	.853	40

Inter-Item Correlation Matrix

	PSI1	PSI2	PSI3	PSI4	PSI5
PSI1	1.000	.670	.564	.713	.731
PSI2	.670	1.000	.470	.635	.726
PSI3	.564	.470	1.000	.685	.432
PSI4	.713	.635	.685	1.000	.673
PSI5	.731	.726	.432	.673	1.000

Reliability

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.727	.727	5

Item Statistics

	Mean	Std. Deviation	N
Att1	3.20	.723	40
Att2	3.28	.816	40
Att3	3.58	.781	40
Att4	3.73	.640	40
Att5	3.68	.656	40

Inter-Item Correlation Matrix

	Att1	Att2	Att3	Att4	Att5
Att1	1.000	.686	.291	.177	.195
Att2	.686	1.000	.470	.247	.075
Att3	.291	.470	1.000	.427	.274
Att4	.177	.247	.427	1.000	.637
Att5	.195	.075	.274	.637	1.000

Appendix 4: SPSS Results (Preliminary Test)

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.735
Bartlett's Test of Sphericity	Approx. Chi-Square	191.222
	df	6
	Sig.	.000

Communalities

	Initial	Extraction
BD1	1.000	.677
BD2	1.000	.740
BD3	1.000	.668
BD4	1.000	.488

Extraction Method: Principal Component
Analysis.

Scree Plot
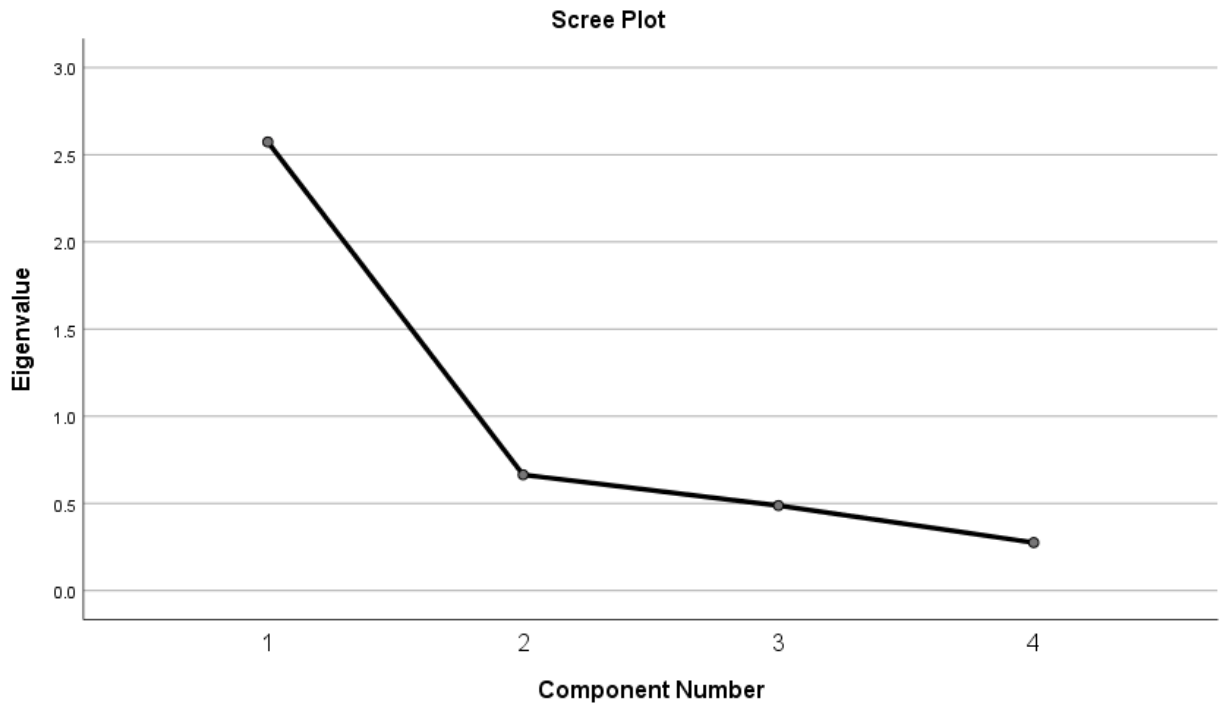
Component Matrix[a]

	Component
	1
BD1	.823
BD2	.860
BD3	.817
BD4	.699

Extraction Method: Principal Component Analysis.[a]
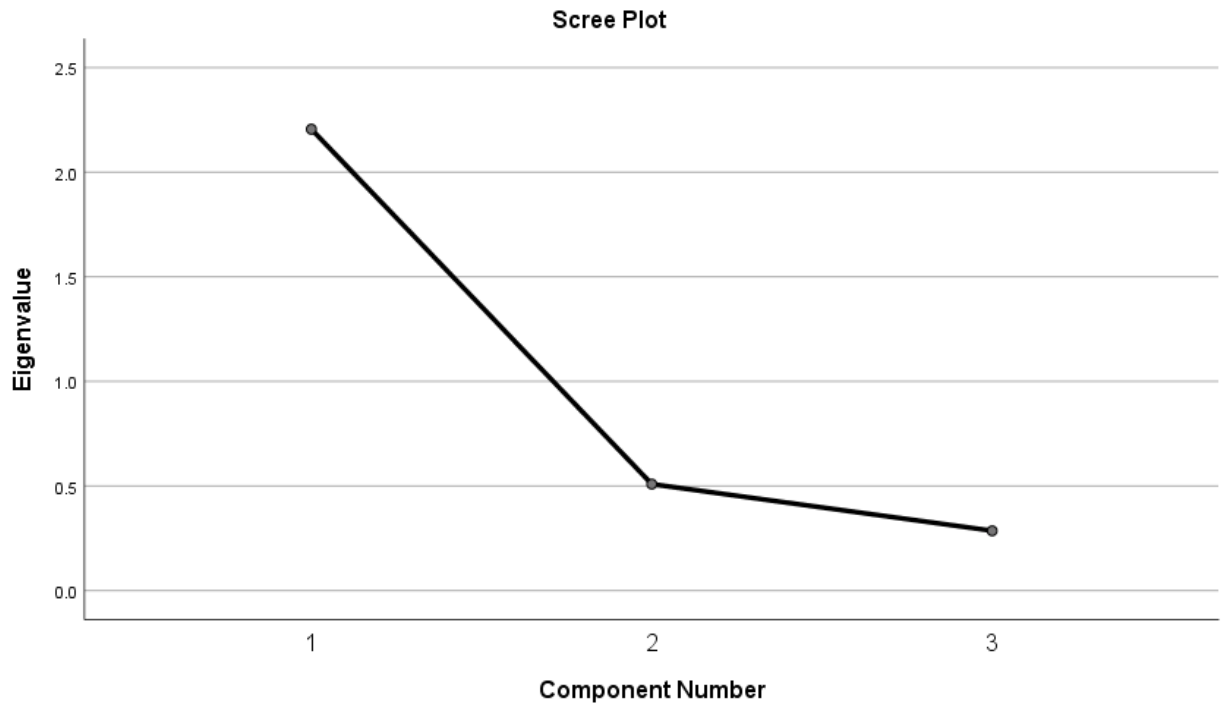
a. 1 components extracted.

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.679
Bartlett's Test of Sphericity	Approx. Chi-Square	148.049
	df	3
	Sig.	.000

Communalities

	Initial	Extraction
BD1	1.000	.721
BD2	1.000	.817
BD3	1.000	.667

Extraction Method: Principal Component Analysis.

Scree Plot

Component Matrixᵃ

	Component
	1
BD1	.849
BD2	.904
BD3	.817

Extraction Method: Principal
Component Analysis.ᵃ

a. 1 components extracted.

Reliability

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.809	.819	3

Item Statistics

	Mean	Std. Deviation	N
BD1	3.61	.747	133
BD2	3.60	.834	133
BD3	3.43	.987	133

Inter-Item Correlation Matrix

	BD1	BD2	BD3
BD1	1.000	.684	.496
BD2	.684	1.000	.623
BD3	.496	.623	1.000

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.891
Bartlett's Test of Sphericity	Approx. Chi-Square	1039.471
	df	105
	Sig.	.000

Communalities

	Initial	Extraction
Cre1	1.000	.502
Cre2	1.000	.586
Cre3	1.000	.595
Cre4	1.000	.525
Cre5	1.000	.554
PSI1	1.000	.595
PSI2	1.000	.580
PSI3	1.000	.435
PSI4	1.000	.622
PSI5	1.000	.593
Att1	1.000	.699
Att2	1.000	.781
Att3	1.000	.566
Att4	1.000	.621
Att5	1.000	.419

Extraction Method: Principal Component Analysis.

INTI International University (2019)

Scree Plot
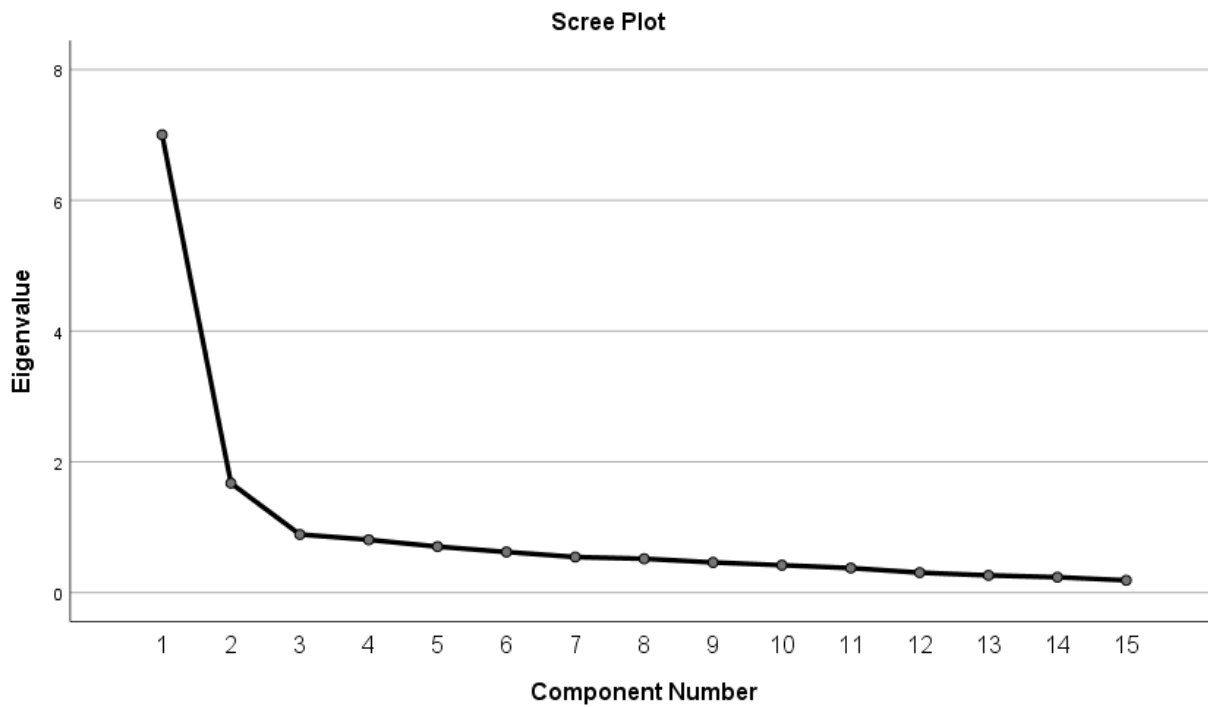
Component Matrix[a]

	Component	
	1	2
Cre1	.638	-.308
Cre2	.631	-.434
Cre3	.751	-.176
Cre4	.635	-.350
Cre5	.709	-.226
PSI1	.751	-.178
PSI2	.759	-.057
PSI3	.647	-.126
PSI4	.787	-.042
PSI5	.762	.111

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Att1	.535	.643
Att2	.551	.691
Att3	.630	.412
Att4	.750	.242
Att5	.646	.040

Extraction Method: Principal Component Analysis.[a]

a. 2 components extracted.

Component Correlation Matrix

Component	1	2
1	1.000	.414
2	.414	1.000

Extraction Method: Principal Component Analysis.

Rotation Method: Oblimin with Kaiser Normalization.

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.889
Bartlett's Test of Sphericity	Approx. Chi-Square	810.617
	df	66
	Sig.	.000

Communalities

	Initial	Extraction
Cre2	1.000	.586
Cre3	1.000	.598
Cre4	1.000	.562
Cre5	1.000	.584
PSI1	1.000	.609
PSI2	1.000	.574
PSI4	1.000	.631
PSI5	1.000	.619
Att1	1.000	.730
Att2	1.000	.802
Att3	1.000	.575
Att4	1.000	.595

Extraction Method: Principal Component Analysis.

Scree Plot
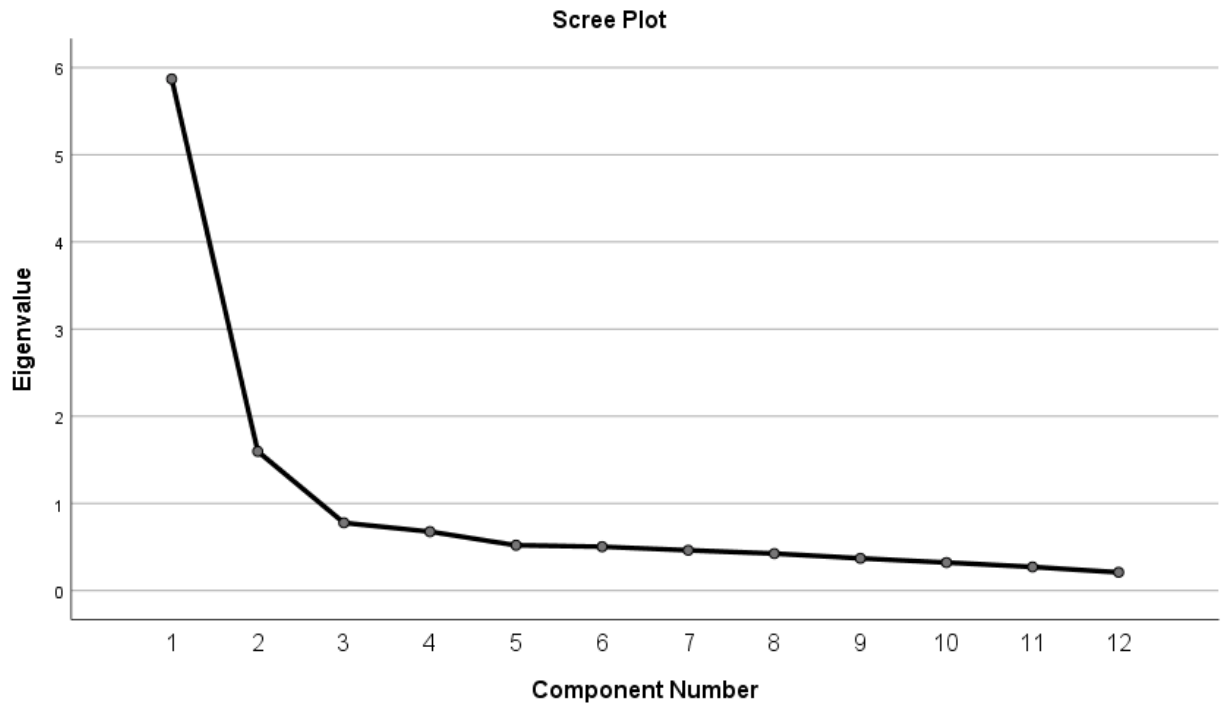
Component Matrix^a

	Component	
	1	2
Cre2	.616	-.455
Cre3	.746	-.201
Cre4	.635	-.399
Cre5	.712	-.278
PSI1	.749	-.219
PSI2	.753	-.083
PSI4	.789	-.090
PSI5	.786	.048
Att1	.563	.642
Att2	.576	.686

INTI International University (2019)

Att3	.671	.354
Att4	.745	.198

Extraction Method: Principal Component
Analysis.ᵃ

a. 2 components extracted.

Frequencies

Statistics

Gender

N	Valid	133
	Missing	0

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	90	67.7	67.7	67.7
	Male	43	32.3	32.3	100.0
	Total	133	100.0	100.0	

Gender

	Female	
	Male	
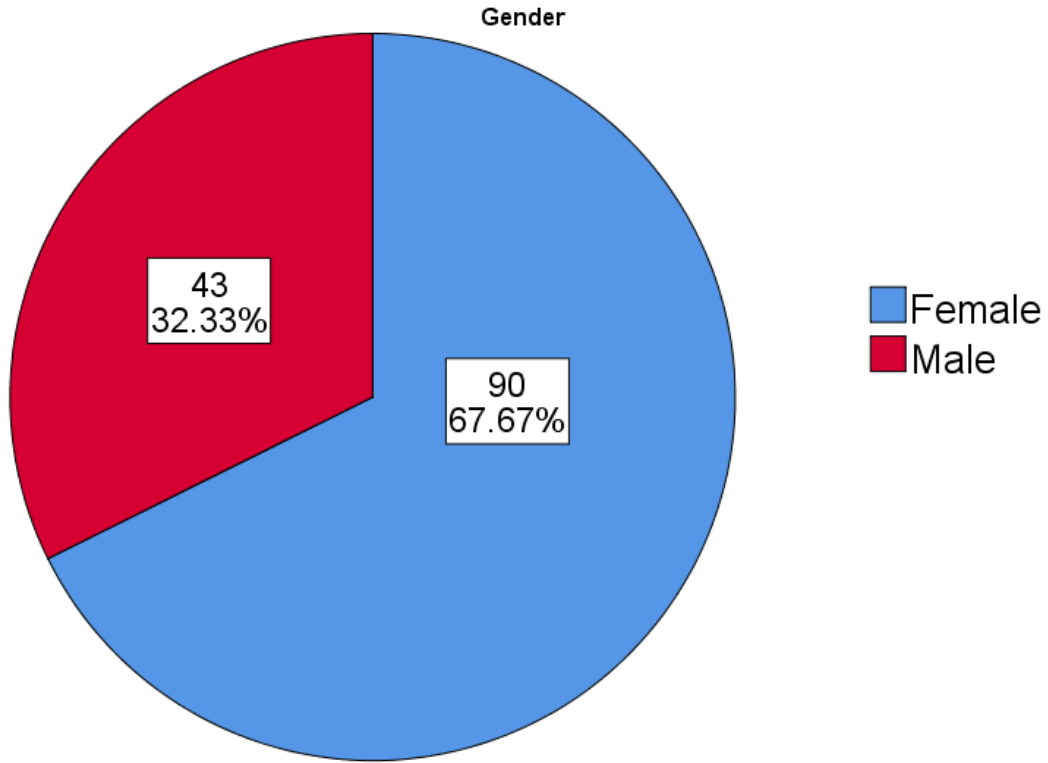
Frequencies

Statistics

Age

N	Valid	133
	Missing	0

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-19	6	4.5	4.5	4.5
	20-21	68	51.1	51.1	55.6
	22-23	59	44.4	44.4	100.0
	Total	133	100.0	100.0	

INTI International University (2019)

Age

Legend:
- 18-19
- 20-21
- 22-23
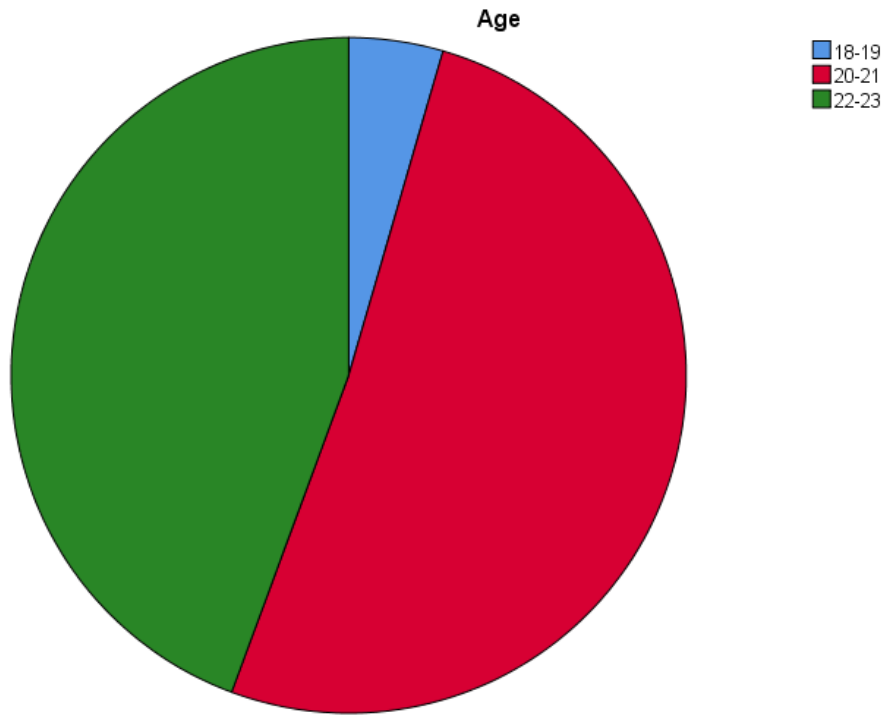
Frequencies

Statistics

SocMed

N		
	Valid	133
	Missing	0

SocMed

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	5	3.8	3.8	3.8
	Instagram	79	59.4	59.4	63.2
	Snapchat	1	.8	.8	63.9

INTI International University (2019)

Twitter	15	11.3	11.3	75.2
YouTube	33	24.8	24.8	100.0
Total	133	100.0	100.0	
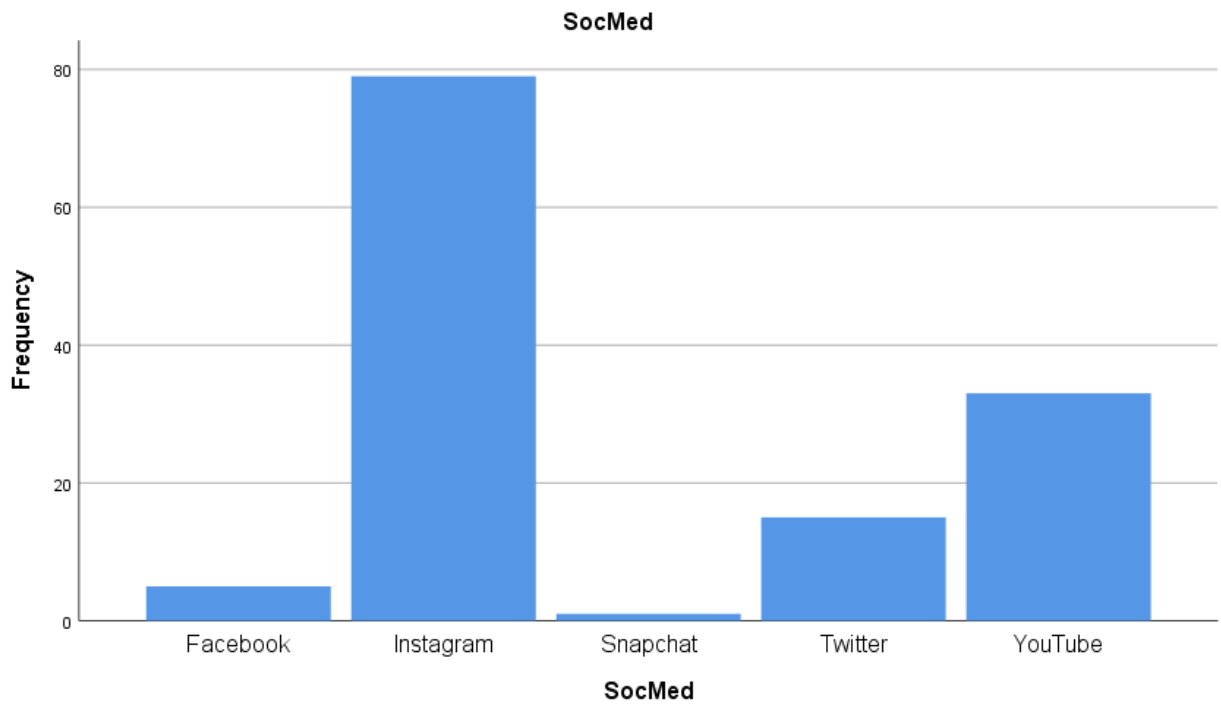
Reliability

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.801	.802	4

Item Statistics

	Mean	Std. Deviation	N
Cre2	3.88	.749	133
Cre3	3.62	.868	133
Cre4	3.68	.899	133
Cre5	3.87	.792	133

Inter-Item Correlation Matrix

	Cre2	Cre3	Cre4	Cre5
Cre2	1.000	.476	.573	.472
Cre3	.476	1.000	.513	.512
Cre4	.573	.513	1.000	.475
Cre5	.472	.512	.475	1.000

Reliability

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.848	.852	4

Item Statistics

	Mean	Std. Deviation	N
PSI1	3.86	.851	133
PSI2	3.46	.989	133
PSI4	3.58	.863	133
PSI5	3.84	.777	133

Reliability

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.824	.824	4

Item Statistics

	Mean	Std. Deviation	N
Att1	3.30	.904	133
Att2	3.44	.932	133
Att3	3.60	.825	133
Att4	3.77	.727	133

Descriptives

Descriptive Statistics

	N	Mean	Std. Deviation
Cre1	133	3.55	.892
Cre2	133	3.88	.749
Cre3	133	3.62	.868
Cre4	133	3.68	.899
Cre5	133	3.87	.792
PSI1	133	3.86	.851
PSI2	133	3.46	.989
PSI3	133	3.70	.879
PSI4	133	3.58	.863
PSI5	133	3.84	.777
Att1	133	3.30	.904
Att2	133	3.44	.932
Att3	133	3.60	.825
Att4	133	3.77	.727
Att5	133	3.73	.664
BD1	133	3.61	.747
BD2	133	3.60	.834
BD3	133	3.43	.987
BD4	133	3.16	1.021
Valid N (listwise)	133		

Appendix 5: SPSS Results (Pearson Correlation)

Correlations

Descriptive Statistics

	Mean	Std. Deviation	N
BD	3.5464	.73322	133
CRE	3.7632	.65591	133
PSI	3.6861	.72343	133
ATT	3.5263	.68828	133

Correlations

		BD	CRE	PSI	ATT
BD	Pearson Correlation	1	.486**	.469**	.385**
	Sig. (2-tailed)		.000	.000	.000
	N	133	133	133	133
CRE	Pearson Correlation	.486**	1	.733**	.451**
	Sig. (2-tailed)	.000		.000	.000
	N	133	133	133	133
PSI	Pearson Correlation	.469**	.733**	1	.597**
	Sig. (2-tailed)	.000	.000		.000
	N	133	133	133	133
ATT	Pearson Correlation	.385**	.451**	.597**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	133	133	133	133

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

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Appendix 6: SPSS Results (Multiple Regression)

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
BD	3.5464	.73322	133
CRE	3.7632	.65591	133
PSI	3.6861	.72343	133
ATT	3.5263	.68828	133

Correlations

		BD	CRE	PSI	ATT
Pearson Correlation	BD	1.000	.486	.469	.385
	CRE	.486	1.000	.733	.451
	PSI	.469	.733	1.000	.597
	ATT	.385	.451	.597	1.000
Sig. (1-tailed)	BD	.	.000	.000	.000
	CRE	.000	.	.000	.000
	PSI	.000	.000	.	.000
	ATT	.000	.000	.000	.
N	BD	133	133	133	133
	CRE	133	133	133	133
	PSI	133	133	133	133
	ATT	133	133	133	133

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Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	ATT, CRE, PSI^b	.	Enter

a. Dependent Variable: BD

b. All requested variables entered.

Model Summary^b

Model			Statistics		
	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.529^a	.280	.263	.62948	1.767

a. Predictors: (Constant), ATT, CRE, PSI

b. Dependent Variable: BD

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.849	3	6.616	16.697	.000^b
	Residual	51.115	129	.396		
	Total	70.964	132			

a. Dependent Variable: BD

b. Predictors: (Constant), ATT, CRE, PSI

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Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.109	.355		3.123	.002
	CRE	.340	.123	.304	2.767	.006
	PSI	.154	.124	.151	1.239	.218
	ATT	.168	.099	.158	1.693	.093

a. Dependent Variable: BD

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	CRE	PSI	ATT
1	1	3.953	1.000	.00	.00	.00	.00
	2	.020	14.154	.83	.00	.15	.10
	3	.019	14.315	.00	.20	.07	.75
	4	.008	22.566	.16	.79	.78	.15

a. Dependent Variable: BD

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.7634	4.4162	3.5464	.38777	133
Std. Predicted Value	-2.019	2.243	.000	1.000	133
Standard Error of Predicted Value	.060	.225	.103	.035	133
Adjusted Predicted Value	2.7856	4.4735	3.5452	.38865	133
Residual	-1.88266	1.21317	.00000	.62228	133
Std. Residual	-2.991	1.927	.000	.989	133
Stud. Residual	-3.021	1.985	.001	1.007	133
Deleted Residual	-1.92028	1.28667	.00117	.64539	133
Stud. Deleted Residual	-3.121	2.008	-.001	1.015	133
Mahal. Distance	.187	15.813	2.977	2.935	133
Cook's Distance	.000	.118	.009	.019	133
Centered Leverage Value	.001	.120	.023	.022	133

a. Dependent Variable: BD

Charts

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: BD
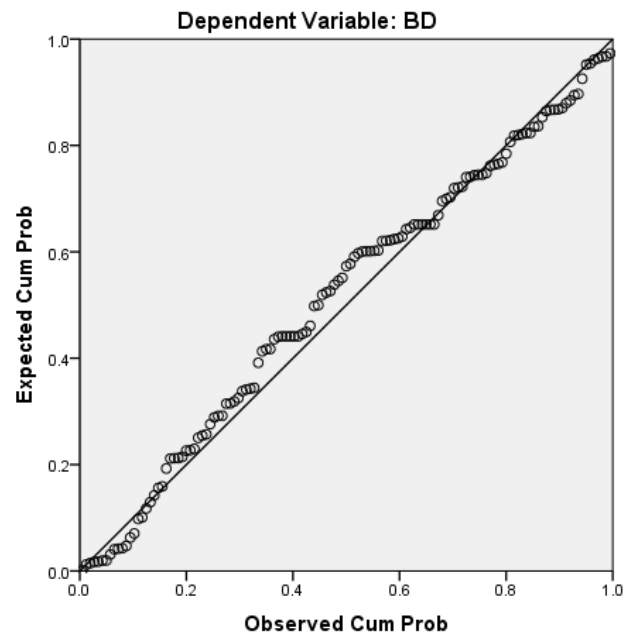
Scatterplot

Dependent Variable: BD
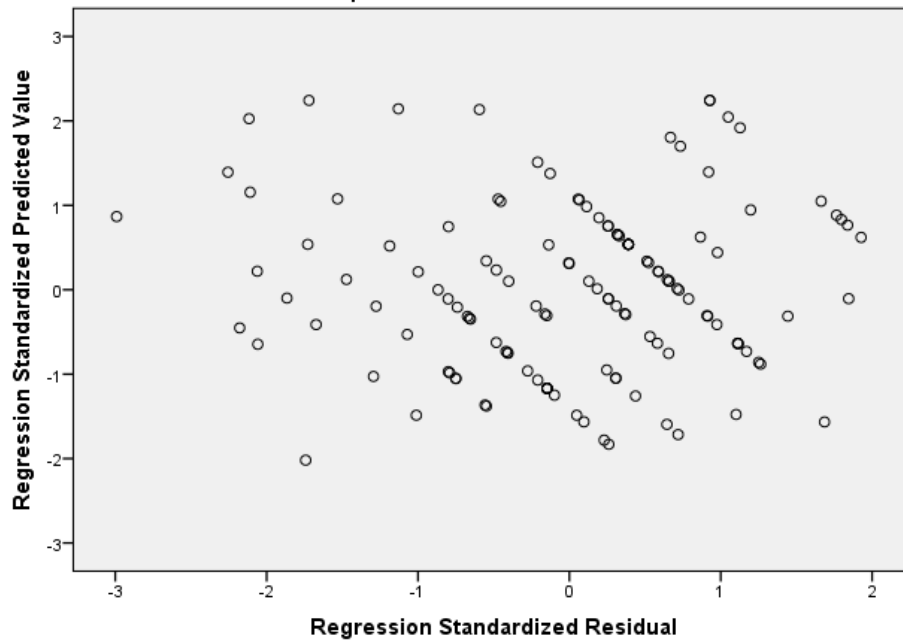
Appendix 7: MBA Project Log

Student Name:	Khairil Ali Mizam Bin Harun Mizam
Supervisor's Name:	Dr. Sam Toong Hai
Dissertation Topic:	**SOCIAL MEDIA INFLUENCERS' EFFECT ON BUYING DECISION AMONG MALAYSIAN GEN Z OF FOOD AND BEVERAGE (F&B) PRODUCT**

SECTION A. MONITORING STUDENT DISSERTATION PROCESS

Activity	Milestone / Deliverable Date					
	23/06/19	30/06/19	09/07/19	28/07/19	06/08/19	20/08/19
Finalizing the research topic	Completed					
To complete Chap. 1-3		Completed				
Proposal Defense			Completed			
Completion of Chap. 4 & 5				Completed		
Viva					Completed	
Submit						Completed
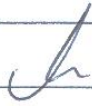
SECTION B. ETHICS

Ethics form protocol number: **Not Available (Single Award)**
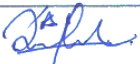
SECTION C. RECORDS OF MEETINGS

The expectation is that students will meet their supervisor up to seven times and these meetings should be recorded.

Meeting 1

Date of Meeting	2/6/19
Progress Made	- Improved research topic. - Improved background and problem statement.
Agreed Action	- To fix chapter 1 - 3.
Student Signature	
Supervisor's Signature	Dr. Sam Toong Hai

Meeting 2

Date of Meeting	16/6/19
Progress Made	- Fixed chapter 1 - 3
Agreed Action	- Need to revised objective & problem statement
Student Signature	
Supervisor's Signature	Dr. Sam Toong Hai
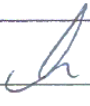
Meeting 3

Date of Meeting	23/6/19
Progress Made	- Revised chapter 1 on objective & problem statement.
Agreed Action	- To finalize chapter 1 - 3.
Student Signature	
Supervisor's Signature	Dr. Sam Toong Hai

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Meeting 4

Date of Meeting	30/6/19
Progress Made	- Fixed chapter 1-3
Agreed Action	- To prepare survey questionnaire - Get ready for proposal defence.
Student Signature	
Supervisor's Signature	Dr. Sam Toong Hai

Meeting 5

Date of Meeting	7/7/19
Progress Made	- Slides for proposal defence done.
Agreed Action	- To double check everything before PD.
Student Signature	
Supervisor's Signature	Dr. Sam Toong Hai

Meeting 6

Date of Meeting	9/7/19
Progress Made	- Done PD.
Agreed Action	- To add one more hypothesis. - To strengthen the explanation of using the theory.
Student Signature	
Supervisor's Signature	Dr. Sam Toong Hai

Meeting 7

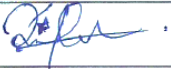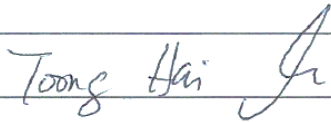| Date of Meeting	14/7/19
Progress Made	- Survey questionnaire discussed. Good to go.
Agreed Action	- To start data collection. (Distribute questionnaire).
Student Signature	
Supervisor's Signature	Dr. Sam Toong Hai

Meeting 8

Date of Meeting	28/7/19
Progress Made	- 133 data collected.
Agreed Action	- To start on data analysis. - To hurry for chapter 4 & 5 and prepare for VIVA.
Student Signature	
Supervisor's Signature	Dr. Sam Toong Hai

Meeting 9

Date of Meeting	6/8/19
Progress Made	- VIVA done. - Chapter 4 done. Chapter 5 to be completed.
Agreed Action	- Focus on chapter 5. - To complete everything
Student Signature	
Supervisor's Signature	Dr. Sam Toong Hai

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Meeting 10

Date of Meeting	18/8/2019
Progress Made	- Done final checking for completed thesis.
Agreed Action	- To submit -
Student Signature	
Supervisor's Signature	Dr. Sam Toong Hai

SECTION D. Comments on Management of Project

(to be completed at the end of the dissertation process)

Student Comments

The student has Good guidance from supervisor.

Supervisor Comments

The student has shown his great efforts to complete the project.

Signature of Student	Khairil Ali Mizam.	Date	6/8/2019
Signature of Supervisor	Dr. Sam Toong Hai	Date	06/08/2019.
Ethics Confirmed	-	Date	-

Appendix 8: Turnitin Originality Report

Assignment Inbox: MBA Project May 2019			
	Info	Dates	Similarity
MBA Project May 2019	ⓘ	Start 04-Jun-2019 5:13PM Due 31-Aug-2019 11:59PM Post 29-Aug-2019 12:00AM	10% ▬ Resubmit View ⬇

Khairil (I17012975) - MBA Project

ORIGINALITY REPORT

10%	**5**%	**1**%	**9**%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS