

# Parasocial Interactions of Indonesian Beauty Vloggers in the Digital Age: Do they Impact Purchases by Millennial Netizens?

RINI KUSWATI<sup>1,\*</sup>, SOEPATINI SOEPATINI<sup>1</sup>, KUSSUDYARSANA KUSSUDYARSANA<sup>1</sup>,  
SAFIRA ZAKIYAH<sup>1</sup>

<sup>1</sup>Department of Management,  
Universitas Muhammadiyah Surakarta,  
A. Yani 157 Street, Pabelan, Kartasura, Sukoharjo 57169, Central Java,  
INDONESIA

*\*Corresponding Author*

**Abstract:** - The research objective of this study is to determine the impact of parasocial interactions on consumers' propensity to purchase cosmetics in the digital age. The other aim of this study is to elucidate how hedonism, social attractiveness, and physical beauty affect parasocial interactions. The originality of this study is the integration of theories in the research model, namely the parasocial interaction theory, social identity theory, and theory of reasoned action. The main goal of this study is to fill a theoretical and practical gap by answering the question of how internal and external factors significantly influence online purchase intention. Beauty vloggers' physical and social attractiveness is used to explain the external variables, while hedonism is used to explain the internal factors. The researchers used a positive paradigm and a quantitative approach. Data from well-known media platforms, such as Instagram and YouTube, were gathered. The sample of subscribers to beauty vlogger accounts numbered 450 and they were surveyed using a purposive sampling technique. The data were examined using the outer and inner models of Smart PLS through Structural Equation Modeling. This study shows that parasocial interactions entirely offset the effect of physical and social attractiveness on purchase intention in the digital age. The external variables affect how millennials interact with beauty vloggers more than the internal variables do. Therefore, it is distinctive how millennial netizens use the Instagram and YouTube platforms in parasocial interactions, using beauty vloggers as influencers. Given the results, managers should engage with the influencers to create collaborations and manage social media channels to interact with audiences who are involved with beauty vloggers.

**Key-Words:** - beauty vlogger, hedonism, parasocial interaction, parasocial interaction theory, physical attractiveness, purchase intention, social attractiveness, social identity theory, theory of reason action, theory of planned behavior.

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## 1 Introduction

Physical and social attractiveness are both components of parasocial interaction, [1], [2]. Physical attractiveness refers to a set of characteristics used to determine whether a person is attractive or unattractive and to what degree. In contrast to physical attractiveness, social attractiveness refers to a person's socially attractive attitude or attributes, [2], [3]. Moreover, hedonism is an inherent component of both physical and social appeal. Hedonism is the degree to which the pursuit of delight in life becomes a priority in an individual's decision-making process, [4]. These factors have an empirical impact on the communication of influencers with their audiences. In the digital era, effective communication by influencers and beauty vloggers influences consumer purchase intention and decisions, [2], [5].

Extensive research has been conducted on online purchase intention, [6], but empirical support is still lacking for studies investigating the role of parasocial interaction in how beauty vloggers strengthen purchase intention from the perspective of internal and external personality dimensions. Therefore, it is intriguing to investigate this to fill a gap in the research: what the role of beauty vloggers in digital business trends, given the shift in consumer purchasing behavior towards online purchases, [7], [8].

The novelty of this study lies in predicting the impact of parasocial interactions on consumer purchase intentions within online communities, particularly among Indonesian millennials. The study examines the influence of hedonism, physical attractiveness, and social attractiveness on purchase intentions, mediated by parasocial interactions with

beauty vloggers. Additionally, this research aims to fill the theoretical gap by explaining the consumer behavior of Indonesian millennials in online communities within the framework of the parasocial interaction theory and social identity theory, [9], [10], [11]. The social identity theory explains consumer behavior within online communities, suggesting that individuals tend to identify themselves based on their involvement in such communities, [12].

The parasocial interaction theory in this study is used to explore whether individuals' online purchase intentions are primarily influenced by external factors, such as physical attractiveness and social attractiveness. According to the parasocial interaction theory, individuals who have strong social media connections with specific characters tend to imitate or behave like those characters. Essentially, this theory also implies the contribution of external factors in explaining the occurrence of certain behaviors. Meanwhile, the Social Identity Theory explains that an individual's behavior or intentions are influenced by both external and internal factors, [12]. Based on this, the research model in this study is developed to explain millennial purchase intentions in the digital era, [13], [14]. Consumer purchase intentions, in this case, are elucidated by the theory of reasoned action.

Thus, an individual's behavior is influenced by perceived external models as well as internal factors, including personality and individual values. Furthermore, this study measures individuals' intentions to purchase cosmetics online, explained by integrating the parasocial interaction theory, the social identity theory, and the theory of reasoned action.

## 2 Theoretical Framework

### 2.1 Parasocial Interaction Theory

The parasocial interaction theory defines a person's friendship relationship with, or attachment to, a character who appears online based on the affective bond felt by that person towards the media character, [12]. Initially, this theory explained the illusionary or false intimacy that exists between television viewers and media figures. It depicts the trend in online media and online communities, [15]. Today, non-celebrity vloggers are as popular as celebrities in the conventional media.

Parasocial interactions are one-sided emotional relationships between the audience and media characters through initial or repeated

interactions in that media reality that imitate an imaginary interpersonal relationship, [16]. The applicability of parasocial relationships has been extended from traditional mass media to the contemporary online environment, especially within the context of social media, which brings the audience and media characters closer than ever before, [17]. The concept of parasocial interaction has been applied to comprehend the relationships between influencers and consumers in the digital environment, including traditional celebrities and social media influencers, [3], [18].

There is research [19], that extends the concept of parasocial relationships to the business-to-business (B2B) context, proposing that B2B parasocial relationships generated with an entrepreneur endorser stimulate repurchase intention among customer firms. In addition to real-life social relationships, influencer-fan interactions can form and strengthen parasocial relationships, [19], [20]. In social media, consumers can interact with their preferred influencers (e.g., follow, like, comment on, and share posts), creating the illusion of two-way communication. Frequent social media interactions between consumers and vloggers facilitate the development of parasocial relationships, as demonstrated by [21]. Some studies, [22], [23] discovered that increased parasocial relationships reduce consumers' critical evaluation of advertising content.

### 2.2 Theory of Reasoned Action and Theory of Planned Behavior

According to theory of reasoned action [12], [24], there is a positive association between parasocial interaction and an individual's attitude and intention, [25]. Belief, attitude, intention, and activity are simultaneously linked to an individual's act. The most accurate predictor of behavior is intention, which means that knowing one's intentions is the best method to predict one's behavior. However, one's behavior can be done for a variety of reasons (not all are necessarily intended). The focus of attention, which refers to the mind's ability to think about something essential, is a key term in the theory of reasoned action.

Intention is determined by attitudes and subjective norms, [24]. A rigorous and deliberate decision-making process, which is affected by attitudes, in turn, affects behavior, and their influence is only felt by three variables. First, precise attitudes about something rather than general attitudes are what largely govern conduct. Second, assumptions about what others are likely to expect have an impact on conduct in addition to objective

rules. Third, attitudes toward particular behaviors and subjective norms work together to create the intention to act in a particular way.

Based on the theory of reasoned action serves as the foundation for the theory of planned behavior according to [12], whose study suggests an amendment of intention to act. Intention is a function of two basic determinants, namely attitude toward behavior (personal aspect) and the perceived social pressure to perform or not engage in a certain behavior (subjective norms). Principally, according to the theory of reasoned action, attitudes, and subjective norms have an impact on intentions, which in turn have an impact on behavior, [26]. One's beliefs and previous deeds influence one's attitude. Simply, this theory explains that a person will behave according to a certain manner as well as the expectations of others, [27]. The theory of reasoned action is applied to explain that consumer purchase behavior is determined by purchase intention. Likewise, attitudes and subjective norms also affect behavioral intention.

### 2.3 Social Identity Theory

Social identity theory is the study of how belonging to social groups affects an individual's self-concept and identity. Social identity theory as one of the major theories in social psychology was created in the 1970s, [12]. People align themselves with specific groups to maintain a positive social identity. Due to this recognition, individuals attempt to enhance their self-esteem by distinguishing their group positively from other groups, resulting in favoritism towards their group and derogation towards other groups. The theory highlights the significance of intergroup conflict and social comparison in shaping social identity processes. The social identity theory elucidates why individuals usually identify with a specific community under various circumstances. It explains how groups or communities have a considerable impact on an individual's behavior, together with external and internal factors.

The grand theories of parasocial interaction theory and social identity were utilized in this study. Multiple factors, including physical and social attractiveness, were considered. Physical attractiveness is a set of characteristics used to determine whether a person is attractive or repellant. Social attractiveness is an attitude that shapes a person to generate a sense of social attraction. Then, according to previous studies, hedonism is one of the internal factors that influence online purchase intent, [4]. Individuals who prioritize the pleasures of life hold hedonism as a value. This value induces

a desire to participate in parasocial interaction, stimulating purchase intent.

Regarding the determinants of parasocial interaction, some researchers, [8], [28] have stated that intimate and false ties are produced by the unequal relationship between media consumers (users of social networking sites) and media figures (such as social media influencers). Such relationship marketing is developed due to several factors, including the degree to which media users view media figures as attractive and representative, [29], [30].

Attractiveness can be described as physical and social attractiveness. Physical attractiveness in social psychology refers to how appealing or pleasing a person's physical features are, [31]. While the parameters may vary between cultures and over time, they are still closely related to social interaction. This study discusses the relationship between internal factors (hedonism), external factors (physical and social attractiveness), and parasocial interaction. The ability to reach out or connect with others, especially for media figures, is a part of social attractiveness. Through media like television, newspapers, and social media platforms, social attractiveness has been shown to start parasocial interactions in addition to physical attractiveness.

The social cognition theory explains that parasocial interaction is formed by cognitive processes impacted by external stimuli (social attractiveness) and personal qualities. Hedonism is another aspect of predicting the presence of parasocial interaction. Hedonism is an individual's view of life, [12]. It emphasizes the pleasure in life, [4]. Hedonists tend to seek pleasure or to engage in fun activities. Vloggers who adhere to a hedonistic lifestyle are prominent figures in parasocial interactions. When both vloggers and followers are hedonists, such parasocial interaction will have a stronger influence on them. The glorification of hedonism is foreseen as indirectly affecting online purchase intention, [4]. Moreover, as the apparent intimacy is stated and visualized, media users (followers) may sense an affinity with media figures (beauty vloggers) and thus purchase certain products.

The intention to make an online purchase is significantly influenced by physical beauty. Similar to this, social attractiveness significantly affects consumers' propensity to make a purchase. An attitude or characteristic that makes a person appear socially appealing is known as social attractiveness. Beauty vloggers with outstanding social appeal are likely to influence the perception of their followers, [22], [32]. The modeling process occurs and

eventually affects the purchase intention of followers or consumers.

Further, internal factors are estimated to be ineffective in predicting behavior or intention. By involving mediating variables, the weak influence of value as an element of individual personality can be reinforced. Hedonism might have a direct and indirect effect on online purchase intentions, with parasocial interaction as a mediator. The overarching goal of this study is to evaluate the impact of beauty vloggers in parasocial interactions on online purchase intention, with physical attractiveness, social attractiveness (external factors), and hedonism (internal factors) as determinants of parasocial interaction. Furthermore, parasocial interaction is a mediating factor between internal and external factors and their effect on online purchase intention. The following hypotheses are formed in light of prior theories and empirical data.

H1: Physical attractiveness has a positive effect on parasocial interactions.

H2: Social attractiveness has a positive effect on parasocial interactions.

H3: Hedonism has positive effects on parasocial interactions.

H4: Hedonism has positive effects on purchase intention.

H5: Parasocial interactions have a positive effect on purchase intention.

H6: Physical attractiveness has a positive effect on purchase intention.

H7: Social attractiveness has a positive effect on purchase intention.

H8: Parasocial interaction mediates the relationship between physical attractiveness and purchase intention.

H9: Parasocial interaction mediates the effect of social attractiveness on purchase intention.

H10: Parasocial interaction mediates the effect of hedonism on purchase intention.

### 3 Research Method

#### 3.1 Research Strategy

The positivist paradigm in the present quantitative research supports a deductive approach emphasizing the research's external validity. This study explores an online survey as a data collection technique that emphasizes generalizing a phenomenon being examined, [33], [34]. This study consists of a dependent variable (online purchase intention), independent variables (physical attractiveness,

social attractiveness, and hedonism), and a mediator variable (parasocial interaction). There are seventeen instruments to measure all variables as in Table 1. Individual units of analysis were used to measure all variables.

Table 1. Research Instruments

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Variables and instruments

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**Parasocial interaction** is the relationship between media figures and media users, such as the relationship between beauty vloggers and viewers/subscribers. The following indicators are examined.

1. I have always aspired to see the video by the beauty vlogger "X".
2. Watching beauty vlogger "X" "makes me feel included.
3. I am acquainted with the appearance of the attractive Vlogger "X".
4. I want to meet the beauty Vlogger "X" in person.
5. I will read any article in a newspaper or magazine that features the beauty vlogger "X".
6. Beauty vlogger "X" creates a sense of ease and familiarity, like being among friends.
7. Beauty vlogger "X" influenced my decision to purchase a product.
8. I intended to view the video and read the articles and comments.
9. I will track his activities and engage with him on several social media platforms.

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**Physical attractiveness** is a set of features to consider a person is beautiful as measured by the following indicators.

1. I think beauty vlogger "X" is physically attractive.
2. I think beauty vlogger "X" is quite beautiful.
3. Physically, beauty vlogger "X" looks sexy.

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**Social attractiveness** is an attitude that shapes a person to create a sense of social attraction. In determining a person's attitude, the following indicators are examined.

1. I think beauty vlogger "X" can be a good friend to me.
2. I want to make friends with beauty vlogger "X".
3. Beauty vlogger "X" treats people like me sincerely.
4. Her beauty makes me always want to have a good conversation with her.

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**Hedonism** is an individual's view of life that prioritizes pleasure and enjoyment in life. This construct is measured using the following indicators.

1. I always look forward to having fun even if I have to leave my task or duty.
2. I love pampering myself.
3. It is important for me to do things that make me happy.
4. It is important for me to enjoy the pleasures of life.
5. I really like having fun.

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Source: own work (2023)

The target population for this study was the Indonesian millennials who were spread across several of the country's cities. This study involved 450 Instagram followers and YouTube subscribers of beauty vlogger "X". This research employed non-probability sampling and the purposive sampling method. The criteria for purposive sampling included: females over the age of 17 years who were followers of Instagram or subscribers on YouTube of beauty vlogger "X." Respondents were prompted to recall their preferred social media vlogger and answer the questions.

The social desirability bias was mitigated by ensuring the anonymity of the question-and-answer procedure. The pilot test was carried out as an initial testing step for the research instrument. The pilot test involved 50 respondents with good validity and reliability test results. The validity test in the pilot study used confirmatory factor analysis (CFA). The researchers used validated instruments to collect data on 450 respondents.

### 3.2 Validation Instruments and Data Analysis

To ensure that the research instrument was appropriate, it was subjected to discriminant and convergent validity tests. Both tests were conducted by analyzing the outer model on the output of the SEM-SMARTPLS. The degree to which a variable is consistent with what it is meant to assess is known as reliability, [9], [35]. Reliability testing aims to determine whether the instrument used in the study can measure and reveal what will be measured precisely and accurately. The value of Cronbach's alpha indicates the instrument's reliability, while composite reliability tests the consistency of a variable, [36]. According to [37], an alpha value of 0.6 and a composite reliability value above 0.7 indicate the reliability of an instrument.

Data analysis was conducted using SEM with SmartPLS 3.0 software. Some tests are classical assumption tests using the multicollinearity test as indicated by the value of collinearity statistics (VIF). The outer model test uses four criteria to test the validity of the research, namely the convergent validity, average variance extracted (AVE), discriminant validity using outer loading, the instrument reliability output shown in composite reliability, and Cronbach's alpha on each variable. The inner model tests the hypothesis using the path coefficient, both direct and indirect effects[38]. Subsequently, the model feasibility test (goodness of fit model) was carried out.

## 4 Results and Discussion

### 4.1 Data Analysis Results

The descriptive data from this study indicate that 100 percent of the respondents were women. The majority of them, comprising 45 percent, held a bachelor's degree. Moreover, the largest proportion of them, accounting for 85 percent of the total, were between 17 and 25 years old, with the rest being aged above 25 and up to 35 years old. Therefore, the majority of respondents in this study were millennial youths who were active on social media.

### 4.2 Outer Model Analysis

Smart PLS 3.0 was utilized to perform structural equation modeling (SEM), on the data collected for study. The two SEM processes—the measurement model, which is the output of the outer model, and the structural model, which is the result of the inner model of SmartPLS in this study. While the structural model connects a latent variable like PInt to other latent variables like PA, H, and PI, the measurement model relates the observed variables to their identifiable latent variables. In addition to validity and reliability assessment tests, multicollinearity must vouch for the constructs' independence and lack of strong relationships with one another.

The multicollinearity test examined possible correlations between the independent variables in the research model. As an indicator, a variance inflation factor (VIF) of less than 10 is acceptable [39]. The results of the data analysis showed that none of the independent variables were correlated, implying no strong correlation exists between independent variables, as shown in Table 2.

Table 2. The Result of the Multicollinearity Test

Variable	VIF	Description
Physical attractiveness	1.462	No multicollinearity
Social attractiveness	2.144	No multicollinearity
Hedonism	1.034	No multicollinearity
Parasocial interaction	2.153	No multicollinearity

Source: Primary data processed (2024)

#### 4.2.1 The Results of the Validity Testing

This study evaluates the construct validity and reliability to ensure that the SEM SmartPLS produces trustworthy and dependable findings. In the initial stage of the analysis of the measurements, the convergent validity and discriminant validity

checks were performed to assess the validity of the constructs.

Construct validity refers to the alignment between the indicators of a measuring instrument and the underlying theory. Furthermore, the convergent validity test is intended to determine whether the indicators are conceptually and theoretically appropriate in measuring the constructs in this study, namely the physical attractiveness of beauty vloggers, social attractiveness of beauty vloggers, hedonism, parasocial interactions, and online purchase intention. Discriminant validity refers to the lack of correlation or unity among instruments evaluating a construct, or assessment of a different concept. The output of the outer model test revealed the convergent validity as presented in the average variance extracted (AVE) shown in Table 3.

Table 3. The Results of Convergent Validity Test

Variable	AVE	
Physical attraction	0.675	Valid
Social attraction	0.648	Valid
Hedonism	0.626	Valid
Purchase intention	0.650	Valid
Parasocial interaction	0.667	Valid

Source: Primary data processed (2024)

The second validity test is discriminant validity. The discriminant test is intended to determine whether the indicators in the research instrument can be measured differently from other variables outside the construct itself. The discriminant validity test means that the indicators used by researchers have been able to discriminate against these items from other construct measurements. Discriminant validity refers to the lack of correlation or unity among instruments evaluating a construct, or assessment of a different concept. The discriminant validity test results showed a loading value of more than 0.5 and clustered in one factor, so it can be declared valid, [38]. According to the results of the discriminant validity test, all indicators of variable measurement are declared valid as shown in Table 4.

Table 4. Validation of Discriminant Validity

Items	H	PI	PA	PInt	SA
H1	<b>0.756</b>	-0.073	-0.016	0.006	0.028
H2	<b>0.882</b>	-0.114	0.090	-0.087	-0.054
H3	<b>0.827</b>	-0.084	0.037	-0.021	-0.022
H4	<b>0.779</b>	-0.073	0.072	0.008	0.001
H5	<b>0.700</b>	-0.017	0.056	0.004	0.012
Df1	0.007	0.377	<b>0.836</b>	0.175	0.424
Df2	0.074	0.484	<b>0.900</b>	0.219	0.448
Df3	0.077	0.364	<b>0.719</b>	0.246	0.399
Ds1	0.045	0.534	0.488	0.351	<b>0.800</b>
Ds2	-0.030	0.621	0.433	0.387	<b>0.852</b>
Ds3	-0.017	0.528	0.276	0.376	<b>0.789</b>
Ds4	-0.066	0.581	0.461	0.426	<b>0.777</b>
Ip1	-0.170	<b>0.820</b>	0.415	0.500	0.609
Ip2	-0.044	<b>0.834</b>	0.359	0.500	0.616
Ip3	-0.007	<b>0.806</b>	0.399	0.445	0.585
Ip4	-0.106	<b>0.750</b>	0.570	0.407	0.603
Ip5	-0.111	<b>0.811</b>	0.419	0.499	0.592
Ip6	-0.051	<b>0.841</b>	0.435	0.474	0.644
Ip7	-0.101	<b>0.791</b>	0.405	0.521	0.452
Ip8	-0.134	<b>0.845</b>	0.342	0.539	0.543
Ip9	-0.065	<b>0.848</b>	0.353	0.556	0.528
Nb1	-0.054	0.617	0.247	<b>0.827</b>	0.480
Nb3	-0.001	0.287	0.107	<b>0.751</b>	0.237
Nb4	-0.030	0.451	0.232	<b>0.837</b>	0.368

Source: Primary data processed, (2024).

Note: H is Hedonism; PI is Parasocial interaction; PA is Physical attractiveness; PInt is Purchase intention; SA is Social attractiveness

#### 4.2.2 The Results of the Reliability Test

The purpose of the reliability test is to determine whether research on the instrument is accurate in measuring the variables in this study. Instrument reliability testing in this study was validated using Cronbach alpha and composite reliability values. When a Cronbach's alpha value higher than 0.7 indicates an acceptable level of reliability [34]. Cronbach's alpha of PA, SA, H, PI, and PInt had values of 0.754, 0.818, 0.865, 0.795, and 0.937, respectively. According to [37] when it comes to measuring a construct's internal consistency, Composite Reliability (CR) is preferable. When the CR value of a construct is 0.7 or higher, it is said to have good reliability [34], [37], [38]. The variables of PA, SA, H, PI, and PInt had composite reliability scores of 0.861, 0.880, 0.887, 0.828, and 0.947, respectively, as shown in Table 5.

Table 5. Validation of Reliability Test

	Cronbach's alpha	Composite reliability
Physical attractiveness (PA)	0.754	0.861
Social attractiveness (SA)	0.818	0.880
Hedonism (H)	0.865	0.887
Parasocial interaction (PI)	0.795	0.828
Purchase intention (PInt)	0.937	0.947

Source: Primary data processed, 2024

### 4.3 Inner Model Analysis

According to the results of the path coefficient test in the inner model, the hypothesis testing can be elaborated as follows.

Table 6. The Results of Hypothesis Testing

Hypothesis	t Statistic	P Value	Result
Physical attractiveness → parasocial interaction	3.390	0.001	H1 supported
Social attraction → parasocial interaction	12.102	0.000	H2 supported
Hedonism → parasocial interaction	1.504	0.133	H3 not supported
Hedonism → purchase intention	0.350	0.727	H4 not supported
Parasocial interaction → purchase intention	7.874	0,000	H5 supported
Physical attractiveness → purchase intention	1.238	1.238	H6 not supported
Social attraction → online purchase intention	1.725	0.085	H7 not supported
Physical attractiveness → IP → purchase intention	3.088	0.002	H8 full mediation, supported
Social attractiveness → IP → purchase intention	6.646	0.000	H9 full mediation, supported
Hedonism → IP → purchase intention	1.479	0.140	H10 no mediation, not supported

Source: Primary data processed (2024)

Table 6 shows that five of the ten hypotheses are supported. Physical attractiveness and social attractiveness have positive and significant effects on parasocial interactions, but insignificant effects on direct online purchase intentions. This study's findings demonstrate that the physical and social

attractiveness of beauty vloggers have a major impact on how they engage with millennial internet users. Youthful internet users are more inclined to consider a vlogger's physical appearance and social status when deciding whether to buy cosmetic products. Both of these can be observed with a p-value below 0.05. The impact of hedonism on the parasocial interaction between beauty vloggers and the purchasing intentions of young millennial netizens was not found to be substantial. Netizens do not prioritize hedonistic ideals when engaging and planning to purchase cosmetics.

Parasocial interaction, on the other hand, has a favorable and considerable impact on online purchase intention. Thus, parasocial interactions fully mediate based on [40], the effects of both physical attractiveness and social attractiveness on online purchase intentions. The inner model or structural research model is depicted in Figure 1.

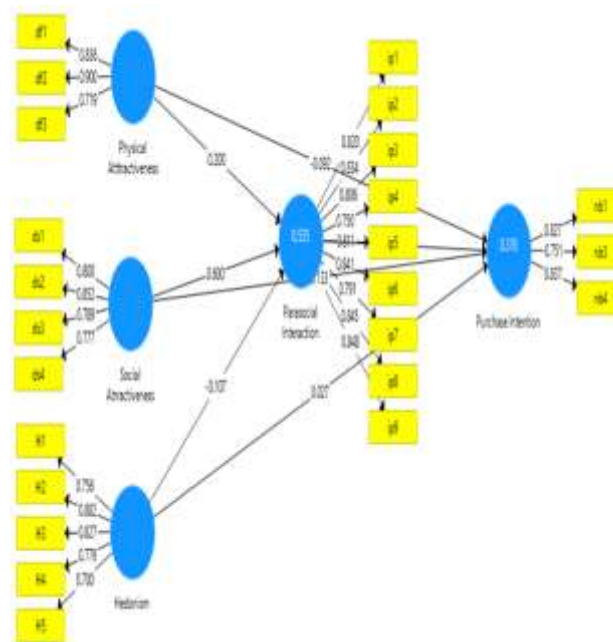


Fig. 1: Inner model (structural model)

Source: Primary data processed (2024)

The goodness of fit model is indicated as good, with an R square of 0.376 and an adjusted R Square of 0.364. The chi-square value in the saturated model was similar to the estimated model of 929.125, the NFI of 0.727, and the AIC of -89.711. This indicates that the model can explain the phenomenon of purchase intention for cosmetic products well. Therefore, the results can be confirmed for decision-making, especially for managers of cosmetic products in Indonesia.

According to the results of the outer and inner model analysis in this study, it can be stated that, in



general, the instrument of the research is valid and reliable. It reveals that the data collection results are accurate and can be used for further analysis. Theoretically and empirically, this study shows that parasocial interaction influences online purchase intention in cyber media or online stores. Parasocial interaction deserves the attention of marketers using online media to interact with customers. This study also suggests that online stores should pay attention to product brands endorsed by vloggers who actively initiate communication and interaction with potential consumers in the digital era. Manufacturers must further pay attention to the pattern of communication to introduce their products to customers. They must be able to create potential customers who eventually become loyal customers.

The findings of this research indicate that influencers' perceived attractiveness influences parasocial interaction among millennials. If the millennial segment perceives the vlogger as attractive, their communication becomes more effective. The effectiveness of online communication becomes stronger when the vlogger's appeal aligns with millennials' expectations. Thus, marketers can strengthen consumers' purchase intentions by using influencers who align with the target market. The selection of influencers becomes crucial by considering current issues and trends among young people, [41]. It is not surprising that marketers often choose celebrities and artists as influencers or endorsers, [42].

Another factor to consider in enhancing the purchase intention of millennials is understanding the extent of the attractiveness of influencers or vloggers in interacting with various online communities. Prominence in interaction, communication skills, empathy, and the ability to provide sympathy without belittling others are important aspects of social attractiveness that influence individuals. Consistent with earlier research, this shows that digitalization changes the way marketers communicate, [43]. Therefore, marketers can select influencers who are sociable, comfortable in communication, and do not respond negatively to criticism received. These are some criteria for influencers to communicate appropriately with their online audiences, [44].

## 5 Conclusions

The empirical findings of this study suggest that the hedonistic values of individuals and influencers are not important factors to be considered by the

audience. The audience does not prioritize hedonistic values as significant when interacting with influencers in the online world. Thus, increasing online purchase intention is not influenced by the prevalent hedonistic values in the lives of millennials. Even those who do not exhibit a hedonistic lifestyle can still be a worthwhile target segment for marketers.

According to this study's findings, the factor of a hedonistic lifestyle—that is theoretically related to the influence of beauty vloggers or similar figures—does not appear to be empirically correlated. Consumers with a hedonistic lifestyle do not always associate pleasure with online shopping. This is a concern for marketers when they focus on their market segments, especially in terms of age, gender, income level, and lifestyle. It is also important for marketers to examine the role of parasocial interaction in the relationship between beauty vloggers and media users as an effective means of communication to promote their products or brands, including for SMEs in the cosmetics industry, [36]. Such interaction may influence the purchase intention of potential customers in the digital era.

The purpose of integrating the parasocial interaction theory, social identity theory, and the theory of reasoned action in the research model of online purchase intention is to fill the gaps about the internal and external factors that have a significant impact on online purchase intention. The findings of this empirical study reveal that parasocial interaction fully mediates the influence of social and physical attractiveness on the purchase intentions toward online cosmetic products in Indonesia. The integration of the three theories demonstrates that external factors influence young Indonesian millennials to intend to buy cosmetics in the digital era.

## 6 Managerial Implications and Suggestions

The study's results indicate that external influences impact the purchasing intention of young internet users for cosmetics. This has significant consequences for marketers and managers, such as: 1) Managers engage with influential beauty vloggers to create partnerships or collaborations. This could involve sponsoring their content or creating joint campaigns to promote products. Practical in content strategy, managers develop a content strategy that leverages the influence of these vloggers. This might involve creating engaging and informative content tailored to these influencers' audiences.



Marketers should proactively oversee social media channels to engage with audiences who communicate with beauty vloggers. 2) The selection of an influencer or viewer becomes important to create positive framing because influencer creativity is an important factor for respondents to purchase a cosmetics product. Physical dominance provides evidence that consumers buy products because they want to be as beautiful as the influencers. 3) The social life of the influencer becomes an important factor in the process of virtual communication with the consumer. Because virtual communication with influencers has a strong influence, marketers must be able to create interesting content by displaying positive product comments with massive. 4) Managers should make use of the social media community so that they can build community-based brands, in addition to strengthening vlogger parasocial interaction with netizens. Furthermore, we are determining effective marketing strategies that can strengthen consumer purchasing intentions. These include influencer credibility and trustworthiness, content quality and relevance of the beauty influencers, level of engagement and interaction, and perceived similarity or identification of consumers. Consumers are more likely to engage with influencers they feel are similar to themselves or share similar aspirations, lifestyles, or values, leading to a stronger parasocial bond. Understanding these factors can aid researchers and marketers in strategizing their influencer marketing campaigns to enhance parasocial interactions and consequently impact consumers' decisions regarding cosmetic product purchases and intent.

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- Rini Kuswati has organized, conceptualized, formal analysis, funding acquisition, methodology, validation, and written original draft.
- Soepatini Soepatini carried out investigation, methodology, resources, and supervision, writing -review, editing,
- Kussudyarsana Kussudyarsana has implemented supervision, visualization, and writing -review and editing,
- Safira Zakiyah has carried out project administration, data curation, software, and editing.

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