An Explanatory Study on Influencer Marketing Among People in Klang Valley: A Quantitative Study

Ng Zi Wei
Asia Pacific University of Technology and Innovation

Mutia Anggeraini Binti Khalid
Asia Pacific University of Technology and Innovation
mutia@apu.edu.my

Song Bee Lian
Asia Pacific University of Technology and Innovation
song.beelian@apu.edu.my

Abstract

This study examines the acceptance of influencer marketing among people in Klang Valley, Malaysia, focusing on the variables of influencer credibility, influencer content quality, and influencer online presence. By using data from 184 respondents analyzed via SPSS; the study found that influencer credibility significantly impacts the acceptance of influencer marketing among people in Klang Valley. In contrast, the influencer content quality and influencer online presence showed positive correlations but were not statistically significant in the acceptance of influencer marketing among people in Klang Valley. Research findings highlight the importance of credibility in the acceptance of influencer marketing among people in Klang Valley.

Keywords: *Social Media Influencer, Influencer Marketing, Content Quality, Online Presence*

1.0 Introduction

Currently, influencer marketing is a marketing strategy where a company collaborates with individuals with many followers, and who strongly influence social media to promote the company's brand, product, or service. Such partnerships could include sponsoring an influencer's content (e.g., post, article, video, or live streaming) to spread the brand message and promote the product (Singh et al., 2023). The main influencer marketing tools are social media platforms and influencers (Gelati et al., 2022). Social media influencers could influence their followers, often using their appearance, personality, or talents to showcase themselves and create content that resonates with their followers, increasing exposure and visibility on social platforms. They are usually active on social platforms such as Instagram, Facebook, YouTube, Twitter, TikTok, etc., and have many followers.

Nowadays, businesses are transforming to a digital form, and businesses often use influencer marketing to enhance brand promotion. According to the research from Mediakix, 80% of marketers feel influencer marketing is effective, and the same study shows that influencer marketing is better than other marketing sources (Mediakix, 2020). In addition, a survey by INSG.CO, Malaysians' social media viewing time is 55% higher than the global average, and their internet penetration accounts for 89% of the Malaysian population. The survey also revealed that 75% of Malaysian consumers rely on influencer recommendations to learn about products (Taslaud, 2024). Therefore. influencer marketing in Malaysia is expected to spend about $32.5 billion in 2024, which is an 18% increase from 2023 (Taslaud, 2024). This shows that influencer marketing is growing in Malaysia and gaining importance in brand marketing, attributed to its help in building brand credibility, developing brand loyalty, increasing brand exposure, and targeting audiences (Leung et al., 2022).

Thus, it is essential to understand the acceptance of influencer marketing and its influencing factors among the Klang Valley population. This research aims to study the acceptance of influencer marketing among the Klang Valley population, specifically exploring the impact of the quality of content, the credibility of the influencer, and the influencer's online presence on the acceptance of people in Klang Valley.

2.0 Statement of Problem

While influencer marketing is a brilliant marketing strategy that uses the power of social media to help companies interact with their target audience and bring more brand awareness and recognition to the company, influencer marketing also suffers from certain endorser problems.

2.1 Content Quality

Successful influencer marketing strategies often rely on high-quality content from influencers. Influencers' content must be engaging and high-quality and connect with consumers to gain followers' interest. Content quality is essential in influencer marketing because it affects the image of the brand and the influencer (Leung et al., 2022).

However, some influencers neglect the quality of their content while pursuing several advertising partnerships. This includes inadequate research on products or **promoting misleading content** to their followers (Chopra et al., 2020). This can be exemplified by influencers exaggerating the efficacy of a product to conform to the brand requirements. Still, the product does not meet the expectations of the consumers who purchased and used it. This may lead to a decrease in consumer trust in the influencer and may harm the acceptance of influencer marketing. Therefore, this study aims to determine the effect of content quality on the acceptance of influencer marketing among people in Klang Valley.

2.2 Influencers' Credibility

Influencer credibility is significant both for influencer marketing and for the influencers themselves. It is a crucial persuasion factor in promoting a product, service, or brand (Gelati et al., 2022). Gelati et al. (2022) stated that credibility will be influenced by the influencer's expertise, reliability, attractiveness, and sincerity. The more influencers demonstrate these characteristics, the more influential they will be to the social network users.

Excessive commercialization of influencers will lead to a decrease in their credibility. Influencers mixing non-commercial content (e.g., their personal daily life, personal thoughts) with commercial content (e.g., sponsorship of fashion and cosmetic products) makes it **difficult to distinguish between commercial and non-commercial content** (Evans et al., 2017). This may lead to consumers questioning the influencer's authenticity, thus affecting its credibility. Consequently, Influencers' credibility will affect their image and reduce people's acceptance of influencer marketing. Therefore, this study aims to determine the effect of influencers' credibility on the acceptance of influencer marketing among people in Klang Valley.

2.3 Influencers' Online Presence

An influencer's online presence is essential for influencer marketing acceptance, which is about attracting and retaining followers' attention. A good online presence can help an influencer build a strong influence ability and make the influencer more credible.

The negative online presence of some influencers creates problems for brands and the effectiveness of influencer marketing. When businesses misuse influencers with a bad online presence to promote their brand or product, their brand image will probably decline (Bijen, Y.J, 2017). The research of Ozuem & Willis (2022) and Bijen et al. (2017) explain that an influencer's online presence and brand image possess a close relationship and are likely to be implicated in people's perceptions of the acceptance of influencer marketing. Therefore, this study aims to examine the relationship between an influencer's online presence and acceptance of influencer marketing.

2.4 Research Question

The following research questions were used to determine if there is a relationship between the identified independent variable and the dependent variable:

- Does **content quality** affect the acceptance of Influencer Marketing among people in Klang Valley, Malaysia?

- Does influencers' credibility affect Influencer Marketing acceptance among people in Klang Valley, Malaysia?

- Does the **influencer online presence** affect the acceptance of Influencer Marketing among people in Klang Valley, Malaysia?

3.0 Literature Review

3.1 Influencer Marketing

Influencer marketing is a digital strategy in which brands collaborate with famous online individuals relevant to their brand positioning to implement branding for their target customers (Liu, 2021). Liu (2021) states in her article that once content creators have a sizable number of followers on social platforms, influencers begin to create content for the brand and endorse the brand to cultivate followers with marketing value. According to Liu (2021), influencers are considered sources of information on social media, and consumers often refer to information posted by influencers before purchasing a product.

Moreover, based on Verplancke & Gelati (2022) article, influencer marketing is a form of brand communication and advertising that can reach audiences more efficiently, directly, and effectively than regular or traditional advertising. Jarrar, Awobamise, and Aderibigbe (2020) article also mention that influencer marketing could help brands increase market share (including growing sales and penetrating new markets) and improve relationships (such as increasing brand awareness, targeting specific audiences, and building brand trust, etc.).

While influencer marketing offers excellent benefits to businesses and consumers, it also has challenges. Key issues that affect the acceptance of influencer marketing include the authenticity of influencer endorsements. Some influencers may blindly promote products for profit, regardless of whether they genuinely endorse them. This may lead to losing trust in influencers if their followers perceive their marketing as insincere or misleading (Chopra et al., 2020). Then, the oversaturation of sponsored content will likely lead to followers (or consumers) needing help distinguishing between genuine recommendations and paid content, which would diminish the overall impact of influencer marketing (Evans et al., 2017). Finally, rapid changes in social media algorithms may affect the visibility of influencers' content, making it difficult for brands to consistently reach their target audience (Ozuem & Willis, 2022). Therefore, based on a review of relevant literature, several factors influencing consumer acceptance of influencer marketing are summarised, including influencer credibility, online presence, and content quality.

3.2 Influencers' Credibility

Influencer credibility refers to an influencer's **expertise, trustworthiness, and attractiveness** on social media (AlFarraj et al., 2021). Expertise refers to an influencer's knowledge, skills, and experience in a specific area or industry, which indicates the influencer's ability to provide valuable and accurate information to their audience (Rashedi & Siahi, 2020). For example, a technology influencer demonstrates expertise through detailed gadget reviews, tutorials, or in-depth explanations of the latest tech devices, trends, and innovations.

Then, it follows trustworthiness that refers to the level at which an influencer is perceived as honest, reliable, and dependable by their audience. It may encompass the influencer's ability to communicate sincerely and ethically without providing misleading content or deceiving their followers (Lou & Yuan, 2019). For example, a trustworthy influencer may disclose sponsored content and give an actual product review, fostering confidence among their followers (Lefina & Hidayat, 2022). Lastly, attractiveness indicates the influencer's personality, physical appearance, and likability to their followers, which can positively impact brand engagement, brand value, and purchase intentions (Chekima et al., 2020).

Verplancke and Gelati (2022) mentioned that the credibility of influencers depends on how social network users perceive them. The more an influencer shows its credibility (expertise, trustworthiness, attractiveness), the more influential it will be among social network users. An influencer's credibility would also be influenced by the influencer's perceived honesty (honest communication, e.g., pointing out weaknesses in a product) and seriousness (e.g., well-researched content, no spelling mistakes, etc.) (Verplancke & Gelati, 2022).

Influencer credibility is a crucial factor in the effectiveness of influencer marketing and people's acceptance. Recent evidence suggests that the success of social media influencer marketing is closely related to its high trustworthiness (De Veirman, Cauberghe, & Hudders, 2017). Building on this, Lou & Yuan (2018) also introduced the social media influencer value

model, highlighting that influencer credibility is essential in the persuasive process of product, service, or brand promotion. Consumers must accept influencer marketing before this marketing will be effective. According to research, consumers tend to make decisions by believing the recommendations of credible influencers (Xiao, Wang, & Chan-Olmsted, 2018). This is because people trust influencers and are more inclined to imitate or listen to reliable and influential individuals; thus, influencer marketing can influence consumers' purchasing decisions (Yörük et al.,2023).

A study from Jhawar et al. (2023) on the acceptance of virtual influencers stated that the interaction between users and influencers of social media builds trust and leads to increased acceptance of the influencer by the user. The results of the study by Sesar et al. (2022) showed that the credibility of influencers is significant in influencing behaviour and purchase decisions. Similarly, in the survey by Sudjawoto et al. (2023) on the influence of the determinants of celebrity endorsers toward the purchase decision, credibility is one of the most important factors influencing consumers' purchase decisions.

As the acceptance and effectiveness of influencer marketing are related, while some research has been carried out on how influencer credibility affects the effectiveness of influencer marketing, more needs to be known about how influencer credibility affects people's acceptance of influencer marketing. This study aims to investigate the effect of an influencer's credibility on people's acceptance of influencer marketing, specifically among people in Klang Valley.

H1: Influencer credibility has a positive relationship with the acceptance of influencer marketing among people in Klang Valley.

3.3 Content Quality

According to Thakur et al. (2023), the quality of content consists of various factors, including its **attractiveness, originality, authenticity, credibility, informational value, entertainment value, interactive value, and creativity**. Firstly, attractiveness refers to visually appealing and captivating content that draws the audience's interest. Originality means distinctive and creative content that can differentiate an influencer from others and keep the audience interested. Authenticity indicates sincere content that conveys the influencer's honest opinions and experiences to the audience to foster trust. Credibility refers to accurate and well-researched information that can increase the reliability of the content. Informational value is the content that provides helpful information to audiences that is more likely to be appreciated and shared. Then, content with entertainment value fulfills the requirement of keeping the audience engaged, maintaining interest, and encouraging further interaction (such as commenting, sharing, or link-clicking). Also, content with interactive value promotes audience participation and helps to build stronger bonds between influencers and followers, such as polls, Q&A, etc. Lastly, creative content refers to innovative and captivating information presented, which can draw audiences' curiosity, attention, and interest.

High-quality content that fulfils the above factors will increase the audience's trust and reliability of the content, thus influencing the audience's decision-making and interaction with the brand (Thakur et al., 2023). For example, research by Nam and Dân (2018) found that consumers are more likely to engage with content and influencers that are visually appealing and informative.

Recent evidence from the studies by Srivastava et al. (2022) suggests that content quality is one of the primary keys influencing influencer marketing. Leung et al. (2022) also mention that having original and high-quality content will directly impact the effectiveness of influencer marketing. In addition, it was found that consumers take high-quality content as a consideration for the credibility and professionalism of influencers. Influencers who consistently publish high-quality content are defined by their audience as trustworthy and professional and are more capable of influencing the behavior of their followers (Iqbal et al., 2023). Therefore, consumers are more likely to embrace influencer marketing when influencers consistently produce well-crafted, engaging content that provides valuable information or entertainment for the audience.

This also provides a good point of view for the content of this study. To verify whether the above literature's point of view is the same as that of the people in Klang Valley, Malaysia, an analysis will be conducted that includes the effect of content quality on the acceptance of influencers. This paper aims to study the impact of the influencer's content quality on the acceptance of influencer marketing among people in Klang Valley, Malaysia.

H2: Influencer content quality is positively related to the acceptance of influencer marketing among people in Klang Valley.

3.4 Influencers' Online Presence

An influencer's online presence refers to the influencer's ability to engage with followers and maintain two-way relationships. It can also be referred to as an influencer's online image. It can influence the audience's behavior through the influencer's personality, background, ability to engage with the audience, and frequency of posting content (Srivastava, Chaudhary, & Srivastava, 2022). Therefore, having an excellent online presence can help an influencer build a strong influence and make the influencer more credible.

According to Bonus et al. (2022), an influencer's online presence usually persuades and engages the audience through friendliness, fun, or reciprocity. The article also mentions that influencers often use benefits for followers, such as gifts or discount codes, to show that they care about the influencer and thus win their loyalty (Bonus et al., 2022). A study on the power of influencer marketing from Iqbal et al. (2023) stated that audiences would remember and recognize the brand more if the influencer is present frequently, increasing brand awareness and influence. The influencers will be seen as trustworthy when the influencer's online presence is good (Iqbal et al., 2023). Also, recent studies have indicated that influencers having an excellent and robust multi-online presence is crucial to influencer marketing acceptance and effectiveness. This is because people will be more inclined to trust what is familiar and trustworthy (Leparoux et al., 2019), (Yörük et al., 2023).

Other studies have also mentioned that the positive online presence of influencers will increase brand image, awareness, and consumer purchase intention (Lou & Yuan, 2018). Studies have also shown that the positive online presence of influencers can effectively increase their reach and attract more followers (Lee & Watkins, 2016). This indicates that an influencer's online presence has a great relationship with influencer marketing.

Although those mentioned above confirmed a relationship between online presence and influencer marketing, there has yet to be much discussion about whether online presence will affect people's acceptance of influencer marketing. Therefore, it is crucial to conduct a survey and study on influencer marketing in Klang Valley, where social media usage is high.

H3: Influencer online presence has a positive relationship with the acceptance of influencer marketing among people in Klang Valley.

3.5 Theoretical Framework

This theory is mainly focused on investigating the effect of the source's credibility on the audience's perceptions, behaviors, and attitudes (Hovland & Weiss, 1951). In this study, the influencer's credibility is one of the crucial independent variables, which is also the core of the source of credibility theory. Therefore, the source of credibility theory will be applied in this study to explore factors affecting people's acceptance of influencer marketing and its effects.

Several studies on influencer marketing have also used the source of credibility theory to explore the importance of credibility to influencer marketing. For example, in Hugh, Dolan, Hugh et al. (2022) study on influencer marketing effectiveness, they utilized the source of credibility theory to explain the critical factors that influence the effectiveness of influencer marketing. This study used the theory to explain the importance of credibility in influencer marketing. It analyzed the influencer's attributes, such as popularity and attractiveness, to judge the effectiveness of influencer marketing.

In addition, Srivastava et al. (2022) studied the exploratory impact of social media influencer marketing on consumers; the theory analyzed how influencer marketing will affect consumer behavior. According to the theory, the study mentions a positive relationship between the influencer's beliefs, content quality, and relevance to the product and the audience's engagement with influencer marketing. Therefore, audience or consumer trust in influencers is the key to influencer marketing (Srivastava et al., 2022).

Therefore, it is essential to apply the source of credibility theory in this study of the acceptance of influencer marketing among people in Klang Valley, especially when the independent variable included the influencer's credibility, content quality, and online presence. By implementing this theory, the results of this study can be analyzed and understood better.

Figure 1: Research Framework
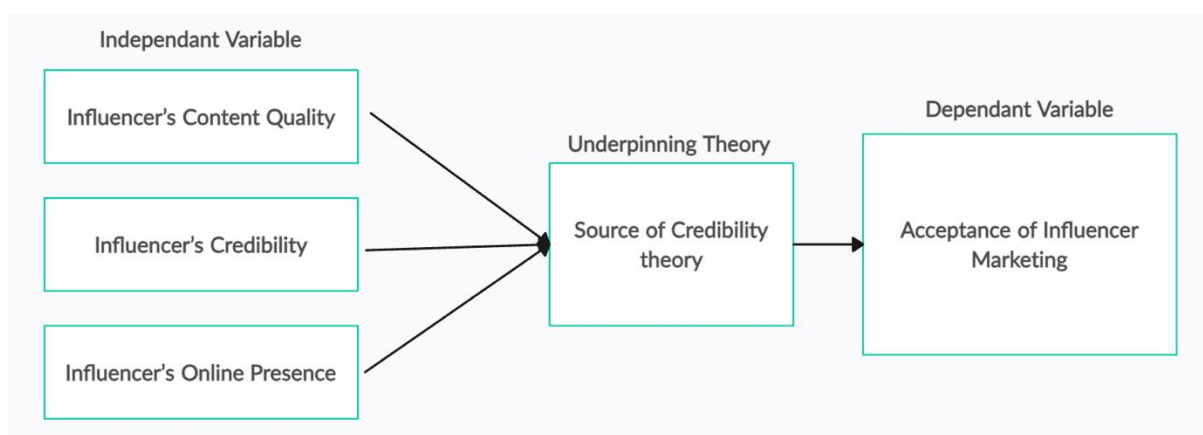
4.0 Research Methodology

This research is designed based on the "research onion" framework, encompassing the layers including research philosophy, methodological choice, research strategy, time horizon, and data collection & analysis method. The research onion, developed by Saunder et al. (2019), assessed the systematic choices made at each stage and explained the data-collecting method. As this study aims to understand more about the acceptance of influencer marketing among people in Klang Valley, the research onion framework helps illustrate the phases involved in developing the research.
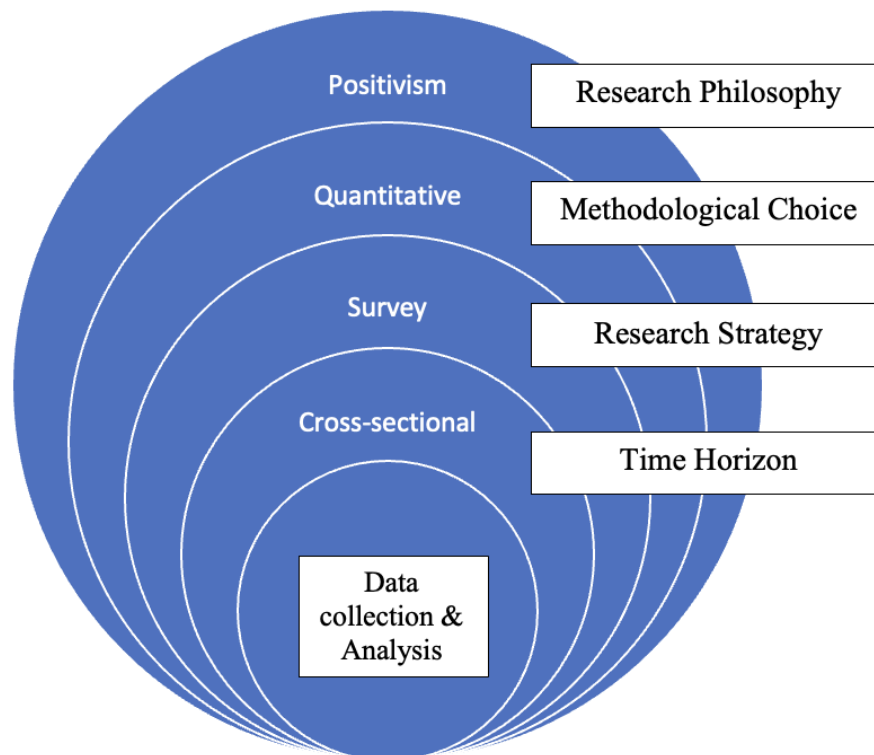
Figure 2: Research Onion

Figure 2 shows the research design of this study, and each of the layers of the research onion above represents distinct stages of the research process. Firstly, according to the sequence of the research onion, this research is based on positivist philosophies. This research utilizes quantitative research to collect and analyze data using an online questionnaire approach; this research collects the data from 184 respondents and apply statistical analysis to test the hypotheses and inferred relationships. A self-administered questionnaire is disseminated through Google Forms over the Internet and social media. This study adopts a cross-sectional time frame by taking the benefits of efficacy and cost-effectiveness.

5.0 Data Analysis and Interpretation

5.1 Demographic

This study focuses on the acceptance of influencer marketing among Malaysian adults aged 18 and above living in Klang Valley. The demographic profile of the respondents covers nationality, age, residence area, gender, current employment status, income level, and the frequency of using social media. In this study, 184 questionnaires were collected for data analysis.

5.1.1 Nationality

		Nationality	Age	Reside	Gender	Employment	EducationalLevel	IncomeLevel	Frequencyofusingsocialmediaplatforms
N	Valid	184	184	184	184	184	184	184	184
	Missing	0	0	0	0	0	0	0	0

Table 1: Demographic Statistic of the respondents

As seen in the above graph, 100% (184) of the respondents are Malaysian. This shows that this study only investigated participants from a single nationality group: Malaysia.

5.1.2 Age

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	84	45.7	45.7	45.7
	25-34	76	41.3	41.3	87.0
	35-44	24	13.0	13.0	100.0
	Total	184	100.0	100.0	

Table 2: Age Statistic of the Respondents

According to the above graph of the SPSS frequency test, most of the respondents in this study were in the age range of 18 to 24 years, accounting for 45.7% (84 respondents). This is followed by 25 to 34 years of age with 41.3% (76 respondents), while 35 to 44 years of age has the lowest number of respondents with only 13% (24 respondents).

5.1.3 Gender

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	109	59.2	59.2	59.2
	Female	75	40.8	40.8	100.0

		Frequency	Percent	Valid Percent	Cumulative Percent
	Total	184	100.0	100.0	

Table 3: Gender Statistic of the Respondents

The results of the gender frequency test showed that the sample consisted of 184 respondents. Of these, 109 were males, representing 59.2% of the total sample. In addition, 75 respondents were female, representing 40.8% of the sample.
5.1.4 Employment Status

5.1.4 Employment

Employment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	53	28.8	28.8	28.8
	Employed	87	47.3	47.3	76.1
	Self-employed	30	16.3	16.3	92.4
	Unemployed	14	7.6	7.6	100.0
	Total	184	100.0	100.0	

Table 4: Employment Status Statistic of the Respondents

Of the 184 respondents, 87 (47.3%) were employed, which was the largest group in the sample. This was followed by 53 students (28.8%), 30 respondents (16.3%) were self-employed, and a small number of respondents (14 respondents, 7.6%) were unemployed. The cumulative percentages are progressively distributed to cover all employment categories. This diversity of respondents' employment status provides a comprehensive view of this study, showing how people with different employment statuses influence perceptions and acceptance of influencer marketing.

5.1.5 Educational Level

Educational Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	19	10.3	10.3	10.3
	College Credit	34	18.5	18.5	28.8
	Bachelor's Degree	123	66.8	66.8	95.7
	Master's Degree and above	8	4.3	4.3	100.0
	Total	184	100.0	100.0	

Table 5: Educational Level Statistic of the Respondents

The distribution of education levels of the 184 respondents shows that those with higher education qualifications are in the majority. The majority (123 respondents (66.8%)) hold a bachelor's degree. This was followed by 34 respondents (18.5%) who had earned college

credits but had not completed a degree. A small percentage of respondents (19 respondents (10.3%)) have only completed high school, while eight respondents (4.3%) have a master's degree or higher.

5.1.6. Income Level

Income Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than RM1000	38	20.7	20.7	20.7
	RM1001 - RM3000	30	16.3	16.3	37.0
	RM3001 - RM5000	49	26.6	26.6	63.6
	RM5001 and above	67	36.4	36.4	100.0
	Total	184	100.0	100.0	

Table 6: Income Level Statistic of the Respondents

The income levels of the 184 respondents show that the distribution of different income varies. The largest group consisted of 67 respondents (36.4%) with an income of RM5001 and above, indicating that a large proportion of the sample were high-income earners. This is followed by 49 respondents (26.6%) who earned between RM3001 and RM5000 and 38 respondents (20.7%) who earned less than RM1000. Meanwhile, 30 respondents (16.3%) earned between RM1001 and RM3000. Therefore, it could be concluded that most of the respondents in this study have between average and high monthly incomes. This diverse income distribution also provides an opportunity to explore the acceptance of influencer marketing by people with different economic levels.

5.1.7 Using Social Media Platform

Frequency of Using Social Media Platforms

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	5	2.7	2.7	2.7
	Sometimes	68	37.0	37.0	39.7
	Often	111	60.3	60.3	100.0
	Total	184	100.0	100.0	

Table 7: Frequency of Using Social Media Platforms

Most of the 111 respondents (60.3%) indicated that they use social media often, highlighting the critical role these platforms play in their daily lives. Another 68 respondents (37.0%) indicated that they sometimes use social media, indicating a moderate level of engagement. Only a tiny proportion, 5 respondents (2.7%), never use social media. Given the high level of social media activity among the Klang Valley population, this distribution highlights the importance of influencer marketing.

5.2 Variables

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Avg_D	184	1.00	5.00	3.8565	.74560
Avg_C	184	1.60	5.00	3.4641	.84596
Avg_Q	184	1.40	5.00	3.8630	.79145
Avg_O	184	1.80	5.00	3.9696	.70961
Valid N (listwise)	184				

Table 8: Descriptive Statistics - Variables

The table above shows the statical result of the descriptive analysis for the dependent variable (Acceptance of influencer marketing), which is labeled as Avg_D, and the independent variables, which include Influencer Credibility (Avg_C), Influencer Content Quality (Avg_Q), and Influencer Online Presence (Avg_O).

Label	Represent	Variable
Avg_D	Acceptance of influencer marketing	Dependent Variable
Avg_C	Influencer Credibility	Independent Variable 1
Avg_Q	Influencer Content Quality	Independent Variable 2
Avg_O	Influencer Online Presence	Independent Variable 3

Table 9: List of Abbreviations

Utilizing the SPSS system, these descriptive statistics tested the variables' maximum, minimum, mean, standard deviation, skewness, and kurtosis values, which outlined the central tendency and variability for the 184 respondents.

Firstly, the maximum value of 5.00 for all variables indicates that some respondents rated their opinion as five or "Strongly Agree" in the survey. In contrast, the minimum values of 1.00 (Avg_D), 1.60 (Avg_C), 1.40 (Avg_Q), and 1.80 (Avg_O) indicate that the lowest ratings in this study are located at 1-2 on the Likert scale, which is "Strongly Disagree" to "Disagree". Avg_O (Influencer Online Presence) has the most significant minimum value (1.80), which is closer to the middle of the Likert scale (3), representing respondents' most moderate ratings for this variable.

The mean values indicate that respondents generally rated these aspects above the midpoint of 3.0, with the variable of Avg_O being the highest (3.9696), suggesting that respondents had a relatively high agreement or positive views on this variable. The mean values of Avg_D (3.8565) and Avg_Q (3.8630) are also high, while Avg_C (3.4641) is the lowest mean value, indicating a slightly worse perception of respondents. Also, the standard deviation ranges from 0.70961 to 0.84596, indicating moderate variability in response.

The skewness values of Avg_D (-0.959), Avg_O (-0.946), and Avg_Q (-0.758) indicate negative skewness, suggesting that the majority of respondents rated these variables highly. In contrast, Avg_C (-0.241) is almost symmetrical.

The kurtosis values of Avg_D (1.159) and Avg_O (0.692) reflect sharper distributions, whereas the kurtosis values of Avg_C (-0.869) and Avg_Q (0.176) show flatter distributions, suggesting more significant variability in response. Overall, respondents tended to rate their perceptions positively, but the concentration and range of distribution of responses varied slightly.

5.2.1 Normality Testing

Descriptive statistics was used to test the normality of the data in this study. The normality test gives a brief overview of the skewness and kurtosis of the data. Normality tests in this study were used to assess the distribution of each variable, including the dependent variable (Acceptance of influencer marketing), which is labelled as Avg_D, and the independent variables, which include Influencer Credibility (Avg_C), Influencer Content Quality (Avg_Q), and Influencer Online Presence (Avg_O). Skewness indicates the symmetry of a distribution, while kurtosis provides information about the "peakedness" of a distribution (Pallant, 2010; Kim, 2013). Studies from Hair et al. (2010) and Kim (2013) stated that the data are considered normal and acceptable if the skewness and kurtosis range from -2 to +2 and -7 to +7, respectively.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Avg_D	184	1.00	5.00	3.8565	.74560	-.959	.179	1.159	.356
Avg_C	184	1.60	5.00	3.4641	.84596	-.241	.179	-.869	.356
Avg_Q	184	1.40	5.00	3.8630	.79145	-.758	.179	.176	.356
Avg_O	184	1.80	5.00	3.9696	.70961	-.946	.179	.692	.356
Valid N (listwise)	184								

Table 10: Descriptive Statistics – Normality Testing

The table above shows the statistics needed for the normality test, which is the value of skewness and kurtosis for each variable in this study. In general, the skewness value of this study ranges from -0.241 to -0.959, while the kurtosis value ranges from -0.869 to 1.159. According to the studies of Hair et al. (2010) and Kim (2013), data are considered normal and acceptable if the skewness and kurtosis are in the range of -2 to +2 and -7 to +7. Therefore, it can be concluded that the dependent variable and independent variables used in this study are within the acceptable range. In addition, the Q-Q plot charts of various variables will also be used to support the above statement. Ford (2015) stated that the points of normal distribution data aligned closely with the line on the Q-Q plot.

5.2.2 Dependent Variable – Acceptance of Influencer Marketing

Descriptive Statistics

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Avg_D	184	-.959	.179	1.159	.356
Valid N (listwise)	184				

Table 11: Descriptive Statistic – Acceptance of Influencer Marketing
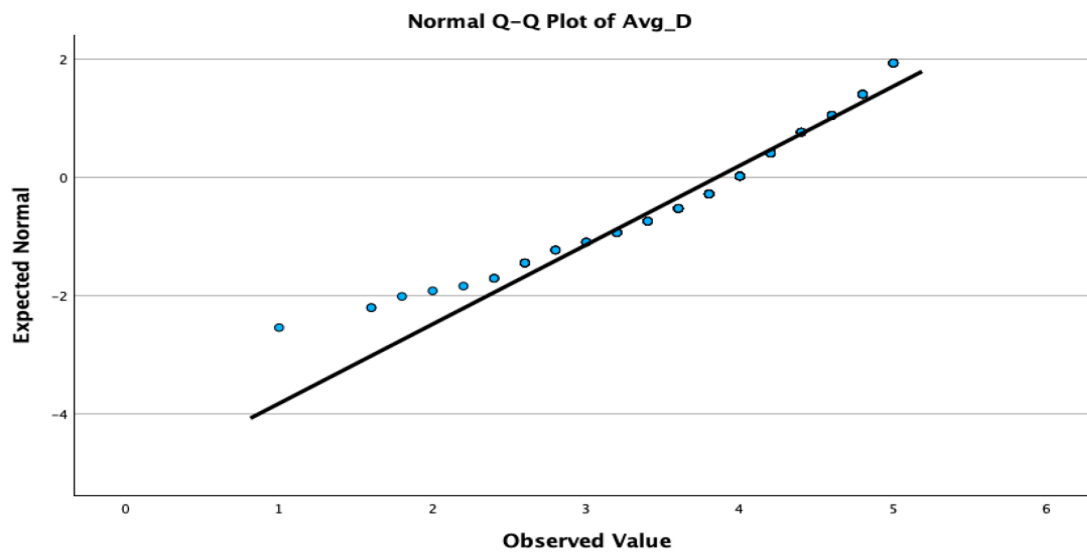
Figure 3: Q-Q Plot of Average "Acceptance of Influencer Marketing"

The table above shows the skewness and kurtosis values of the dependent variable of acceptance of influencer marketing in this study. The skewness value is -0.959, and the kurtosis value is 1.159. Both values ranged in between the acceptable value of -2 to +2 and -7 to +7, and the Q-Q plot test also illustrates the variables follow a straight line pattern and only a few spots are off the line, further confirming the normal distribution of the dependent variable of acceptance of influencer marketing in question.

5.2.3 Independent Variable – Influencer Credibility

Descriptive Statistics

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Avg_C	184	-.241	.179	-.869	.356
Valid N (listwise)	184				

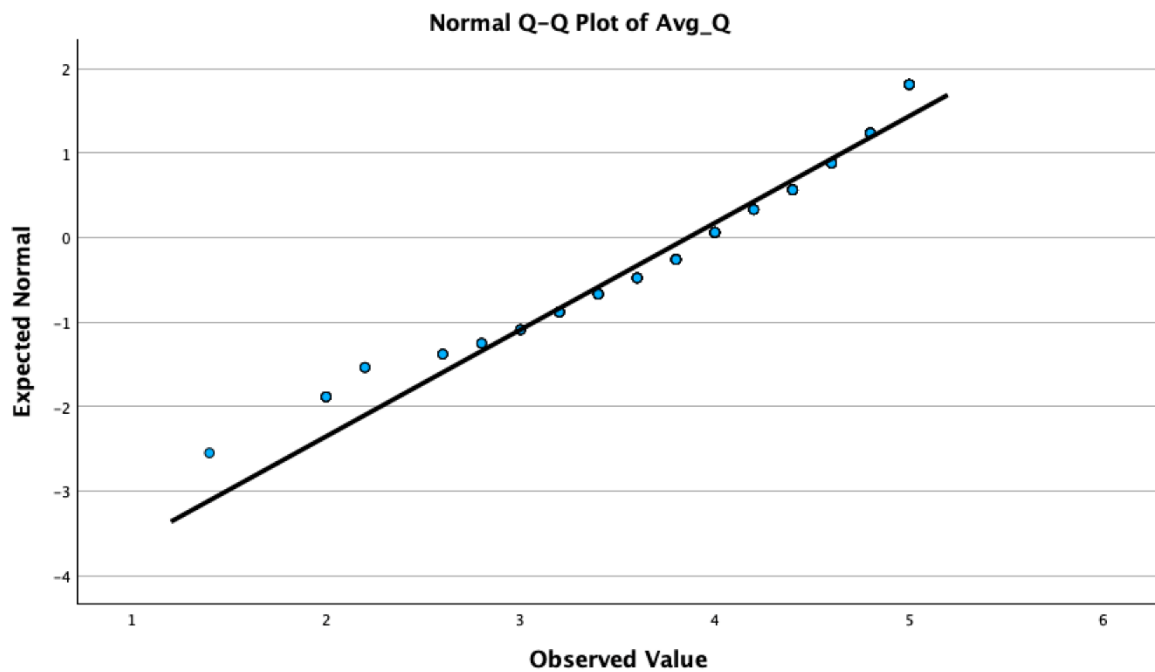**Table 12: Descriptive Statistic – Influencer Credibility**
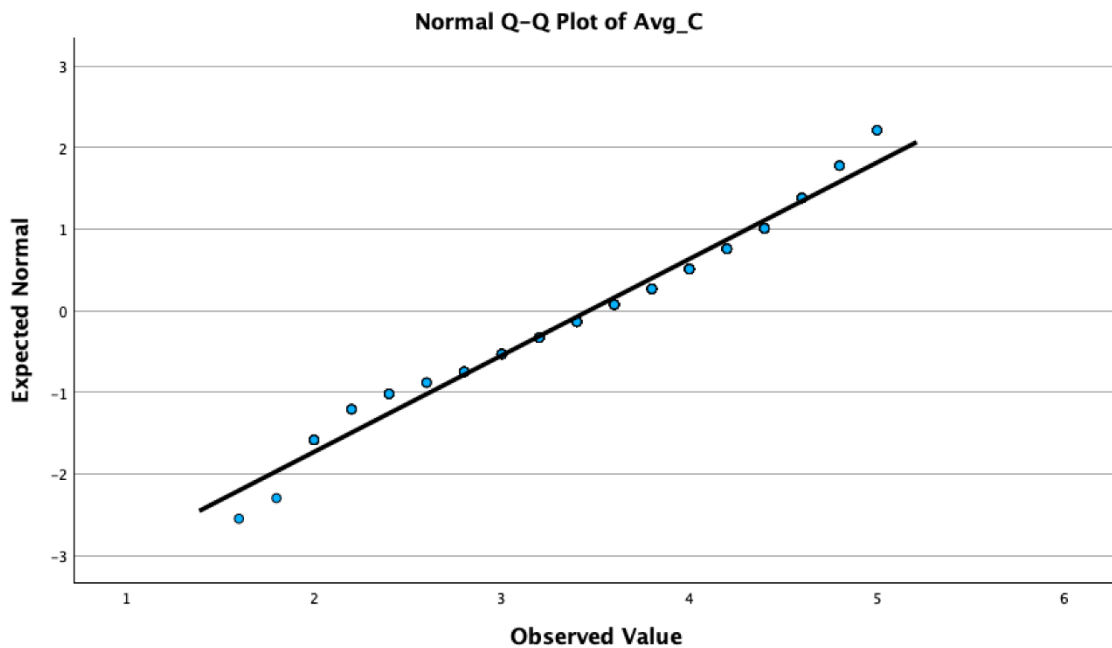
Figure 4: Q-Q Plot of Average "Influencer Credibility"

The table above shows the skewness and kurtosis values of the independent variable of the influencer's credibility in this study. The skewness value is -0.241, and the kurtosis value is -0.869. Both values ranged in between the acceptable value of -2 to +2 and -7 to +7, and the Q-Q plot test also illustrates the variables follow a straight line pattern and only a few spots are off the line, further confirming the normal distribution of the independent variable of influencer's credibility in question.

5.2.4 Independent Variable – Influencer Content Quality

Descriptive Statistics

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Avg_Q	184	-.758	.179	.176	.356
Valid N (listwise)	184				

Table 13: Descriptive Statistic – Influencer Content Quality

Figure 5: Q-Q Plot of Average "Influencer Content Quality"

The table above shows the skewness and kurtosis values of the independent variable of the influencer's content quality in this study. The skewness value is -0.758, and the kurtosis value is 0.176. Both values ranged in between the acceptable value of -2 to +2 and -7 to +7, and the Q-Q plot test also illustrates the variables follow a straight-line pattern and only a few spots are off the line, further confirming the normal distribution of the independent variable of influencer's content quality in question.

5.2.5 Independent Variable – Influencer Online Presence

Descriptive Statistics

	N	Skewness			Kurtosis	
	Statistic	Statistic	Std. Error		Statistic	Std. Error
Avg_O	184	-.946	.179		.692	.356
Valid N (listwise)	184					

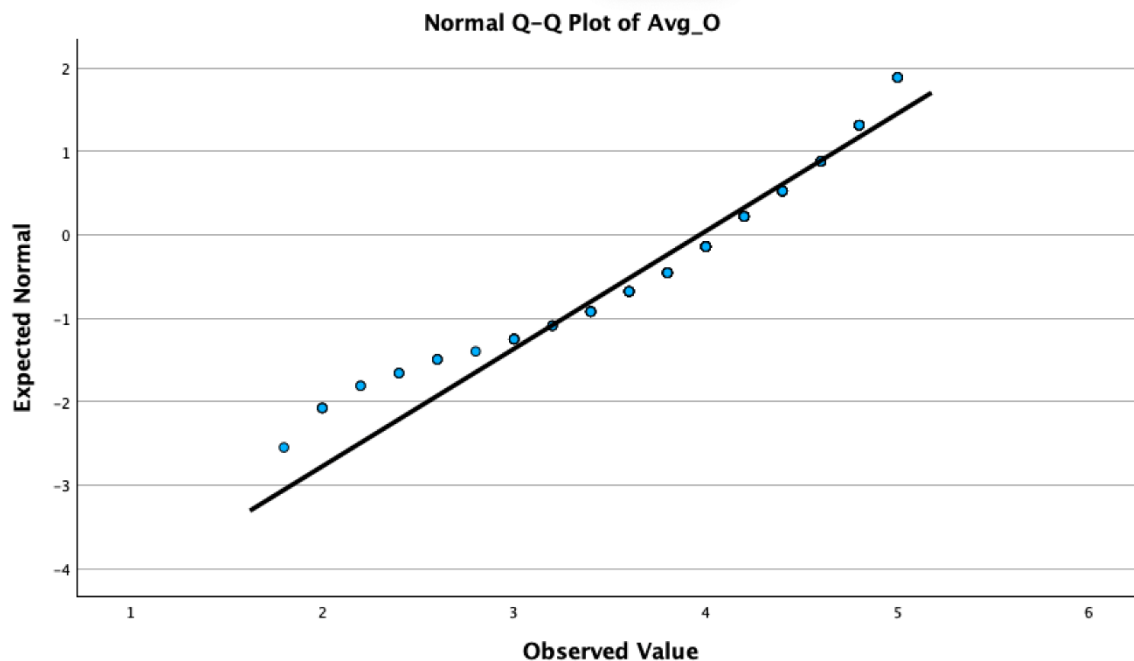**Table 14: Descriptive Statistic – Influencer Online Presence**

Figure 6: Q-Q Plot of Average "Influencer Online Presence"

The table above shows the skewness and kurtosis values of the independent variable of the influencer's online presence in this study. The skewness value is -0.946, and the kurtosis value is 0.692. Both values ranged in between the acceptable value of -2 to +2 and -7 to +7; the Q-Q plot test also illustrates the variables follow a straight line pattern and only a few spots are off the line, further confirming the normal distribution of the independent variable of the influencer's online presence in question.

5.3 Hypothesis Analysis

This study employed the Pearson Correlation Coefficient matrix and Multiple Regression Analysis to explore the potential relationships between the variables. The Pearson Correlation Coefficient analysis will be conducted before the Multiple Regression Analysis to identify and quantify the strength and direction of the linear relationship between the independent variables (influencer credibility, content quality, and online presence) and the dependent variable (acceptance of influencer marketing among people in the Klang Valley). Subsequently, a multiple regression analysis will be conducted to assess the simultaneous effects of multiple independent variables on the dependent variable and to understand how factors influence the acceptance of influencer marketing.

5.3.1 Pearson Correlation Coefficient

Sekaran and Bougie (2016) stated that the Pearson Correlation Coefficient is a statistical measure used to assess the strength and direction of the linear relationship between two variables. It ranges from -1 to 1. A value of 1 indicates a perfect positive linear relationship, meaning that as one variable increases, the other also increases proportionally. In contrast, a value of -1 indicates a perfect negative linear relationship, where an increase in one variable corresponds to a decrease in the other. Also, a value of 0 means no linear correlation between the variables.

Correlations

		Avg_D	Avg_C	Avg_Q	Avg_O
Avg_D	Pearson Correlation	1	.278**	.240**	.196**
	Sig. (2-tailed)		<.001	.001	.008
	N	184	184	184	184
Avg_C	Pearson Correlation	.278**	1	.698**	.580**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	184	184	184	184
Avg_Q	Pearson Correlation	.240**	.698**	1	.708**
	Sig. (2-tailed)	.001	<.001		<.001
	N	184	184	184	184
Avg_O	Pearson Correlation	.196**	.580**	.708**	1
	Sig. (2-tailed)	.008	<.001	<.001	
	N	184	184	184	184

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

Table 15: Pearson Correlation Coefficient

The table shows the result of the Pearson Correlation Coefficient of the research, which tests the relationship between the Avg_D, the dependent variable "acceptance of influencer marketing", and independent variables, including Avg_C (influencer credibility), Avg_Q (Content Quality), and Avg_O (Influencer Online Presence).

5.3.1.1 Correlation between Influencer credibility and Acceptance of Influencer Marketing

The result shown in the table indicates the correlation value between Influencer credibility (Avg_C) and Acceptance of Influencer Marketing (Avg_D) is 0.278, with a significance level of $p<0.001$. This positive correlation indicates a moderate relationship, indicating that as the influencer's credibility increases, the acceptance of the influencer among people in Klang Valley also tends to increase. Therefore, it can be concluded that the hypothesis of "*Influencer credibility has a positive relationship with the acceptance of influencer marketing among people in Klang Valley*" is considered acceptable.

5.3.1.2 Correlation between Content Quality and Acceptance of Influencer Marketing

The correlation between Avg_Q (Influencer Content Quality) and Avg_D (Acceptance of Influencer Marketing among people in Klang Valley) is 0.240, with a significance level of $p=0.001$. This indicates a moderate positive correlation, indicating that as the influencer's content quality increases, the acceptance of the influencer among people in Klang Valley also tends to increase. Therefore, it can be concluded that the hypothesis of "*Influencer content quality is positively related to the acceptance of influencer marketing among people in Klang Valley*" is considered acceptable.

5.3.1.3 Correlation between Influencer Online Presence and Acceptance of Influencer Marketing

The correlation between Avg_Q (Influencer Online Presence) and Avg_D (Acceptance of Influencer Marketing among people in Klang Valley) is 0.196, with a significance level of $p=0.008$. This indicates a slight positive correlation, indicating that as the influencer's online presence increases, the acceptance of the influencer among people in Klang Valley also tends to increase. Therefore, it can be concluded that the hypothesis of "*Influencer online presence is positively related to the acceptance of influencer marketing among people in Klang Valley*" is considered acceptable.

5.3.1.4 Findings of Pearson Correlation Coefficient

Based on the Pearson Correlation Coefficient result, all independent variables (influencer credibility, influencer content quality, and influencer online presence) positively correlate with the dependent variable (acceptance of influencer marketing among people in Klang Valley). Among all independent variables, the influencer credibility shows the most significant correlation (0.278) with the dependent variable (acceptance of influencer marketing among people in Klang Valley), and the influencer online presence is the weakest relationship variable with acceptance of influencer marketing among people in Klang Valley, with only 0.196 correlation value. All relationships in this study are statistically significant, showing the importance of all variables in affecting the dependent variable.

5.4 Multiple Regression Analysis

The multiple regression analysis was used in this study to evaluate the predictive impact of the independent variables, including influencer credibility, influencer content quality, and influencer online presence. Multiple regression analysis is a statistical technique used to study the relationship between a dependent variable and various independent variables. This multiple

regression analysis will show the effect of each independent variable on the change in the dependent variable while controlling for the impact of the other variables in the model.

5.4.1. Model Summary

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.285[a]	.081	.066	.72055	1.786

a. Predictors: (Constant), Avg_O, Avg_C, Avg_Q
b. Dependent Variable: Avg_D

Table 16: Model Summary of Multiple Regression Test

The model summary table provides the statistics about the multiple regression analysis that shows the relationship between the dependent variable (Avg_D), representing "Acceptance of influencer marketing among people in Klang Valley", and the independent variables, including Avg_O (Influencer Online Presence), Avg_C (Influencer credibility), and Avg_Q (Influencer Content Quality).

Firstly, the R-value refers to the correlation coefficient of the variables. The positive number of correlation coefficient values (0.285) indicates a positive correlation between the dependent and the independent variables. This shows a linear relationship between the dependent variable (Acceptance of influencer marketing among people in Klang Valley) and independent variables (Influencer Online Presence, Influencer credibility, and Influencer Content Quality).

Next, the R-squared value (0.081) indicates the proportion of variance in the dependent variable (Acceptance of influencer marketing among people in Klang Valley, Avg_D) that the independent variables can explain. In this model, 8.1% of the variability in Avg_D (Acceptance of influencer marketing among people in Klang Valley) is presented by the factor of Avg_O (Influencer Online Presence), Avg_C (Influencer Credibility), and Avg_Q (Influencer Content Quality) combined. Conversely, the remaining 91.9% could be explained by other relevant factors not addressed in this study.

The Adjusted R-squared (0.066) adjusts the R-squared value for the number of predictor variables in the model, providing a more accurate measure of the model's explanatory power. It shows that 6.6% of the variance in Avg_D can be explained when considering the number of independent variables.

Also, the standard error value of 0.72055 shows the average distance of the observations from the regression line. A smaller value of the Standard Error of the Estimate indicates a better fit, but the result of the model summary above shows that the predictions are not highly accurate in this study.

Overall, the model summary shows a weak relationship between the independent and dependent variables, indicating that other factors not included in the study may also affect the dependent variables, such as the acceptance of influencer marketing among people in Klang Valley.

5.4.2 ANOVA Analysis

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.277	3	2.759	5.314	.002b
	Residual	93.455	180	.519		
	Total	101.732	183			

a. Dependent Variable: Avg_D
b. Predictors: (Constant), Avg_O, Avg_C, Avg_Q

Table 17: ANOVA test of Multiple Regression

An ANOVA (Analysis of Variance) test is implemented in the study to assess the effect of independent variables, including Avg_O (Influencer Online Presence), Avg_C (Influencer Credibility), and Avg_Q (Influencer Content Quality) on the dependent variable (Acceptance of influencer marketing among people in Klang Valley). Based on the book written by Pallant (2010), the research hypothesis is considered acceptable when the p-value of the ANOVA test is lower than 0.05. The result of the ANOVA test above shows the value of the sum of squares (8.277), Mean Square (2.759), F-statistic value (5.314), and Significance Level (p-value 0.002).

Noteworthy data is that the p-value for this study is 0.002 (less than the acceptable value of 0.05), indicating that the regression model is statistically significant. The P-value refers to the probability of observing a given F-statistic under the null hypothesis that the independent variables do not explain any variance in the dependent variable.

Overall, the results of the ANOVA show that a significant part of the variance in the dependent variable (Acceptance of influencer marketing among people in Klang Valley, Avg_D) can be explained by the independent variables (Avg_O (Influencer Online Presence), Avg_C (Influencer Credibility), and Avg_Q (Influencer Content Quality)) examined combined. The low p-value (0.002) and the significant F-statistic (5.314) indicate that the independent variables significantly affect the dependent variable. This suggests that to comprehend the variability in the dependent variable (Acceptance of influencer marketing among people in Klang Valley), these factors should be considered as significant factors of the dependent variable.

5.4.3 Coefficient and Sig. Values of Multiple Regression Analysis

Coefficientsa

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	2.849	.311		9.146	<.001		
	Avg_C	.187	.089	.212	2.096	.037	.497	2.010
	Avg_Q	.075	.110	.080	.684	.495	.374	2.674

Avg_O	.017	.108	.016	.160	.873	.485	2.064

a. Dependent Variable: Avg_D

Table 18: Coefficient and Sig. Values of Multiple Regression

The coefficient table above from the multiple regression analysis shows the detailed insights and value of the relationship between the independent variables, including Avg_O (Influencer Online Presence), Avg_C (Influencer Credibility), and Avg_Q (Influencer Content Quality), and the dependent variable (Acceptance of influencer marketing among people in Klang Valley). Based on the beta value and the significance values of the coefficients table above, the impact of each independent variable on the dependent variable can be evaluated.

Firstly, the standardized beta value of Avg_C (Influencer Credibility) is 0.212. This value indicated that Influencer Credibility positively impacts the dependent variable (Acceptance of influencer marketing among people in Klang Valley). This can also be explained by a one standard deviation increase in the Influencer Credibility will result in a 0.212 standard deviation increase in the acceptance of influencer marketing among people in Klang Valley. Also, the significance value of Avg_C (Influencer Credibility) is $p = 0.037$, which is less than 0.05, indicating that the effect of "Influencer Credibility" on "Acceptance of influencer marketing among people in Klang Valley" is statistically significant. This demonstrates that influencer credibility significantly impacts the acceptance of influencer marketing.

Next, the standardized beta value of Avg_Q (Influencer Content Quality) is 0.080. This value indicated that Influencer Content Quality has only a small positive impact on the dependent variable (Acceptance of influencer marketing among people in Klang Valley). This can also be explained by a one standard deviation increase in the Influencer Content Quality will result in a 0.080 standard deviation increase in the acceptance of influencer marketing among people in Klang Valley. Also, the significance value of Avg_Q (Influencer Content Quality) is $p = 0.495$, which is greater than 0.05, indicating that "Influencer Content Quality" has no statistically significant effect on "Acceptance of influencer marketing among people in Klang Valley". This also suggests that influencer content quality has no significant impact on the acceptance of influencer marketing, as evidenced by the low beta values and insignificant p-values.

Moreover, the standardized beta value of Avg_O (Influencer Online Presence) is 0.016. This value indicated that Influencer Online Presence has a minimal positive impact on the dependent variable (Acceptance of influencer marketing among people in Klang Valley). This can also be explained by a one standard deviation increase in the Influencer Online Presence will result in a 0.016 standard deviation increase in the acceptance of influencer marketing among people in Klang Valley. Also, the significance value of Avg_O (Influencer Online Presence) is $p = 0.873$, which is much greater than 0.05, indicating that "Influencer Online Presence" has no statistically significant effect on "Acceptance of influencer marketing among people in Klang Valley". This also shows that Influencer Online Presence has no significant impact on the acceptance of influencer marketing, as evidenced by the low beta values and high p-values.

5.5 Hypothesis Analysis Result

Based on the Pearson Correlation Coefficient and the Multiple Regression Analysis results, the hypothesis formed previously in Chapter 2 can be examined to conclude whether the hypothesis can be accepted or rejected.

	Multiple Linear Regression		
Hypothesis	Coefficient Value	Significance Value (P-Value)	Decision
H1: Influencer credibility has a positive relationship with the acceptance of influencer marketing among people in Klang Valley.	0.212	0.037	Accepted (P<0.05)
H2: Influencer content quality is positively related to the acceptance of influencer marketing among people in Klang Valley.	0.080	0.495	Rejected (P>0.05)
H3: Influencer online presence has a positive relationship with the acceptance of influencer marketing among people in Klang Valley.	0.016	0.873	Rejected (P>0.05)

Table 19: Hypothesis Analysis Result

Based on the result, only influencer credibility has a statistically significant positive relationship with the acceptance of influencer marketing among people in Klang Valley. In contrast, influencer content quality and online presence do not significantly impact acceptance in this study.

6.0 Discussion of Findings

6.1. Hypothesis One

H1: Influencer credibility has a positive relationship with the acceptance of influencer marketing among people in Klang Valley.

This study's first hypothesis (H1) is that Influencer credibility has a positive relationship with the acceptance of influencer marketing among people in Klang Valley. The study's result shows a positive and statistically significant relationship between influencer credibility and the acceptance of influencer marketing among people in Klang Valley, with a Pearson's correlation coefficient value of 0.278 and a significance level of $p<0.001$. This hypothesis is also the only hypothesis accepted in this study, which implies that influencer credibility is the most essential variable in the study. The regression analysis of this study also supports this statement; the positive value of standardized beta (0.212) and the significance level of $p=0.037$ indicate a positive relationship between influencer credibility and the acceptance of influencer marketing by people in Klang Valley.

This finding is consistent with the existing literature and is highly consistent with the theoretical underpinnings discussed in Chapter 2. Studies highlighted in the literature review, such as those by AlFarraj et al. (2021) and Lou & Yuan (2019), emphasize the critical importance of influencer credibility, including expertise, trustworthiness, and attractiveness. This literature concluded that influencer credibility significantly influences consumer behavior

and acceptance of influencer marketing. In addition, the findings support Verplancke & Gelati's (2022) argument that credibility increases the effectiveness of an influencer, as it raises the perception of the influencer's honesty and professionalism, which positively influences consumer behavior. This result also aligns with the study by De Veirman, Cauberghe & Hudders (2017), who emphasized the critical role of influencer credibility in enhancing consumer trust and promoting effective influencer marketing strategies. Thus, the findings indicate that influencers need to maintain high standards of credibility to encourage greater acceptance of their marketing efforts.

6.2 Hypothesis Two

H2: Influencer content quality is positively related to the acceptance of influencer marketing among people in Klang Valley.

This study's second hypothesis (H2) is that Influencer content quality is positively related to the acceptance of influencer marketing among people in Klang Valley. The results of the study showed that there is no significant relationship between Influencer content quality and the acceptance of influencer marketing among people in Klang Valley. The Pearson's correlation coefficient for this hypothesis was 0.240 with a significance level of p=0.001, indicating a moderate positive correlation. However, the multiple regression analysis showed that the effect of content quality on influencer marketing acceptance was not statistically significant (p=0.495), which indicates that although there is a correlation, content quality alone is not a strong predictor of the acceptance of influencer marketing among people in Klang Valley. In other words, the data analysis findings do not support this hypothesis. Therefore, the results of this study contradict some of the previous studies cited in this study.

However, this can be explained within the framework provided by Thakur et al. (2023), which emphasizes that while high-quality content is crucial, it must be combined with other factors, such as credibility and engagement, to influence consumer behavior effectively. While the literature suggests that high-quality content (characterized by originality, authenticity, and relevance) enhances user engagement and trust, the findings of this study indicate that these factors alone may not be sufficient to drive the acceptance of influencer marketing among people in Klang Valley. Thus, the findings reflect that content quality has minimal predictive power and that consumers will consider other factors when determining their acceptance of influencer marketing. In short, hypothesis two is not valid in this research.

6.3 Hypothesis Three

H3: Influencer online presence has a positive relationship with the acceptance of influencer marketing among people in Klang Valley.

This study's third hypothesis (H3) is that Influencer online presence has a positive relationship with the acceptance of influencer marketing among people in Klang Valley. The results of the study show that there is no significant relationship between Influencer online presence and the acceptance of influencer marketing among people in Klang Valley. The Pearson's correlation coefficient for this hypothesis is 0.196, and the significance level is p=0.008, indicating a weak but positive relationship between variables. However, the Multiple Regression Analysis showed that influencer online presence had only a tiny effect on the marketing acceptance of people in Klang Valley (p=0.873), which indicates that although there is a correlation, the frequency or consistency of influencer online presence does not significantly increase the

acceptance of influencer marketing. In other words, based on the findings, this study does not support this hypothesis.

The results of this study also contradict some of the previous studies cited in this study. This challenges some aspects of the existing literature, such as the assertions of Bonus et al. (2022) and Lee & Watkins (2016), who argued that online presence is essential for building brand awareness and consumer trust. In addition, Yörük et al. (2023) stated that a strong and engaging online presence is necessary for building lasting relationships and trust with consumers.

However, the minimal impact of influencer online presence observed in this study may indicate that consumer behaviors are shifting and that only presence is insufficient if it is not supported by quality content. It appears that for the population in the Klang Valley, influencer online presence alone may not be enough to impact their acceptance positively. In short, hypothesis three is not accepted in this research.

6.4 Limitations of Study

Although this study gained valuable insights into the acceptance of influencer marketing among people in Klang Valley, it still has some limitations. First, the sample size of this study was limited to 184 respondents from Klang Valley. This sample size may not accurately represent the wider Klang Valley population. This study was also limited to a specific geographic location, the Klang Valley in Malaysia, which limits the generalizability of the findings to other regions with different cultural and demographic characteristics. Therefore, it is logical that future studies should expand the sample size and include respondents from various areas of Malaysia to enhance the accuracy of the results.

Furthermore, the findings of this study should not be interpreted as comprehensive. This study only focuses on three independent variables - credibility, content quality, and online presence of the influencers. Influencer marketing has a broad scope that encompasses many factors. At the same time, this study only considered three factors and excluded other potential factors that may affect the acceptance of influencer marketing among people in Klang Valle. Therefore, the results of this study do not predict influencer marketing acceptance among people in Klang Valley. Many other factors influence the acceptance of influencer marketing among people in Klang Valley, which were not considered in this study.

6.5 Conclusion

This study investigated the factors affecting the acceptance of influencer marketing among people in Klang Valley, focusing on credibility, content quality, and online presence of influencers. This study published the questionnaire online and utilized the 184 responses obtained as a sample. In addition, this study also utilized SPSS software to analyze research data, including reliability, descriptive statistics, normality tests, Pearson correlation, and multiple regression analysis.

The study results show that influencer credibility significantly influences people's acceptance of influencer marketing in Klang Valley. This is consistent with previous literature emphasizing the importance of expertise, credibility, and attractiveness in gaining consumer trust. In contrast, while content quality and online presence were positively related to acceptance, their effects were insignificant, suggesting that these factors alone do not strongly predict acceptance.

This study contributes to the existing literature by emphasizing the importance of influencer credibility in the Malaysian context, especially in the Klang Valley. It also provides practical insights for businesses and marketers to prioritize credible influencers in their marketing strategies to increase brand trust and consumer loyalty.

While this study provides valuable insights, it also has limitations, including a relatively small sample size and a geographic scope limited to the Klang Valley, which may affect the generalizability of the findings. In addition, only three variables were examined in this study, which suggests that other factors affecting people's acceptance of influencer marketing remain unexplored. Therefore, future studies should consider larger and more diverse samples and explore more variables to gain a more comprehensive understanding of the acceptance of influencer marketing. In conclusion, this study emphasizes the critical role of influencer credibility in accepting influencer marketing in the Klang Valley. It lays the foundation for future research and practical applications in this area.

6.6 Recommendation

Based on the findings and addressing the limitations of this study, several suggestions for future or additional research are proposed. Future research should consider expanding the study to include more significant numbers, larger regions, and more diverse samples. This will help to determine the accuracy of the research results and whether the results can be applied to different populations and cultural backgrounds. For example, future studies should consider including respondents from various regions of Malaysia so that the study can provide a more comprehensive interpretation and understanding of people's acceptance of influencer marketing.

In addition, future studies should also explore other variables that may affect people's acceptance of influencer marketing. The three independent variables - credibility, content quality, and online presence of the influencers in this study represented only 8.1% of people's acceptance of influencer marketing, and future research should examine more of the remaining 91.9% of factors. Examining how other factors interact with credibility, content quality, and online presence will provide a more comprehensive framework for understanding influencer marketing effectiveness. By addressing these recommendations, future research can build on the current study's findings to provide more profound and comprehensive insights into the acceptance of influencer marketing.

7.0 References

Adzmi, A. M., & Bahry, N. S. (2020). Social Media Participation: Empirical Study among Adults in Klang Valley (Malaysia). *ResearchGate*. https://doi.org/10.34190/ESM.20.014

Al-Darraji, Z., Mansour, Z. A., & Rezai, S. (2020). Similarity, familiarity, and credibility in influencers and their impact on purchasing intention. *Similarity, Familiarity, and Credibility in Influencers and Their Impact on Purchasing Intention*. http://www.diva-portal.org/smash/record.jsf?pid=diva2:1437746

AlFarraj, O., Alalwan, A. A., Obeidat, Z. M., Baabdullah, A., Aldmour, R., & Al-Haddad, S. (2021). Examining the impact of influencers' credibility dimensions: attractiveness,

trustworthiness and expertise on the purchase intention in the aesthetic dermatology industry. *Review of International Business and Strategy*, *31*(3), 355–374. https://doi.org/10.1108/ribs-07-2020-0089

Alkhadim, G. S. (2022). Cronbach's alpha and semantic overlap between items: a proposed correction and tests of significance. *Frontiers in Psychology*, *13*. https://doi.org/10.3389/fpsyg.2022.815490

Bijen, Y. (2017). *#AD: The effects of an influencer, comments and product combination on brand image.* https://essay.utwente.nl/72265/

Bonus, A. K., Raghani, J., Visitacion, J. K., & Castaño, M. C. N. (2022). Influencer marketing factors affecting brand awareness and brand image of start-up businesses. *Journal of Business and Management Studies*, *4*(1), 189–202. https://doi.org/10.32996/jbms.2022.4.1.22

Chekima, B., Chekima, F. Z., & Adis, A. A. (2020, November 30). *Social Media Influencer in Advertising: The Role of Attractiveness, Expertise and Trustworthiness*. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3739287

Chopra, A., Avhad, V., & Jaju, A. S. (2020). Influencer Marketing: An exploratory study to identify antecedents of consumer behavior of millennial. *Business Perspectives and Research*, *9*(1), 77–91. https://doi.org/10.1177/2278533720923486

Commentator, E. (2020, May 21). *80% of marketers find influencer marketing effective | Smart Insights*. Smart Insights. https://www.smartinsights.com/online-pr/influencer-marketing-effectiveness/

De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: the impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, *36*(5), 798–828. https://doi.org/10.1080/02650487.2017.1348035

Evans, N., Phua, J., Lim, J. I., & Jun, H. (2017). Disclosing Instagram Influencer Advertising: The Effects of Disclosure Language on Advertising Recognition, Attitudes, and Behavioral Intent. *Journal of Interactive Advertising*, *17*(2), 138–149. https://doi.org/10.1080/15252019.2017.1366885

Ford, C. (2015). Understanding QQ plots. *Understanding QQ Plots*. https://library.virginia.edu/data/articles/understanding-q-q-plots

Fromm, J. (2022, July 20). As Gen Z's buying power grows, businesses must adapt their marketing. *Forbes*. https://www.forbes.com/sites/jefffromm/2022/07/20/as-gen-zs-buying-power-grows-businesses-must-adapt-their-marketing/?sh=27cce6b92533

Hair, J. F. (2010). Multivariate data analysis : a global perspective. In *Pearson eBooks*. https://ci.nii.ac.jp/ncid/BB03463866

Hovland, C. I., & Weiss, W. (1951). The influence of source credibility on communication effectiveness. *Public Opinion Quarterly*, *15*(4), 635. https://doi.org/10.1086/266350

Hugh, D. C., Dolan, R., Harrigan, P., & Gray, H. (2022). Influencer marketing effectiveness: the mechanisms that matter. *European Journal of Marketing*, *56*(12), 3485–3515. https://doi.org/10.1108/ejm-09-2020-0703

Iqbal, A., Aslam, S., Jalali, W. U. B., Saboor, A., & Haider, W. (2023). Unveiling the Power of Influencer Marketing: A Systematic review of Influencer Marketing Antecedents, Outcomes, Theoretical Framework and the Future Research Directions. *Research Journal for Societal Issues*, *5*(2), 362–395. https://doi.org/10.56976/rjsi.v5i2.119

Jarrar, Y., Awobamise, A. O., & Aderibigbe, A. A. (2020). Effectiveness of Influencer Marketing vs Social Media Sponsored Advertising. *Utopía Y Praxis Latinoamericana: Revista Internacional De Filosofía Iberoamericana Y Teoría Social*, *25*(12), 40–54. https://doi.org/10.5281/zenodo.4280084

Jhawar, A., Kumar, P., & Varshney, S. (2023). The emergence of virtual influencers: a shift in the influencer marketing paradigm. *Young Consumers: Insight and Ideas for Responsible Marketers*, *24*(4), 468–484. https://doi.org/10.1108/yc-05-2022-1529

Joshi, Y., Lim, W. M., Jagani, K., & Kumar, S. (2023). Social media influencer marketing: foundations, trends, and ways forward. *Electronic Commerce Research*. https://doi.org/10.1007/s10660-023-09719-z

Journal of Business and Management Studies. (2020). *Journal of Business and Management Studies*. https://doi.org/10.32996/jbms

Kim, H. (2013). Statistical notes for clinical researchers: assessing normal distribution (2) using skewness and kurtosis. *Restorative Dentistry & Endodontics*, *38*(1), 52. https://doi.org/10.5395/rde.2013.38.1.52

Lefina, Z. P., & Hidayat, A. (2022). The influence of social media influencer's trustworthiness on engagement, expected value and purchase intention. *Devotion*, *3*(8), 736–744. https://doi.org/10.36418/dev.v3i08.176

Leparoux, M., Minier, P., & Anand, A. (2019). The online influencers strategies and their impact on consumers decision process. *Vestnik Sankt-Peterburgskogo Universiteta*, *18*(3), 419–447. https://doi.org/10.21638/11701/spbu08.2019.305

Leung, F. F., Gu, F. F., Li, Y., Zhang, J. Z., & Palmatier, R. W. (2022). Influencer marketing effectiveness. *Journal of Marketing*, *86*(6), 93–115. https://doi.org/10.1177/00222429221102889

Liu, S. (2021). The Impact of Influencer Marketing on Brand Engagement: A Conceptual framework. *Advances in Social Science, Education and Humanities Research*. https://doi.org/10.2991/assehr.k.211220.383

Lou, C., & Yuan, S. (2019). Influencer Marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising*, *19*(1), 58–73. https://doi.org/10.1080/15252019.2018.1533501

Nam, L. G., & Dân, H. T. (2018). Impact of social media Influencer marketing on consumer at Ho Chi Minh City. *The International Journal of Social Sciences and Humanities Invention*, *5*(5), 4710–4714. https://doi.org/10.18535/ijsshi/v5i5.10

Ozuem, W., & Willis, M. (2022). Influencer marketing. In *Springer eBooks* (pp. 209–242). https://doi.org/10.1007/978-3-030-94444-5_10

Pallant, J. (2010). *SPSS survival manual : a step by step guide to data analysis using SPSS*. http://cds.cern.ch/record/1413998

Rashedi, H., & Siahi, F. (2020). Role of source trustworthiness, experience sources and source expertise in the formation of WOM and purchase intention (Case Study of Tehran Mobile market customers). *Social Science Research Network*. https://doi.org/10.2139/ssrn.3513095

Rodrigues, M. A., Carvalho, M. A., Oliveira, L., & Barbosa, A. (2024). How digital influencer content and characteristics influence Generation Y persuasiveness and purchase intention. *Tourism & Management Studies*, *20*(2), 25–38. https://doi.org/10.18089/tms.20240203

Saunders, M. N. K., Lewis, P., & Thornhill, A. (2019). *Research methods for business students*. Pearson Higher Ed.

Sekaran, U., & Bougie, R. (2016). Research methods for business : a skill-building approach 7th edition. In *John Wiley & Sons eBooks*. http://103.227.140.9/handle/123456789/18302

Sesar, V., Martinčević, I., & Boguszewicz-Kreft, M. (2022). Relationship between Advertising Disclosure, Influencer Credibility and Purchase Intention. *Journal of Risk and Financial Management*, *15*(7), 276. https://doi.org/10.3390/jrfm15070276

Siew, N. M., & Saidi, S. S. (2019). Reliability and Validity Analysis of Statistical Reasoning Test Survey Instrument using the Rasch Measurement Model. *International Electronic Journal of Mathematics Education*, *14*(3). https://doi.org/10.29333/iejme/5755

Singh, R., Tiwari, D., & Tiwari, H. (2023). *INFLUENCER MARKETING: CONCEPTS, PRACTICES, AND STRATEGIES: AN OVERVIEW*. https://www.semanticscholar.org/paper/INFLUENCER-MARKETING%3A-CONCEPTS%2C-PRACTICES%2C-AND-AN-Singh-Tiwari/0fd651b7bd8068e61407e9db3c0740a74d0cd221

Srivastava, A., Chaudhary, N., & Srivastava, P. (2022). An exploratory impact of social Media influencer marketing on consumer. *KAAV International Journal of Arts, Humanities & Social Sciences*, *9*(1). https://doi.org/10.52458/23484349.2022.v9.iss1.kp.a1

Sudjawoto, E., Andriansyah, A., Sugiharto, D. P., & Arifin, Z. (2023). The contribution of celebrity endorsement on customer decision. *Asian Journal of Economics, Business and Accounting*, *23*(17), 53–60. https://doi.org/10.9734/ajeba/2023/v23i171041

Tanwar, A. S., Chaudhry, H., & Srivastava, M. K. (2022). Trends in Influencer Marketing: A Review and Bibliometric analysis. *Journal of Interactive Advertising*, *22*(1), 1–27. https://doi.org/10.1080/15252019.2021.2007822

Taslaud, G. (2024, January 22). Influencer marketing in Malaysia in 2024 - Data and trends. *INSG.CO*. https://www.insg.co/en/influencer-marketing-malaysia/

Tavakol, M. (2017). The reliability of assessments: The Bayesian Cronbach's alpha. *Medical Teacher*, *39*(5), 561. https://doi.org/10.1080/0142159x.2017.1296121

Thakur, A., Singla, K., & Irshad, T. M. (2023). An Exploratory Study on Stimulators in Influencer Marketing: A Critical Review on Content and Audience engagement. In *Advances in economics, business and management research* (pp. 165–177). https://doi.org/10.2991/978-94-6463-162-3_15

Toprak, Y. E., Kum, H., & Özdemir, C. (2022). Turizm araştırmalarında influencer pazarlaması: literatür incelemesi. *Journal of Business Management and Economic Research*. https://doi.org/10.29226/tr1001.2022.302

Verplancke, J., & Gelati, N. (2022). *The effect of influencer marketing on the buying behavior of young consumers : A study of how the purchase intention of young consumers is affected by brands within the fashion and beauty industries*. DIVA. https://urn.kb.se/resolve?urn=urn:nbn:se:liu:diva-185793

Xiao, M., Wang, R., & Chan-Olmsted, S. M. (2018). Factors affecting YouTube influencer marketing credibility: a heuristic-systematic model. *Journal of Media Business Studies*, *15*(3), 188–213. https://doi.org/10.1080/16522354.2018.1501146

Yörük, E. E., & Summak, M. E. (2023). Influencer marketıng and publıc relatıons. *Journal of Business and Finance in Emerging Markets*, *6*(2), 67–76. https://doi.org/10.32770/jbfem.vol667-76