

TABLE OF CONTENTS

AUTHORISATION.....	ii
STATEMENT OF AUTHENTICITY OF WRITTEN THESIS	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
LIST OF TABLES.....	vii
LIST OF FIGURES	viii
LIST OF APPENDICES	ix
ABSTRACT	x
ABSTRAK.....	xi
CHAPTER I. INTRODUCTION	1
1.1 Context.....	1
1.2 Research Objective.....	3
CHAPTER II. LITERATURE REVIEW	5
2.1 Conceptual Background.....	5
2.1.1 Adoption of Electric Motorcycle.....	5
2.1.2 Social Media Influencer Marketing.....	6
2.1.3 Influencers on YouTube	7
2.2 Theoretical Background and Research Model Development.....	8
2.2.1 Theory of Persuasion	8
2.2.2 Theory of Source Credibility.....	8
2.2.3 Influencers' Perceived Characterisation	9
2.2.5 Purchase Intent and Actual Adoption.....	12
CHAPTER III. RESEARCH METHODOLOGY	14
3.1 Research Design.....	14



3.2 Research Population and Sample	14
3.3 Data Collection Techniques	15
3.4 Measurement Tools	16
3.5 Data Analysis Techniques	18
3.6 Ethical Considerations	19
CHAPTER IV. ANALYSIS AND DISCUSSION	20
4.1 Sample Characteristics	20
4.2 Reflective Measurement Models	23
4.3 Structural Model Assessment	25
4.4 Additional Finding of PI as Mediating Effect	27
4.5 Discussion	27
4.5.1 Influencers' Perceived Characterisation	27
4.5.2 Influencers' Attributes	29
CHAPTER V. CONCLUSION	32
5.1 Theoretical Implications	32
5.2 Practical Implications	33
5.3 Limitations	33
5.4 Future Research Recommendation	34
REFERENCE LIST	35

LIST OF TABLES

Table 2.1: Summary of Literature Review	9
Table 4. 1: Respondents' Characteristics	21
Table 4. 2: Vehicle Usage Behaviour.....	22
Table 4. 3: List of Automotive Influencers	23
Table 4. 4: Measurement Model Analysis Result.....	24
Table 4. 5: Discriminant Validity Analysis (HTMT).....	25
Table 4. 6: Explanatory and Predictive Power of Constructs.....	26
Table 4. 7: Results of Hypothesis Testing. One-tailed test	26
Table 4. 8: Path Analysis of PI as a Mediating Variable.....	27
Table 4. 9: Electric Motorcycle Adoption Frequency	30

LIST OF FIGURES

Figure 2. 1: Proposed research model	13
--	----

LIST OF APPENDICES

Appendix 1: Projected Electric Motorcycle Market Size.....	44
Appendix 2: Samples of Questionnaire in Qualtrics	44
Appendix 3: Indicators of Distribution Asymmetry.....	46
Appendix 4: Permutation Multigroup Analysis Result	46