



**THE EFFECTIVENESS OF INSTAGRAM INFLUENCER TOWARDS CONSUMERS
PURCHASE INTENTION**

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JULY 2019



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I, NORASNIDA BINTI SAHAK, (I/C Number: 950224015404)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for these degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:

Date: July 2019

LETTER OF SUBMISSION

July 2019

The Head of Program,

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Faculty of Business and Management,

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Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**THE EFFECTIVENESS OF INSTAGRAM INFLUENCERS TOWARDS CONSUMERS PURCHASE INTENTION**” to fulfil the requirement as needed by the Faculty of Business and Management, Universiti Teknologi MARA.

Thank you.

Best Regards,

NORASNIDA BINTI SAHAK

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BACHELOR OF BUSINESS AND ADMINISTRATION (HONS) MARKETING

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ABSTRACT

This study is aimed to identify the effectiveness of Instagram influencers towards consumers purchase intention. The factors involved in this study were credibility and attractiveness. Convenient sampling technique was adapted and questionnaires were distributed to respondents among students in Universiti Teknologi MARA Cawangan Melaka Kampus Bandaraya Melaka through online questionnaires using Google Form platform. A total of 171 questionnaires were answered and were found usable. Collected data were analysed using Statistical Package for Social Science (SPSS) version 22. Hence, the data were analysed using several statistical analysis including frequencies distribution analysis, descriptive analysis, reliability analysis, Pearson correlation analysis and multiple regression analysis. The result revealed that credibility of the influencer has the highest relationship value towards consumers purchase intention. Furthermore, the study findings confirmed that both variables are positively related to the consumers purchase intention. As a conclusion, the findings of this study can be beneficial for future researchers, practitioners and government agencies.