

UNIVERSITI TEKNOLOGI MARA

**THE IMPACT OF SOCIAL MEDIA
INFLUENCER ON PURCHASE
INTENTION OF MILLENNIAL
TOWARDS LOCAL SKINCARE
PRODUCTS**

NAREESA BINTI NOORHAM

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ABSTRACT

Consumers around the world are displaying a growing preference for global brands rather than locally manufactured products and preference. Global brands are perceived as the strongest in many product categories. In Malaysia, the same phenomenon occurs when at least eight in ten consumers are reported to prefer global brands in purchasing skincare products. Hence, in responding to the issue, this paper is aimed to investigate the impact of social media influencers on customer's purchase intention of local skincare product. In this thesis, source credibility, source attractiveness, product match-up, meaning transfer and charisma will be investigated to identify the relationships with intention to purchase towards local skincare product. This thesis also investigates the mediating effect of customer attitude between with Social Media Influencer Attributes relationship and the intention to purchase towards local skincare product. Data were collected from millennial. A total of 316 online questionnaires were obtained for the final data analysis. In this thesis, purposive sampling and convenience sampling were employed. SPSS 24 and PLS 3.0 were performed to test the collected data. This thesis aimed at gaining a better understanding of the factors that influence purchase intention of local skincare product are needed and contribute to the local skincare purchase intention literature by recognizing the factors that influencing the customer purchase intention. The findings of this study shows that being a charismatic influencer develop a positive perception toward intention to purchase a product among potential customers

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TABLE OF CONTENTS

| | Page |
|---|-------------|
| CONFIRMATION BY PANEL OF EXAMINERS | ii |
| AUTHOR'S DECLARATION | iii |
| ABSTRACT | iv |
| ACKNOWLEDGEMENT | v |
| LIST OF TABLES | xi |
| LIST OF FIGURES | xii |
| LIST OF ABBREVIATIONS | xiii |
| | |
| CHAPTER ONE INTRODUCTION | 1 |
| 1.1 Background of study | 1 |
| 1.2 Issues | 5 |
| 1.3 Problem statement | 8 |
| 1.4 Research objectives | 11 |
| 1.5 Research questions | 12 |
| 1.6 Significance of Study | 12 |
| 1.7 Scope of Study | 14 |
| 1.8 Definition of terms | 14 |
| 1.8.1 Social Media Influencers | 14 |
| 1.8.2 Source Credibility | 14 |
| 1.8.3 Source Attractiveness | 15 |
| 1.8.4 Meaning Transfer | 15 |
| 1.8.5 Product Match-Up | 15 |
| 1.8.6 Charisma | 15 |
| 1.8.7 Customer Attitude | 15 |
| 1.8.8 Purchase Intention | 15 |
| | |
| CHAPTER TWO LITERATURE REVIEW | 16 |
| 2.1 Introduction | 16 |

CHAPTER ONE

INTRODUCTION

Chapter one begins with the background of the study, which provides an overview of purchase intention towards local skincare product. In addition, the relation between purchase intention and local skincare product are also highlighted. Thus, the problem statement addresses the few issues and parts identified in this study and followed by facts of research questions, research objectives, and scope of study as well as significant of study.

1.1 Background of study

More than 42% of the world's population, which is equal to 3.2 billion people, have their own social media account, getting socialized and having a conversation and interaction on social media with friends or someone else. It cannot be denied that from time to time the use of social media in this world is ever-growing. It is without doubt one of the most popular online activities that users nowadays participate in (Emarsys, 2019). Social media influencers play a very important role in improving customer engagement and brand loyalty since they can connect to a target potential customer, Tapinfluencer (2018).

According to the Digital Marketing Institute (2018), the approximate customer that can be reached via social media is five hundred thousand by seeing only the post of the influencer. This is because, according to some survey, 49% of consumers rely on influencer's recommendation to buy a product and will typically see influencer's feedback before making purchase decision and many companies are searching for influencers to promote product because of this trend (Fourcommunications, 2019).

Social media influencer had already taken place to gain more attention in recent years mainly because they are more persuasive, more professional and more credible in generating favourable and useful content that will have a direct impact on consumer purchase intention (Boateng and Okoe, 2015). Influencers in social media