

The Impact of Influencers in the Consumer Purchase Intention Among Females Towards Musical Products: A Quantitative Study

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Abstract

In recent years, there has been a growing interest in understanding the origins of businesses, particularly those led by women, as they can play a crucial role in promoting equality and economic development. This article explores the unique challenges faced by female entrepreneurs in Malaysia, where an increasing number of women are starting small businesses from their homes. Despite their significant contributions to the economy, female business owners often encounter discrimination and biases, especially in the realm of securing financing and recognition for their entrepreneurial endeavours. This study investigates whether exposure to role models, familial influences, and creative thinking affect women's propensity for entrepreneurship in Malaysia. The research employs a quantitative methodology, collecting primary data through surveys distributed online to internal participants. The analysis involves Pearson's Correlation Coefficient Matrix and Multiple Regression techniques to examine the relationships between attractiveness, trustworthiness, expertise, and purchase intentions among female students in Malaysia regarding musical products. The findings indicate that attractiveness and trustworthiness do not significantly impact purchase intentions, challenging the common belief in the influence of physical appeal on consumer behaviour. However, expertise demonstrated a strong positive correlation with purchase intention, suggesting that consumers in Malaysia are influenced by the perceived proficiency of influencers when making purchasing decisions related to musical products. The study contributes to the understanding of factors affecting purchase intentions among female consumers in Malaysia.

Keywords: *Purchase Intension, Attractiveness, Trustworthiness, Expertise*

1.0 Introduction

In recent years, the general public's interest in company beginnings has expanded. Government representatives, academics, and researchers must have a creative attitude if both developed and developing countries are to advance.

Taking the entrepreneurial leap as a woman may lead to more equality and a way out of poverty. Through their entrepreneurial endeavours, both men and women contribute to the economy and the job market; however, in Malaysia, it is increasingly women who are founding the smallest new businesses. For the first time, more women than men have launched their enterprises than ever before (Cardella et al., 2020). Nowadays, Malaysian women who operate enterprises from their homes may make a respectable living. In the nation's capital, almost 40% of women rely on their skills acquired by working from home. (UNDP, 2019).

Despite the fact that statistics show women company owners contribute significantly to the economy, they nonetheless face unique challenges. However, when attempting to obtain financing, female business owners frequently encountered discrimination in less developed countries. Similarly, women who run their own companies could have their contributions to their growth ignored as if they were a hobby rather than a financial investment (Khan et al., 2021). The number of women-owned enterprises in Malaysia has increased as a result, and many of them are managed by women from their homes (Pettersen, 2019). Furthermore, several studies have shown that bias is something that women in business encounter frequently. Prejudice and inequality are frequently rooted in gendered power relations, which have a variety of cultural, religious, and family roots. The 2019 Global Innovation Index (GII), which has a value of 0.369, places Malaysia at position 82 out of 162 countries, according to the Malaysia Human Development Report 2020 (UNDP, 2020).

Because of this, earlier studies have looked at whether and how exposure to role models, familial influence, and creative thinking all contribute to women's propensity for entrepreneurship. Positive role models for women in the workplace increase their propensity to work (Abbasianchavari & Moritz, 2021). A great deal of innovation and inventiveness are required to put the idea into effect (Khan, 2015). In a similar vein, loved ones' support is vital to female business entrepreneurs since it makes them feel more confident about starting their enterprise. In light of this, it is critical to ascertain whether any specific characteristics affect women's propensity to find businesses (Mathew, 2016). The findings of this study might provide insight into Malaysian women's entrepreneurship propensities.

1.2 Statement of Problem

The utilisation of the internet and online platforms has experienced a significant surge. The utilisation of social media as a platform for self-expression has resulted in its widespread adoption, particularly among musical vloggers who broadcast their original compositions on YouTube. Furthermore, the impact of musical vloggers on brand recognition and consumer traits pertaining to a specific musical product brand is noteworthy. The aforementioned factors are associated with the purchasing intentions of clients when making decisions regarding the acquisition of products. The present study centres on examining the influence of female influencers on the purchasing patterns of women in Malaysia. According to Ohanian (2015). The expectation was to emulate the behaviour of the female influencers featured in the advertisement, however, this was not consistently achieved. According to Ateke et al. (2015), this situation resulted in a discrepancy between the brand and the female influencers.

Hence, consumers prioritised female influencers over assessing the compatibility of the company with their traits, thereby highlighting the need to tackle the problem of the vampire or overshadowing effect. Furthermore, a dearth of trust exists among consumers towards female influencers, as they are perceived to be compensated for endorsing a brand without genuinely endorsing or having faith in the product. The revelation that several influencers in Malaysia do not utilise the products they endorse raises concerns regarding the establishment of credibility, trust, and appeal. The main research objective of this study is to examine the effect of influencers on purchase intention among females towards musical products in Malaysia.

2.0 Literature Review

2.1 Defining the Concept of Purchase Intention

According to Kudeshia and Kumar (2017), the act of purchasing a product or service at a future point in time is commonly referred to as a "buying intention." Given that corporations aim to increase their revenue by boosting sales, this data holds significant importance. The act of purchasing can be interpreted as an indication of customer allegiance. Jin and Kang (2011) identified four discrete actions that are linked to the intention to purchase. The aforementioned are resolute determinations to procure the product, to procure the product at a later time, to procure the product in its entirety, and to procure the product in its entirety without exception. As per the research conducted by Halim and Hamed (2005), purchase intention refers to the predictive behaviour of individuals in the short term with regard to the recurrent procurement of a specific commodity upon their return to the market.

2.2 Defining the Concept of Attractive

According to Till and Busler's (2000) research, an influencer's level of appeal is contingent upon the extent to which they are recognised, appreciated, and relied upon by their followers. According to Kelman's (2006) research, individuals are more inclined to adopt the beliefs, attitudes, and behaviours of an influencer if they perceive that the influencer shares similar goals, values, or personalities with them and their audience. In addition to actual and perceived similarity, which refers to the extent to which an individual believes they share commonalities with others, there exists a phenomenon known as wishful identification. This pertains to the desire to emulate or resemble other individuals, as described by Hoffner and Buchanan (2005).

According to Grave (2017), the identification of influencers is primarily determined by the perceived resemblance. According to Djafarova and Rushworth (2017), the possession of long-distance friendships can enhance an influencer's perceived normalcy and approachability in comparison to a celebrity. Influencers commonly employ a strategy of addressing their followers directly in their posts, thereby creating a sense of proximity that may lead their followers to perceive them as peers (Erz and Christensen, 2018; Gannon and Prothero, 2018). Schmidt (2007) posits that the act of commenting on influencers' articles and other postings may lead to the erroneous belief that influencers share similarities with their followers. According to De Veirman et al. (2017) and Grave (2017), individuals with a smaller number of followers, commonly referred to as "micro-influencers," may be perceived as more relatable to their audience due to their expertise in a specific niche and their frequent interaction with their followers. As per the findings of Uzunoglu and Kip (2014), the act of following bloggers on Instagram is primarily driven by a combination of admiration and a need for social

connectedness with influencers. Influencers are perceived as relatable individuals who can be relied upon by the public, which is why they are often regarded as role models (Chapple and Cownie, 2017).

2.3 Defining the Concept of Expertise

According to Silvera and Austad (2004), the term "Expertise" pertains to the level of knowledge possessed by the endorser regarding the product and the reliability of their assertions. The level of expertise attributed to a speaker with regard to a particular topic has been explored in previous studies (Erdogan, 1999; Pornpitakpan, 2003). The aforementioned statement can be construed from the perspective of the endorser's distinct proficiency, encompassing their familiarity with the merchandise, their personal history, and any relevant competencies (Eisend & Langner, 2010). B. M. developed a metric that relies on an endorser's expertise, proficiency, and aptitude. Khan and Khan's work was published in 2014. According to previous research studies (Ohanian, 1990; Priyankara, Weerasiri, Dissanayaka, & Jinadasa, 2017; Rameez & Ahmed, 2014; Wongweeranonchai & Mcclelland, 2016), it has been found that there is a positive influence on consumers' sentiments and an increase in their purchase intent.

2.4 Defining the Concept of Trustworthiness

According to Silvera and Austad (2004), the term "Expertise" pertains to the level of knowledge possessed by the endorser regarding the product and the reliability of their assertions. The level of expertise attributed to a speaker with regard to a particular topic has been explored in previous studies (Erdogan, 1999; Pornpitakpan, 2003). The aforementioned statement can be construed from the perspective of the endorser's distinct proficiency, encompassing their familiarity with the merchandise, their personal history, and any relevant competencies (Eisend & Langner, 2010). B. M. developed a metric that relies on an endorser's expertise, proficiency, and aptitude. Khan and Khan's work was published in 2014. According to previous research studies (Ohanian, 1990; Priyankara, Weerasiri, Dissanayaka, & Jinadasa, 2017; Rameez & Ahmed, 2014; Wongweeranonchai & Mcclelland, 2016), it has been found that there is a positive influence on consumers' sentiments and an increase in their purchase intent.

2.5 Relationship Between Attractive and Purchase Intention

According to Wang and Scheinbaum's argument (2018), music plays a crucial role in disseminating significant messages. Although beauty has been found to have a positive effect on evaluations, several studies have indicated that its influence on consumers' inclination to engage in a purchase is not as apparent. According to Wang and Scheinbaum (2018), advertisers frequently analyse aesthetically appealing influencers in the production and deployment of promotional material. This is due to the influencers' ability to significantly influence consumers' perceptions of the products being offered.

2.6 Relationship Between Trustworthiness and Purchase Intention

According to Pavlou and Fygenon's (2006) research, trust is established through a client's belief in a company's reliability, proficiency, and ethical principles. The notion that consumers are more comfortable conducting financial transactions with reputable online merchants due to their ability to consciously and rationally discount the possibility of dishonest or undesirable actions on the part of the online merchant has gained widespread acceptance in the literature

(Lu et al., 2016). Trust is a frequently and emphatically emphasised topic in the literature regarding online business transactions, as noted by Nisar et al. (2019).

According to previous research studies (Chae et al., 2020; Liu et al., 2019), consumers exhibit a greater propensity to make purchases when they perceive a sense of security in the buying process. The trust of customers in a company's capacity to fulfil their requirements is a vital factor in the triumph of any marketing strategy (Kim et al., 2017). Mainardes et al. (2019) found that in emerging markets, where consumers are less familiar with the brand, a diminished level of trust in the brand results in a decrease in the intention to purchase. According to Chen et al. (2020), the level of confidence that consumers have in a product is a crucial factor in determining their purchasing behaviour. According to Pappas' (2016) research, the level of trust a consumer has in a product is a crucial determinant in their decision to purchase.

2.7 Relationship Between Expertise and Purchase Intention

The variable of expertise holds significant relevance as it is indicative of the communicator's knowledge and professional experience, as per Schouten et al. (2020). This variable has been taken into account in various studies concerning celebrities and digital influencers, as evidenced by Esteban-Santos et al. (2018) and Schouten et al. (2020). Moreover, the study conducted by Lim and colleagues (2017) revealed that the expertise of influencers is a significant factor that affects the intention to purchase. According to Yadav et al. (2013), consumers tend to give more weight to the information communicated by influencers who are perceived as authorities in their respective domains. According to Chetioui et al. (2020), the term "expert" is commonly associated with a high level of qualification, which in turn increases the likelihood of producing accurate and valid assessments. Ki and Kim (2019) have established that expertise can exert a favourable influence on the attitudes of consumers, leading to a heightened inclination to purchase, as they aspire to emulate digital influencers. Thus, it is hypothesised:

H1: Expertise positively influences the purchase intention of a recommended musical product.

2.8 Source Attractiveness Model

The Source Valence Model proposed by McGuire in 1985 served as a foundational framework for the subsequent development of the Source Attractiveness Model by McCracken in 1989 within the field of social psychology. The approach emphasised four key attributes, namely familiarity, likeability, similarity, and attractiveness, as stated by McCracken (1989). The probability of the epistle being perused and reciprocated is contingent upon the extent to which its designated addressees relate to the endorsed luminary (Ohanian, 1990). This approach utilised the methods of Identification and Conditioning to assess the efficacy of a given message. Individuals are more likely to embrace an individual's cognitive, emotional, and behavioural patterns if they can identify with the value of the conveyed message. The term "conditioning" refers to the phenomenon whereby a journalist forms an emotional bond with an organisation, leading them to internalise the belief that their sentiments towards the company will have a direct impact on the quality of the product. Kelman (1961) posits that the process of identification, whereby consumers establish an identity in relation to the endorser, serves as the means by which celebrity endorsements elicit positive consumer behaviour. According to McGuire (1985), the likelihood of a communication being positively received is higher when there is a pre-existing relationship between the sender and the recipient.

Organisations employ celebrities due to their two attributes that are attractive to their clientele: firstly, they possess a proclivity for the spotlight, and secondly, consumers are more inclined to purchase products or services that are endorsed by an aesthetically pleasing individual. According to Baker and Churchill's (1997) research, the endorsement of a well-known and attractive celebrity can enhance the level of trust that consumers place in a brand. According to Baker et al. (1977), the utilisation of renowned individuals can enhance sales due to their attractiveness. According to Clow et al. (2006), the aesthetic quality of advertising can have an impact on consumers' perceptions and, consequently, their buying behaviour. To enhance product sales and cultivate favourable public perception, corporations frequently engage celebrities based on their physical attractiveness (Singer, 1983). The endeavour of increasing brand awareness to acquire positive reviews is recognised as a commendable pursuit in traditional sales theories, including the AIDA model (Attention/Interest/Desire/Action) and the hierarchy of effects model (Milosavljevic & Cerf, 2008).

There exist several factors that may lead a consumer to focus on a particular aspect of a proposal. According to Milosavljevic and Cerf (2008), the implementation of a visual attention management system may result in the prioritisation of desirable attributes while diminishing the significance of undesirable ones among consumers. In contrast, marketers tend to prioritise renowned individuals who possess an appealing demeanour and exude a sense of prestige, as noted by Singer (1983). Renowned and aesthetically pleasing public figures are frequently pursued by marketers to feature in both printed and televised promotional materials. Concurrent with the rise in prominence of celebrity endorsements, there has been a corresponding backlash against this practice due to its perceived exploitation of physical attractiveness as a means of enhancing brand recognition. The concept of source attractiveness has been in existence for a considerable duration, and it continues to hold relevance for marketers in contemporary times (McGuire, 1985).

Goldsmith et al. (2000) posited that the credibility of public figures is not significantly influenced by their physical appearance, including that of celebrities. The impact of physical attractiveness on the selection of endorsers to appeal to corporate consumers remains a topic of debate, despite the fact that individuals possessing such traits may be recruited for commercial purposes. Notwithstanding the constraints of the research, this framework holds promise in elucidating the impact of celebrities' physical attractiveness on consumers' purchasing inclination.

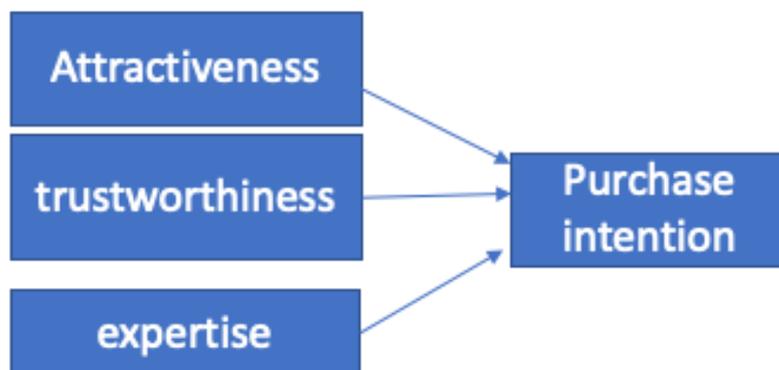
2.9 Credibility Model

Howland et al (1953) initially introduced the source credibility model. According to Ohanian's research in 1991, it is plausible that the customer may perceive the information more favourably due to the model's exaggeration of the celebrity's positive attributes. This paradigm shift is founded upon the theoretical framework of social behaviour studies. The concept of source credibility posits that the effectiveness of an advertising campaign is influenced by the degree of expertise and trustworthiness attributed to a celebrity endorser (Hovland, 1953; Ohanian, 1991). According to Kelman's (1961) definition, internalization refers to the mechanism by which the dissemination of information by a prominent individual (i.e., a celebrity) can elicit modifications in individuals' convictions, dispositions, and actions. According to Erdogan (1999), internalisation takes place when a user evaluates and forms assumptions about the system, and subsequently accepts an effect from a source.

Establishing credibility entails demonstrating dependability and expertise within one's area of specialisation. To effectively support a public figure, it is imperative to convey a sense of authority and trustworthiness. According to Ohanian (1991) and Belch and Belch (2004), credibility pertains to the perceived level of knowledge possessed by a source, based on their demonstrated skill, experience, and self-confidence, as perceived by the listener or reader. The endorsement process relies on the communicators' integrity, morals, and trustworthiness as a substitute for their expertise, whereas the experts' knowledge and talent are represented by their knowledge, skill, and experience. Furthermore, the process of internalisation is strengthened by the utilisation of information and dependable sources to influence cognitive, emotional, and behavioural modifications (Belch & Belch, 2004). The extent to which an individual or their message is deemed credible can serve as an indicator of the level of trust and confidence that others have in them (Ohanian, 1991). The importance of a celebrity endorsement's credibility cannot be overstated in terms of its effectiveness in reaching the wider population. Marketers leverage the traits of reliability, honesty, and authenticity in their brand ambassadors to achieve their objectives (Shimp, 2000). Despite being cognizant of the fact that celebrities often endorse products for monetary benefits, young individuals remain challenging to convince. The veracity and uprightness of the source are crucial factors determining its credibility, as posited by Baxter et al. (2014). This objection undermines the credibility of the practical implementation. Research has demonstrated that consumers are more inclined to make a purchase solely based on a celebrity endorsement if they perceive the endorsement to be credible and informed about the product (Till & Bulser, 1998; Friedman & Friedman, 1979; Goldsmith et al., 2000).

Despite the strong association between the celebrity and the brand, there exists a potential risk of compromising their credibility if they endorse the product without personal usage. In the event that the aforementioned celebrities do not authentically utilise the merchandise they are endorsing, there exists a potential jeopardy of compromising their credibility. Goldsmith et al. posit that the reliability of celebrities lies beyond the scope of their trustworthiness. Acquiring new clients remains a challenging task; nevertheless, promotional campaigns that showcase celebrities embodying such characteristics could potentially yield positive outcomes. The findings indicate that the aforementioned model provides a compelling rationale for the impact of influencer marketing's proficiency and reliability subcomponents on consumers' inclination to engage in buying behaviour.

Figure 1: Research Framework



3.0 Research Methodology

This research applies the quantitative research method, in which the investigation utilised primary data, which refers to information obtained directly from the study's targeted respondents via surveys or questionnaires. The study was carried out through online means and was limited to internal participants. The researchers disseminated hyperlinks to potential respondents through both web and mobile platforms. As per Sekaran and Bougie (2016), a response rate of 30% is commonly observed. This study's inquiries were systematically arranged into separate Google forms for Sections A, B, C, and D, and subsequently distributed to the corresponding participants. Participants accessed the provided hyperlink and responded to the survey inquiries.

4.0 Data Analysis and Interpretation

4.1 Demographic Analysis

The demographic characteristics of the 220 participants are presented in the following figures and tables. In Malaysia, the individuals who provide assistance are students who endorse musical merchandise. The primary demographics of interest in this study, which was conducted among Malaysian students, were the gender and age groups.

4.1.1 Gender

The survey primarily consisted of female participants, accounting for approximately 80.0% of the total respondents (176 respondents). In contrast, the proportion of male participants in the study was 20.0%, comprising a total of 44 respondents.

Table 1: Gender

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	44	20.0	20.0	20.0
	Female	176	80.0	80.0	100.0
	Total	220	100.0	100.0	

4.1.2 Age

The age group was stratified into four distinct groups, namely individuals aged 18-21 years, 21-30 years, and 31-45 years or above. The outcomes of the SPSS frequency test are illustrated in Table 2. The data indicates that a significant proportion of the participants fall within the age range of 21 to 30 years, comprising 45.4% of the total sample size (100 respondents). The age group of 18 to 20 years constituted a mere 27.7% (61 participants) of the total respondents, while the age group of 31 years and above had the lowest number of participants, accounting for only 26.8% (59 respondents).

Table 2: Age

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-20	61	27.7	27.7	27.7
	21-30	100	45.5	45.5	73.2
	31-45	59	26.8	26.8	100.0
	Total	220	100.0	100.0	

4.2 Mean and Standard Deviation

The data presented in Table 3 indicates that the dependent variable of purchase intention has an average mean of 8.60, with a corresponding standard deviation of 1.52. The mean value of the independent variable, attractiveness, is 15.68 with a standard deviation of 2.70. The independent variable (IV) pertaining to trustworthiness exhibits a mean of 15.61 and a standard deviation of 2.79. The mean value of the independent variable of expertise is 15.56 with a standard deviation of 2.34. The data presented above suggests that the participants have expressed a level of concurrence with the given statement, as demonstrated by the relatively high mean scores.

Table 3: Mean and Standard Deviation

Descriptive Statistics									
	N	Minimum	Maximum	Mean	Std.	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Deviation	Statistic	Std. Error	Statistic	Std. Error
PurchaseIntentionTotal	220	5.00	11.67	8.6091	1.52461	.217	.164	-.171	.327
AttractivenessTotal	220	8.80	21.00	15.6827	2.70624	.314	.164	-.299	.327
TrustworthinessTotal	220	8.80	21.00	15.6118	2.79237	.233	.164	-.241	.327
ExpertiseTotal	220	10.60	20.00	15.5618	2.34324	-.086	.164	-.722	.327
Valid N (listwise)	220								

4.3 Reliability Test

Reliability tests were conducted to assess the compatibility and correlation of each variable with one another. Upon reflection of Taherdoost's (2020) study, it was deemed imperative to ensure that all participants included in the questionnaire were both valid and reliable to maintain the integrity of the research.

4.3.1 Cronbach's Alpha - Purchase Intention (DV)

The research focused on the dependent variable of Purchase Intention (DV). The variable in question comprises a set of three items. Table 4 displays the Cronbach's Alpha coefficient of 0.730 for the variable in question, indicating a high level of internal consistency as the value approaches 1. Thus, it can be asserted that the variable of Purchase Intention exhibits reliability.

Table 4: Cronbach's Alpha for Purchase Intention - (DV)

Reliability Statistics	
Cronbach's Alpha	N of Items
.730	3

4.3.2 Cronbach's Alpha - Attractiveness - (IV1)

The present study incorporated attractiveness (IV1) as an independent variable. This variable comprises a set of five elements. Table 5 displays the Cronbach's Alpha coefficient for the independent variable, which is 0.804. This value is in proximity to 1. It can be inferred that the reliability of Attractiveness is established.

Table 5: Cronbach's Alpha for Attractiveness - (IV1)

Reliability Statistics	
Cronbach's Alpha	N of Items
.804	5

4.3.3 Cronbach's Alpha - Trustworthiness - (IV2)

The second independent variable examined in this study was trustworthiness (IV2). The variable comprises a total of five distinct elements. The variable in question exhibits a Cronbach's Alpha of 0.811, indicating a high degree of internal consistency as the value approaches unity. It can be inferred that the variable of Trustworthiness exhibits reliability.

Table 6: Cronbach's Alpha for Emotional Intelligence - (IV2)

Reliability Statistics	
Cronbach's Alpha	N of Items
.811	5

4.3.4 Cronbach's Alpha - Expertise - (IV3)

The third independent variable examined in this study was expertise (IV3). The variable comprises a set of five elements. The Cronbach's Alpha coefficient for the independent variable is 0.725, indicating a high level of internal consistency. This value is in proximity to 1. It can be inferred that the variable of Expertise exhibits a high degree of reliability.

Table 7: Cronbach's Alpha for Expertise - (IV3)

Reliability Statistics	
Cronbach's Alpha	N of Items
.725	5

4.4 Normality Test Analysis

From Table 8 below, it is evident that the skewness and kurtosis values of both the independent and dependent variables employed in this investigation fall within the acceptable range. The Purchase Intention variable exhibits a skewness value of 0.217 and a kurtosis value of -1.71. The measure of skewness for attractiveness is 0.314, while its kurtosis is -0.299. The metric indicating trustworthiness for skewness is 0.233, whereas for kurtosis it is -2.41. Furthermore, the metric of expertise is -0.086, exhibiting a kurtosis value of -0.722. It can be deduced that all the variables demonstrate a Gaussian distribution. The normality of the data was evaluated through the utilisation of the Q-Q plot test. According to Pallant's (2010) findings, the Q-Q plot test revealed the presence of a linear pattern, which is indicative of a normal distribution.

Table 8: Descriptive Statistic

	N Statistic	Minimum Statistic	Maximum Statistic	Mean Statistic	Std. Deviation Statistic	Skewness		Kurtosis	
						Statistic	Std. Error	Statistic	Std. Error
PurchaseIntentionTotal	220	5.00	11.67	8.6091	1.52461	.217	.164	-.171	.327
AttractivenessTotal	220	8.80	21.00	15.6827	2.70624	.314	.164	-.299	.327
TrustworthinessTotal	220	8.80	21.00	15.6118	2.79237	.233	.164	-.241	.327
ExpertiseTotal	220	10.60	20.00	15.5618	2.34324	-.086	.164	-.722	.327
Valid N (listwise)	220								

4.5 Hypothesis Testing

The study utilised Pearson's Correlation Coefficient Matrix and Multiple Regression analysis techniques. The investigation employed Pearson's Correlation Coefficient Matrix and Multiple Regression analysis to ascertain the independent and dependent variables. Conducting a Pearson's Correlation test is a conventional practice that precedes Multiple Regression analysis, as it facilitates the preliminary comprehension of the relationship between the variables. After establishing the correlation between the variables, the subsequent step involves conducting a Multiple Regression analysis.

4.5.1 Correlation Testing

The study's findings indicate a significant positive correlation ($r = 0.599$) between the independent variable, Attractiveness (IV1), and the dependent variable, Purchase Intention (DV). At a significance level of 0.001, the variable demonstrates a statistically significant impact. Therefore, it can be deduced that the initial hypothesis has been confirmed.

The findings of the Pearson Correlation analysis between Purchase Intention (dependent variable) and Attractiveness (independent variable 1), Trustworthiness (independent variable 2), and Expertise (independent variable 3) are presented in Table 9.

4.5.2 Correlation between Attractiveness (IV1) and Purchase Intention (DV)

The findings demonstrate a noteworthy and meaningful positive correlation ($r = 0.599$) between Trustworthiness (IV2) and Purchase Intention, implying a robust and interrelated connection between these two factors. The statistical significance level of the variable is 0.001. Thus, it can be inferred that hypothesis 2 has been validated.

4.5.3 Correlation between Trustworthiness (IV2) and Purchase Intention (DV)

The results indicate a statistically significant positive correlation ($r = 0.599$) between Trustworthiness (IV2) and Purchase Intention, suggesting a strong association between these two variables. The variable's significance level is 0.001. Therefore, it can be concluded that hypothesis 2 has been accepted.

4.5.4 Correlation between Expertise (IV3) and Purchase Intention (DV)

The correlation coefficient between the variables of Expertise and Purchase Intention, as determined by Pearson's method, is 0.499. The findings suggest that there exists a significant and favourable association between the two variables, as supported by statistical analysis. The research findings indicate a noteworthy association between Expertise and Purchase Intention, as evidenced by the establishment of a statistical significance level of 0.001. Thus, it can be inferred that hypothesis 3 has been validated. Section 4.5.5 contains the results related to Pearson's correlation.

4.5.5 Pearson's Correlation Findings

However, every aspect related to the independent variables displays an interesting positive association with the purchase intention. The independent variables of Attractiveness (IV1) and Trustworthiness (IV2) have yielded a notable outcome, with a correlation coefficient of 0.599. The previously mentioned value indicates a significant and beneficial correlation with the dependent variable, namely the purchase outcome. The independent variable of Expertise (IV3) displays a relatively low correlation with the dependent variable of purchase intention (DV), as indicated by a coefficient of 0.499.

Table 9: Correlation Analysis of the Variables

		Correlations			
		PurchaseIntentionTotal	AttractivenessTotal	TrustworthinessTotal	ExpertiseTotal
PurchaseIntentionTotal	Pearson Correlation	1	.599**	.599**	.499**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	220	220	220	219
AttractivenessTotal	Pearson Correlation	.599**	1	.982**	.464**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	220	220	220	219
TrustworthinessTotal	Pearson Correlation	.599**	.982**	1	.447**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	220	220	220	219
ExpertiseTotal	Pearson Correlation	.499**	.464**	.447**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	219	219	219	219

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

4.6 Multiple Linear Regression Analysis

This investigation aims to conduct a multiple regression analysis to assess the predictive capacity of each independent variable. Moreover, this assessment ascertained the number of unique alterations in the reliant variable that demonstrate every autonomous variable. The results obtained from the analysis conducted using the SPSS software are presented in Table 10. After analyzing the results, it is evident that the R-squared value equals 0.426. This value signifies that 42.6% of the variance in the purchase intention, which is the dependent variable, can be accounted for by the collective influence of the three independent variables, namely Attractiveness, Trustworthiness, and Expertise. However, it is important to acknowledge that a considerable portion of the variability, precisely 57.4%, remains unexplained and could be attributed to other variables that were not examined in the current investigation.

Table 10: R Square Value (SPSS Output)

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.653 ^a	.426	.418	1.16538

a. Predictors: (Constant), ExpertiseTotal, TrustworthinessTotal, AttractivenessTotal

b. Dependent Variable: PurchaseIntentionTotal

Table 11 presents findings that suggest the presence of a regression relationship in the model, as indicated by the F-test. The study's findings indicate a statistically significant value of 0.001, with a p-value below the threshold of 0.05. Thus, it can be inferred that the aforementioned

model exerts a significant influence on the intention to buy, which serves as the dependent variable (DV).

Table 11: Anova Value (SPSS Output)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	216.528	3	72.176	53.144	<.001 ^b
	Residual	291.994	215	1.358		
	Total	508.522	218			

a. Dependent Variable: PurchaseIntentionTotal

b. Predictors: (Constant), ExpertiseTotal, TrustworthinessTotal, AttractivenessTotal

Upon review of Table 12, the previous table illustrates the coefficient value obtained from the regression analysis performed. The results indicate that the three independent variables have a statistically significant impact on the dependent variable of purchase intention, as evidenced by a p-value less than 0.05. The beta coefficient, which is an unstandardized regression coefficient, is commonly employed to assess the correlation between independent and dependent variables in standardised or standard units. The standardised beta coefficient was obtained through regression analysis after the prior standardisation of the original data. The multivariate regression analysis equation was introduced by Uyanık and Güler (2013) in their research. This equation is denoted as $y = \beta_0 + \beta_1x_1 + \dots + \beta_nx_n + \epsilon$. Therefore, the formulated equation for this research can be represented as $PI = 1.649 + 0.058 (A) + 0.202 (TW) + 0.186 (E)$. Upon scrutiny of Table 16, it is possible to discern the reference for the model equation and the numerical values of the coefficients of the variables.

Table 12: Coefficients (SPSS Output)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.649	.582		2.832	.005
	AttractivenessTotal	.058	.157	.102	.367	.714
	TrustworthinessTotal	.202	.151	.371	1.342	.181
	ExpertiseTotal	.186	.038	.286	4.889	<.001

a. Dependent Variable: PurchaseIntentionTotal

Table 13: Multiple Linear Equation and Hypothesis Analysis

Multiple Linear Regression		
Hypothesis	Significance (P-Value)	Accept/Reject
<p>Attractiveness=0.102</p> <p>H1: There is a negative relationship between attractiveness and purchase intention by students towards musical products in Malaysia. These further states that the value for purchase intention increases by 0.102 when the value for attractiveness creases by 1 unit.</p>	0.714	Reject; P-Value<0.05
<p>Trustworthiness=0.371</p> <p>H2: There is a negative relationship between trustworthiness and purchase intention by students towards musical products in Malaysia. These further states that the value for purchase intention increases by 0.371 when the value for trustworthiness creases by 1 unit.</p>	0.181	Reject; P-Value<0.05
<p>Expertise=0.286</p> <p>H3: There is a positive relationship between expertise and purchase intention by students towards musical products in Malaysia. These further states that the value for purchase intention increases by 0.286 when the value for expertise creases by 1 unit.</p>	0.001	Accept; P-Value>0.05

5.0 Research Findings and Conclusion

5.1 Descriptive Analysis

Upon analysis of the demographic table presented, it is apparent that a significant proportion of the participants are female, comprising 80.0% of the overall sample. It could be contended that the demographic cohort spanning from 21 to 30 years of age constitutes the most

substantial proportion of respondents, accounting for 45.5% of the aggregate population under investigation. The most strong predictor is identified.

Table 14: Summary of Respondents Demographics

Demographics Items	Category	Frequency	Percentage (%)
Gender	Male	44	20.0
	Female	176	80.0
Age group	18-20	61	27.7
	21-30	100	45.5
	31-45	59	26.8

5.2 Hypothesis analysis

Table 15 displays the findings indicating that Trustworthiness had the highest level of impact on the purchase intention of musical products among Malaysian students, as demonstrated by the multiple regression analysis. The variables of attractiveness and expertise are considered to possess the least consequential influence on the intention to purchase. It can be argued that the intention to make a purchase is influenced by three variables. Upon analyzing the coefficient value, it is apparent that all variables exhibit a favourable impact on purchase intention, with trustworthiness being the most potent predictor.

Table 15: Summary from Hypothesis Testing Output

Multiple Linear Regression			
Hypothesis	Coefficient Value	Significance (P-Value)	Accept/Reject
H1: There is a relationship between attractiveness and purchase intention by students towards musical products in Malaysia.	0.058	0.714	Reject; P-Value<0.05
H2: There is a relationship between trustworthiness and purchase intention by students towards musical products in Malaysia.	0.202	0.181	Reject; P-Value<0.05
H3: There is a relationship between expertise and purchase intention by students towards musical products in Malaysia.	0.186	0.001	Accept; P-Value>0.05

5.3 Discussion on Findings

5.3.1 Relationship between Attractiveness and Purchase Intention by Students towards Musical Products in Malaysia

The primary objective of the study was to investigate the correlation between the degree of attractiveness and the inclination to make a purchase. Based on the statistical analysis, it can be concluded that the variable of attractiveness demonstrates a statistically significant level of value that surpasses 0.005. This suggests the existence of a significant negative correlation between the independent variable and the purchase intention. The current investigation revealed that the variable of attractiveness demonstrated a beta coefficient of 0.102, indicating its relatively lower level of statistical significance. Empirical evidence suggests that a direct association exists between perceived physical appeal and the propensity of pupils to procure musical merchandise. This correlation is statistically significant, with an increase of 2.70 standard deviations in purchase intention. The outcomes derived from this investigation are consistent with the discoveries documented in previous scholarly inquiries. Several academic investigations have suggested that the impact of influencers' physical attractiveness on consumers' attitudes and purchasing behaviours is not significant (Balabanis and Chatzopoulou, 2019; Ahmad et al., 2019). The findings of this study indicate that the level of physical attractiveness does not have a significant impact on the purchasing behaviour of female consumers in Malaysia. The findings suggest that hypothesis H1 lacks evidence to support it, implying a lack of association between the degree of physical appeal and a desire to buy musical merchandise among Malaysian students.

5.3.2 Relationship between Trustworthiness and Purchase Intention by Students towards Musical Products in Malaysia

The primary conjecture aimed to investigate the correlation between the level of attractiveness and the inclination to make a purchase. The statistical analysis indicates that the attractiveness variable holds a significant level of value greater than 0.005. This implies the existence of a compelling inverse correlation between the independent variable and the inclination to procure. The present study revealed that the variable of attractiveness had the lowest beta value of 0.102, suggesting its comparatively weaker significance. For instance, it has been observed that a rise in attractiveness is associated with a corresponding increase in the intention of students to purchase musical products by a 2.70 standard deviation. The results obtained from this research align with the findings reported in prior studies. Several academic studies have demonstrated that the impact of influencers' physical attractiveness on consumers' attitudes and purchasing behaviour is not significant (Balabanis and Chatzopoulou, 2019; Ahmad et al., 2019). The findings of this study indicate that the level of physical attractiveness does not have a significant impact on the purchasing behaviour of female consumers in Malaysia. The findings suggest that hypothesis H1 lacks evidence for it, implying a lack of association between the degree of physical appeal and the inclination to buy musical items among Malaysian students.

5.3.3 Relationship between Expertise and Purchase Intention by Students towards Musical Products in Malaysia

The overarching hypothesis aimed to investigate the correlation between one's level of proficiency and their inclination to participate in a transaction. According to the overarching hypothesis, the variable of expertise exerts the greatest influence on students' attitudes towards

musical products. The results of the statistical analysis indicate a significant positive correlation between the independent variable and purchase intention, as demonstrated by a p-value below 0.05. The beta coefficient of the dimension related to expertise is the most substantial, exhibiting a numeric value of 0.286. The study's findings indicate that the level of proficiency demonstrated by the source had a noteworthy and favourable impact on the likelihood of purchase intention. The outcomes derived from this investigation exhibit conformity with the discoveries documented in antecedent research. Lou and Yuan (2018) identified a positive correlation between the level of expertise of influencers and advertising, resulting in a subsequent influence on consumers' purchasing intentions. The results suggest that in Malaysia, the purchase intention of female consumers is significantly impacted by their level of expertise.

5.4 Conclusion

In summary, a correlation has been identified between the independent variable (IV3), which pertains to expertise, and the dependent variable (DV), which is associated with purchase intention. The results of the study suggest that there is no significant statistical association between the purchase intention, which is the variable that is dependent on other factors, and the independent variables of attractiveness (IV1) and trustworthiness (IV2). Table 13 presents the correlation coefficients between the independent and dependent variables, which are 0.599, 0.599, and 0.499. The variable denoting proficiency displays a strong and statistically significant correlation coefficient of 0.49, indicating a significant and positive relationship with the dependent variable of purchase intention. The current study is focused exclusively on the buying tendencies of consumers. The examination of consumers' buying patterns based on empirical evidence is lacking. The principal contribution of this investigation is the detection of a void in the extant scholarship, specifically the dearth of knowledge concerning the pivotal factor that influences students' desire to procure musical merchandise.

5.5 Limitations of the Study

One challenge that arises is that employees may tend to provide generalised responses to surveys without fully comprehending the questions posed, owing to constraints such as time limitations and demanding schedules. In addition to the aforementioned, numerous other factors or variables contribute to the determination of students' purchase intention towards musical products, as they may encounter various challenges and hold divergent viewpoints. The limitation of the study may include the sample size as not all the surveys that were distributed received responses, and the sampling technique employed may also impede the precision of the research. Subsequent research endeavours could potentially explore the facet of purchase intention. According to Jin, Muqaddam, and Ryu (2019), purchase intention is influenced by three key factors: Respect, social media influence, and similarity. The present study did not take into account this particular category. Thus, future researchers should integrate categorical factors and how they might function as moderating elements.

5.6 Suggestion for Further Research

To enhance the comprehensiveness and depth of comprehension regarding the impact of attractiveness, trustworthiness, and expertise on the purchasing behaviour of Malaysian students towards musical products, it is recommended that the researcher augment the study's size. Increasing the sample dimensions would enhance the precision of the findings, thereby facilitating a comprehensive inquiry. Considering the limited scope of the research, it is

recommended that future scholars direct their attention towards a specific locality or jurisdiction within Malaysia. Hence, it is recommended that prospective researchers investigate the diverse dimensions of appeal, reliability, and proficiency to attain a more comprehensive comprehension of the factors that impact the inclination to make a purchase. The maintenance of congruent perspectives among participants possesses the potential to augment the validity of the research outcomes. To achieve a more precise assessment, it is advisable to concentrate on each student.

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