

## **Parasocial Interaction on Indonesia's Beauty Influencer: Antecedents and Consequences**

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### **ABSTRACT**

Consumers' dependence on product reviews provided by other consumers makes consumers make social media influencers (SMI) a source of information and reference before purchasing products. The influence of SMI on their followers has led many beauty marketers to use social media influencers to communicate their products. However, the increasing use of influencer marketing by marketers has led to consumer suspicion of the authenticity of influencers. Therefore, based on the stimulus-organism-response (SOR) framework, this study analyzes consumer behavior through the content attributes and interaction strategies exposed by social media influencers to followers, leading to consumers' internal perceptions of parasocial interaction, hedonic value, and utilitarian, and ultimately influencing consumers' response of purchase intention. This study used PLS-SEM as a data analysis technique using a sample of 363 respondents. The PLS-SEM results revealed that content attributes (i.e., attractiveness and prestige) and interaction strategies (i.e., interactivity) positively influence parasocial interaction and, in turn, lead to purchase intention. The results also show that parasocial interaction has a significant effect on hedonic (perceived transparency and perceived enjoyment) and utilitarian (informativeness and credibility) responses. It was also found that hedonic (perceived enjoyment) and utilitarian (credibility) responses significantly influenced purchase intention. Meanwhile, the hedonic response (perceived transparency) and utilitarian response (informativeness) did not significantly affect followers' purchase intention. This research demonstrates the role of content attributes and interaction strategies in creating parasocial interactions and the effects of parasocial interactions on hedonic, utilitarian and purchase intention responses. Based on the results of this study, marketers and influencers are advised to build intimate relationships with the audience to increase purchase intention. This relationship-building can be created through high interactive power, attractiveness, and prestige content. Then, it is also recommended to pay attention to aspects of audience comfort and maintain the credibility of influencers to shape the buying interest of the audience of social media influencer content.

**Keywords:** Social Media Influencers; Content Attributes; Interaction Strategy; Parasocial Interaction; Hedonic Values

### **INTRODUCTION**

In searching for product information, a survey stated that 51% of Indonesians rely on user reviews (Aripin et al., 2024). A social media influencer (SMI) who can attract a mass audience and build a fan base has become a source of advice for followers in making product purchases (Chen et al., 2024) The effectiveness of SMIs in Indonesia is explained through a survey distributed to social media users; about 62 percent of Indonesian respondents bought an item or product because it had been endorsed by an influencer (Slamet, 2019). The use of SMIs as a source of advice before buying

products by consumers makes marketers increasingly interested in using influencer marketing, where a survey states that ad spending on the 'Influencer Advertising' advertising market segment in Indonesia is expected to continue to increase from 2023 to 2028 by 79.81 percent. Consumers also use social media influencer advice to purchase beauty products. The ZAP Beauty Index survey states that local influencers influence 78% of Indonesian women in purchasing beauty products (Hasan & Hasvia, 2023).

The influence of purchasing beauty products due to social media influencers makes many beauty brands use influencer marketing; an Indonesian influencer marketing survey states that beauty and fashion brands are the second most utilized brands in influencer marketing (Afifah, 2024). Then, based on an influencer marketing survey in Indonesia, most marketers from beauty brands run their influencer marketing campaigns on Instagram (Dewi et al., 2020).

Tasya Farasya, an Indonesian beauty influencer with 6.1 million followers as of March 2022, is one of the most popular beauty influencers on Instagram based on the number of followers (Nurniati et al., 2023). Tasya Farasya's popularity has led many brands to choose her as a marketing influencer. However, as more companies invest in influencer marketing, consumers' perception of the authenticity of social media influencers is at risk. Based on a survey of social media users in Indonesia, it was found that around 24 percent of respondents were skeptical or distrustful of products endorsed by influencers or celebrities (Dwiandini, 2024).

In response to this, previous research found that compared to opinion leadership, parasocial relationships (PSR) have more influence on followers' purchasing decisions (Farivar et al., 2021). Based on the theory of Horton and Wohl in 1956, the origin of PSR lies in the experience of parasocial interaction with media actors (Reinikainen, Munnukka, et al., 2020). Previous studies have also highlighted that PSI influences consumers' purchase intentions.

In shaping the relationship between SMIs and consumers, research by (Elmoussa et al., 2024) revealed that content attributes (i.e., attractiveness, prestige, expertise), as well as interaction strategies (i.e., interactivity and self-disclosure), positively influence parasocial relationships. Previous research revealed that parasocial interactions that occur when SMIs conduct product reviews would provide audiences with hedonic (i.e., transparency and perceived enjoyment) and utilitarian (i.e., informative and credibility) experiences (Silaban et al., 2022).

This research can also contribute to marketers, where it is known from the Startup Bonsai survey that 50% of marketers agree that the most common influencer marketing challenges are finding fake followers and inauthentic engagement. This Inauthentic engagement between influencers and followers is become a challenge for marketers in using influencers. Therefore, building a close relationship between influencers and consumers is part of modern influencer marketing; therefore, examining the factors that drive parasocial interactions between SMIs and consumers and their influence on purchase intention can provide marketers with insights into proper influencer marketing..

## **Conceptual Framework**

### **Social Media Influencer (SMI)**

Over the past decade, social media has offered a megaphone to individual content creators – allowing bloggers, vloggers, and other social media influencers to share their life stories, express their emotions and opinions to a wide audience in a way that authentic (Morris & Anderson, 2015). Given the internet's scalability and speed of diffusion, some contributors attract mass audiences, build fan bases, and become sources of advice for their followers, thereby evolving into social media influencers (SMIs) (Vrontis et al., 2021) that consumers seek shopping inspiration and experiences with browse their social media accounts (Hayatunnufus & Zuliestiana, 2023). Through

the nature of communication and interaction with consumers, social media influencers outperform traditional celebrities in terms of endorsements because they often share their personal lives and engage in reciprocal interactions, which in turn makes them more relatable and less distant and forms a relationship between influencers and consumers (Breves et al., 2021). The persuasive online personas SMI shows through its content help them attract followers and engage them continuously.

Content attributes, interaction strategies, parasocial interaction.

As a concept pioneered by Horton and Wohl in 1956, parasocial relationships refer to one-sided emotional relationships generated between viewers and media characters through initial or repeated interactions in media reality, which mimic imaginary interpersonal relationships (Tan et al., 2023). The origins of PSR lie in the experience of parasocial interaction (PSI), where PSI refers to a media user's "illusion of a face-to-face relationship with a media personality" that can only occur during viewing (Reinikainen, Kari, et al., 2020).

Through the gaze or body gestures given by media actors, feelings of personal and informal conversation, openness, and interactivity effectively trigger the experience of interaction with media users, thus making the PSI concept not only explains the relationship between social media celebrities and followers but also explains the persuasive power of digital celebrities on consumers (Hwang & Zhang, 2018).

Previous research has highlighted that influencer characteristics such as attractiveness, prestige, and expertise affect the relationship between SMI and consumers. Attractiveness is defined as the visual appeal of an influencer's social media content (Aw & Chuah, 2021) where consumers tend to follow this aesthetically pleasing content to meet their psychological needs thus facilitating emotional bonding (C.-W. C. Ki et al., 2020). Prestige is a high-status identity that represents the symbolic and social capital of celebrities, and the prestige content of social media influencers arouses consumer desire to imitate, which embodies the relationship with influencers (C.-W. Ki et al., 2023). Expertise refers to the competence or ability of a source, such as a person's expertise or skill in a particular field or subject (Yuan & Lou, 2020) and in a social context, users tend to interact with other users who are believed to have sufficient knowledge about brands and products. Therefore, the following hypothesis was formed.

H1a = The content attribute "attractiveness" significantly affects parasocial interaction.

H1b = The content attribute "prestige" significantly affects parasocial interaction.

H1c = The content attribute "expertise" significantly affects parasocial interaction.

Furthermore, previous studies have highlighted that the interactivity and self-disclosure provided by SMI through its content can encourage parasocial interaction with consumers. Influencer interactivity is manifested in two-way communication engagement (e.g., comments and feedback) between influencers and followers on social media. Meanwhile, self-disclosure is an essential part of the development of human relationships, where self-disclosure is realized when someone reveals personal information, including ideas, feelings, attitudes, and values, to other people through interpersonal interactions. Therefore, the following hypothesis was formed.

H2a = Interactive strategy "interactivity" significantly affects parasocial interaction.

H2b = Interactive strategy "self-disclosure" significantly affects parasocial interaction.

Parasocial interaction, hedonic value and utilitarian value.

The dimensions of utilitarian and hedonic value perception perceived by consumers have been recognized as the basis for studying the multidimensional nature of consumer value. The concept of behavior, first proposed by Batra and Ahtola in 1991, distinguishes between hedonic and utilitarian buying behavior, where hedonic shopping behavior is based on the search for

pleasure in shopping, while utilitarian behavior values shopping for its functional attributes (Silaban et al., 2022). Then, when the content is of high quality, consumers can evaluate the message emotionally and cognitively and influence purchase interest (Li et al., 2024). Evaluation of messages carried out by consumers, making them obtain perceived value where the value can be in the form of utilitarian and hedonic value. Silaban et al. (2022) argue that when consumers receive exposure to product reviews, they will gain hedonic value (i.e., transparency of information and perceived enjoyment) as well as utilitarian value (informativeness and credibility).

Perceived enjoyment is defined as the positive reward of pleasure that intrinsically arises when an individual performs a particular activity, while perceived transparency is how an individual's communication or behavior can be easily seen or understood by others. Reinikainen et al. (2020) argue that when the audience has built an attachment with influencers and formed a parasocial experience, it can increase their enjoyment of the content. Therefore, the following research hypothesis was formed.

H3a = Parasocial interaction significantly affects the hedonic value of "transparency."

H3b = Parasocial interaction significantly affects the hedonic value of "perceived enjoyment."

Informativeness is an individual's perception that others can effectively convey relevant information through feelings and experiences while using a product or service. In contrast, credibility in online reviews is defined as the extent to which viewers can trust product reviews from others. Parasocial interactions are formed because the audience feels like "real" friends when SMI talk to them through their content, and this relationship encourages the trust that the audience feels in SMI. Then, when influencers share information about the product experience, some consumers appreciate the utilitarian value and see media persona content as informative. Therefore, the following research hypothesis was formed.

H4a = Parasocial interaction significantly affects the utilitarian value of "informativeness."

H4b = Parasocial interaction significantly affects the utilitarian value of "informativeness."

Parasocial interaction, hedonic value, utilitarian value, and purchase intention.

Purchase intention is the possibility that someone will buy a particular product based on the interaction between customer needs, attitudes, and perceptions of the product or brand, so that purchase intention determines the consumer's strength to buy a particular product. The importance of purchase intentions lies in that intentions are considered the main predictor of actual behavior. According to Kotler et al. (2022), consumer buying behavior can be influenced by reference groups that directly or indirectly influence a person's beliefs, decisions, and behavior, such as family, friends, opinion leaders, and influencers.

Previous studies have explained that parasocial interactions that occur between influencers and audiences will form the illusion of intimacy like real friends, which strengthens trust in the influencers and, in turn, affects their purchase intention. Therefore, the following research hypothesis was formed.

H5 = Parasocial interaction significantly affects purchase intention.

SMI's audience-oriented type of communication helps consumers understand the explanation given about the usefulness of the product, which in turn will affect consumer purchase intention. Then, SMI's friendly communication makes the audience happy when watching the content provided by them, spending more time on influencer sites, which further leads to strong purchase intention. Therefore, the following hypothesis was formed.

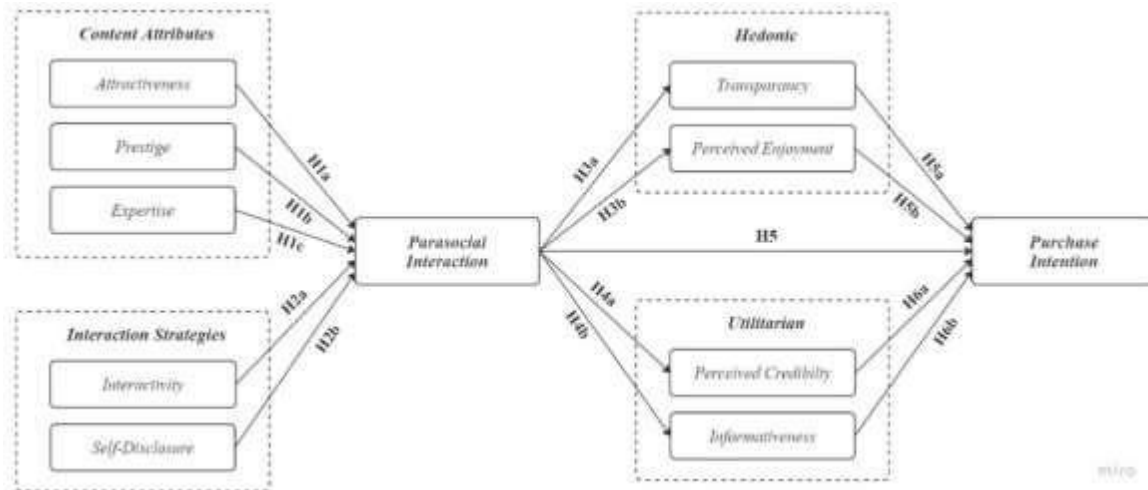
H6a = Hedonic value "transparency" significantly affects the purchase intention.

H6b = Hedonic value "perceived enjoyment" significantly affects the purchase intention.

Silaban et al. (2022) argue that informativeness and credibility are the utilitarian values received when consumers watch SMI content. In online shopping, through detailed descriptions of products, SMIs help customers make purchase decisions. Then, when product review content appears authentic, biased, and impartial, it will form the trust consumers feel. Then, this quality of information obtained from online reviews, such as informativeness and credibility, will add positive value to the perception of product usefulness and, in turn, affect consumer's purchase intention. Therefore, the following hypothesis was formed.

H7a = Utilitarian value "informativeness" significantly affects the purchase intention.

H7b = Utilitarian value "credibility" significantly affects the purchase intention.



**Figure 1 Research Framework**

## RESEARCH METHODS

The data was collected using an online questionnaire survey by sharing a link to the survey on multiple social media networking sites. A purposive sampling technique was applied, and only people who have followed Tasya Farasya on Instagram are eligible to participate in the survey. The questionnaire items were designed for each variable by modifying previous research on content attributes and interaction strategies parasocial interaction, hedonic and utilitarian motivation, and purchase intention. All items were measured using a five-point Likert scale, of which 1 was anchored by "strongly disagree" and 5 was anchored by "strongly agree". In this research, 363 respondents were obtained, with a proportion of respondents 69,4% female. The highest proportion of respondents based on age was 18-24 years, with a total of 36.9%, and 25-34 years, with a total of 32%.

Partial least squares structural equation modeling (PLS-SEM) was employed to analyze the data. It is suitable because, based on Hair et al. (2019), this study tests theoretical frameworks from a predictive perspective; the structural models are complex and encompass many constructs, indicators, and model relationships. This research also is more inclined to the expansion of the theory than the confirmation of existing theories.

The measurement model evaluated convergent validity using Composite Reliability (CR), factor loadings, Average Variance Extracted (AVE), and Cronbach's alpha. Discriminant validity was estimated heterotrait-monotrait (HTMT) ratio. In addition, hypothesis testing was performed on the structural model. We conducted data analysis using Smart-PLS 3.0.

## RESULTS AND DISCUSSION

### Evaluation Measurement Model

To evaluate the measurement model, Thus constructs are considered reliable and have internal consistency if the loading factor values are  $> 0.708$ , cronbach alpha are  $> 0.7$ , composite reliability are  $> 0.7$ , and AVE are  $\geq 0.5$ . This study evaluated the construct's item that did not meet the minimum value of loading factors. Therefore, table 1 displays the results of all constructs' items that have been reliable. Table 1 also shows that all variables in this model are reliable and have internal consistency because the Cronbach alpha values are  $> 0.7$ , composite reliability are  $> 0.7$ , and AVE are  $\geq 0.5$ .

**Table 1 Realibility Test**

Constructs	Items	Loading	CA	CR	AVE
Attractiveness	A1	0.833	0.873	0.903	0.608
	A2	0.806			
	A3	0.786			
	A4	0.798			
	A5	0.722			
	A6	0.728			
Prestige	P1	0.822	0.740	0.852	0.657
	P2	0.797			
	P3	0.811			
Expertise	E1	0.842	0.831	0.898	0.746
	E2	0.893			
	E3	0.856			
Interactivity	INT3	0.933	0.912	0.945	0.850
	INT4	0.893			
	INT5	0.939			
Self-disclosure	SD1	0.878	0.796	0.880	0.710
	SD2	0.884			
	SD4	0.760			
Parasocial interaction	PSI1	0.743	0.848	0.891	0.622
	PSI2	0.858			
	PSI3	0.783			
	PSI4	0.783			
	PSI6	0.770			
	PT1	0.791			
Perceived Transparency	PT2	0.824	0.841	0.887	0.610
	PT3	0.780			
	PT4	0.756			
	PT5	0.754			
	PE1	0.894			
Perceived enjoyment	PE2	0.875	0.853	0.910	0.770
	PE3	0.864			
	INF1	0.813			
Informativeness	INF1	0.813	0.864	0.902	0.647

	INF2	0.814			
	INF3	0.753			
	INF4	0.845			
	INF5	0.795			
Credibility	C1	0.765	0.806	0.872	0.631
	C2	0.794			
	C3	0.805			
	C4	0.812			
Purchase Intention	PI1	0.853	0.817	0.891	0.732
	PI2	0.854			
	PI3	0.859			

Furthermore, discriminant validity is assessed using the heterotrait-monotrait ratio (HTMT). Based on the results in Table 2, it is known that there are variables that do not meet discriminant validity, namely the value of the HTMT ratio between the informativeness and credibility variables, because it has an HTMT value > 0.90. According to Hair et al. (2017), one of the approaches to retain the constructs that have a discriminant validity problems is by decreasing the average heteromethod-heterotrait.

**Table 2 Heterotrait–monotrait Ratio (HTMT) Result**

Variable	A	C	E	INF	INT	PSI	PE	PT	P	PI	S D
Attractiveness											
Credibility	0.76										
Expertise	0.81	0.74									
Informativeness	0.73	<b>0.92</b>	0.67								
Interactivity	0.17	0.19	0.16	0.11							
ParasocialInteraction	0.59	0.70	0.50	0.52	0.52						
Per. Transparency	0.69	0.84	0.79	0.74	0.30	0.65					
Per. Enjoyment	0.64	0.83	0.68	0.80	0.14	0.46	0.79				
Prestige	0.72	0.63	0.74	0.53	0.24	0.60	0.71	0.61			
Purchase Intention	0.55	0.80	0.58	0.60	0.41	0.78	0.80	0.58	0.61		
Self-disclosure	0.58	0.64	0.62	0.60	0.39	0.56	0.64	0.59	0.66	0.51	

To decrease the average heteromethod-heterotrait correlations, this study eliminated the C3 indicator because it has the highest correlation value with the informativeness variable. The results of the HTMT value obtained after reducing the average heteromethod-heterotrait are listed in Table 3, where it is known that all variables have met the requirements for discriminant validity because the HTMT values are > 0.90.

**Table 3 Heterotrait–monotrait Ratio (HTMT) Result**

Variable	A	C	E	INF	INT	PSI	PE	PT	P	PI	S D
Attractiveness											
Credibility	0.75										
Expertise	0.81	0.75									
Informativeness	0.73	0.89	0.67								
Interactivity	0.17	0.23	0.16	0.11							
ParasocialInteraction	0.59	0.75	0.50	0.52	0.52						
Per. Transparency	0.69	0.89	0.79	0.74	0.30	0.65					
Per. Enjoyment	0.64	0.81	0.68	0.80	0.14	0.46	0.79				
Prestige	0.72	0.64	0.74	0.53	0.24	0.60	0.71	0.61			
Purchase Intention	0.55	0.83	0.58	0.60	0.41	0.78	0.80	0.58	0.61		
Self-disclosure	0.58	0.63	0.62	0.60	0.39	0.56	0.64	0.59	0.66	0.51	

**Evaluation of Structural Models**

The standard assessment criteria that should be considered for evaluating structural models are assessing the coefficient of determination ( $R^2$ ), the  $Q^2$  redundancy measure, and the statistical significance and relevance of the path coefficients (Hair et al, 2019). The  $R^2$  value indicates the explanatory strength of the model where 0.75, 0.50, and 0.25 can be considered substantial, moderate, and weak influences. The  $Q^2$  value indicates the predictive relevance of the PLS path model, where values higher than 0, 0.25, and 0.50 are small, medium, and large measures.

**Table 4 The Results of  $R^2$  and  $Q^2$  Value**

Endogenous Variable	$R^2$	$Q^2$ (=1 - SSE/SSO)
Credibility	0.374	0.242
Informativeness	0.216	0.133

Parasocial Interaction	0.464	0.279
Perceived Enjoyment	0.345	0.255
Perceived Transparency	0.175	0.100
Purchase Intention	0.588	0.420

Based on the results of the  $R^2$  value in Table 4, it can be seen that the variables of attractiveness, expertise, prestige, interactivity, and self-disclosure together can explain the parasocial interaction variable by 46.4% (weak influence). Then, based on the  $R^2$  value, it is known that the parasocial interaction variable in this model can explain the perceived enjoyment variable by 34.5% (weak influence), perceived transparency by 17.5% (weak influence), credibility by 37.4% (weak influence), informativeness by 21.6% (weak influence). Finally, it is also known that the variables of parasocial interaction, perceived enjoyment, perceived transparency, credibility, and perceived transparency together influence the purchase intention variable by 58.2% which is included in the moderate category.

Furthermore, based on the results of  $q^2$  value processing, it is known that the credibility variable is  $0.242 > 0$  (weak predictive relevance), informativeness is  $0.133 > 0$  (weak predictive relevance), parasocial interaction is  $0.279 > 0.25$  (moderate predictive relevance), perceived enjoyment is  $0.255 > 0.25$  (moderate predictive relevance). Perceived transparency is  $0.100 > 0$  (weak predictive relevance), and purchase intention is  $0.420 > 0.25$  (medium prediction accuracy predictive relevance).

**Table 5 Research Hypothesis Results**

Hypotesis	Relationship	Path Coeff.	T-Statistic	P-Value	Result
H1a	Attractiveness → Parasocial Interaction	0.325	5.618	0.000	Supported
H1b	Prestige → Parasocial Interaction	0.162	3.045	0.002	Supported
H1c	Expertise → Parasocial Interaction	0.034	0.515	0.607	Unsupported
H2a	Interactivity → Parasocial Interaction	0.328	6.549	0.000	Supported
H2b	Self-Disclosure → Parasocial Interaction	0.095	1.745	0.081	Unsupported
H3a	Parasocial Interaction → Perceived Transparency	0.418	8.253	0.000	Supported
H3b	Parasocial Interaction → Perceived Enjoyment	0.587	15.081	0.000	Supported
H4a	Parasocial Interaction → Informativeness	0.465	10.502	0.000	Supported
H4b	Parasocial Interaction → Credibility	0.612	17.611	0.000	Supported
H5	Parasocial Interaction → Purchase Intention	0.334	6.567	0.000	Supported
H6a	Perceived Transparency → Purchase Intention	-	0.163	0.870	Unsupported

H6b	Perceived Enjoyment → Purchase Intention	0.338	5.694	0.000	Supported	
H7a	Informativeness → Purchase Intention	-	0.012	0.181	0.856	Unsupported
H7b	Credibility → Purchase Intention	0.226	2.862	0.004	Supported	

Table 5 shows the results of the hypothesis in this research based on the results of the significance value and T value. The hypothesis will be accepted if the significance value is  $<0.05$  and the t-statistic value is  $> t$ -table.

Based on the results of hypotheses 1a, 1b, 1c, 2a, and 2b, it is known that in this model, the variables attractiveness, prestige, and interactivity significantly affect parasocial interaction where this results are in line with previous research which states that the variables attractiveness, prestige, and interactivity have a significant effect on the parasocial interaction variable. However, the absence of a significant effect between the expertise variable and self-disclosure in this study is different from the hypothesis built. Even so, in fact there are studies that find that the expertise variable does not significantly affect emotional attachment in SMI. Therefore, based on the findings of this study and reinforced by the findings of previous research, the expertise possessed by SMIs is not necessarily an important factor for consumers to experience parasocial interactions with SMIs. Then, based on the results of this study, it is also known that the self-disclosure provided by SMI through Instagram content does not significantly affect parasocial interactions. This situation can occur because SMI has many followers and makes the audience not feel the intimacy of self-disclosure made by SMI because it is addressed to many people. The negative relationship between online self-disclosure and the number of recipients is also explained by research by J. Lee et al. (2019) which states that the higher the inclusiveness of recipients when someone discloses themselves online, the negative impact on relationship intimacy.

Based on the results of hypotheses 3a, 3b, 4a, and 4c, it is known that in this model, the parasocial interaction variable has a significant effect on the variables of transparency, perceived enjoyment, informativeness, and credibility. The existence of this significant effect strengthens the previous research, which states that the parasocial interaction variables felt by the audience when watching product reviews from media personas can shape the hedonic experience (transparency and perceived enjoyment) and utilitarian experience (informativeness and credibility) of the audience. Therefore, it can be concluded that parasocial interactions can shape the hedonic (perceived enjoyment and perceived transparency) and utilitarian (informativeness and credibility) experiences felt by consumers.

Furthermore, based on the results of hypotheses 5, 6a, 6b, 7a, and 7b, it is known that there is a significant influence between the variables of parasocial interaction, perceived enjoyment, and credibility on purchase intention. However, it is also known that there is no significant positive effect between the variables of perceived transparency and informativeness on purchase intention. The significant effect of the parasocial interaction variable on purchase intention strengthens the results of previous studies, which state that the parasocial interaction variable that occurs between the audience and SMI affects consumer purchase intention. Then, the results of a significant relationship between the variables of perceived enjoyment and credibility on purchase intention and an insignificant relationship between the variables of transparency and informativeness on purchase intention reinforce the findings of research by Silaban et al. (2022), who found that the hedonic value of "perceived enjoyment" and the utilitarian value of "credibility" that occurs when viewers experience parasocial interaction have a significant effect on consumer purchase intention,

while the hedonic value of "transparency" and the utilitarian value of "informativeness" that occurs during parasocial interaction do not have a significant effect on purchase intention. Therefore, based on the results of this research and reinforced by previous research, it can be concluded that consumers have the intention to purchase products when they feel parasocial interaction, hedonic value (perceived enjoyment), and utilitarian value (credibility) from the product review content provided by SMI.

## CONCLUSION

A social media influencer (SMI) is someone who can attract a mass audience, build a fan base, and become a source of advice for followers through the content they share. SMIs provide advantages for marketers because they can target specifically and provide organic reach for brands. However, consumers' perceptions of the authenticity of social media influencers are often threatened due to the high use of social media influencers by marketers, so they are skeptical of the products being promoted. Therefore, this research aims to study the factors influencing consumer purchase intention through parasocial interaction. This research adopts content attributes (attractiveness, prestige, and expertise) and interaction strategies (interactivity and self-disclosure) as variables that encourage the existence of PSI. Then, this research also analyzes hedonic value variables (perceived transparency and perceived enjoyment), utilitarian value (informativeness and credibility), and purchase intention as variables that can be formed when PSI occurs. This research also analyzes what influences consumer purchase intention with hedonic and utilitarian values when exposed to social media influencer content. Based on research results, this study found that PSI was able to influence consumers' purchase intention. This research also found that PSI influences hedonic values (perceived transparency and perceived enjoyment) and utilitarian values (informativeness and credibility), which in turn leads to audience purchase intention. This research found that when viewers watch product review content, the hedonic value 'perceived enjoyment' and the utilitarian value 'credibility' perceived by consumers significantly affect their purchase intention, where these results strengthen previous research. Then, this research has found that of the five variables that cause parasocial interaction, attractiveness, prestige, and interactivity are the variables that have a significant influence on parasocial interaction.

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