

# Drivers and Outcomes of Credibility and Parasocial Interaction to Purchase Intentions

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**Abstract.** This research analyzed the effect of physical attractiveness, attitude homophily, social attractiveness, and relationship-building motives on credibility and parasocial interaction, and attitude towards brands and advertisements on purchase intention. Online questionnaires were sent to 200 respondents selected using non-probability and purposive sampling. Hypothesis testing involved Structural Equation Model (SEM) and AMOS Software. Findings showed that physical attractiveness positively affected credibility but had no positive influence on parasocial interaction. Attitude homophily positively affected credibility but had no positive influence on parasocial interaction. Social attractiveness positively affected parasocial interaction. Relationship-building motives positively affected parasocial interaction. Credibility positively affected parasocial interaction and attitudes toward brands and advertisements. However, credibility did not affect purchase intention. Parasocial interaction positively affected purchase intention. Brand attitude had no positive impact on purchase intention. Attitude towards advertisement positively affected purchase intention. We combined two similar studies to determine drivers and outcomes of credibility and parasocial interactions on purchase intentions.

**Keywords:** Physical Attractiveness; Attitude Homophily; Social Attractiveness; Relationship Building Motive; Credibility; Brand Attitude; Parasocial Interaction; Attitude Towards Advertisement; Purchase Intention

## 1 Introduction

Due to the increasing number of new business units, companies must create an effective and unique marketing approach to attract consumers. The Fourth Industrial Revolution or Industry 4.0 and Covid-19 pandemic require the use of the Internet of Things, in the sense that companies use the internet as a marketing medium. The internet provides various conveniences in finding information. Furthermore, the internet expands the company's reach to potential consumers. The following **Table 1** shows the total number of Indonesian internet users.

**Table 1.** Total Indonesian Internet User in January 2019

No.	Description	Population	Penetration
1.	Internet Users	150 million users	56%
2.	Cellphone Users	355.5 million users	133%
3.	Active Social Media Users	150 million users	56%
4.	Mobile Social Media Users	130 million users	48%
5.	Total population of Indonesia in 2019	268.2 million	56%

Source: We Are Social and Hootsuite, 2019 (<https://hootsuite.com/id/>, <https://wearesocial.com/>)

**Table 1** illustrates that Indonesia has adapted to the digital era. Mobile phones have >100% penetration. Therefore, companies may expand their reach to consumers. Influencer marketing is carried out through various social media platforms, such as Youtube, Instagram, Facebook, Twitter, Line, Snapchat, Blogspot, Tumblr, etc. **Table 2** shows the top 100 Youtuber Categories in Indonesia.

**Table 2.** Top 100 Youtuber Category in Indonesia

No.	Content	Percentage
1.	Vlog	39%
2.	Game	19%
3.	Music	14%
4.	Popular Information	11%
5.	Others	17%

Source: Social Blade and Tirto.id, 2019 (<https://tirto.id/><https://socialblade.com/>)

**Table 2** confirms that video blogs (Vlogs) have the highest public demand. Therefore, the majority of influencers use vlogs as a means for product promotion. According to [1] companies need to find and maintain a good relationship with influencers on social media. Influencers can become opinion leaders. Uploaded content can affect brands and products, as well as influence potential consumers. In general, companies use influencers to increase awareness, educate potential consumers, increase the number of followers, and increase sales capacity [2,3].

[4] proved that influencers possessing high physical attractiveness are considered interesting, credible, have high intelligence, social aptitude, and integrity. Physical attractiveness affects consumer perceptions of influencer credibility [1] Therefore, physical attractiveness affects influencers' credibility. [5] stated that physical attractiveness increased interactions (parasocial interaction). In addition, physical attractiveness increases consumer desire to see influencers [6]. Physical attractiveness increases the engagement (parasocial interaction) between consumers and influencers. The engagement between influencers and consumers is in the form of information exchange and communication through available platforms.

[7] stated that credibility influenced consumers through the internalization process by sharing the values and behaviors homophily perceived by consumers and influencers [1]. The common ground between influencers and consumers affects consumers' perception. The consumer will consider the influencers credible and reliable. Therefore, homophily influences the influencers' credibility. [1] proved that consumers tended to identify themselves (attitude homophily) with the influencers. Consumers create a good relationship (parasocial interaction) with the influencers. In short, consumers identify themselves or have common ground with influencers. Consumers duplicate influencers' behavior, which in turn builds relationships with influencers. Therefore, the homophilic attitude influences parasocial interactions.

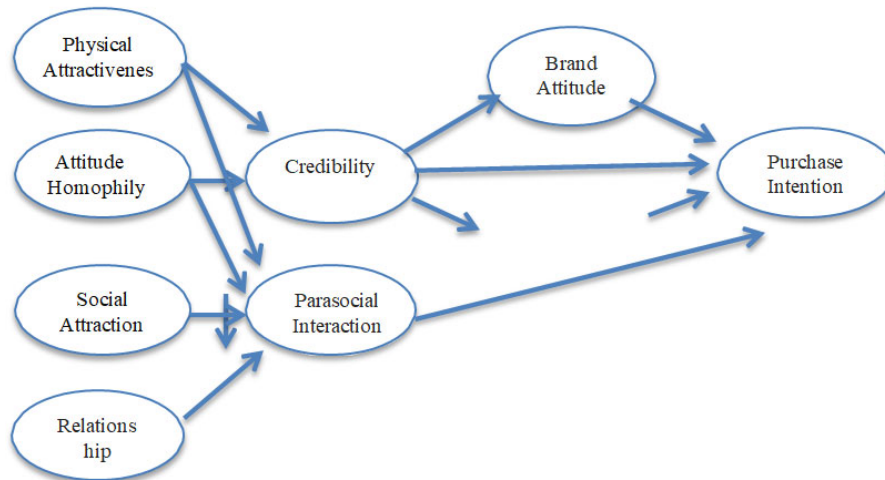
[6] proved that consumers preferred to communicate and develop relationships with people with similar social attractiveness (parasocial interactions) or common ground. The common ground between the consumer and the influencers encourages them to identify themselves with the influencer and create a parasocial relationship. Therefore, social attractiveness influences parasocial interactions. [5] stated that individuals with relationship-building motives paid more attention to the information provided by influencers [4]. Influencers provide various information to consumers through parasocial interactions. Consumers, due to the relationship-building motive, will engage with the information. Therefore, the relationship-building motive influences parasocial interaction.

Furthermore, [8] stated that credibility affected the interaction of feelings between influencers and consumers (parasocial interaction). [6] stated that credibility affected consumer behavior and persuasive messages. Parasocial interaction involves the exchange of information and shapes consumer behavior (desire to buy products). [9] stated that higher influencer credibility increased the purchase intention of the potential customer. An influencer with high credibility and reliability encourages the consumer to believe in the provided information. Therefore, increasing the purchase intention of the consumers. [6] stated that, despite the one-way relationship between consumers and influencers, the influencer might affect customer perception of products and brands. The influencer builds consumer opinion on a product. Therefore, the influencer may increase consumers' purchase intention.

The description above illustrates the crucial role of influencers in social media to increase purchase intention. The novelty of this research was the factors influencing credibility and parasocial interaction. The research also determined the consequences of influencer role in social media on purchase intention. The urgency of this research focused on the importance of marketing promotion through virtual ads using a capable influencer to increase sales volume.

### 1.1 Conceptual Framework

The following **Figure 1** describes the conceptual framework of this research:



**Fig. 1.** Conceptual Framework

## 1.2 Hypothesis Development

Influencer credibility is related to how their facial and physical appearance can be used as sales assessments [1,8]. Physically attractive influencers are considered competent (intelligence and social) and possess high integrity [4]. Physical attractiveness shows competence and trust, which are attributes of credibility (Chaker et al., 2019; Liu et al., 2019). Therefore, influencers with high physical attractiveness increase credibility levels.

H1: Physical attractiveness has a positive influence on credibility

Attraction to influencers increases engagement between influencer and consumer [6]. The engagement frequency and attraction level increase parasocial interaction between influencer and consumer [1]. According to [6] and [4], physical attractiveness may predict parasocial interaction.

H2: physical attractiveness has a positive influence on parasocial interactions.

The level of credibility of a blog may positively affect behavior or attitude towards the blog itself [12]. Homophily is the degree used by people who interact based on similar beliefs, education, social status, and preferences [6]. Individuals with the common ground can build trust [1], an attribute of credibility [11]. Therefore, higher attitude homophily between influencers and consumers increases credibility level.

H3: Attitude Homophily has a positive influence on credibility

Individuals who identify themselves with an influencer will increase parasocial interaction [4]. Consumers tend to identify themselves and create a good relationship with the influencer [1,6].

H4: Attitude Homophily has a positive influence on parasocial interactions

Individuals prefer to develop friendly relationships with individuals possessing common ground [1,6]. The common ground between consumer and influencer develops parasocial interaction [4,6]. High engagement level through social attractiveness will create parasocial interaction between influencer and consumer.

H5: Social Attractiveness has a positive influence on Parasocial Interactions.

Despite the one-way relationship nature between influencers and consumers, the influencer may influence consumers' perception of products and brands [6]. The need for engagement influenced the relationship between influencers and followers [4]. Individuals possessing relationship-building motives will pay more attention to the information provided by the influencer [4,5].

H6: Relationship-building motive has a positive influence on parasocial interaction

Influencer credibility, media features, and consumer characteristics influence parasocial interaction [13]. According to [8] credibility directly influences parasocial interaction. Consumers tend to think that the influencer has a high level of credibility. Therefore, consumers are interested in maintaining a relationship.

H7: Credibility has a positive influence on parasocial interaction

Attractive influencers may influence individuals through the identification process [1]. Consumers adapt to influencer consumption patterns by consuming influencer-recommended products [14]. According to [15,16] consumers want to identify themselves with influencers. In doing so, the consumers will purchase influencer recommended products. [6] showed that parasocial interaction between consumers and influencers positively affected the perception of a brand. Furthermore, parasocial interaction increases purchase intention [17].

H8: Parasocial interaction has a positive influence on purchase intentions.

Consumers may purchase a product when an influencer is credible and reliable [1]. Influencer credibility affects consumer behavior and purchase intention [8]. [4] stated that

physically attractive influencers and high credibility encouraged consumers to favor a brand and increase purchase intention. [16] stated that influencers with a high level of credibility could increase purchase intention.

H9: Credibility has a positive influence on purchase intention

[8] proved that credibility might be measured by determining how influencers affect consumers through emotion, attractive image, attention to the customer, influencer capability level, influencer knowledge, influencer marketing capability, and influencer experience. [1] measured credibility through influencer ability, efficiency, trust, consumer care, and content. The factors influence consumer behavior toward a product.

H10: Credibility has a positive influence on brand attitude

One creative method to promote a product through available media is to utilize influencers. Influencers may create a positive attitude. Influencers need to provide information and leave a deep impression of the brand and product attributes. Then, influencers need to be responsible, pleasant, and convincing. In doing so, an influencer may affect consumer psychology easily [18].

H11: Credibility has a positive influence on attitude towards advertisement

Attitude toward brands is a positive attitude of a consumer to a brand. It influences purchase intention. Influencers may influence consumer behavior by recommending products or brands [19]. Influencers build brands in consumer's minds. In doing so, influencers affect purchase intention. Therefore, attitude toward brands increases purchase intention.

H12: Attitude Toward Brand has a positive influence on purchase intentions

Advertising is the core of the marketing mix to increase sales [19]. Previous research shows that advertising effectively influences consumer behavior and increased purchase intention. Marketers tend to use celebrity endorsement to provide clear and interesting product information. Using celebrity in endorsement attracts consumer and increase purchase intention [20].

H13: Attitude toward advertisement has a positive influence on purchase intentions

## 2 Research Method

The research design used hypothesis testing. Sample collection used a non-probability sampling method. This research used a cross-sectional dimension, a study conducted in a period to determine the real environmental condition [21]. We used an individual analysis unit. Data were collected employing a google-form online questionnaire. The total respondents were 200 individuals filling out a 30-item questionnaire. We adopted the items from [1], which consisted of physical attractiveness (2 items), attitude homophily (2 items), social attractiveness (2 items), relationship building motives (6 items), credibility (5 items), and parasocial interactions (2 items). We also adopted items from [19], which consisted of brand attitude (4 items), advertisement attitude (5 items), dan purchase intentions (2 items). This research used purposive sampling and the following criteria: 1) respondents had watched influencers' video blogs of cosmetics, health, food/beverages, and travel; and 2) respondents had watched a minimum of three different products video blogs for the last month. The questionnaire items used a Likert Scale (1-5) with five alternatives (1 = strongly disagree; 2 = disagree; 3 = slightly agree; 4 = agree; 5 = strongly agree).

We used the validity test and reliability test to assess instruments. The variables are valid when the validity test produced a loading factor  $> 0.40$  [22] The variables are valid when the reliability test produced Cronbach's Alpha  $\geq 0.6$  [22]

### 3 Findings and Discussion

The total respondents were 200 individuals, and the majority were female (146 women or 73%). The respondent age was between 18 ≥ 41 years old, and the majority were 24 - 34 years old (61.5%). As many as 112 respondents had bachelor's degrees (56%), and 74 respondents were private company employees (37%). The majority of the respondents (31.5%) earned IDR 9,000,000.- per month. Then, 66 (33%) respondents watched food vlogs, and 60 (30%) respondents watched beauty-related vlogs. The majority of respondents used Instagram (52.5%) and Youtube (45%). In addition, 159 (79.5%) respondents purchased influencer-recommended products. **Table 3** presents the result of the validity and reliability test. **Table 4** presents the Goodness of Fit test result.

**Table 3.** Validity and Reliability Test Result

No.	Question Item	p-value	Cronbach alpha	Description
<b>Physycal Attractiveness</b>				
1.	I think the vlogger is beautiful or handsome	0.943		
2.	I think the vlogger is physically attractive	0.901	0.918	Valid and Reliable
<b>Attitude Homophily</b>				
1.	I think the vlogger has a similar thought process as I do	0.780		
2.	I think the vlogger has the same life value as I do	0.706	0.718	Valid and Reliable
<b>Social Attractiveness</b>				
1.	I think the vlogger can become my friend	0.894		
2.	I want to talk with the vlogger freely	0.756	0.805	Valid and Reliable
<b>Relationship Building Motive</b>				
1.	I watch the vlog to be able to communicate with others	0.754		
2.	I watch the vlog to be able to communicate with people I like	0.798		
3.	I watch the vlog to find similar lifestyles	0.668		
4.	I watch the vlog to be able to talk to friends at a personal level	0.935		
5.	I watch the vlog to be able to have an intimate conversation	0.867	0.918	Valid and Reliable
6.	I watch the vlog to be able to communicate with friends I don't communicate often	0.813		
<b>Credibility</b>				
1.	I think the vlogger masters their content	0.674		
2.	I think the vlogger works efficiently	0.755		
3.	I think the vlogger is credible	0.775		
4.	I think the vlogger cares about their followers	0.706		
5.	The vlogger always uploads new content	0.746	0.864	Valid and Reliable
<b>Parasocial Interaction</b>				
1.	I am eager to watch the video, as well as read updates and comments of the vlogger	0.798	0.766	Valid and reliable
2.	I follow the vlogger to interact with them on other social media	0.775		
<b>Brand Attitude</b>				
1.	The vlogger encourages me to remember	0.798		

No.	Question Item	p-value	Cronbach alpha	Description
	certain products and brands			
2.	The vlogger explains their experience on product benefit and usage	0.833		
3.	The vlogger encourages me to choose certain products	0.846	0.886	Valid and Reliable
4.	The vlogger influences me to choose certain products	0.781		
<b>Advertisement Attitude</b>				
1.	I pay attention to product advertisements recommended by vloggers	0.781		
2.	I often want to purchase products recommended by vloggers	0.798		
3.	Vlogger advertisements encourage people to buy recommended products and brands	0.895		
4.	The majority of vlogger advertisements are easy to understand	0.850	0.905	Valid and Reliable
5.	The majority of vlogger advertisements are credible	0.746		
<b>Purchase Intention</b>				
1.	I will buy products recommended by vloggers in the future	0.937		Valid and Reliable
2.	I will encourage friends to buy product recommended by vloggers	0.835	0.871	

Source: AMOS 21 processed data

**Table 4.** The Goodness of Fit Test Result

Measurement Type	Measurement	Cut Off	Value	Description
Absolute Fit Indices	Sig. Probability	$\geq 0.05$	0.000	Poor Fit
	GFI	$\geq 0.90$	0.757	Poor Fit
	RMSEA	$\leq 0.10$	0.085	Goodness of Fit
	NFI	$\geq 0.90$	0.800	Marginal Fit
	TLI	$\geq 0.90$	0.853	Marginal Fit
Incremental Fit Indices	CFI	$\geq 0.90$	0.870	Marginal Fit
	RFI	$\geq 0.90$	0.774	Poor Fit
	IFI	$\geq 0.90$	0.871	Marginal Fit
Parsimony Fit Indices	AGFI	$\leq$ GFI	0.707	Goodness of Fit

Source: AMOS 21 processed data (attached)

**Table 5.** Descriptive Statistics

Variable	Mean	Standard Deviation
Physical Attractiveness	3.773	0.940
Attitude Homophily	3.588	0.851
Social Attractiveness	3.518	1.008
Relationship Building Motive	3.072	1.027
Credibility	4.319	0.627
Parasocial Interaction	3.660	0.936
Brand Attitude	3.920	0.851
Attitude towards Advertisement	3.669	0.843
Purchase Intention	3.513	0.940

Source: AMOS 21 processed data

Table 5 confirms that physical attractiveness has a mean of 3.773. The majority of respondents said that influencers had an attractive physical appearance. The majority of respondents viewed influencers as attractive, beautiful, and handsome. Attitude homophily had a mean of 3.588. The majority of respondents stated that influencers have similar thoughts processes and lifestyles. Social attractiveness had a mean of 3.518. The majority of respondents stated that they could be friends and freely talk with the influencer. Relationship-building motives had a mean of 3.072. The majority of respondents stated that watching vlogs helped them communicate, talk to other people, understand their lifestyles, and be close friends. Credibility had a mean of 4.319.

The majority of respondents stated that the influencers mastered their content, worked efficiently, was credible, and roused interest and care for their followers. Parasocial interaction had a mean of 3.660. The majority of respondents were willing to read the comments of the influencers and interact through various other social media. Brand attitude had a mean of 3.920. The presence of influencers encouraged respondents to remember the product brand, understand its benefits and use, and encourage respondents to choose a particular brand. Attitude towards advertisement had a mean value of 3.669. Respondents paid attention to advertisements easily. The influencers' advertisements helped respondents to purchase products. Then, respondents believe in influencers' recommended products. Purchase intentions had a mean value of 3.513. Respondents would buy products in the future and communicate to their closest friends to buy advertised products. The following **Table 6** shows the result of the hypothesis testing.

**Table 6.** Result of Hypothesis Test

<b>Hypothesis</b>	<i>Estimate</i>	<i>p-value</i>	<b>Results</b>
H1: <i>Physical Attractiveness</i> → <i>Credibility</i>	0.147	0.002	accepted
H2: <i>Physical Attractiveness</i> → <i>Parasocial Interaction</i>	-0.008	0.454	rejected
H3: <i>Attitude Homophily</i> → <i>Credibility</i>	0.252	0.000	accepted
H4: <i>Attitude Homophily</i> → <i>Parasocial Interaction</i>	-0.093	0.303	rejected
H5: <i>Social Attractiveness</i> → <i>Parasocial Interaction</i>	0.286	0.011	accepted
H6: <i>Relationship Building Motives</i> → <i>Parasocial Interaction</i>	0.289	0.000	accepted
H7: <i>Credibility</i> → <i>Parasocial Interaction</i>	0.841	0.000	accepted
H8: <i>Parasocial Interaction</i> → <i>Purchase Intention</i>	0.253	0.004	accepted
H9: <i>Credibility</i> → <i>Purchase Intention</i>	0.000	0.500	rejected
H10: <i>Credibility</i> → <i>Brand Attitude</i>	0.996	0.000	accepted
H11: <i>Credibility</i> → <i>Advertisement Attitude</i>	0.934	0.000	accepted
H12: <i>Attitude toward Brand</i> → <i>Purchase Intention</i>	0.058	0.263	rejected
H13: <i>Attitude toward Advertisement</i> → <i>Purchase Intention</i>	0.762	0.000	accepted

Source: AMOS 21 processed data

The hypothesis testing showed mixed results. Out of 13 hypotheses proposed, nine were accepted, and four were rejected. Hypothesis 1 assessed the positive effect of physical attractiveness on credibility. The estimated coefficient value was 0.147 and p-value was 0.002 < 0.05. Ho was rejected, and Ha was accepted. Therefore, physical attractiveness had a significant positive effect on credibility. Physical attractiveness is associated with positive characters, being beautiful or handsome, and attractive physical appearance. [6,13] stated that one of the main forms of attractiveness was appearance, namely the first impression others received in an interaction.

Hypothesis 2 assessed the positive effect of physical attractiveness on parasocial



interaction. The estimated coefficient value was  $-0.008$ , and the p-value was  $0.454 > 0.05$ . The research finding showed that physical attractiveness did not have a positive effect on parasocial interaction. Respondents were not willing to watch videos, read uploaded posts, and write comments. However, respondents interacted with influencers in various media. [1] stated that consumers were willing to engage with influencer videos, posts, and comments. Consumers follow and interact with influencers on other social media.

Hypothesis 3 assessed the positive effect of attitude homophily on credibility. The estimated coefficient value was  $0.252$ , and the p-value was  $0.000 < 0.05$ .  $H_0$  was rejected, and  $H_a$  was accepted. Therefore, attitude homophily had a significant positive effect on credibility. Attitude homophily means that consumers have similar thought processes and lifestyles as the influencers. Consumers develop a homophilic attitude when they have common ground with influencers. [6] and [1] supported our findings.

Hypothesis 4 assessed the positive effect of attitude homophily on parasocial interaction. The estimated coefficient value was  $-0.093$ , and the p-value was  $0.303$ . Therefore, attitude homophily did not have a positive effect on parasocial interaction. [23] and [1] did not support our findings. Previous research defined parasocial interaction as the process and result of the connection between the mass media users and the relationship development with various types of human representation in various media.

Hypothesis 5 assessed the positive effect of social attractiveness on parasocial interaction. The estimated coefficient value was  $0.286$ , and the p-value was  $0.011 < 0.05$ .  $H_0$  was rejected, and  $H_a$  was accepted. Therefore, social attractiveness had a significant positive effect on parasocial interaction. Respondent considers influencers as a friend they can talk to. [1] and [24] supported our findings. Previous research mentions that social attractiveness is the probability of becoming friends or choosing a figure as a co-worker in a media.

Hypothesis 6 assessed the positive effect of credibility on parasocial interaction. The estimated coefficient value was  $0.289$ , and the p-value was  $0.000 < 0.05$ .  $H_0$  was rejected, and  $H_a$  was accepted. Therefore, the relationship-building motive has a significant positive effect on parasocial interaction. Respondents used relationship-building motives to communicate, talk, and understand the influencers' lifestyles. In addition, respondents watch vlogs to being able to talk privately and intimately to influencers. [4] stated that individuals having relationship-building motives with influencers would pay more attention to the information provided.

Hypothesis 7 assessed the positive effect of credibility on parasocial interaction. The estimated coefficient value was  $0.841$ , and the p-value was  $0.000 < 0.05$ .  $H_0$  was rejected, and  $H_a$  was accepted. Therefore, credibility had a significant positive effect on parasocial interaction. Respondents understand that vloggers master their content, work efficiently, are trustworthy, inspire new content, and care about their followers. [25] and [1] stated that consumers bought a product advertised by an influencer because they thought the influencer was reliable and trustworthy.

Hypothesis 8 assessed the positive effect of parasocial interaction on purchase intention. The estimated coefficient value was  $0.253$ , and the p-value was  $0.004 < 0.05$ .  $H_0$  was rejected, and  $H_a$  was accepted. Therefore, parasocial interaction had a significant positive effect on purchase intention. Respondents were eager to watch vlogs because they wanted to read posts and leave comments. [1] stated that consumers bought products advertised by influencers. Consumers wait for influencers' content and want to know product-related information.

Hypothesis 9 assessed the positive effect of credibility on purchase intention. The estimated coefficient value was  $0.000$  and the p-value was  $0.500 > 0.05$ .  $H_0$  was accepted, and  $H_a$  was rejected. Therefore, credibility had no positive effect on purchase intention. [25] and

[1] did not support the result of this research. Previous research stated that consumers bought products recommended by influencers due to the influencers' credibility and reliability. [9] stated that higher influencers' review credibility and potential online consumers would increase purchase intentions.

Hypothesis 10 assessed the positive effect of credibility on brand attitude. The estimated coefficient value was 0.996. It indicated that higher credibility increased brand attitude and vice versa. The p-value was  $0.000 < 0.05$ , indicating that  $H_0$  was rejected and  $H_a$  was accepted. Therefore, credibility had a significant positive effect on brand attitude. Brand attitude is a comprehensive consumer evaluation of a particular brand and forms the basis used by consumers to determine decisions and behavior towards products and brands [12]. [1] supported our findings.

Hypothesis 11 assessed the positive effect of credibility on attitude toward advertisements. The estimated coefficient value was 0.934, indicating that higher credibility increased attitude toward advertisements and vice versa. The p-value was  $0.000 < 0.05$ , indicating that  $H_0$  was rejected and  $H_a$  was accepted. Therefore, credibility had a significant positive effect on attitude toward advertisements. Respondents paid attention to the vlogger advertisements. The respondents believed in vlogger recommendations and wanted to buy advertised products.

Hypothesis 12 assessed the positive effect of brand attitude on purchase intention. The estimated coefficient value was 0.058, indicating that increasing credibility would slightly increase purchase intention and vice versa. The p-value was  $0.263 > 0.05$ , indicating that  $H_0$  was accepted and  $H_a$  was rejected. Therefore brand attitude did not affect purchase intention. The result of this research was not supported by [12] stating that brand attitude refers to consumers' thorough evaluation of a brand, which forms consumer decision and behavior.

Hypothesis 13 assessed the positive effect of attitude toward advertisements on purchase intention. The estimated coefficient value was 0.762, and the p-value was  $0.000 < 0.05$ .  $H_0$  was rejected, and  $H_a$  was accepted. Therefore, attitude toward advertisements has a significant positive effect on Purchase Intention. Respondents paid attention to influencers' product advertisements. Respondents understood the advertisement and were willing to buy the advertised product. They considered that the influencers used easy-to-understand advertisements and delivered trustworthy information. This research was supported by [26].

#### **4 Conclusion**

The research result showed that physical attractiveness had a positive impact on credibility but had no positive impact on parasocial interaction. Attitude homophily had a positive impact on credibility but had no positive impact on parasocial interaction. Social attractiveness has a positive impact on parasocial interaction. Relationship-building motives had a positive impact on parasocial interaction. Credibility had a positive impact on parasocial interaction, brand attitude, and attitude towards advertisement but had no impact on purchase intention. Parasocial interaction had a positive impact on purchase intention. Brand attitude had no positive impact on purchase intention. Attitude towards advertisement had a positive impact on purchase intention.

The managerial implication of this research is that companies may use influencers to speed up vlog impressions. Consumers can immediately read posts and provide comments on products advertised. In addition, it is necessary to determine general thought patterns and community lifestyles. Therefore, there are no gaps related to mindset and lifestyle. The limitation of this study is that the research area was limited to the Jabodetabek (Jakarta, Bogor,

Depok, Tangerang, and Bekasi) region and used the existing variables. Future research may expand the research area and add new variables. Future research may also add mediating or moderating variables to produce more comprehensive research.

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