

Statistical Service Form

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Fill out this form as completely as possible.

General Information

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College of Commerce and Business Administration

Level: undergraduate masterate doctorate faculty Others: _____

Program of Study: BSBA Marketing Management

Target Date of Submission of Paper for Defense: Tentative Date

Current Status of Research: On going Chapter 3

TITLE:

The Role of Virtual Influencer Attributes in Fashion Marketing: Impact on Generation Z's Engagement, Brand Attitudes, and Purchase Intent in NCR

OBJECTIVES:

Conducting and creating these objectives is necessary to understand how Generation Z correlates and engages with Virtual Influencers' advertisements and how influencer attributes affect their purchasing behavior. The following objectives will serve as a guide and foundation upon gathering data and information.

1. To determine the generation z's rating of the virtual influencer's attributes in terms of:

- a. Authenticity;
- b. Relatability;
- c. Aspirational Appeal;
- d. Engaging Storytelling;
- e. Transparency; and
- f. Visual Aesthetics

2. To identify if the level of customer engagement of the advertisements of virtual influencer affects generation z's purchase intentions.

3. To know if virtual influencer's attributes affect generation z's purchase intention.
4. To assess if virtual influencer attributes affect generation z's attitude and purchase intention towards the brand.
5. To determine if virtual influencer attributes affect generation z's customer engagement and attitude towards the brand regarding their purchase intention.

STATEMENT OF THE PROBLEM:

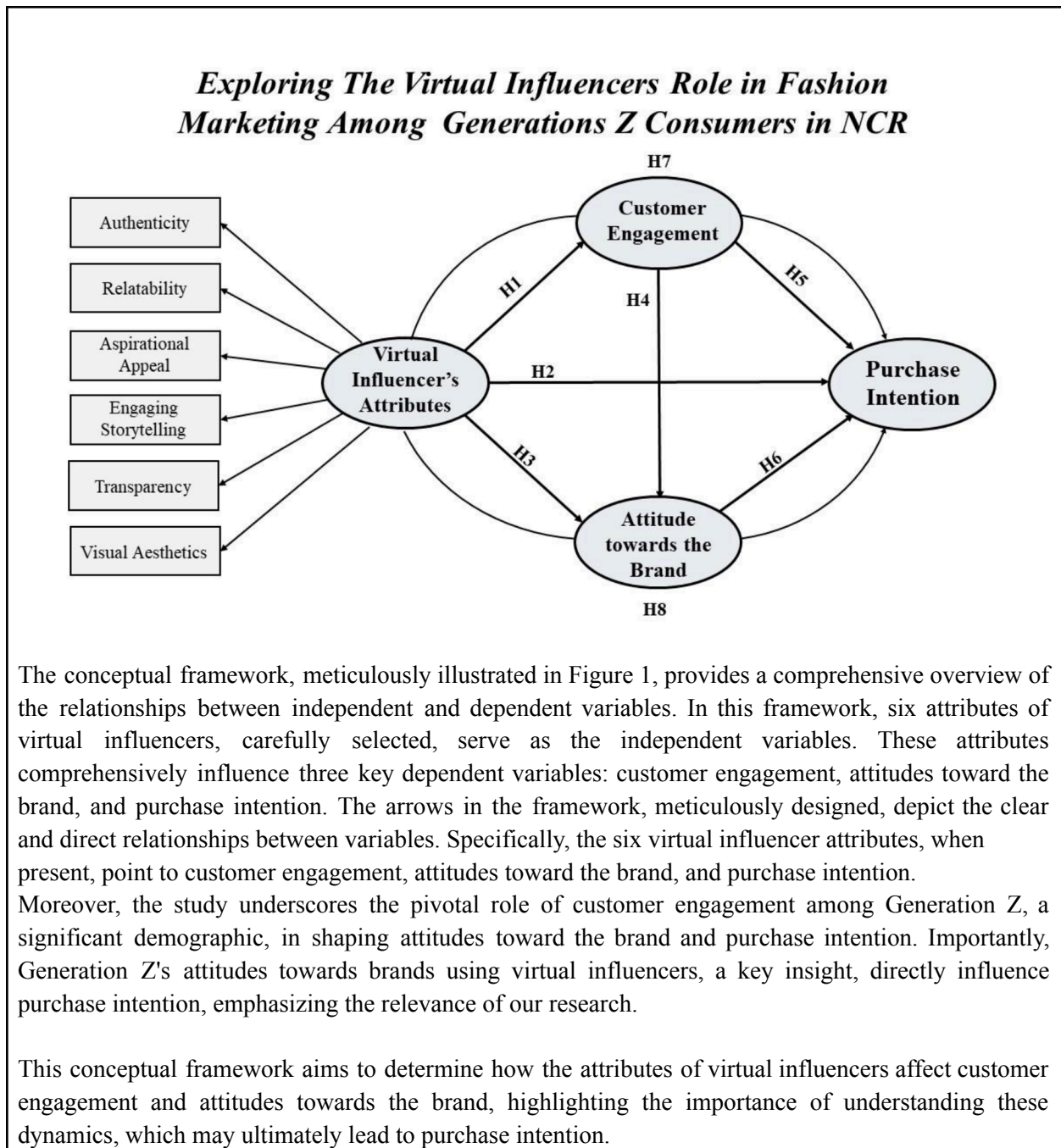
The fashion industry thrives on constant innovation, adapting to ever-changing consumer preferences. Traditionally, human influencers have been instrumental in shaping trends and influencing purchasing decisions. However, the digital landscape has introduced a new entertainer: virtual influencers (VIs). These computer-generated personas have captivated social media audiences, confusing the threads between reality and simulation. This research problem explores this gap, investigating the role of VIs in influencing Generation Z fashion consumers in the National Capital Region (NCR), Philippines. Specifically, it seeks to explore how Generation Z evaluates VI attributes, their level of engagement with VI advertisements, their attitudes towards brands utilizing VIs, and their purchase intention when exposed to VI marketing campaigns. Furthermore, the research seeks to identify potential mediating factors such as customer engagement and brand attitude influencing Gen Z's response to VI marketing.

The study aims to evaluate the following research problems:

1. How do Generation Z consumers evaluate the Virtual Influencer's attributes in terms of:
 - 1.1 Authenticity;
 - 1.2 Relatability;
 - 1.3 Aspirational Appeal;
 - 1.4 Engaging Storytelling;
 - 1.5 Transparency; and
 - 1.6 Visual Aesthetics
2. What is Generation Z's level of engagement toward the virtual influencers' ads?
3. What are Generation Z's attitudes toward the brand using virtual influencers?
4. What is the extent of Generation Z's purchase intention toward the brand using virtual influencers?
5. Do Virtual Influencer's attributes affect Generation Z's engagement toward the virtual influencers' ads?
6. Do Virtual Influencer's attributes affect Generation Z's purchase intention toward the brand using virtual influencers?
7. Do virtual Influencers' attributes affect Generation Z's attitudes toward the brand's use of virtual influencers?
8. Does Customer Engagement affect Generation Z's attitudes toward the brand using virtual influencers?
9. Does Customer Engagement affect Generation Z's purchase intention toward the brand using virtual influencers?
10. Does Attitude towards the Brand affect Generation Z's purchase intention toward the brand using virtual influencers?

By addressing these research problems, the study will provide helpful insights for fashion marketers. Understanding Generation Z's perception and behavior toward Virtual Influencers will allow brands to develop influential Virtual Influencer marketing strategies that resonate with this target demographic. This knowledge will eventually contribute to the success of VI marketing campaigns in the dynamic Philippine fashion industry.

SIMULACRUM / CONCEPTUAL FRAMEWORK:



HYPOTHESIS:

This study investigates the engaging realm of Virtual influencers (VIs) and how they affect Generation Z. We explore how Virtual influencers attribute the characteristics that define these digital personalities, create Generation Z's engagement with them, their purchase intentions towards brands they endorse, and their overall perception of brands that utilize VIs.

The study aims to evaluate the following hypotheses:

- H1:** Virtual influencer attributes affect generation z's engagement toward virtual influencers.
- H2:** Virtual influencer attributes affect generation z's purchase intention toward the brand using virtual influencers.
- H3:** Virtual influencers' attributes affect generation z's attitudes toward the brand's use of virtual influencers.
- H4:** The level of customer engagement, as influenced by virtual influencers, affects generation z's attitudes toward the brand using virtual influencers.
- H5:** Customer engagement affects generation z's purchase intention toward the brand using virtual influencers.
- H6:** The attitude of generation z towards the brand, influenced by virtual influencers, significantly amplifies their purchase intention towards the brand.
- H7:** Virtual influencers' attributes influence customer engagement and mediate the relationship between generation z's purchase intention towards the brand.
- H8:** Virtual influencers' attributes influence generation z's attitudes toward the brand and mediate the relationship between generation z's purchase intention towards the brand.

METHODS:

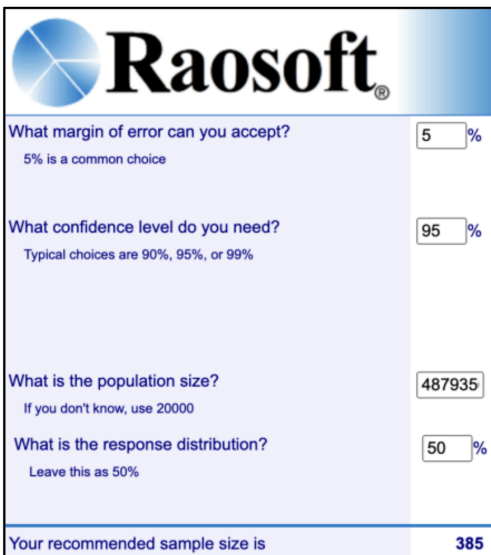
The research methodology to be employed throughout the study is encapsulated in this chapter, encompassing the respondents, instruments, and procedures that will be utilized to acquire and validate the necessary data.

Research Design

This study investigates how virtual influencers affect Generation Z's engagement, attitudes, and purchase intentions towards fashion brands using a quantitative correlational research design to systematically analyze these relationships.

Subjects and Study Sites

This section details the study's target population, focusing on Generation Z individuals (born 1997-2012) residing in NCR, Philippines. The researchers chose this group due to its cultural diversity and familiarity with technology and virtual influencers. Simple Random Sampling will be used to select participants who engage with fashion content and social media. Inclusion criteria include being Gen Z and residing in NCR, while exclusion criteria filter out those who do not meet these requirements. This ensures participants have the necessary knowledge to provide valuable insights for the study.



Raosoft

What margin of error can you accept? %
5% is a common choice

What confidence level do you need? %
Typical choices are 90%, 95%, or 99%

What is the population size?
If you don't know, use 20000

What is the response distribution? %
Leave this as 50%

Your recommended sample size is **385**

Figure 1. Computed Sample Size using Sample Size Calculator

Ethical Considerations

This section emphasizes that participants should understand the study's purpose and how they contribute. Researchers must protect participants' confidentiality, obtain full consent, and maintain their anonymity. Transparency and honesty are crucial, with accurate and unbiased findings being shared. Any affiliations or funding sources must be declared. All participant interactions and data usage should be exclusively for the study's purposes.

Research Instruments

To study the impact of virtual influencers on Generation Z's engagement, brand attitudes, and purchase intentions in NCR, researchers used a detailed survey distributed via Google Forms. The survey targeted Gen Z individuals in NCR and included six sections: demographics, virtual influencer attributes, customer engagement, brand attitudes, purchase intentions, and open-ended questions. Using a 6-point Likert scale, it assessed attributes like authenticity and transparency, measured engagement, and evaluated trust and purchase likelihood. This comprehensive approach ensured detailed data collection for thorough analysis, supporting data-driven decisions in fashion marketing.

Data Gathering Procedure

The data-gathering process begins with preparing and validating forms and surveys, approved by the Data Protection Officer, research advisers, and a statistician. Consent forms are then distributed to participants, providing information about the study and data privacy. Pilot testing follows to identify qualified Generation Z participants and ensure survey clarity. The main survey, focusing on engagement with virtual influencers, is distributed via online messaging platforms like Messenger, Instagram, and Telegram. Anonymity and confidentiality are prioritized. Surveys are created with Google Forms and analyzed to understand digital behavior and presence in the fashion market, maintaining ethical standards and data privacy throughout.

I. Mathematical or Statistical Treatment of Data

The researchers will use both descriptive and inferential statistics to analyze the data. The demographic characteristics of the respondents will be analyzed using frequency and percentage. In addition, the respondents' perception/level of agreement on the variables—virtual influences attributes, customer engagement, attitudes towards the brands, and purchase intentions—will be analyzed using mean and standard deviation. The researcher will interpret the means as follows:

Scale	Verbal Interpretation
5.17 – 6.00	Strongly Agree
4.33 – 5.16	Moderately Agree
3.50 – 4.32	Slightly agree
2.67 – 3.49	Slightly Disagree
1.83 – 2.66	Moderately Disagree
1.00 – 1.82	Strongly Disagree

II. Data Description

Descriptive Statistics: Frequent distributions, means, and standard deviations will be calculated for demographic variables and virtual influencer attributes.

Frequency distribution.

Frequency distribution, a precise tool in data analysis, was used to organize the data tabularly, providing an overview of the entire dataset. It is a diagrammatic illustration of the information in the frequency table, showing the proportion of respondents who answered in specific ways. This method, with its precision, also highlights data concentration areas (Manikandan, 2011). By calculating percentages, we can express the relative frequency of survey responses, which is particularly useful in determining the percentage distribution of respondents by age and locale (Lavrakas, 2008).

Mean: The simplest and most common measure of central tendency was calculated to find the arithmetic average of the survey responses. The mean was computed by summing all values and dividing by the number of responses:

$$\text{Mean } \bar{x} = \frac{\sum xi}{N}$$

Where:

- \bar{X} is the computed mean
- f_i is the frequency of each response
- $\sum x_i$ is the value of each response
- N is the sample size

Standard deviation: It describes the distribution of data gathered from the Likert scale responses about the mean value (Salkind, 2010). Standard deviation measures the concentration of responses around the mean:

$$\sigma = \sqrt{\frac{\sum (x_i - \mu)^2}{N}}$$

Where:

- σ is the standard deviation
- N the size of the population
- x_i is the mean of responses
- μ the population mean

Inferential Statistics: Based on the collected data, inferences, and conclusions about the entire population have been made using inferential statistics. These comprised:

Correlation Analysis: Pearson correlation coefficients were calculated to assess the strength and direction of the relationships between virtual influencer attributes and the dependent variables. The correlation coefficient (r) indicates the degree of linear relationship between two variables:

$$r = \frac{\sum (x_i - \bar{x})(y_i - \bar{y})}{\sqrt{\sum (x_i - \bar{x})^2 \sum (y_i - \bar{y})^2}}$$

Where:

- r is the correlation coefficient
- x_i and y_i are individual data points
- \bar{x} and \bar{y} are the means of the variables

Mediation Analysis: Using Path Analysis or Structural Equation Modeling (SEM), mediation analysis was performed to investigate the mediating function of customer

interaction in the relationship between virtual influencer qualities and purchase intentions/brand attitudes.

IV → Mediator → DV

Where:

- IV is the independent variable (e.g., virtual influencer attributes).
- The mediator is the intervening variable (e.g., purchase intentions). f_i is the frequency of each response
- DV is the dependent variable (e.g., customer engagement and attitude towards the brand).

By employing these statistical methods, the study will analyze the data and deliver meaningful insights into the role of virtual influencers in fashion marketing among Generation Z in the NCR.

III. Data Analysis/ Mode of Analysis for Qualitative Approach

The quantitative data from the online survey were analyzed using descriptive and inferential statistics to explore the relationships between virtual influencer attributes and customer engagement, brand attitudes, and purchase intentions among Generation Z in NCR, Philippines, offering valuable insights for marketers and analysts.

Descriptive Statistics

- **Frequency Distribution:** Tabulating data to identify patterns and concentration areas.
- **Distribution of Percentages:** Calculating percentages to show the frequency of responses and demographic traits.
- **Measures of Central Tendency:** Using the mean to find the average response, showing typical views.
- **Standard Deviation:** Measuring variation around the mean to assess response consistency.

Inferential Statistics

- **Correlation Analysis:** Pearson correlation coefficients were used to assess the strength and direction of relationships between virtual influencer attributes and other variables, revealing how changes in one affect another.
- **Mediation Analysis:** This analysis explored whether customer engagement influences the relationship between virtual influencer attributes and outcomes like purchase intentions and brand attitudes.



SERVICE REQUESTED:

Please specify the particular statistical test for consultation by checking the needed consultation.

A. Basic Statistics

- Descriptive Statistics
- Regression Analysis (Basic Regression)
- Factor Analysis
- Correlations
- Chi-square
- ANOVA
- Repeated measures
- T-test
- Others (please specify): _____

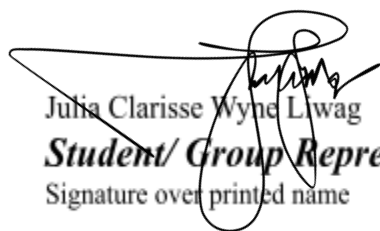
B. Advanced Statistics

- SEM
- Conjoint Analysis
- Time Series Analysis
- ANCOVA
- Forecasting
- Others (please specify): _____
- Cluster Analysis
- MANOVA
- Regression Analysis (Advanced Regression)
- Systematic Review and Meta-analysis

C. For Graduate students only

- Package 1 Consultation only in:
 - Hypothesis formulation
 - Instrumentation
 - Reliability and Validity
 - Sample Size Determination
 - Statistical Treatment to be used
 - Summary Tables Template
 - Results Analysis
- Package 2 Processing with three to five Consultations

I hereby certify that the information I have provided on this form is true and correct.


 Julia Clarisse Wyne Liwag
Student/ Group Representative
 Signature over printed name

Thesis Adviser/Date
Signature over printed name

Email/Contact Number of Thesis Adviser:

Approved by:

Chair, Statistics Consultation Committee/ Date
Signature over printed name

I acknowledge and accept the responsibility to be the statistician for this study. I am aware that I should help and guide the proponents of the study in the data processing, analysis, and interpretation of the results, as well as in the write-up of the results.

Assigned Statistician
Signature over printed name

Date: _____