

**Exploring the Impact of Attitude Homophily, Physical  
Attractiveness and Credibility of YouTube Vloggers on Followers  
Purchase Intention under the Moderation of Parasocial  
Interaction**



**By**

**Hajira Atta**

**PIDE2018-FMSMS07**

**MS Thesis of**

**Management Sciences**

**PAKISTAN INSTITUTE OF DEVELOPMENT ECONOMICS  
ISLAMABAD**

**Department of Business Studies**

**Supervised By: Dr. Hassan Rasool**

**(2020)**

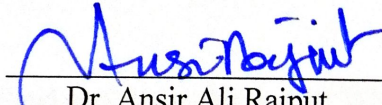


# Pakistan Institute of Development Economics

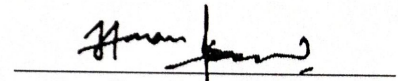
## CERTIFICATE

This is to certify that this thesis entitled: "Exploring<sup>1/4/21</sup> <sup>The</sup> Impact of attitude Homophily, Physical Attractiveness and Credibility of YouTube Vloggers on Followers Purchase Intention under the Moderation of Parasocial Interaction" submitted by Ms. Hajira Atta is accepted in its present form by the Department of Business Studies, Pakistan Institute of Development Economics (PIDE), Islamabad as satisfying the requirements for partial fulfillment of the degree of **Master of Science in Management Sciences**.

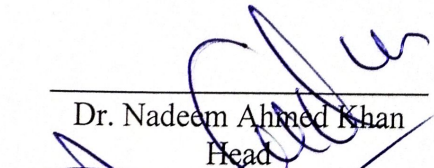
External Examiner:

  
Dr. Ansir Ali Rajput  
Associate Professor  
CUST, Islamabad

Supervisor:

  
Dr. Hassan Rasool  
Assistant Professor  
PIDE, Islamabad

Head, Department of Business Studies:

  
Dr. Nadeem Ahmed Khan  
Head  
Department of Business  
Studies  
PIDE, Islamabad

## **DEDICATION**

I dedicate my dissertation work to my beloved father, he is a source of inspiration to me, who always explained me importance of education and very close to my heart.

### **Attaullah (Late)**

My beloved mother, she gives me strength when I thought of giving up, she continuously provide me moral, emotional and financial support.

### **Razia Bibi**

And to my sister and brothers who shared their piece of advice and encourage me to complete this study.

### **Irsa Atta**

### **Wajahat Ullah**

### **Sibghat Ullah**

## ACKNOWLEDGEMENT

First of all, I would thank **Allah** for being able to complete this research work successfully and fruitfully. He blessed on me with so many ways and I am sure there is a great reason behind every single thing He do for me. I am nothing without Him. I thank to Him for endless love and for all the blessing He has showered upon me.

I would like to special thanks to my supervisor, Dr. Hassan Rasool, whose valuable and precious guidance facilitated me a lot in completing this thesis on time. He encourage and motivates me to the highest peak and his kind supervision given to the throughout the research which shaped the present study as its show. I also thanks to him for his tolerance and enormous knowledge. I could not visualize having a best mentor for my MS thesis.

I express my gratitude to my mother, sister and brothers for their genuine support, love and care. This is all because of their prayers and they motivate me at every stage. I also would like to thanks Naeem Ahmad for providing me guidance, cooperation, support and give his valuable time.

## DECLARATION

I, Ms. Hajira Atta, MS scholar declare that the work in this dissertation entitled “*Exploring the Impact of Attitude Homophily, Physical Attractiveness and Credibility of YouTube Vloggers on Followers Purchase Intention under the Moderation of Parasocial Interaction*”. It is purely my work and not any part of this work is published before. It was not presented for any degree or diploma at any institution.

# Table of Contents

ABSTRACT .....	ix
CHAPTER 1 .....	1
INTRODUCTION .....	1
1.1 Background.....	1
1.1.1 Social Media.....	6
1.1.2 YouTube and YouTubers.....	7
1.1.3 Influencer Marketing .....	9
1.2 Purpose of the Study.....	10
1.3 Problem Statement .....	11
1.4 Research Question.....	11
1.5 Research Objectives .....	12
1.6 Research Gap .....	12
1.7 Significance of the Study.....	13
1.8 Underpinning Theory .....	14
CHAPTER 2.....	16
LITERATURE REVIEW.....	16
2.1 Social Media Influencer and Purchase Intention.....	16
2.2 Attitude Homophily (AH) and Purchase Intention (PI).....	16
2.3 Physical Attractiveness (PA) and Purchase Intention (PI) .....	17
2.4 Credibility (C) and Purchase Intention (PI).....	19
2.5 Moderating Role of Parasocial Interaction (PI) .....	21
2.5.1 The Moderating Role between Attitude Homophily (AH) and Purchase Intention (PI) .....	22
2.5.2 The Moderating Role between Physical Attractiveness (PA) and Purchase Intention (PI).....	23
2.5.3 The moderating role between Credibility (C) and Purchase Intentions (PI).....	24
2.6 Theoretical Framework.....	25
CHAPTER 3.....	26
METHODOLOGY.....	26

3.1 Selection of Methodology.....	26
3.2 Selection of the influencers.....	26
3.3 Research Approach.....	27
3.4 Research Strategy.....	27
3.5 Population and Sampling.....	27
3.6 Sample size.....	28
3.7 Data collection.....	28
3.8 Questionnaire development and administration.....	29
3.8.1 Independent Variables.....	29
3.8.2 Dependent variable.....	29
3.8.3 Moderator.....	30
3.8.4 Control Variables.....	30
3.9 Data Analysis Method.....	30
CHAPTER 4.....	31
RESULTS AND ANALYSIS.....	31
4.1 Demographics of Sample.....	31
4.2 One Way ANOVA.....	33
4.3 Normality of Data.....	34
4.4 Confirmatory Factor Analysis.....	35
4.4.1 Construct Reliability and Validity.....	38
4.4.2 Factor Loading.....	39
4.4.3 Discriminant Validity.....	40
4.5 Correlation Analysis.....	40
4.6 Regression Analysis.....	42
4.7 Moderation Analysis.....	43
4.7.1 Moderation effect between Attitude Homophily and Parasocial Interaction.....	44
4.7.2 Moderation effect between Physical Attractiveness and Parasocial Interaction.....	45
4.7.3 Moderation effect between Credibility and Purchase Intention.....	47
4.8 Decision of hypothesis.....	49

CHAPTER 5 .....	50
DISCUSSION AND CONCLUSION .....	50
5.1 Discussion.....	50
Hypothesis 1: .....	50
Hypothesis 2: .....	51
Hypothesis 3: .....	53
Hypothesis 4: .....	54
Hypothesis 5: .....	55
Hypothesis 6: .....	56
5.2 Conclusion .....	56
5.3 Implications .....	58
5.3.1 Theoretical Implications .....	58
5.3.2 Practical Implications .....	59
5.4 Limitations .....	60
5.5 Future Direction .....	61
References .....	62
Appendix .....	79



## List of Tables

Table 1.1.2.1.1 List of YouTube Vloggers.....	8
Table 3.8.1.1 Independent Variables.....	29
Table 3.8.2.1 Dependent Variable .....	29
Table 3.8.3.1 Moderator .....	30
Table 4.1.1 Respondent Gender .....	31
Table 4.1.2 Respondent Marital Status.....	31
Table 4.1.3 Respondent Age.....	32
Table 4.1.4 Respondent Occupation .....	32
Table 4.1.5 Respondent Years of Schooling .....	33
Table 4.1.6 Respondent Monthly Income .....	33
Table 4.2.1 One Way ANOVA.....	34
Table 4.3.1 Normality of Data.....	34
Table 4.4.1.1 Construct Reliability and Validity .....	38
Table 4.4.2.1 Factor Loading of Constructs .....	39
Table 4.4.3.1 Discriminant Validity.....	40
Table 4.5.1 Correlation Analysis .....	41
Table 4.6.1 Reporting of PLS Regression .....	43
Table 4.7.1.1 Moderation Analysis of IV1 .....	45
Table 4.7.2.1 Moderation Analysis of IV2.....	47
Table 4.7.3.1 Moderation Analysis of IV3.....	48
Table 4.8.1 Decision of hypothesis .....	49

## List of Figures

Figure 2.6.1 Theoretical Framework.....	25
Figure 4.4.1: CFA without Factor Loading .....	36
Figure 4.4.2: CFA with Factor Loading .....	37
Figure 4.6.1 Direct Effect of IVs on DV .....	42
Figure 4.7.1.1 Moderating Effect IV1.....	44
Figure 4.7.2.1 Moderating Effect IV2.....	46
Figure 4.7.3.1 Moderating Effect IV3.....	48

## ABSTRACT

Today's world social media plays great part in connecting users with each other, connecting firms with their consumers and facilitate firms so they can easily engage with consumers at one place and in shorter period of time. YouTube a social media platform has become significant, trending and also provide advertising space to companies. The relationship between attributes and purchase intention is well explained in literature. Using media dependency theory, the study proposed model evaluate the impact of vloggers attributes (attitude homophily, physical attractiveness and credibility) on followers purchase intention. The moderated role of parasocial interaction among relationship is often addressed in the apparel segment of Garment sector of Pakistan. This study is quantitative in nature and approach applied is deductive. The three cut points of selecting both male and female Pakistani vloggers: YouTubers who have 30K plus subscribers on their channel, chose influencers who promoted apparel in their videos and consistently uploaded vlogs on YouTube channels. The data of 350 responses was collected through online survey using Google Forms and approaching admins of fan pages. Survey questionnaire used was adopted and adapted as well. The hypothesis was tested by using SmartPLS advance techniques and SPSS. The results of the current study revealed that explanatory variables have significant and positive influence on purchase intention. The parasocial interaction (PSI) moderates relationship between attitude homophily, physical attractiveness and purchase intentions. Whereas, indirect impact of credibility on purchase intention was insignificant. The findings of research are deliberated and implications are provided for the use of influencer in marketing campaign as it became modern way to reached consumers in shorter time.

**Keywords:** Attitude Homophily, Physical Attractiveness, Credibility, Parasocial Interaction, Purchase Intention.

# CHAPTER 1

## INTRODUCTION

### 1.1 Background

Transformation of user nature, behavior and their communication with others is extremely reliant on social networking sites (Tiago & Verassimo, 2014). In order to enrich their wisdom, user's pick-out most copper-bottomed and influential network and consequently they become motivated (Waheed & Jianhua, 2018). From many years, there is revolutionary variation in behavior of consumers on online platform is all due to growth of brand new digital media networks (Colliander *et al.*, 2015; Habibi *et al.*, 2016). Enterprises are engaged with consumers via social media channels which facilitates a unique form of presence, support, contact and active involvement of users with companies in making their experience rich (Colliander *et al.*, 2015).

Batra and Keller (2016) stated that blogs is viewed as the most appealing and attractive platform to audience than other available. Therefore, it is not only draws viewers' attention but also assists companies to come up with new ideas to rebuild their whole product market. Reports presented by Word Press (2019), 91.8 million blogs are posted on monthly basis. In US population, 81 percent of the consumer relied on the information shared on blogs or vlogs whereas 61 percent of the people totally made their decisions relating to acquiring a product on suggestion given by these bloggers as they are most convincing and a valid expert for them (Barker *et al.*, 2017).

Kim *et al.*, (2011) argued that new generation has fast access to digital persona, followers involved with celebrities and learned about buying styles which influence their purchase selection and decision making. Therefore, marketers are making ways to take

advantage of these digital celebrities as they have a significant reputation in the viewer's mind and brand mold the audience purchase decision by visualizing their product in famous and fashion concerning YouTubers videos. According to Kim and Yun (2007), celebrities pull users to certain action and become trendsetters for the companies.

Lee and Watkins (2016) stated that consumer has become smarter than earlier as they get free information and listen opinion on the product, before coming to decision whether or not it is effective for them to spend money on product. He also stated that it absolutely takes over the position of traditional media and has become utmost and far-reaching channel for businesses to create value. Vloggers have large fan base and well-establish channels through which they interact with audience therefore, marketers are attempting to convince these personalities to share information about their products and suggest it to their followers (De Veirman *et al.*, 2017) and trigger intention among subscribers related to that product which eventually turn to be reason of buying (Knoll, 2016).

Jamil *et al.*, (2014) stated that influencers are the cause of inspiration for viewers who regularly check out videos and acquire endorsed product. It is all due to their credibility and existence of trust among them (Jamil *et al.*, 2014). YouTubers usually receive complimentary goods or payment from business to portray strong and positive image of relevant brand in their videos (Liljander, Gummerus & Soderlund, 2015). Therefore, these personalities are considered as brand endorser and in their names companies also provide coupon code for their followers to enjoy discounts on items. With the passage of time, video content creator is not only an important and reliable social media figure for guidance related to commodities but also helpful in purchase selection among variety of available brands (Chu & Kamal, 2008; Hsu, Lin & Chiang, 2013; Ho *et al.*, 2015).

Credibility plays a substantial part in buying decisions and minimizes doubts of consumers (Awad & Ragowsky, 2008; Fan *et al.*, 2013; Nan *et al.*, 2017). Reviews on internet helps consumers in making buying decisions and also provide more advantages (Chevalier & Mayzlin, 2006; Lee & Shin, 2014; Zheng *et al.*, 2013; Zhang *et al.*, 2014; Krishnamoorthy, 2015; Hamby *et al.*, 2015). Users consider product information and suggestions given by influencers as more credible, authentic and dependable than information given by companies (Constantinides, 2009). The opinion of influencers on products are very important as they positively affect buying decisions and consequently leads to purchase intention of consumers (Xu, Chen & Santhanam, 2015).

Social media influencers provide information is consider as more true, understandable and credible. Therefore, it create purchase intentions (Wiley, 2014). Credibility of source impact on person's viewpoint of the persuasion of the speaker of the message (Metzger, Flanagin, Eyal, Lemus & McCann, 2003). Individual are more probable to trust a message if they find the source is credible rather than one which is not much credible thus, source credibility influence the credibility of the provide information (Wathen & Burkell, 2002). Solidconnection was found among trust and intention of buying (Pavlou, 2003; Kaun & Bock, 2007). Barreda *et al.*, (2015) stated that users trust on influencer positively impact on their intentions and it is very crucial factor for marketing on digital media.

Credibility is adapted to numerous situations (Ayeh *et al.*, 2013). Former work proposes that there are various aspects of credibility which are dynamism, objectivity and competence; power and personality; as well as attractiveness of influencer, its authenticity, sympathy and skill (Whitehead, 1968; McCroskey, 1966; DeSarbo & Harshman, 1985). Source expertise and reliability are two very essential features in the digital context (Ayeh *et al.*, 2013; Freeman & Spyridakis, 2004; Wang *et al.*, 2008; Mir & Zaheer, 2012; Ohanian, 1990; Pornpitakpan, 2004; Tseng & Fogg, 1999; Yoo & Gretzel, 2008; Yuksel, 2016).

Hautz *et al.*, (2014) argued that the promoters of a company and existing buyers provide comprehensive detail associated to an item through YouTube. Promoters or advertisers or marketers transmit information to their consumers through their authorized channels with the label of brand on YouTube. In opposing, buyers generated content in the form of vlogs spread through their own space (Pixability, 2014). Schiffman, Hansen and Kanuk (2012) stated that when consumers come to purchases they consider instruction given by companies and vloggers. Schiffman and Wisenblit (2015) stated that response of consumers are changed by it results of prior involvement with an item and instruction received by them.

Opinion mentor is another name for digital celebrities, owing features of unpretentious, well-informed, pundit, potential imposer and fact provider (Childers *et al.*, 2019; Li & Du, 2011; Uzunoglu & Kip, 2014). From this point of view, a lesser amount of investigation is done on visual personalities (Casalo *et al.*, 2018; De Veirman *et al.*, 2017; Li & Du, 2011; Magno, 2017). In digital atmosphere, formation of affiliation occurs in the middle of representative and buyers commitment with fascinated brand therefore, there is no considerable mutual communication among dual parties (i-e, Influencers and users), nevertheless they are emotionally linked (Abidin, 2015). Fabrication of product worth is exerted through potent and auspicious instructions among individuals (Kim & Han, 2009; Al-Debei & Al-Lozi, 2014).

Prior research demonstrates that consumer behavior is significantly influenced by social media members (Kim & Han, 2009; Bao & Chang, 2014). As per principles of observational learning, the buying decisions take advantage from the viewpoint of social media influencers who are recognized as an excellent content creator and have credibility even through causing intent to purchase (Cosenza, Solomon & Kwon, 2015; Magno, 2017; Wang & Lin, 2011; Wang & Yu, 2017). Reconsideration of virtual experts has meaningful, incomparable and remarkable impact on user's intent to procure (Zhu & Zhang, 2010).

Mir and Rehman (2013) stated that prowess and impartiality of YouTube vloggers have impact on purchasing behavior of viewers. Purchase intention is “*the consumer’s possibility of purchasing in the future*” (Kim & Ko, 2012). Blogs is in written form and video as well, and has affirmative influence on the outlooks of viewers and their purchase selection process (Colliander & Dahlen, 2011). Luo and Zhong (2015) stated that not gaining confidence of users is not only problematic for influence on user purchase choices but it also effects the acceptance level of the provided or displayed product information.

In preceding studies of consumer’s responses, it is observed that the more favorable attitude of consumer for a product, the more buying intention occur (Howard, 1994; Jang & Park, 2015).It’s the belief of individuals that influencers give a notion of “*someone like me*” which means users having commonalities can consume the shown item. Hence, they are highly effective than traditional’s (Rajeshkhana & Ibalaskshmi, 2016). Once patrons have faith in influencer or any social media celebrity which demonstrate a merchandise, perhaps it gives rise to intentions to buy a good (Pornpitakpan, 2004; Oyeniya, 2014).

Social media determinants which effect buying purposes are: feelings of user’s gratification (Shin *et al.*, 2012), worth of information by speaker and valuable debate among individuals (Goh *et al.*, 2017) and “*homophily*” is the existence of similarity among member of communication (Park *et al.*, 2014). Users observed conventional celebrities as less dependent, trustworthy and reliable when they come to endorse a product because they anticipate that its advantageous to them (Bianchi, 2016). Dada (2017) argued that digital personalities need be watchful in not to mislay their integrity in such a way they are always fact oriented towards the audience.

It is revealed that in comparison to conventional celebrities, using appropriate digital influencers which produce magnificent, impressive and outstanding content related to product,



have notable effect on purchases of buyer and campaigns in which digital personas are incorporated (Hendrayati, Gaffar & Dwiyanu, 2016; Rajeshkanna & Inbalaskshmi, 2016; Xu & Pratt, 2018). Nadezhda and Zeina (2017) stated that influencer continue their interaction lively, healthy and robust with followers because they have tendency to formalize durable, trustworthy, long-lasting and well-made bond with their admirers.

The information provided to users are reckoned as more reliable, durable and believable and there are more chances of occurrence of favorable behavior among them and their purchasing intentions are influenced (Yuksel H., 2016). Positive stimulation in users' approach towards a branded product and their intention relies on attractive physical appearance of public figures which are used for promotions (Belch *et al.*, 1987; Kahle & Homer, 1985; Percy & Rossiter, 1992; Till & Busler, 2000; Trampe *et al.*, 2010; Buunk & Dijkstra, 2011).

The appearance of individuals on digital media effect their audience which makes estimate concerning brands that they display in their videos and plan to buy in near future (Naylor *et al.*, 2012). On the basis of physical charisma in their looks, the user identifies or recognizes others (Brocato *et al.*, 2012). From other studies in which conclusions are alike and their view point are complemented (Munnukka *et al.*, 2016), the physical allure of digital celebrity and actions of users are positively associated with each other (Lim *et al.*, 2017). Confidence of buyers and buying intentions are negatively affected by unfavorable or undesirable outlook and unattractive appearance of digital media figure (Saaksjarvi, Hallen & Balabanis, 2016).

### **1.1.1 Social Media**

*“Social media give marketers a means for direct interaction, which constitutes an ideal environment for creating brand communities, establishing and reinforcing relationships and for gaining a better understanding of consumers”*(Labrecque, 2014).It is an electronic platform

provides number of services through which users can bring their content and it also comprises of services build by users where they make, plan, bring content like social sites, access to online journals, games on online servers, online reviews of products, specialized groups and content sharing sites (Prakash Yadav & Rai, 2017).

Duggan *et al.*, (2015) stated that back in 2014 the US 74 percent grown-up population use sites such Facebook, Twitter, Instagram and YouTube on daily basis by utilizing laptops, tabs and mobile phones. It shows that today's consumers are different from past, they search everything on internet and get complete details of the products and for this reason, brands use social sites to post their whole details related to goods and services on official accounts (Duggan *et al.*,2015). Chris A. (2018) argued that social media assists companies in dispersion of realization among people and advertise goods or services to them.

### **1.1.2 YouTube and YouTubers**

Entirely planned, well-established and well-designed social webpage YouTube came into existence in 2005 by three founders Jawed Karim, Chad Hurley and Steve Chen (Alias *et al.*, 2013). Throughout the world, YouTube emerge as one of the third most often visited social media site and its primary function is to provide visitors to search videos, watch it and share with other on other social networks (Razak, Hussain & Hamdi, 2017).In online world, YouTube is a social media platform associates with content producing group on which users shares content with others relating to several matters (Mahony, 2017). On social media there are range of content creating groups are accessible such as textual content, content in the form of images or video type content available on YouTube platform (Kaplan & Heanlein, 2010). YouTube exposed that it has above 1.5 billion users and visitors on monthly basis, who daily spend a lot of time watching videos just on their cell phones (Hutchinson, 2017).

### 1.1.2.1 List of YouTube Vloggers

Given below are the names of Pakistani male and female vloggers who are promoting apparel along with their number of subscribers and brief description:

**Table 1.1.2.1.1 List of YouTube Vloggers**

Vloggers Name	No. of Subscribers	Description
Nishoo Khan	665K	Beauty, makeup and styling vlogs.
Glossips	300K	Fashion, makeup, hairstyle and lifestyle vlogs.
Zain ul abideen	220K	Travel vlogs, daily vlogs and tell about village life.
Ayesha N	199K	Fashion, beauty and lifestyle videos.
Life with Amna	182K	Daily, travel and lifestyle vlogs. She also run her separate channel with thr name of Kitchen with Amna having 2.56 M followers.
Nims Tutorials	181K	Lifestyle, beauty and home remedy vlogs.
What Price	161K	Videos about products like clothing, cameras, mobile etc available in market along with its price
Anushae Khan	138K	Fashion, Haul videos, lifestyle and daily vlogs.
Just Public TV Thrilled Life	135K	Vlogs about clothing along with its price in market.
Annum Ahmed	131K	Fashion and lifestyle vlogs.
Markets in Pakistan	115K	Wholesale market video of many cities and their contact details for viewers.
Khadeja	107K	Fashion, daily and travel vlogs
Hassam Ahmed Awan	107K	Lifestyle vlogs.
Shomaila Hassam	106K	Fashion, makeup and lifestyle vlogs.
Mehboob Ali	90.3 K	Cultural food, lifestyle and haul videos
Asma Haseeb	81.7K	Makeup, beauty, product review, lifestyle and haul videos.
YarRamish	80.4K	Shopping, lifestyle, stylist and collecting things from different markets videos
Hadia Ahmed	66.6K	Fashion and beauty vlogs.
Zee Gee	65.3K	Travelling, Exploring Cities, Exploring Markets, Cars and Bikes Reviews, Food Reviews, Meeting Public Figures, Exclusive Interviews, Tech

		Reviews and Attending Food Festivals, Cultural Shows, Product Launches, Car Events, Movie Premiers etc. videos.
YusraLittle Cosmoo	62.4K	Beauty, fashion, reviews, haul videos, hacks and lifestyle vlogs
Zenab Rauf	48.5K	Fashion and lifestyle vlogs.
Her life with Hafsa Jamal	45.6K	Fashion vlogs.
Miss Chatter	45.6K	Lifestyle and haul videos.
Talal Vlogs	39.5K	Lifestyle, travel and shopping videos.
Aisha Chaudri	38.2K	Makeup and fashion.
Aisha S Blog	37.1K	Photographer, lifestyle, trend setter and writer.
Ali Bhai Official	31K	Village life, cooking and shopping videos.

### 1.1.3 Influencer Marketing

*“A type of marketing that focuses on using key leaders to drive a brand’s message to the larger market”* (Byrne, Kearney & MacEville, 2017). Digital media celebrities get payment for the product or service show on their social platform in such circumstances influencers are limited in their content creativity about a merchandise on company demand and also require to reveal its sponsorship (Woods, 2016). Digital celebrities are found in every industry but many of them think as they are lifestyle vloggers and show combination of all type of content on their official channels (Gondorf, 2015). When launching, establishing and generating demand for a new or unique product in an existing or new market, influencers may gain attention of consumer in less time through awareness campaign about a product in much less amount (Uzunoglu & Kip, 2014).

Woods (2016) argued that the boundaries among original and plan endorsement diminish is what makes marketing strong in which digital celebrity is incorporate and furthermore, the content share on social platform of influencer circulate among friends or blood relatives. Traditional medium is diminishing with time and is being replace by digital medium

due to the presence of digital world, marketers reach influencers who work for the brand (Wood, 2016). Most importantly, YouTube features of like, share, views and subscription convey marketers a clear idea about how many visitors are exposed to this message so that they further propel influencers to secure more attention and keep on persuading for certain response (Uzunoglu & Kip, 2014).

## **1.2 Purpose of the Study**

Research has been conducted on vloggers control and its viewers and corporations used them for sake of their own interest and returns (Lee & Watkins, 2016; Sanchez-Cortes *et al.*, 2015; Hall, 2015; Harnish & Bridges, 2016; Frobenius, 2014). The aim of this study is to explore the effect of only three variables; that is attitude homophily, physical attractiveness, and credibility on purchase intention of followers and along with existence of parasocial interaction among media personality. And its viewers also completely explain and further moderates the relationship. Individual attractiveness is noticeable trait that gauges the attention of people. Thus, marketers consistently use attractive celebrities to boost up products sales, to create good impression among public and impose compelling impact on follower which in term cause intentions to buy (Munggaran & Azis, 2015).

Social media exceptionality in forming viewer's parasocial interaction with digital persona is linked with open communication and interaction among them (Labrecque, 2014). Therefore, such relationship of audience with digital influencers is built in a quicker and effective way than with other media celebrities. As viewers are dependent on these celebrities, vloggers are used as paid endorsers of brands and persuade consumers to buy (Saputra, 2016). It give tactics to marketing managers how they can take benefit from these vloggers to make their brands more visible among general public, gain their attention and grab intentions of individual to purchase a product. Furthermore, it adds to the literature of vloggers targeting

garments sector specifically apparel segment in developing countries like Pakistan and also source of knowledge for companies to use these influencers in marketing activities.

### **1.3 Problem Statement**

The study identify social media influencers who are becoming essential marketing tool which are fruitful for companies to increase purchase intention among substantial number of subscribers or followers. It is mentioned in the study of Sakib *et al.*, (2020), the characteristics of vloggers are credibility, attitude homophily and physical attractiveness. The current study investigated effect of vloggers characteristics that are attitude homophily, physical attractiveness and credibility on purchase behavior of viewers with the involvement parasocial interaction and how vloggers develops affiliation with followers in term of creating purchase intentions. In this connection, traits such as attractiveness and credibility play efficacious role. This research needs to examine whether or not vloggers play role in engaging consumers in terms of creating purchase intentions.

### **1.4 Research Question**

Following are questions which will answer through this research:

**Q1.** What is relationship between attitude homophily and purchase intention?

**Q2.** What is relationship between physical attractiveness and purchase intention?

**Q3.** What is relationship between credibility and purchase intention?

**Q4.** Does parasocial interaction increase the relationship between attitude homophily and purchase intention?

**Q5.** Does parasocial interaction increase the relationship between physical attractiveness and purchase intention?

**Q6.** Does parasocial interaction increase the relationship between credibility and purchase intention?

## **1.5 Research Objectives**

Following are the specific objectives of the study:

- a) To find out relationship between attitude homophily and purchase intention.
- b) To find out relationship between physical attractiveness and purchase intention.
- c) To find out relationship between credibility and purchase intention.
- d) To examine moderating role of parasocial interaction to justify increasing effect between attitude homophily and purchase intention.
- e) To analyze moderating role of parasocial interaction to justify increasing effect between physical attractiveness and purchase intention.
- f) To understand moderating role of parasocial interaction to justify increasing effect between credibility and purchase intention.

## **1.6 Research Gap**

Many studies have been conducted on vloggers in different perspectives but most recent research carried out was “*Instagram and Youtube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions*” in which it was mentioned that future studies should be conducted with same variables of interest but different area of interest (Sokolova & Kefi, 2019). Though, their theoretical framework did not took credibility as independent variable so this was adapted in the current research work. It was also suggested that researchers should consider both male and female vloggers in future and select only one platform. Therefore it was also adapted. From a study it was proposed that future studies should consider sector other than beauty and also check purchase intention of both genders. Hence, this study came up with to fill two more gaps by considering apparel segment of Pakistan

garment sector particular targeting population of capital city Islamabad and taking both genders in research.

## **1.7 Significance of the Study**

The main theoretical contribution of this study is to add more knowledge to the existing literature on YouTubers bloggers or influencers (Sokolova & Kefi, 2019; Jimenez-Castillo & Sanchez-Fernandez, 2019; Liu, Liu & Zhang, 2019; Lee & Watkins, 2016), its highlight on level of interaction among both parties and considering social media platform for marketing and also highlighted syndicate influence of vloggers attributes (such attitude homophily, physical attractiveness and credibility) on purchase intentions of their subscribers or followers who regularly follow their content and users who are fond of using social media platform like YouTube. It will work as a tool of learning for researchers to know about connection builds among vloggers and their followers and how much it is effective in leading to buying decisions. It also serves as a reference for the studies conducted in near future.

Practically this study provides insight to marketing managers on implication of influencer marketing by rendering their parasocial interaction capacities. Enterprises take benefit of YouTuber from huge amount of followers on their personal accounts and get coverage of their product through it (Grimani, 2016). First of all, how and why followers or subscribers formed relationship with vloggers. Secondly, when followers build relationship with celebrities who promote garments what results occur. Thirdly, how influencers used in tactics to gain attention of viewers to make product more visible and what is right time for it. Lastly, why and how to reach large audience within short span. It also significantly provides marketers to raise purchase intention among consumers. Through this study we come to know that the features of vloggers are effective in creating purchase intentions which is helpful for companies. In YouTubers perspective, this study significantly nurtures their community sphere



but also shapes resilient connection with their spectators by inclusion of parasocial interaction relationship. Also they display products in their videos thus they construct confidence among observers.

## **1.8 Underpinning Theory**

The media dependency theory is implemented to measure supremacy effect of vloggers on followers purchase intentions. This theory was proposed by Sandra Ball-Rokeach and Melvin Defleur in 1976. First step of dependence is the emergence of need in followers which pressurized them to start searching an online expert through which they can openly use for interaction and take instructions concerning decision process and that particular supplier must contain pure, fruitful, relevant and thorough information (Bao & Chang, 2014; Hsu, Lin & Chiang, 2013). It is a common human behavior when one need is satisfied another need arise. Users spend their spare time on YouTube to watch vlogs after work or when they feel boredom for fun, entertainment, hilarity and relaxation of mind. The need for source of enjoyment is attained at YouTube (Hsiao, Lu & Lan, 2013; Hsu, Huang, Ko & Wang, 2014). Vloggers published thrilling, informative, thought-provoking, exciting and involving videos on their creative channels to awake necessities, sentiment and curiosity in followers that are appropriate for them and enhance willingness to be convinced by speaker (Zhang, Moe & Schweidel, 2017). As they are known as influencers, their main job is to inspire viewers to give certain responses. Every person is somehow dependent on other persons or things for existence or gratification of their needs, same goes the reliance of followers on YouTube content creator which intensify their individual needs and needs that are shaped by the society as a member of same set which person actually considered (Ball-Rokeach, 1985; Ball-Rokeach, Rokeach & Grube, 1984). On platform like YouTube the consumers, followers or users came in touch with influencers, frequently visit channels and exposed to their videos formed more purchase intentions among them. Intentions are naturally process which are arises when we get along

with something good then we make up our mind to acquire it. Same circumstance is with followers, when they exposed to attractive items and they already perceived influencers a credible source so taking decision become stress-free for them (Hahn & Kim, 2013; Ruiz-Mafe & Sanz-Blas, 2006).

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Social Media Influencer and Purchase Intention**

It is quite hard for marketer to make their brand and products noticeable to become familiar by consumer and make a strong bonding with them. For accomplishing such goals companies practice social media as a substantial marketing tool for promotion (Shiau *et al.*, 2018). With time social media turn out so broad with the variety of functions which opened new ways for marketer to make it as an obligatory part of marketing ,through which they target consumer with electronic word of mouth as users devote most of their time on surfing and searching (Childers *et al.*, 2018; Kapoor, Tamilmani, Rana, Patil, Dwivedi & Nerur, 2018).

It is difficult for marketers to raise stimulation in consumer for purchases. In competitive environment where every company is trying to rush through the path and reach to highest position. For awareness on social media networks by consuming digital characters show impact on follower purchase intention merely if the product is relevant to domain of YouTuber otherwise the whole campaign will be vanished (Lim, Radzol, Cheah & Wong, 2017). Today vloggers are discussing vast diversity of topics related to software, travelling, makeup, cooking, daily vlogging etc, on their own created multiple channels resulting in loss of their trust relation with viewers. However, targeting specific mind set audience which is effective in behavior changes and result in purchase intentions only possible if they focus on certain area (Freberg *et al.*, 2011).

#### **2.2 Attitude Homophily (AH) and Purchase Intention (PI)**

Homophily word is described as “*a tendency for friendships to form between those are alike in some designated respect*” (Tuner, 1993). The relationship between two human being is durable and never-ending on the basis of the identical nature, habits and other characteristics and they

will love each other company. Same is the situation with viewers if they find YouTubers like themselves, there are more chances of change in purchase behavior and they will respond positively. Another definition of Homophily is: “*the degree to which people who interact are similar in beliefs, education, social status and the like*” (Eyal & Rubin, 2003).

Existence of high homophily between individuals result in similar understanding of the reporting and same is the case with YouTubers. If viewer having similitude with speaker then are more chances of similar interpretation of communications (Rogers *et al.*, 2001). This feature is very effective in marketing point of view in such as a way that they can quickly get response of target market because of their close connections. Relationship building on social media is one-way in which spectators identify resemblance with speaker to make it last long (Byrne, 1961; Kendall & Yun, 1984; Prisbell & Andersen, 1980; Turner, 1993).

Gotlieb and Sarel (1992) stated that it is not a stress-free assignment to gain attention of audience member as they have their temperaments to act accordingly and they are in quest of discovering a resource which is like them. So gaining attention is only possible if they invent source matches with their character. It is common practice a consumer only observed those things which are linked to their mind set and ignore those which are not. Thus, we hypothesize that:

*H1: Attitude Homophily is positively associated with purchase intentions.*

### **2.3 Physical Attractiveness (PA) and Purchase Intention (PI)**

Patzer (1985) defined physical attractiveness as: “*Physical attractiveness is an informational cue which involves effects that are subtle, pervasive and inescapable; produces a definite pattern of verifiable differences; and transcends culture in its effect*”. Another definition given by Ohanian (1991) is: “*Beauty is a greater recommendation than any letter of introduction*”. Attractiveness is most observable fact not only on traditional medium but also on electronic

medium. In race of forming a good image among public businesses, only most attractive models are used to convey their message. In first meeting individual form image of whether or not it could be good to their physical appearance. If he or she is physically attractive then it exerted pleasant feeling and vice versa (Fiske & Neuberg, 1990).

Lim *et al.*, (2017) stated that those visual media celebrities who have eye-catching looks and extremely charming are more noticed by users. Appearance of presenter matters a lot as it form connection more solid and unbreakable with observer and arouse desire to watch (Rubin & McHugh, 1987). Lis and Post (2013) argued that programs on channels are dependent on the charismatic personality of the speaker and they only select those persons who are charming. Similarly, movies or dramas are in top trending if the cast is physically attractive which force people to watch. Person physical attractiveness trait is most significant to bring out favorable feedback from others (Regan, 2011).

Representers at service provider firm select only on the basis of their good looks so that customer feel pleasing to interact with them. Khamis *et al.*, (2017) stated that influencer have large fan following who copy style, dressed up way, get inspiration and motivation from them. Therefore, posting own branded product makes it successful in short period of them. As decision making is a human behavior perfectly fitting in the field of psychology and for this a model is presented named as “*Stimulus Organism Response model*” (Mehrabian & Russel, 1974).

It was not only applicable to conventional, traditional or orthodox consumer (who love to shop at physical store) to check how they react to products available in the market and which factors are effecting their behavior to come to certain decision. But it was also implemented in electronic world to check consumer’s behavior over there (Knox & Chernatony, 1990; Mower & Kim, 2012; Lee & Johnson, 2010). Furthermore, it also measure the reason behind consumer

repeated buying behavior which forced them to buy again and again (Parboteeah, 2005; Parboteeah, 2009; Xiang, 2016; Chan *et al.*, 2017).

Lee and Watkins (2016) stated that influencer physical aspect are assessment points on which they can retain more onlookers and draw attention quickly. First and foremost prime and visible factor comes in calculation of personality which has a much power is their physical features which cannot be overlooked and it is highly imposing and workable in the whole process (Hoffner & Buchanan, 2005). Viewers are very sensitive to messages received by them from many sources and most of them remain unnoticed. So, vloggers keep in mind their audience interest while putting effort on videos to make it successful. The space through which communication is spread must be reliable and sound which shows approval, recognition and admiration by addressees (De Pelsmacker *et al.*, 2000; Lee & Hong, 2016).

Professional has command on specific subject on which they have broad knowledge and can frequently answer queries. Related case is with vlogging, they are also specialized people who are performing job on digital media by consistently uploaded videos on a specific field. So, they are considered as most believable informer on visual space. IT certified professional have software channels, doctors are giving health related tips, beauticians are providing guidance on beauty related products and herbal treatments, educators give lectures and vloggers make daily life vlogs on YouTube channels (Djafarova *et al.*, 2017). Consequently, it effects on behavior of followers and they make purchase decisions. Thus, we hypothesize:

**H2:** *Physical attractiveness is positively associated with purchase intentions.*

## **2.4 Credibility (C) and Purchase Intention (PI)**

In simple words “*credibility*” is the originality, authenticity and reliability of information provider. Like conventional medium, digital personalities are also chosen for promotion on the

basis of their reputation in their field and trust of listener (Malik & Sudhakar, 2014). McCroskey (1997) give definition of credibility as “*the attitude towards a source of communication held at a given time by a receiver*”. Belch and Belch (2004) also define credibility as “*the extent to which the recipient sees the source as having the relevant knowledge, skill or experience and trust the source to give unbiased, objective information*”.

Followers are continuously observing their temperament in different situations, nature and way of living that develop everlasting confidence on YouTubers (Khamis *et al.*, 2017). While examining YouTube content creator specifically makeup stylist, a researcher came to know that these digital personalities make alliance with stronger sources like brands which have a good image in the market to enhance aspect of believe in their relationship with fans (Rasmussen, 2018). Renowned public figure has reputation as part of industry whether it was television or social media. He or she positively enhances the image of the company collab with and increase worth of product being endorsed and have considerably long-lasting impact on buying goals of fans (Park & Yang, 2010).

Brands pick those celebrities who made their names, marked top evaluated; spectators are die hearted fans and wait for their one sight. Such personality’s usage is more potent in making their company more prominent among cluster of competitive businesses. Perloff (2013) define credibility as “*an audience member’s perceptions of the communicator’s qualities*”. As nature of male and female is absolutely dissimilar thus they respond accordingly. When corporation give exposure of personality they both react inversely. At certain occasions, males express positive and satisfactory attitude towards embedded product and trust influencer while in others are not. Whereas females counter are entirely opposite to male and their purchasing styles are quite diverse and exceptional from each other (Ilicic & Webster, 2011; Wei & Lu, 2013).

Ananda and Wandebori (2016) argued that credibility is crucial in influencing audience so it is helpful in making estimation. If an influencer is most reliable source for his or her viewers then he acts positively and favorably which in turn change behavior and cause purchase targets. Whereas if influencer is not reliable and does not have a good reputation, the viewer's act negatively and unfavorably which show no results. Now, consumers are sharp enough they know very well who is telling truth or who is bluffing. Djafarova and Rushworth (2017) found that celebrities having impact on consumer purchase behavior are of the same level whether it is exerted by conventional or visual media celebrity.

Nandagiri and Philip (2018) stated that the products influencers show in their videos and then share their point of view on them. If they get satisfied they recommend it to their followers and it creates a desire to buy a particular product because listeners considered these characters as sincere speakers. Therefore, these influencers are imposing influence on their subscribers in several means by depicting a trustworthy and responsible content creator. Researcher has found that the credibility of YouTubers or in other words influencers is a feature through which he or she make their association more solid with their fans are positively influencing their buying intentions and hence, they are ready to acquire that product or service (Kapitan & Silvera, 2016; Hendrayati *et al.*, 2016). Thus, we hypothesize:

*H3: Credibility is positively associated with purchase intentions.*

## **2.5 Moderating Role of Parasocial Interaction (PI)**

Before discussing the relationship between independent variable and dependent variable let first highlights parasocial interaction. Horton & Wohl (1956) mentioned that parasocial interaction is a relationship a form of “*illusionary interaction*” which a viewer on his own form with media celebrity, deprived of mutual understanding. According to Lee and Watkins (2016),



it is based on theory which is named as "*Parasocial interaction theory*" explained a sort of one-way championship and closeness formed between two actors (commentator and presenter).

### **2.5.1 The Moderating Role between Attitude Homophily (AH) and Purchase Intention (PI)**

Many investigations have been carried out in the past and found homophily feature in which viewer tie resemblances with media personality as an originator of making parasocial interaction among two i-e, viewer and famous personality (Frederick *et al.*, 2012; Lee & Watkins, 2016; McCroskey *et al.*, 2006). Presence of closeness and attachment arises from supposed likeness within listener and speaker govern the intensity of influence which orator imposed on observer during this process (Byrne *et al.*, 1986; Hays, 1985; Kelman, 1961; Lascu & Zinkhan, 1999). In such a way, followers are inspired by vloggers if they find same characteristics resultings in their kinship more long-lasting and powerful. By linking relationship and similarities existing between two figures we came to know that a relation based on one-way companionship elevates, intensify and retain for longer period of time if it observes and finds more sameness (Byrne, 1961; Kendall & Yum, 1984; Prosbell & Andersen, 1980; Turner, 1993).

Lee and Watkins (2016) conducted an experiment on measuring impact of YouTube influencers on their follower targeting the realization and rise purchase intentions among them related to prestige branded products. They only considered two aspects of personality which are homophily i-e, resemblance viewer formed with media person and attractiveness of influencer. The test is on audience who watch video made by them and who don't watch it. Outcomes, there is significant difference observed in both contestants. The realization and formation of purchase goals for posh brands are greater in those who are exposed to their videos than other. It is fact, onlookers formulate parasocial relationship with those speakers which have same usual features. Thus, we hypothesize:

*H4: Parasocial interaction as moderator increase the relationship between Attitude Homophily and Purchase Intention.*

### **2.5.2 The Moderating Role between Physical Attractiveness (PA) and Purchase Intention (PI)**

Klimmt *et al.*, (2006) argued that features of parasocial relationship and direct communication between two individuals taking place in natural settings are parallel to each other. Numerous studies have been conducted in past depicting parasocial interaction existence targeting different areas such presenter on traditional media, broadcaster, player, users of digital media and YouTubers, they all are in one-sided relationship which was created by their spectators (Park, 2004; Farmer, 2012; Sun, 2010; Xiang *et al.*, 2016; Lee & Watkins, 2016). Rubin and McHugh (1987) stated that audience are fascinated by appealing and eye catching personality of celeb which is more meaningfully decisive and lead them to take certain actions. As noticed marketers used celebrity for their charming and stunning looks to get attention of consumer in promotion of brands. The appealing looks of celebrity play important role in their relationship with audience, the more they have charismatic appearance there more are chances of their followers in building a friendly relationship. Physical attractiveness of influencer are highly responsible in provocation of parasocial interaction among their fan followings (Lee & Watkins, 2016). People choose to be part of those influencers who are knowledgeable, creative, dependable and stunning so that they feel worthy, entertaining and pleasant after watching their vlogs. Relationship building takes time in each situation but if a YouTuber is physically attractive then viewers watch their vlogs repeatedly. Thus, we hypothesize:

*H5: Parasocial interaction as moderator increase the relationship between physical attractiveness and purchase intention.*

### **2.5.3 The moderating role between Credibility (C) and Purchase Intentions (PI)**

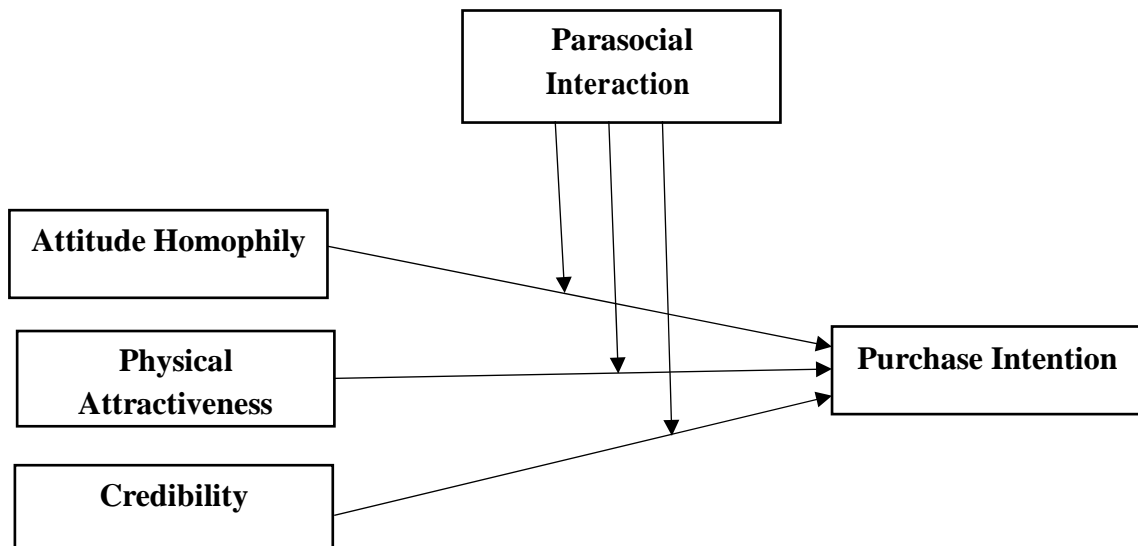
Brown (2015) argued that with the development of digital world, followers can find more trouble-free, within reach and uncomplicated access to communicate possible with influencer through visiting their personal and officially created YouTube channels, watch their videos on them and comment on it, they can also drop private messages on their Instagram accounts and thoroughly inspecting their tweets and retweet to them. Not only viewers are making interaction possible but influencers are also exerting effort in such communications. As audience regularly see them through social media and so celebrities do conversation with them on live stream on YouTube channels, Instagram and by uploading stories on their online channels. The main aim of influencers is to keep in touch with their fans. In context of source credibility model, the great validity, reliability and commitment of a source through which piece of information is conveyed there is higher possibility of correct interpretation and approval of message by decoder and stimulate them (Wang, 2015).

Eyal *et al.*, (2003) argued that people continue their communication without any pause to those they find similarities regarding their nature and other characteristics and main reason is that they want approval related to their own thoughts. As every individual need acceptance from the other members of society. Fiske *et al.*, (1990) expressed likeability in simple words when individual come in contact with others, he or she is more likely to create his or her decent and respectable image on them. Likewise, YouTubers also impress their followers by their hard work which is shown through their videos and moral conducts. Influencers are taken as the most credible source as they are expert in their field and their guidance matters a lot. Their followers have complete confidence in them that's why they are considered as most reliable resource provider. In this way it is clear that specialists are valuable among audience rather than others (Kelman, 1961). Thus, we hypothesize:

*H6: Parasocial interaction as a moderator increases the relationship between credibility and purchase intention.*

## **2.6 Theoretical Framework**

In this research purchase intention act as a dependent variable while, Attitude Homophily, Physical Attractiveness and Credibility are the independent one. Whereas Parasocial Interaction is moderating the relationship between Attitude Homophily, Physical Attractiveness and Credibility and Purchase Intention.



*Figure 2.6.1 Theoretical Framework*

## **CHAPTER 3**

### **METHODOLOGY**

In this section of study, we covered selection of methodology, selection of influencers, research approach, research strategy, population and sampling technique, sample size, data collection technique, questionnaire development and data analysis methods.

#### **3.1 Selection of Methodology**

The primary objective of the research was to explore the impact of YouTube vloggers attributes on purchase intention of their followers residing in Islamabad Pakistan. The attitude homophily, physical attractiveness, credibility, parasocial interaction and purchase intention was measured through adopted questionnaires from different studies which are mentioned in Appendix. First of all I went through previous studies conducted on purchase intention, follower's attitude, social media and YouTubers to have fruitful knowledge and understanding in this particular area and also pinpoint theories. Questionnaire online survey was used and dispersed among followers through online available platforms specifically in capital city.

#### **3.2 Selection of the influencers**

Three cut point in the selection of influencer. Firstly, YouTubers who have 30K plus subscribers on their channel. Through personally visiting their channels I came know that in Pakistan the vloggers who are promoting apparel segment in their video starts from 30K subscribers that's why I select vloggers on this basis. Secondly, chose influencers who promoted apparels in their videos and mostly showed content related to it. Last but not least, consistently uploaded vlogs on YouTube channels. The list of Pakistani male and female vloggers in given in chapter1.

### **3.3 Research Approach**

Intricate three approaches to build up a theory are: inductive, deductive and abductive. First one is deductive approach in which strategies are chosen to test the theory that develops on previous literature. On the other hand, recognized proofs are used to come to the conclusion in both abductive and inductive approaches. Deductive approach check rationality of few presumption. In contrary, articulation of assumptions is in inductive one. Whereas in abductive approach, examining phenomena to restructured present theory or build a new one so that more data is need to test (Saunders *et al.*, 2016). The study used deductive approach, test hypothesis and consider appropriate theories or models to support.

### **3.4 Research Strategy**

The data collected for some other purpose is secondary data and not gathered for particular research study whereas primary data is collected for a specific issue to be resolved (Churchill, 2009). The interviews, observations, experiments and questionnaires are forms of primary data collection methods. Sekaran and Bougi (2016) stated that purchaser buying decision has been frequently measure through survey strategy. Hence, current study gathered primary data through questionnaires in order to determine followers purchase intention through online survey. The escorted data not only assist the research being carried out but also be responsible for providing definite response to the research questions.

### **3.5 Population and Sampling**

The quantitative analysis study should be conducted with probability sampling method to gain generalizable outcomes of target population (Saunders *et al.*, 2016). In this research, the non-probability sampling technique (convenience sampling) was used to choose respondents, as it is being easiest and less time consuming method (Aczel & Sounderpandian, 2006). “*Convenience sampling is the non-probability sampling technique where subjects are selected*

*because of their convenient accessibility and proximity to the research”* (Resource, 2012). The target population of this study is male and female followers who are interacting, watching and engaging with vloggers on their official YouTube channels. However, due to limited time constraints and financial resources, it was feasible to distribute the structured questionnaire survey among followers living in capital city Islamabad, Pakistan. The online research survey was sent out through Google form and also distributed through social media platform i-e Facebook.

### **3.6 Sample size**

The target population in current dissertation covered only male and female followers living in Islamabad of YouTube vloggers who promoted apparel in their videos. The minimum sample size for any research should be higher than 150 (Pallant, 2016). According to Hair *et al.*, (2003), a sample size of 200 respondents is enough for analysis of data. According to Hair *et al.*, (2013), 350 sample size satisfactory for research studies. The sample size for marketing research study ranges between 300 and 500 (Maranon, 2020). In these connections, the sample size of this study is 380 respondents. Out of this sample size, 350 were collected responses and 30 questionnaires were missing data were discarded. Hence, the only 350 data were used for further analysis.

### **3.7 Data collection**

In the study, data was collected within a large population (male and female followers) only those who were residing in Islamabad through online survey conducted on Google Form and also by contacting admins of vloggers fan pages on Facebook.

### 3.8 Questionnaire development and administration

The measures used in the study were adopted and adapted from literature. All items were assessed through 5-point Likert scale (1-Strongly Disagree, 2- Disagree, 3-Neutral, 4-Agree, 5- Strongly Agree).

#### 3.8.1 Independent Variables

In this research, there are three independent variables attitude homophily, physical attractiveness and credibility. The responses of all variables have been measured on 5-point Likert scale. The table below was the source of questionnaire adopted from the researches and number of items.

**Table 3.8.1.1 Independent Variables**

Constructs	Symbol	Source	Number of items
Attitude homophily	AH	McCroskey, McCroskey & Richmond, 2006	10 items
Physical attractiveness	PA	Utz, S., 2010	5 items
Credibility	C	McCroskey, 1999	5 items

#### 3.8.2 Dependent variable

The dependent variable has been taken as purchase intention and measured on 5-point Likert scale. The table below was the source of questionnaire adopted from the research and number of items.

**Table 3.8.2.1 Dependent Variable**

Constructs	Symbol	Source	Number of items
Purchase Intention	PI	Choi & Lee, 2019	4 items



### 3.8.3 Moderator

The moderator parasocial interaction has been measured on 5-point Likert scale. The table below was the source of questionnaire adopted from the research and number of items.

**Table 3.8.3.1 Moderator**

<b>Constructs</b>	<b>Symbol</b>	<b>Source</b>	<b>Number of items</b>
Parasocial Interaction	PSI	Rubin, Perse & Powell, 1985	8 items

### 3.8.4 Control Variables

- Age (18-25, 26-35, 36-45, 46-55, 56-65, Above 65).
- Gender (Male, Female).
- Occupation (Doctor, Engineer, Businessman/Business women, Banker, Teacher, Student, others).
- Years of Schooling (Matriculation, Intermediate, Bachelors, Master or Above).
- Monthly Income (less than Pak RS. 30,000, 30,000- 60,000, 60,000-100,000, 100,000 to 125,000, More than 125,000).

### 3.9 Data Analysis Method

Current study used SPSS and Smart PLS for data analysis. There were used different estimation techniques like correlation analysis, reliability analysis, and confirmatory factor analysis and discriminant validity along with moderation analysis.

# CHAPTER 4

## RESULTS AND ANALYSIS

### 4.1 Demographics of Sample

In this part of the study main emphasis is on respondents characteristics comprises of gender, marital status, age, occupation, years of schooling and monthly income. The total responses received are 350 which are analyzed further. All of them are discussed one by one below.

**Table 4.1.1 Respondent Gender**

Control Variable	Frequency	Percent	Valid Percent	Cumulative Percent
Male	230	65.7	65.7	65.7
Female	120	34.3	34.3	100.0
Total	350	100.0	100.0	

In table 4.1.1 which represent how many are male respondents and how many are female respondents. The frequency of male is 230 which is more than female 120. The table shown 65.7 percent male and 34.3 female who take part in survey.

**Table 4.1.2 Respondent Marital Status**

Control Variable	Frequency	Percent	Valid Percent	Cumulative Percent
Married	161	46.0	46.0	46.0
Unmarried	189	54.0	54.0	100.0
Total	350	100.0	100.0	

Above table 4.1.2 shows the marital status of respondents. It is revealed through survey among male and female 161 are married while 189 are single or unmarried out of 350 sample size which are 46 percent and 54 percent respectively.

**Table 4.1.3 Respondent Age**

<b>Control Variable</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
18-25	187	53.4	53.4	53.4
26-35	107	30.6	30.6	84.0
36-45	39	11.1	11.1	95.1
46-55	9	2.6	2.6	97.7
56-65	8	2.3	2.3	100.0
Total	350	100.0	100.0	

Above table 4.1.3 shows that percentages of the respondents along with their frequencies out of 350. The 53.4 % respondents belong to 18-25 age group which is largest among all, 30.6 % were 26-35 age, 11.1 % lies in 36-45 age interval, 2.6 % respondents were 46-55 age group and only 2.3 % lies in 56-65 age bracket. The frequencies of respondents were 187, 107, 39, 9 and 8 respectively.

**Table 4.1.4 Respondent Occupation**

<b>Control Variables</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Doctor	20	5.7	5.7	5.7
Engineer	50	14.3	14.3	20.0
Businessman/Business women	38	10.9	10.9	30.9
Banker	38	10.9	10.9	41.7
Teacher	39	11.1	11.1	52.9
Student	98	28.0	28.0	80.9
Other	67	19.1	19.1	100.0
Total	350	100.0	100.0	

The table 4.1.4 shows occupation of the respondents which are divided into Doctor, Engineer, Businessperson, Banker, Teacher, and Student and other. Among responses Doctors 5.7 %, Engineer 14.3 %, business person 10.9%, Banker 10.9 %, Teacher 11.1 % Student 28.0 % and others 19.1 %. Out of 350 responses 20 were doctors, 50 were Engineer, 38 were businessman and women, 39 were Teacher, 98 were students and 67 were belongs to other profession.

**Table 4.1.5 Respondent Years of Schooling**

<b>Control Variables</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Matriculation or below	12	3.4	3.4	3.4
Intermediate	66	18.9	18.9	22.3
Bachelor	174	49.7	49.7	72.0
Master or Above	98	28.0	28.0	100.0
Total	350	100.0	100.0	

Overhead table 4.1.5 reveals the level of education of followers who take part in survey. The 3.4 % of the total target respondents belongs to matriculation or below, 18.9 % respondents were intermediate , 49.7 % and 28 % are largest among others were Bachelor and Master or above respectively.

**Table 4.1.6 Respondent Monthly Income**

<b>Variables</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Less than Pak Rs. 30,000	59	16.9	16.9	16.9
Rs. 30,000 to Rs. 60,000	126	36.0	36.0	52.9
Rs. 60,000 to Rs.120,000	77	22.0	22.0	74.9
More than Rs. 120,000	24	6.9	6.9	81.7
Can't tell	64	18.3	18.3	100.0
Total	350	100.0	100.0	

In the table 4.1.6 displays the monthly income level of the target followers. The table covers percentages and frequency of all the total responses. The percentages of respondents in the ranges above were 16.9 %, 36 %, 22 %, 6.9 % and 18.3 %. The respondents frequency having income less than Rs. 30,000 were 59, 126 were lies in range between Rs. 30,000 to Rs. 60,000, Rs. 60,000 to Rs. 120,000 were 77, more than Rs. 120,000 were 24 and 64 were not willing to tell their income. The result shows that high number of the respondents having income amongst Rs.30, 000 to 60,000.

## **4.2 One Way ANOVA**

One way ANOVA use to find out the demographic variables which have impact on dependent variable that need to be control before estimation.

**Table 4.2.1 One Way ANOVA**

<b>Demographics</b>	<b>Purchase Intention</b>
	<b>p value</b>
Gender	.011
Marital Status	.039
Age	.083
Occupation	.222
Years of Schooling	.214
Monthly Income	.595

Above table 4.2.1 is One Way ANOVA which shown impact of demographics on dependent variable and need to be controlled. In current study, the age, occupation, years of schooling and monthly income are not significant so they do not have impact on purchase intention (dependent variable). But gender and marital status are significant having  $p > 0.05$  and have impact on dependent variable as gender ( $p=.011$ ) and marital status ( $p=.039$ ). Therefore, these two demographics were controlled during analysis.

### **4.3 Normality of Data**

Below Table 4.3.1 summarized scale presenting each recognized construct including skewness and kurtosis values. Before reaching towards direct effect analysis and moderation regression analysis, the normality of data is being checked. It is used to ensure that the data is normal and fit for model.

**Table 4.3.1 Normality of Data**

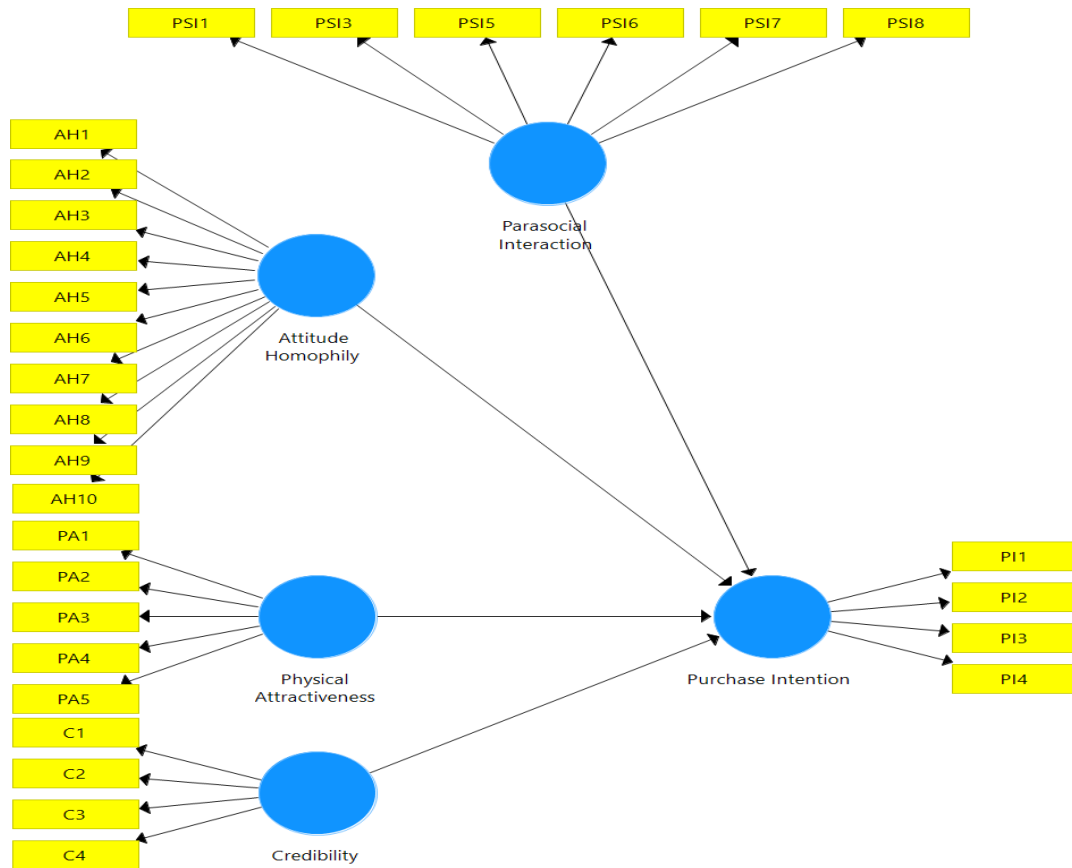
<b>Variables</b>	<b>Skewness</b>	<b>Kurtosis</b>
Attitude Homophily	-1.329	-.749
Physical Attractiveness	-1.323	-.658
Credibility	1.293	2.194
Parasocial Interaction	-.186	1.543
Purchase Intention	-.733	-1.934

The standard value of skewness is ranging from +2 to -2 and kurtosis is from -3 to +3. According to Pallant (2016), positive value of skewness indicates that scores are grouped to the left side at the lesser values and negative skewness gathering on the higher side. The above values shows that attitude homophily value of skewness is -1.329 and kurtosis is -.749 it means data is normal. Physical attractiveness values of skewness and kurtosis are -1.323 and -.658 respectively. The values of independent variable (physical attractiveness) lie in the array of normality test. The skewness and kurtosis values of credibility, parasocial interaction and purchase intention are 1.293 -.186, -.733 (skewness) and 2.194, 1.543, -1.934 (kurtosis) respectively. The values of all variables including three independent, one moderator and one dependent are within the standard range.

#### **4.4 Confirmatory Factor Analysis**

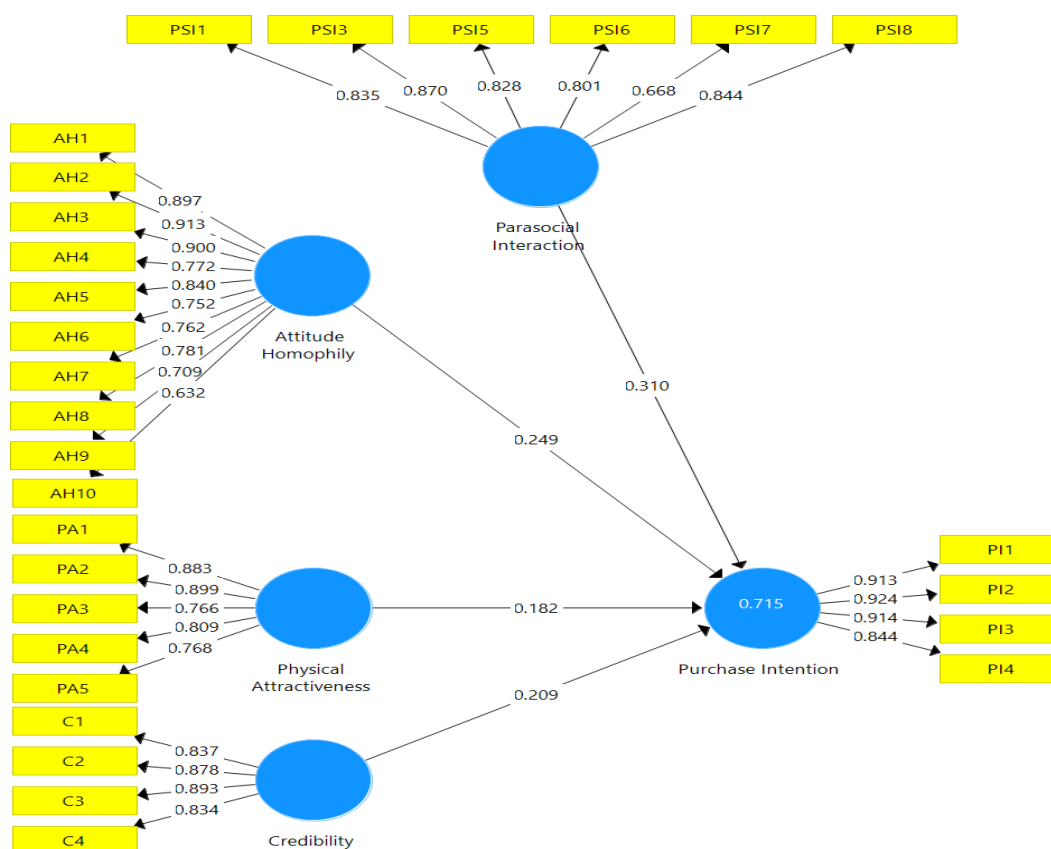
CFA is used to test the items that were used to collect the data from the targeting area. The two parts occur in the approval of model is through partial least squares method (Hair, Ringle & Sarstedt, 2011; Hair, Sarstedt, Ringle & Mena, 2012). One is “*outer model*” which shows association within the examined constructs and their indicators where as “*inner model*” shows affiliation among constructs. There are two kind of analysis in confirmatory factor analysis: convergent validity and discriminant validity. “*Convergent validity pertains to the level to which a measure of specific indicators positively measures the same determined constructs*” (Hair, Ringle & Sarstedt, 2011). Convergent validity is further divided into three: factor loading, composite reliability and average variance extracted. The standard value of factor loading is greater than 0.6 ( $> 0.6$ ), composite reliability is  $> 0.7$  and value of average variance extracted is  $> 0.5$  (Hair *et al.*, 2011). Factor loading value ought to be greater than 0.6 and those items whose factor loading is less than 0.6 are excluded from model and then again calculate PLS algorithm for factor loading analysis which is confirmatory factor analysis second level.

**Figure 4.4.1: CFA without Factor Loading**



In the figure 4.4.1 there are three IV's named as attitude homophily, physical attractiveness and credibility, parasocial interaction is moderator and purchase intention is dependent variable. After deletion of two items of parasocial interaction (PSI2 and PSI4) and one item of credibility (C5) because both have factor loading value less than 0.6. But attitude homophily, physical attractiveness and purchase intention have ten, five and four items respectively which are all loaded having values greater than standard 0.6. For further analysis, again PLS Algorithm is calculated.

**Figure 4.4.2: CFA with Factor Loading**



Above figure 4.4.2 shows the reliability and validity of items, in this diagram left hand side are independent variables, right hand side is dependent variable and on the top is moderator. The items having factor loading less than 0.6 are already excluded. The reliability and validity of each items, beta value and R square values show in above figure. Beta value is a unit change in dependent variable. If beta value is positive or negative then prediction is positive and negative respectively. Its value is lying in inner model between arrows as shown in above figure. **R<sup>2</sup>** is total change in dependent variable. On the left side outer model there are three independent variables AH, PA and C having reliability and validity values which should not be < 0.6. But on the opposite end there is reliability and validity value of four items of dependent variable PI. The R square value which is also lie in the outer model is 0.715 it means total change occur in DV is 71 % by these independent variables and other 29 % is caused by other variables present in the world. Thus, the loadings of items were evaluated and it is



uncover that certain items with low factor loading value are omitted from the analysis and items having loading higher value is accepted. Thus, the items excluded are credibility (C5) and two items of parasocial interaction (PSI2, PSI4).

#### 4.4.1 Construct Reliability and Validity

“Validity is defined as the extent to which a concept is accurately measured in a quantitative study” (Heale & Twycross, 2015). Internal consistency of the items can be measure by using different analysis like Cronbach alpha, composite reliability and average variance extract. Cronbach Alpha value indicates reliability or consistency of scale and standard value for Cronbach Alpha is  $> 0.7$  (Pallant, 2016). According to Churchill (1979), the benchmark value of composite reliability is greater than 0.7. Fornell & Laecker (1981) stated that average variance extracted (AVE) of construct was more than 0.5. In the under table 4.4.1.1, reliability is separated into three: cronbach’s alpha, composite reliability and average variance extracted.

**Table 4.4.1.1 Construct Reliability and Validity**

Constructs	Items	Cronbach’s Alpha (CA)	Composite Reliability (CR)	Average Variance Extracted (AVE)
Attitude Homohily (AH)	10	0.936	0.946	0.641
Physical Attractiveness(PA)	5	0.888	0.915	0.684
Credibility (C)	5	0.883	0.920	0.741
Parasocial Interaction (PSI)	8	0.894	0.919	0.657
Purchase Intention (PI)	4	0.921	0.944	0.809

Above table shows the reliability values according to Cronbach Alpha, Composite reliability and average variance extracted. In first column shows reliability according to Cronbach Alpha and standard value of Cronbach Alpha is 0.7%. Second values show the composite reliability and standard value of composite reliability is 0.6%. Last column shows the value of average variance extracted and standard value of this analysis is 0.5%. Fornell and Larker (1981) conjectured that average construct value  $>0.5$  % and composite reliability value is  $>0.6$ % if some values less than 0.6% still those values valid just because of average variance extract.

#### 4.4.2 Factor Loading

**Table 4.4.2.1 Factor Loading of Constructs**

<b>Construct</b>	<b>Items</b>	<b>Factor loading</b>
Attitude Homophily	AH 1	0.897
	AH 2	0.913
	AH 3	0.900
	AH 4	0.772
	AH 5	0.840
	AH 6	0.752
	AH 7	0.762
	AH 8	0.781
	AH 9	0.709
	AH 10	0.632
Physical Attractiveness	PA 1	0.883
	PA 2	0.899
	PA 3	0.766
	PA 4	0.809
	PA 5	0.768
Credibility	C 1	0.837
	C 2	0.878
	C 3	0.893
	C 4	0.834
Parasocial Interaction	PSI 1	0.835
	PSI 3	0.870
	PSI 5	0.828
	PSI 6	0.801
	PSI 7	0.668
	PSI 8	0.844
Purchase Intention	PI 1	0.913
	PI 2	0.924
	PI 3	0.914
	PI 4	0.844

*Note: AH=Attitude Homophily; PA=Physical Attractiveness; C=Credibility; PSI=Parasocial Interaction;*

*PI= Purchase Intention*

Above table shows the variables along with items and their reliability all the items are greater 0.6 and the standard value of factor loading is  $> 0.6$ . In the above table all those values excluded that were below the 0.6.

#### 4.4.3 Discriminant Validity

“The discriminant validity measures show the level to which the items are differentiated among the constructs; it ensures that the items belong to different and non-overlapping constructs” (Fornell & Larcker’s, 1981). The discriminant validity is one of the fragment of confirmatory factor analysis.

**Table 4.4.3.1 Discriminant Validity**

	AH	C	PSI	PA	PI
Attitude Homophily (AH)	<b>0.801</b>				
Credibility (C)	0.781	<b>0.861</b>			
Parasocial Interaction (PSI)	0.720	0.847	<b>0.810</b>		
Physical Attractiveness (PA)	0.566	0.540	0.586	<b>0.827</b>	
Purchase Intention (PI)	0.776	0.765	0.804	0.617	<b>0.899</b>

The criterion of discriminant validity is value of discriminant validity should be surpass AVE for each aspect and diagonal values should be greater than below values. In the table 4.4.3.1 show bold values in diagonal is larger than values underneath which meet one of criteria of discriminant validity such as 0.801, 0.861, 0.810, 0.827 and 0.899. The criteria set for the analysis of discriminant validity was functioned to investigate the changes of variables (Fornell & Larker, 1981; Leong *et al*, 2013).

#### 4.5 Correlation Analysis

In research, correlation analysis is used to find linear association between two distinct variables and outcome gives it direction and strength as well. The value of correlation is Pearson R which

has ranging from  $-1$  to  $+1$ . All the values of correlation lies in between this range. The negative and positive sign indicates relationship among variables. Presume value of correlation  $\rho$  is having negative sign it means if one variable upsurge or increase bring effect in other variable which decreases or drop consequently, it is negative or unfavorable change occur. Similarly, when value of correlation  $\rho$  is positive it means one variable increase the other one will also increase (Pallant, 2016). Positive value means positive relationship and increase and vice-versa. The table below depicts correlation values of attitude homophily (AH), physical attractiveness (PA), credibility (C), parasocial interaction (PSI) and purchase intention (PI).

**Table 4.5.1 Correlation Analysis**

	<b>AH</b>	<b>PA</b>	<b>C</b>	<b>PSI</b>	<b>PI</b>
1. AH	1				
2. PA	.526**	1			
3. C	.389**	.454**	1		
4. PSI	.262**	.454**	.508**	1	
5. PI	.256**	.570**	.413**	.557**	1

N=350, \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$

Table 4.5.1 exhibits the direct association between variables which can be either positive or negative. The table shows variable of interests used for study is to examine the relationship are attitude homophily, physical attractiveness, credibility, parasocial interaction and purchase intention and denoted by AH, PA, C, PSI and PI respectively. Attitude homophily is highly correlated with physical attractiveness (PA) at **.526\*\***. Attitude homophily is positively correlated with credibility (C) at **.389\*\***. Attitude homophily is also positively correlated with parasocial interaction (PSI) and purchase intention (PI) with at value **.262\*\*** and **.256\*\*** respectively.

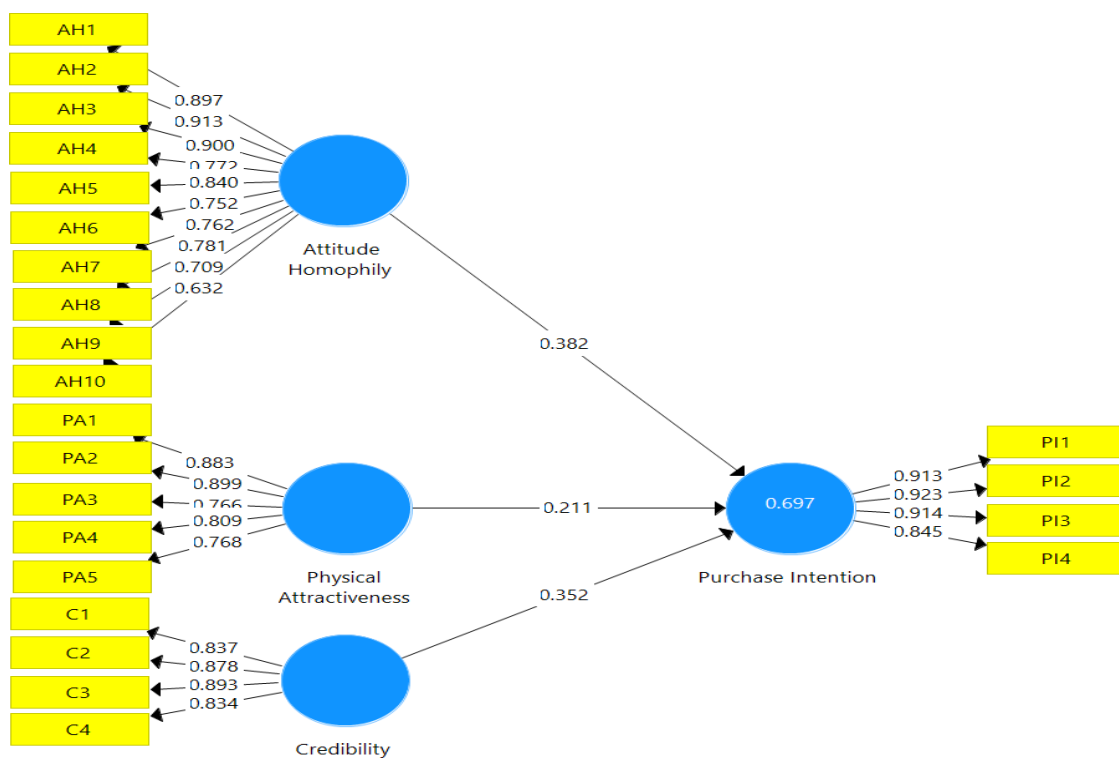
Physical attractiveness is positively correlated with both credibility and parasocial interaction at **.454\*\*** whereas it is strongly correlated with purchase intention at **.570\*\***. Credibility is highly correlated with parasocial interaction and positively correlated with

purchase intention at **.508\*\*** and **.413\*\*** correspondingly. Similarly, parasocial interaction is positively correlated with purchase intention at **.557\*\***. All of the variables included in the study (AH, PA, C, PSI, PI) is considerably correlated with each other at significant level of 0.01.

## 4.6 Regression Analysis

To discover relationship concerning independent variable and dependent variable a multiple regression analysis is conducted which is also named as direct effect or main effect in SmartPLS software. In multiple regression analysis more than one independent variable are regressed on dependent variable. In the regression analysis the level of prediction is being by focusing on **beta**, **R2** and change in **R2** value. In this analysis select only those variables which are not deleted previously. Perform PLS algorithm calculation to get **beta** and **R2** value and after that conduct bootstrapping to get p value which shows significance in path coefficient.

**Figure 4.6.1 Direct Effect of IVs on DV**



In the above figure 4.6.1 discloses direct effect of independent variables on dependent variable, after performing regression analysis factor loading in “*outer model*” of each items is shown along with beta value in middle which is “*inner model*” and R2 value is in the round at the right end.

**Table 4.6.1 Reporting of PLS Regression**

Direct Effects of IV's on DV				
IV's	Beta	R Square	Adjusted R	P Value
Attitude Homophily (AH)	0.382	0.697	0.694	0.000
Credibility (C)	0.211			0.000
Physical Attractiveness (PA)	0.352			0.000

Above table 4.6.1 reveals the Direct Effect of IV's such as attitude homophily, physical attractiveness and credibility on purchase intention (DV), where **beta** value is unit change in dependent variable caused by independent variable. **R2** determine total change or percent change in dependent variable caused by all the independent variables. **Change in R2** determine the actual change occur in DV caused by all IV's. Attitude homophily has beta value 0.382 which is highest among other, whereas credibility and physical attractiveness bring change in purchase intention is 0.211 and 0.352. The R2 value is **0.697** and change in R2 is **0.694**. The p value show level of significance and value 0.000 is highly significant.

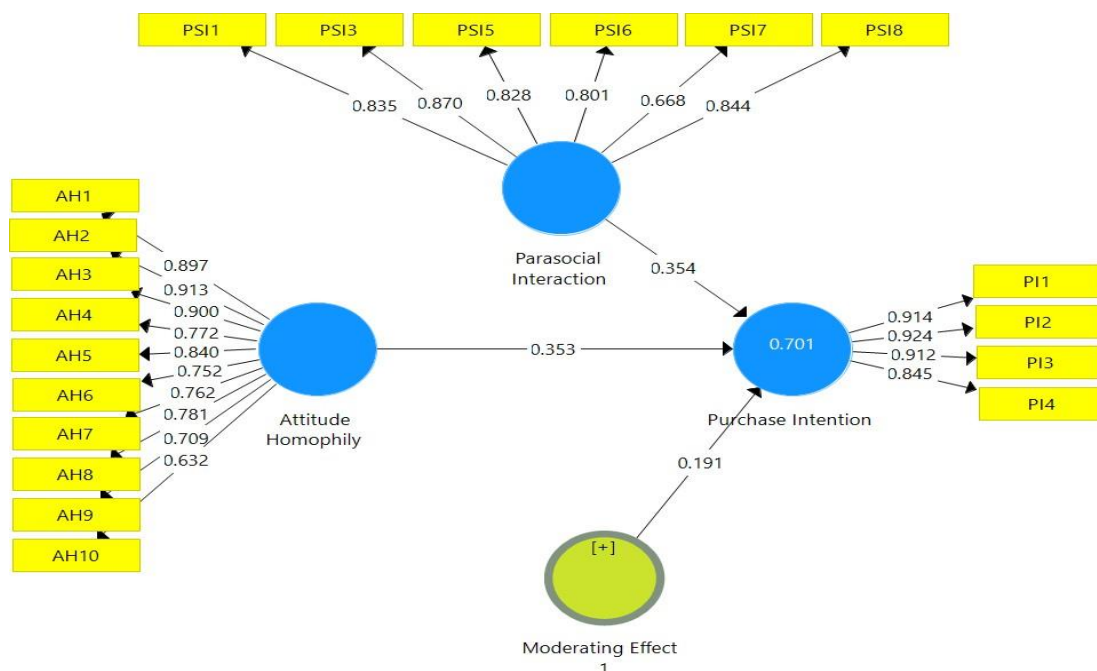
## 4.7 Moderation Analysis

Moderation Analysis shows the impact of moderator between independent variables and dependent variable. In current study, parasocial interaction has been taken as moderator that was listed above in the following diagram.

### 4.7.1 Moderation effect between Attitude Homophily and Parasocial Interaction

For moderation analysis, drag undeleted construct to modelling window and connect independent variable and moderator to dependent variable. Next, drag moderating effect on DV and put on it. Click on green round formed below and interaction effect dialog box is open in which put independent variable attitude homophily and moderator parasocial interaction is entered to check moderating effect between attitude homophily and purchase intention. Then, run PLS Algorithm calculation to get **beta** and **R2** value which shows in figure below. The value between connecting lines is **beta** which is a unit change and **R2** which is a total effect on the purchase intention is in the round at the left end.

**Figure 4.7.1.1 Moderating Effect IV1**



As can we see figure 4.7.1.1 that moderating effect which shows interaction term has positive effect on purchase intention because beta value is 0.191. The simple effect of attitude homophily on purchase intention is 0.353 which is at the center of the figure by connecting both IV and DV. The findings propose that combine relationship between attitude homophily (Independent variable) and purchase intention (Dependent variable) is 0.353 at average level

of parasocial interaction. High degree of parasocial interaction results in strengthens the relationship between IV and DV by the size of interaction term which is calculated as  $(0.353+0.191= 0.544)$ . Whereas, at low level of parasocial interaction it weaken the relationship between attitude homophily and purchase intention of followers by interaction term size  $(0.353-0.191= 0.162)$ . It is clear from beta value of moderating effect that relationship is positive. Next, we evaluate whether relationship is significant or not. For this purpose, we simple run bootstrapping calculation to get p value. Bootstrapping is only run to get p and t value.

**Table 4.7.1.1 Moderation Analysis of IV1**

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Value</b>
<b>Attitude Homophily-&gt; Purchase Intention</b>	0.353	0.356	0.049	7.186	0.000
<b>Moderating Effect 1-&gt; Purchase Intention</b>	0.191	0.192	0.041	4.712	0.000
<b>Parasocial Interaction-&gt; Purchase Intention</b>	0.354	0.350	0.065	5.416	0.000

Furthermore, to find out the interaction term significant level. Current study run the bootstrapping analysis on 350 bootstrap samples without change and calculates the bootstrap. The p value is in path coefficient table that is 0.000 along with t value 4.712. It shows that parasocial interaction strengthen the relationship between attitude homophily and purchase intention.

#### **4.7.2 Moderation effect between of Physical Attractiveness and Parasocial Interaction**

The direct path model is extend by including moderator parasocial interaction and draws a path relationship from moderator to dependent variable parasocial interaction. The main effect



model in create in the modelling window of SmartPLS. The next is to form interaction term. Present study is to find out the significance of a moderating effect. The interaction term in generate by right-click on the target construct purchase intention and select moderating effect. As a result, interaction term 1 is formed below. Then, run PLS Algorithm to get **beta** and **R<sup>2</sup>** value shows in figure below.

**Figure 4.7.2.1 Moderating Effect IV2**

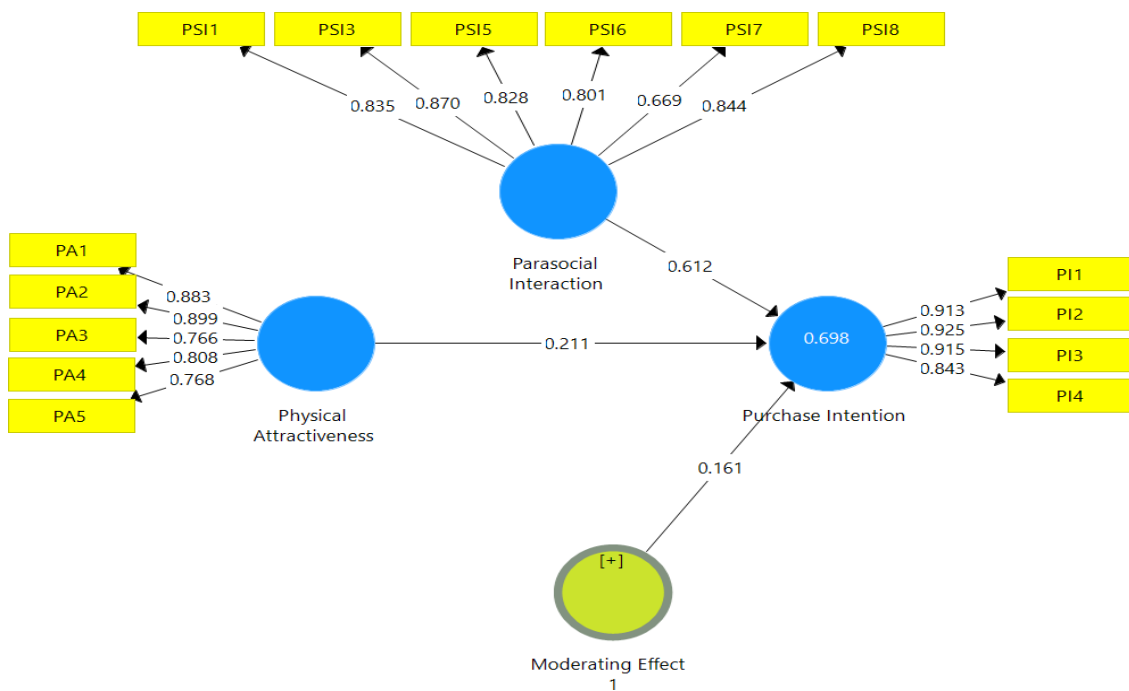


Figure 4.7.2.1 shows that the simple effect between physical attractiveness and purchase intention is 0.211. Jointly, at average level of parasocial interaction the relationship among physical attractiveness and purchase intention is 0.211. Furthermore, for higher level of parasocial interaction the relationship increases by including interaction term ( $0.211 + 0.161 = 0.372$ ). In the low level of parasocial interaction among physical attractiveness and purchase intention it decreases the relationship ( $0.211 - 0.161 = 0.05$ ).

**Table 4.7.2.1 Moderation Analysis of IV2**

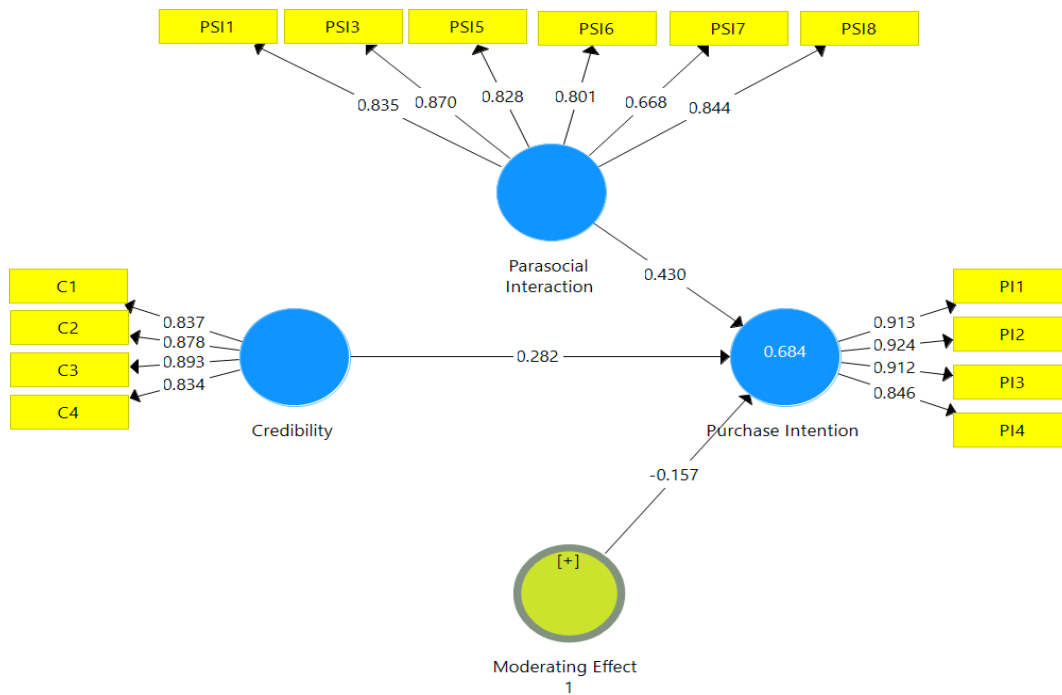
	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV  )</b>	<b>P Value</b>
<b>Moderating Effect 1-&gt; Purchase Intention</b>	0.161	0.162	0.037	4.397	0.000
<b>Parasocial Interaction-&gt; Purchase Intention</b>	0.612	0.613	0.045	13.458	0.000
<b>Physical Attractiveness-&gt; Purchase Intention</b>	0.211	0.210	0.040	5.266	0.000

Table 4.7.2.1 shows that the moderating effect between second physical attractiveness and purchase intention is significant because it has  $p > 0.001$  ( $p=0.000$ ). This table shows that parasocial interaction highly significant and positively increases the relationship between physical attractiveness and purchase intention.

#### **4.7.3 Moderation effect between Credibility and Purchase Intention**

In this study, is to examine significance of moderating effect within credibility and purchase intention. Same procedure is followed in this relation as perform earlier. The moderating effect is get by calculating PLS-SEM algorithm. The interaction term shows in the modelling window of PLS-SEM Algorithm. Only those items are selected whose factor loading value above 0.6 or equal to 0.6. After running PLS-SEM algorithm we get beta and R2 value which is given in figure below.

**Figure 4.7.3.1 Moderating Effect IV3**



Overhead figure 4.7.3.1 shows that simple effect of credibility on purchase intention is 0.282 which is clearly show from figure. Parasocial interaction as a moderator decrease the level of association between credibility and purchase intention. At average level there is no change in relationship which is 0.282, higher level is  $(0.282-0.157= 0.125)$  it weakens the relationship and at lower level is  $(0.282+0.157= 0.439)$  it strengthen the relationship.

**Table 4.7.3.1 Moderation Analysis of IV3**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Value
<b>Credibility -&gt; Purchase Intention</b>	0.282	0.283	0.064	4.380	0.000
<b>Moderating Effect 1 -&gt; Purchase Intention</b>	-0.157	-0.155	0.047	-3.34	0.075
<b>Parasocial Interaction -&gt; Purchase Intention</b>	0.430	0.431	0.076	5.681	0.000

The next step is check the significance of relationship. For this reason, we perform bootstrapping method and get p value in path coefficient table of SmartPLS. Table 4.7.3.1 uncovers that the moderating effect of PSI among credibility and purchase intention is non-significant since,  $p > 0.075$  and standard value of P is 0.05. Comprehensively, moderator put negative effect in between credibility and purchase intention. Thus, hypothesis is rejected.

## 4.8 Decision of hypothesis

**Table 4.8.1 Hypothesis Decision**

<b>Hypo.</b>	<b>Statement</b>	<b>Accepted/ Rejected</b>
H1	Attitude Homophily is positively associated with purchase intentions.	Accepted
H2	Physical attractiveness is positively associated with purchase intentions.	Accepted
H3	Credibility is positively associated with purchase intention	Accepted
H4	Parasocial interaction as a moderator increase the relationship between Attitude homophily and purchase intention	Accepted
H5	Parasocial interaction as a moderator increase the relationship between Physical attractiveness and purchase intention	Accepted
H6	Parasocial interaction as a moderator increase the relationship between credibility and purchase intention	Rejected

# CHAPTER 5

## DISCUSSION AND CONCLUSION

### 5.1 Discussion

Nowadays firms use the social media for their products and service to attain and retain the customers, social media also changes the customer behavior as well. Current aim of research study is to find out that whether social media activists helps to change customer behavior or not in garment sector of Islamabad Pakistan. At first this study developed hypothesis and collect the information from targeting area. Current study is based on six hypothesis which are discuss below:

#### **Hypothesis 1:**

The first hypothesis is “*Attitude homophily is positively associated with purchase intention*” accepted. According to social cognitive theory, if a viewer found public figure or personality similar to them then there is less effort required for celebrity to influence (Bandura, 1994). Sukhdial *et al.*, (2002) stated that generation Y are more interested in a product to purchase which are endorsed or promote by an individual similar to themselves and reflecting their self-image. These similarities known as attitude homophily which are in the form of having similar beliefs, education level and equal status (Prisbell & Andersen, 1980). The audiences or listeners are in explore of comparable source through which they gain information related to their purchase decision. Trust is arouse among alike individuals and solutions on issues or recommendations given by presenter is effective and understood by hearers due to resemblances (Levine & Valle, 1975). Individual or person is more expected to act like person who resembles to him or her (Mcleod, 2016).

In accordance with principle of homophily, the view point that people resemblance with others encourages every relationship, the hunt for and sharing of information among

themselves (McPherson *et al.*, 2001). It is also acknowledged as “*like me principle*” in which entities or persons inclined to interact and associate with those who are matching to themselves through which they reflect their own actions and attitudes (Laumann, 1966; Bruyn & Lilien, 2008; McPherson & Smith-Lovin, 1987; McPherson *et al.*, 2001). Gilly *et al.*, (1998) argued that the excessive existence of homophily between listener and provider, the more impact on buying verdict of hearer. In our online survey, respondents are inquired about attitude homophily they formed with YouTube vloggers, the outcome shows that if viewers formed homophily relationship with these influencers it ultimately affects their purchase intentions. Therefore, results depicts that attitude homophily is positively influencing the purchase intentions of followers.

### **Hypothesis 2:**

The second hypothesis is accepted considering another attribute of vlogger “*Physical attractiveness is positively associated with purchase intention*”. Ermeç (2014) stated that “*attractiveness is a positive view of a person not only based on his or her physical appearance but also based on other characteristics such as personality and athletic skills*”. Promoter or celebrity who are more charming gain more attention inclined to boost purchase intention among viewers or watcher and vice-versa (Isaac, 2008). The enchanting and prepossessing appearance of endorsers or media personality has a substantial and positive effect on the buying intent of viewership or beholder (Pratiwi, 2015; Pontoh, 2016). The “*source attractiveness model*” is generally consists of four extents which are “*familiarity*”, “*Likeability*”, “*similarity*” and “*attractiveness*” (McCracken, 1989; Mehulkumar, 2005). The success, power and potency of an announcement be contingent on these extents as stated earlier. The sources are “*familiar*” as they came to know information, capability, enlightenment and wisdom of the message provider or “*likeable*” as the viewers like a source founded on their look which are as pretty as

picture or “*similarity*” having identicalness among watchers and speaker perceived as more bonny, beauteous, fetching and convincing for hearers (Ohanian, 1990).

This kind of message source stimulates affirmative stereotypes and consequently apparently attractive, stunning and arresting personality are very victorious at altering believes of consumers (Baker & Churchill, 1977; Chaiken, 1979), their attitudes or perspectives (Baker & Churchill, 1977; Caballero & Pride, 1984; Chaiken, 1979) and causing buying intent (Friedman et al., 1977; Petty & Cacioppo, 1980; Till & Busler, 2000). In accordance with past research, it discloses that physical attractiveness is single feature among all other which has impact on purchase behavior of users and the greater buyers entice and fascinate towards celebrity then there is more chances of buying intention effected by them (Tsai & Chang’s, 2007). The good-looking and stunner sponsor has a greater prospective to effect the approaches, behavior or opinion of customers (Debevec & Kernan, 1984).

Existing customers stimulate customers viewpoint related to service provided (Thakor *et al.*, 2008), their level of satisfaction gain (Grove & Fisk, 1997), behavioral intentions (Brocato *et al.*, 2012; Choi & Mattila, 2016) and assessment of merchandise (Argo *et al.*, 2008) When physical looks of the users changes which in term effect the witnesses or spectators actions intent (Day & Stafford, 1997; Thakor *et al.*, 2008; Choi & Mattila, 2016). Hung (2014) argued that the allure of a blogger can make the follower relief form dense regular works and obtain positive or favorable feelings, emotions or sentiments. Based on past researches and finding of the current study it is revealed that physical attractiveness has positive impact on purchase intentions of audience. The consumers are more provoked by pleasing and engaging looks of influencers or celebrities. Followers are very mesmerizing and convinced by their thoughts, opinions and viewpoints of vloggers because of their look.

### **Hypothesis 3:**

The third hypothesis was “*Credibility is positively associated with purchase intention*” accepted. Online celebrities act as persuasive commander in digital world where they are perceived to be guider and being part of group alter others with their vast knowledge, adroitness, competences and knack related to pertinent subjects (Cho, Hwang and Lee, 2019). Wong (2014) argued that online celebrities which are also known as influencers are seeming to be professional, knowledgeable and skillful in their respective area and in such a way they seizure gigantic fan following. According to Burke (2017), influencer marketers or vloggers or digital celebrities employ as “*a marketing tool to pass message to the target audience, conveying information and influencing the consumer’s purchase intention*”. Shimp (2000) stated that knowledge passed through these online celebrities are trustworthy and sound for the reason of their prowess and command which normally effect the purchase actions of users and their intentions to buy.

Chakraborty and Bhat (2018) argued that the most reliable reviews on virtual space having a lot of participation of users and contain knowledge. Credibility is increase with the user’s familiarity on individual level (Djafarova & Rushworth, 2018). Bouhleb *et al.*, (2010) stated that one of the element of “*perceived credibility*” is the “*trust*” building between users and speaker of message in term affect approval of communication in favorable or unfavorable manner and also alter approaches of buyers. In the purchaser’s point of view, the reliability, dependability and validity of message source depend on the number of likes and comments given by audience (Yuksel, H., 2016). In an online environment, before make a buying decision users go through evaluation of others users who convey their personal experience on specific product (Elmorshidy *et al.*, 2015). Hsou and Tsou (2011) stated that involvement of patron is largely linked with their buying intention and the more reliability, dependability and trustworthiness of a message source the more are their effect on users. The prestige, eminence



and status of influencer dependent the level of confidence gain from followers (Hsu *et al.*, 2013).

#### **Hypothesis 4:**

The fourth hypothesis was “*Parasocial interaction as moderator increase the relationship between Attitude Homophily and Purchase Intention*” accepted. According to Lee and Watkins (2016) described parasocial interaction theory (PSI), a study of “*a one-sided friendships between consumers and a media personality or persona*”. This relationship is developed in a similar manner as a real life usual relationships. He also argued that the relationship between users and vloggers reached to a level where they recognize celebrity to “*intimate level*” and deliberately considered them as their companion. Furthermore, the commonness among followers or spectators and celebrity can be fortify, deepen, upsurge and stronger parasocial interaction (Lee & Watkins). Parasocial relationship is also declared as an “*intimacy at a distance*” (Horton & Wohl, 1956). Person will develop sensation of affection or closeness affiliation with media celebrity after frequently inspected them (Ballantine & Martin, 2005). A survey research accomplished on 270 sample size of followers of YouTube vloggers. The results indicated that when spectators strengthened communication with their much loved vloggers then there was possibility of stronger parasocial interaction with media figure. That leads to sway their buying choices based on recommendations given by these influencers (Wang, 2015).

Parasocial interaction and similarity go side by side as greater commonness or resemblance among users and celebrity, the more parasocial interaction within them (Ballantine & Martin, 2005). According to Grimani (2016) stated that due to higher brand perceptions and buying intent shaped by vloggers, the corporations ever more incorporated these influencer in their promotion tactics. Due to fact that presenter expresses through media lens thus it look like they are communicating with audience without any interruption (Horton

& Wohl, 1956). The current study is conducted in vlogging context and influencers or YouTubers had an impact on their followers. Results indicated that viewers found vloggers have similar characteristics and formed friend like relationship which is based on parasocial interaction. In real life, friendship is formed when one person found other person parallel to him or her. Followers considered their opinions and recommendations as friend is giving advices to them and subsequently caused purchase intentions. So, parasocial interaction strengthen the relationship between attitudes homophily and purchase intention.

### **Hypothesis 5:**

The fifth hypothesis is “*Parasocial interaction as moderator increase the relationship between physical attractiveness and purchase intentions*” accepted. The looks of an individual convey information to others (Shevlin *et al.*, 2003). For instance; in jobs (*like customer service, personal selling, front desk and receptions*) physical appearance matters a lot as it is primarily aspects for clients in assessing workers capabilities and skills (Gronroos, 2000). Conventional media in which physical appearance of celeb act as an analyst of parasocial relationship with viewers (Rubin & McHugh, 1987). Not only physical attractiveness but social attractiveness is also forecaster of parasocial interaction in conventional or orthodox media and digital media as well (Rubin & McHugh, 1987; Lee *at al.*, 2016; Kurtin *et al.*, 2018).

According to Rubin & Mchugh (1987), diversion and desirability to a celebrity enhances as they watch over and over again. Lee and Watkins (2016) stated that physical attractiveness of personality intensely influenced parasocial interaction. The results of our study shows that parasocial interaction strengthen the relationship between physical attractiveness of YouTube vloggers and purchase intentions of followers. Unlike television media, vloggers are online celebrities which are used by many brands to promote their products. So, the selected on the basis of their look to make audience to feel pleasant. The attractiveness of vloggers matters a lot in forming a friendly connection with followers or

subscribers. The physically or apparent pleasing vloggers gain attention of their watchers easily, the followers watch their vlogs more and more than the products they show in their videos ultimately observer purchase it.

### **Hypothesis 6:**

The sixth hypothesis is “*Parasocial interaction as a moderator increase the relationship between credibility and purchase intention*” rejected. This hypothesis rejected due to self-concept because customer purchase attention may be cause of different factors like trend, culture and primary tie as well. Parasocial interaction is one sided relationship of consumer with celebrity this may have purposive relationship between them. At last customer may be inspired with celebrity but this may lead to change customer purchase attention A credibility of vlogger perceived by followers through their channels and when they actually purchase those product display in their videos they only considered their self-concept not vloggers reliability and opinions. In this type of environment, people only focus on the things which are similar to their way of liking things.

## **5.2 Conclusion**

The purpose of the study is to examine the relationship between vloggers attributes attitude homophily, physical attractiveness, credibility and purchase intention as previous researches also determine the relationship. The moderating effect of parasocial interaction between attitudes homophily, physical attractiveness, credibility and purchase intention. The research relies on media dependency theory to elaborate theoretical framework of the study and demonstrate how the build relationship are related to one another. The findings indicate that attitude homophily, physical attractiveness and credibility of Pakistani YouTube vloggers which promote products through their videos has a stronger impact on the purchase intention of their subscribers. With the involvement of parasocial interaction between relationship of

vloggers and followers, it weakens the credibility of influencers. However, a social media influencers specifically on YouTube to develop parasocial interaction with their subscribers, he or she needs to dwell more emphasis on attitude homophily and physical attractiveness than credibility of YouTubers.

The capability to persuade users or consumers is sought out after the influencer marketing. The desire of companies or brands and marketers to advertise it to their target audience through online medium. In recent era, as vloggers are gaining admiration and approval among followers and increases in number. Therefore, the marketers must have developed a strategy to partner with popular and powerful YouTubers supportive in promoting or spreading awareness about products and services through official channels. However, the efficiency, success and popularity of making these vloggers as a part of corporate marketing tactics are still not common. The strategy of embedding YouTubers to influence followers in order to create perception and persuade them to buy a product. It is fruitful but also daring as consumers who has confidence, believe and trust on their favorite vloggers may do not considered it and marketing campaign left in danger.

By analyzing the results, it is recognize that the impact of Pakistani YouTube vloggers videos and opinion on followers in their buying practices. It is important as marketing trend of using influencers or celebrities is growing day by day. The current research not only give guidelines to firms and vloggers to engage and persuade their viewers to certain product but will also fruitful to users interpret and directs to the message convey by these social media celebrities. It also depicts that using vloggers or influencers in promotional campaign of products can be active, efficient and well-organized for brand managers of the firms. It is worthful, appropriate and momentous in constructing stronger, solid, rebust and long lasting association with buyers.

## **5.3 Implications**

This part of the research will have debate on numerous theoretical and practical implications. We will discuss theoretical contributions and managerial contributions one after another.

### **5.3.1 Theoretical Implications**

In present study, credibility is taken as independent variable along attitude homophily and physical attractiveness to analyze their impact on purchase intentions of followers. This study is conducted in Islamabad only and data is collected from both male and female through online survey. The current study provides additional knowledge to the conception of YouTubers as it facilitates with the new thoughtful comprehension on what is influencer marketing, who are influencers or vloggers or YouTubers, how they are impacts on the behavior of their fans and to what extent and it also tells what and how much is the importance of these influencer for marketing companies in promotional campaigns. It explores the formation of parasocial relationship among audience and presenter. Present research theoretically donates to the discussion under way on the participation of online celebrities and their competencies, talents, expertise and wisdom to give rise to dependence of followers on these influencers when come across purchase decisions. It also contributes to the influence on YouTubers on their audience. The study highlights compelling, convincing and potent force of vloggers through product recommendation and informational vlogs exerts on watchers. There are few number of researches conducted on affluence and efficiency in altering follower's point of view and behavior related to brands or products or services and persuade them to buy it. This study attempts to reduce the gap by facilitating empirical outcomes as choose both male and female vloggers of Pakistan specifically promoting apparel of garment sector. The results give rise to importance of digital influencer credibility and trustworthiness among audience. Beside, this is also importance to their appearance and similarity which are intensifying audience engagement and generating value for the merchandise.

### 5.3.2 Practical Implications

Companies go for marketing on social media platforms, they must know that how they can build long-lasting, unbreakable and reliable association with their present and future prospects. The findings are compatible with relationship marketing literature which proposes continuing association of companies with end-users to make marketing strategies more feasible (Berry, 1995). As this research proves that social media users formed fitter, healthier and progressing relationship with vloggers who are physically attractive, reliable and similar to them. Therefore, brand managers are admonish to choose those YouTuber as a brand ambassador or representative of their merchandise who are physically attractive and credibility source of information provider. According to this study, the bewitching and charismatic personality of presenter emphasis on the purchase intention of viewers and gaining much attention. It also provides way to marketer that vlogging is a good and best tool for development of relationship with consumers as they pass their time on watching their daily videos. The anticipated theoretical framework helps marketers to know the changing preferences of consumers and influence of online celebrities on their behavior. Hence, this study particularly applicable for the businesses who are interested in influencers and influence of these celebrities on behavior changes of their consumers.

Marketing managers should take into consideration the capability of social media influencers to gain attention of consumers towards a product, helps to boost up their sales, spread awareness and build strong communications. By selecting Influencers in marketing, it improves social media promotions and also increases their returns (Shiau *et al.*, 2018). In this study, as users find vloggers as a dependable and reliable source to gather information. Enterprises go for integrating influencers in their marketing tactics should consider whether users think that social media celebrity is credible source as it is proven in many researches that these influencers are more reliable and more persuasive source of information (Roy Dholakia

& Sternthal, 1977; Endogan, 1999; Ohanian, 1990). Thus, these influencers play a great part in changing consumer's attitudes and behavior through their suggestions. It is also important for the companies that they should consider the credibility of influencers before selecting for campaigns, as if less credible celebrity promotes their product it leads to lose their market. By using these YouTubers for marketing campaign, vloggers also get more recognition if they promote a good product. The finding also proves that viewers only forms good and better relationship with social media influencers who are similar in their beliefs, values, and thoughts and have common personality characteristics. In current dissertation, parasocial interaction is significant related to attitude homophily and physical attractiveness. These findings are precious and prime for marketing managers as they can consider those vloggers who are physical attractive and credible source of information provider to persuade buyers to buy a product. Last, all the hypothesis are accepted but one is rejected which is moderating role of parasocial interaction between credibility and purchase intention. It is reflect from the findings that credibility do not formed relationship with followers purchase intention with the moderating effect of parasocial interaction. Because credibility of vloggers formed with repeated exposure and also forming friend like relationship with celebrity.

## **5.4 Limitations**

Similar to former researches, this study is not free of limitations. Limitations of this study are given below:

- First, there are numerous kinds of YouTube channels and for this study data is collected from only those vloggers who are promoting apparel in their videos.
- Second, present study has been conducted in Islamabad and selected only limited population.

- Third, it is cross sectional study because data collected in onetime response of population.
- Fourth, sample size is 350 and time constraints are limited to generalize the outcomes of the research.
- Fifth, respondents rate influencer according to their own likes and dislikes.
- Sixth, in this study we considered only three attributions of vloggers which are attitude homophily, physical attractiveness and credibility on the purchase intention of followers.
- Seventh, PSI develops with time. So, there is possibility of undesired response from target population.
- Last, this study do not considered cultural background and lifestyle of followers.

## **5.5 Future Direction**

- Present study collect data from Islamabad. So, this is essential to scrutinize by targeting population of other cities of Pakistan.
- In future, select specific two male and two female vloggers of Pakistan and examine male and female vloggers separately to get more insight and knowledge.
- Data should be collected with large sample size to get more better and diverse results.
- Sector other than garments selected to target audience such as hotel industry, electronic appliances, mobile sector and cosmetics sector etc.
- Is traditional media celebrity is more persuasive in creating purchase intention in audience than digital than digital celebrities?



## References

- Aczel, A., & Sounderpandian, J. (2006). *Complete business statistics* (6<sup>th</sup> ed.). Boston, Mass: McGraw-Hill.
- Ananda, A. F., & Wandebori, H. (2016). The impact of drugstore makeup products reviews by beauty vlogger on YouTube towards purchase intentions by undergraduate students in Indonesia. *In International Conference on Ethics of Business, Economics, and Social Science*, 3(1), pp. 264-272.
- Awad, N. F., & Ragowsky, A. (2008). Establishing trust in electronic commerce through online word of mouth: An examination across genders. *Journal of Management Information Systems*, 24(4), 101-121.
- Ayeh, J. K., Au, N., & Law, R. (2013). "Do we believe in TripAdvisor?" Examining credibility perceptions and online travelers' attitude toward using user-generated content. *Journal of Travel Research*, 52(4), 437-452.
- Al-Debei, M. M., & Al-Lozi, E. (2014). Explaining and predicting the adoption intention of mobile data services: A value-based approach. *Computers in Human Behavior*, 35, 326-338.
- Argo, J. J., Dahl, D. W., & Morales, A. C. (2008). Positive Consumer Contagion: Responses to attractive others in a retail context. *Journal of marketing research*, 45(6), 690-701.
- Alias, N., Razak, S. H. A., ElHadad, G., Kunjambu, N. R. M. N. K., & Muniandy, P. (2013). A content analysis in the studies of YouTube in selected journals. *Procedia - Social and Behavioral Sciences*, 103, 10–18.
- Barreda, A. A., Bilgihan, A., & Kageyama, Y. (2015). The role of trust in creating positive word of mouth and behavioral intentions: The case of online social networks. *Journal of Relationship Marketing*, 14(1), 16-36.
- Berry, L. L. (1995). Relationship marketing of services—growing interest, emerging perspectives. *Journal of the Academy of marketing science*, 23(4), 236-245.
- Burke, W. W. (2017). *Organization change: Theory and practice*. Sage publications.
- Baker, M. J., & Churchill Jr, G. A. (1977). The impact of physically attractive models on advertising evaluations. *Journal of Marketing research*, 14(4), 538-555.
- Ballantine, P. W., & Martin, B. A. (2005). Forming parasocial relationships in online communities. *ACR North American Advances*.
- Bandura, A., 1994. Social cognitive theory of mass communication. J. Bryant & D. Zillmann (Eds.), LEA's communication series. Media effects: Advances in theory and research, 61–90.

- Bouhlef, O., Mzoughi, N., Ghachem, M. S., & Negra, A. (2010). Online purchase intention: Understanding the blogosphere effect. *International Journal of E-Business Management*, 4(2), 37.
- Belch, G. E., Belch, M. A., & Villarreal, A. (1987). Effects of advertising communications: Review of research. *Research in Marketing*.
- Brocato, E. D., Voorhees, C. M., & Baker, J. (2012). Understanding the influence of cues from other customers in the service experience: A scale development and validation. *Journal of Retailing*, 88(3), 384-398.
- Ball-Rokeach, S. J. (1985). The origins of individual media-system dependency: A sociological framework. *Communication Research*, 12(4), 485-510.
- Byrne, E., Kearney, J., & MacEvelly, C. (2017). The role of Influencer Marketing and Social Influencers in Public health. *Proceedings of the Nutrition Society*, 76.
- Ball-Rokeach, S. J., Rokeach, M., & Grube, J. W. (1984). The great American values test: Influencing behavior and belief through television.
- Bao, T., & Chang, T. L. S. (2014). Finding disseminators via electronic word of mouth message for effective marketing communications. *Decision Support System*, 67, 21-29.
- Barker, M., Barker, D.I., Bormann, N.F., & Zahay, D. (2017). *Social Media Marketing: A Strategic Approach*. Boston, MA: Cengage Learning.
- Batra, R., & Keller, K.L. (2016). Integrating marketing communications: New findings, new lessons, and new ideas, *Journal of Marketing*, 80(6), 122-145.
- Bianchi, Sophie (2016) Why Bloggers are more influential than celebrities in the beauty Industry.
- Buunk, A.P. & Dijkstra, P. (2011). "Does attractiveness sell? Women's attitude toward a product as a function of model attractiveness, gender priming, and social comparison orientation", *Psychology and Marketing*, 28(9), pp.958-973.
- Belch, G. E., & Belch, M. A. (2004). *Advertising and promotion: An integrated marketing communications perspective 6th*. New York: NY: McGraw-Hill.
- Brown, W. J. (2015). Examining four processes of audience involvement with media personae: Transportation, parasocial interaction, identification, and worship. *Communication Theory*, 25(3), 259-283.
- Byrne, D. (1961). Interpersonal attraction and attitude similarity. *The Journal of Abnormal and Social Psychology*, 62(3), 713.
- Byrne, D., Clore, G. L., & Smeaton, G. (1986). The attraction hypothesis: Do similar attitudes affect anything?

- Chan, T. K., Cheung, C. M., & Lee, Z. W. (2017). The state of online impulse-buying research: A literature analysis. *Information & Management*, 54(2), 204-217.
- Childers, C. C., Lemon, L. L., & Hoy, M. G. (2019). #Sponsored #Ad: Agency Perspective on Influencer Marketing Campaigns. *Journal of Current Issues & Research in Advertising*, 40(3), 258-274.
- Colliander, J., & Dahlen, M. (2011). Following the fashionable friend: The power of social media: Weighing publicity effectiveness of blogs versus online magazines. *Journal of Advertising Research*, 51(1), 313-320.
- Cosenza, T. R., Solomon, M. R., & Kwon, W. S. (2015). Credibility in the blogosphere: A study of measurement and influence of wine blogs as an information source. *Journal of Consumer Behavior*, 14(2), 71-91.
- Childers, C. C., Lemon, L. L., & Hoy, M. G. (2018). #Sponsored #Ad: Agency perspective on influencer marketing campaigns. *Journal of Current Issues & Research in Advertising*, 1-17.
- Chu, S.C., & Kamal, S. (2008). The effect of perceived blogger credibility and argument quality on message elaboration and brand attitudes: An exploratory study. *Journal of Interactive Advertising*, 8(2), 26-37.
- Colliander, J., Dahlen, M., & Modig, E. (2015). Twitter for two: Investigating the effects of dialogue with consumers in social media. *International Journal of Advertising*, 34(2), 181-194.
- Choi, W., & Lee, Y. (2019). Effect of fashion vlogger attributes on product attitude and content sharing. *Fashion and Textile*, 6(1), 6.
- Chris A. (2018). Difference between Digital Marketing and Social media.
- Caballero, M. J., & Pride, W. M. (1984). Selected effects of salesperson sex and attractiveness in direct mail advertisements. *Journal of Marketing*, 48(1), 94-100.
- Chaiken, S. (1979). Communicator physical attractiveness and persuasion. *Journal Of Personality and Social Psychology*, 37(8), 1387.
- Chakraborty, U., & Bhat, S. (2018). Credibility of online reviews and its impact on brand image. *Management Research Review*.
- Choi, W., & Lee, Y. (2019). Effects of fashion vlogger attributes on product attitude and content sharing. *Fashion and Textiles*, 6(1), 6.
- Choi, C., & Mattila, A. S. (2016). The effects of other customers' dress style on customers' approach behaviors: the moderating role of sense of power. *Cornell Hospitality Quarterly*, 57(2), 211-218.

- Casalo, L. V., Flavian, C., & Ibanez-Sanchez, S. (2018). Influencers on Instagram: Antecedents and consequences of opinion leadership. *Journal of Business Research*.
- Cho, Y., Hwang, J. and Lee, D. (2019) 'Identification of effective opinion leaders in the diffusion of technological innovation: A social network approach', *Technological Forecasting and Social Change*, 79(1), pp. 97-106.
- Churchill Jr, G. A. (1979). A paradigm for developing better measures of marketing constructs. *Journal of marketing research*, 16(1), 64-73.
- Churchill, G. A. DI (2009). Data Collection Secondary Data. *DI Gilbert A Churchill, Marketing Research: Methodological Foundations*, 264.
- Constantinides, E. (2009, January). Social Media/Web 2.0 as marketing parameter: An introduction. In *Proceedings of 8th international congress marketing trends* (pp. 15-17).
- DeSarbo, W. S., & Harshman, R. A. (1985). Celebrity-brand congruence analysis. *Current issues and research in advertising*, 8(1), 17-52.
- Day, E., & Stafford, M. R. (1997). Age-related cues in retail services advertising: Their effects on younger consumers. *Journal of Retailing*, 73(2), 211-233.
- De Bruyn, A., & Lilien, G. L. (2008). A multi-stage model of word-of-mouth influence through viral marketing. *International Journal of Research in Marketing*, 25(3), 151-163.
- Debevec, K., & Kernan, J. B. (1984). More evidence on the effects of a presenter's attractiveness some cognitive, affective, and behavioral consequences. *ACR North American Advances*.
- De Pelsmacker, P., Geuens, M., & Anckaert, P. (2017). Media content and advertising effectiveness: The role of content appreciation and content/ad similarity. *Journal of Advertising*, 31(2), 49-61.
- De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram Influencers: the impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, 36(5), 798-828.
- Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computer in Human Behavior*, 68, 1-7.
- Dada, G. (2017). What is influencer marketing and how can marketers use it effectively. *Forbes Communication Council*, 14.

- Eyal, K., & Rubin, A. M. (2003). Viewer aggression and homophily, identification, and parasocial relationships with television characters. *Journal of Broadcasting & Electronic Media*, 47(1), 77-98.
- Elmorshidy, A., M Mostafa, M., El-Mougrabi, I., & Al-Mezen, H. (2015). Factors influencing live customer support chat services: an empirical investigation in Kuwait. *Journal Of Theoretical and Applied Electronic Commerce Research*, 10(3), 63-76.
- Ermec Aysegul., Ozlem Catli., dan Sezer. (2014). Examining the effect of endorser credibility on the consumers' buying intentions: an empirical study in Turkey. *International Review of Management and Marketing*.vol. 4, no. 1: 66-77.
- Erdogan, B. Z. (1999). Celebrity endorsement: A literature review. *Journal of marketing management*, 15(4), 291-314.
- Fan, Y. W., Miao, Y. F., Fang, Y. H., & Lin, R. Y. (2013). Establishing the adoption of electronic word-of-mouth through consumers' perceived credibility. *International Business Research*, 6(3), 58.
- Freeman, K. S., & Spyridakis, J. H. (2004). An examination of factors that affect the credibility of online health information. *Technical Communication*, 51(2), 239-263.
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation modes with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39-50.
- Friedman, H. H., Termini, S., & Washington, R. (1977). The effectiveness of advertisements utilizing four types of endorsers. *Journal of Advertising*, 5(3), 22-24.
- Farmer, W. (2012). The effect Facebook on parasocial interaction in local news.
- Fiske, S. T., & Neuberg, S. L. (1990). A continuum of impression formation, from category-based to individuating processes: Influences of information and motivation on attention and interpretation. In *Advances in experimental social psychology*, (Vol. 23, pp. 1-74). Academic Press.
- Freberg, K., Graham, K., McGaughey, K., & Freberg, L. A. (2011). Who are the social media influencers? A study public perceptions of personality. *Public Relations Review*, 37(1), 90-92.
- Frederick, E. L., Lim, C. H., Clavio, G., & Walsh, P. (2012). Why we follow: an examination of parasocial interaction and fan motivations for following athletes archetypes on Twitter. *International Journal of Sport Communication*, 5(4), 481-502.
- Frobenius, M. (2011). Beginning a monologue: The opening sequence of video blogs. *Journal of Pragmatics*, 43(3), 814-827.

- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39-50.
- Grönroos, C. (2000). Service management and marketing: A customer relationship management approach.
- Gotlieb, J. B., & Sarel, D. (1992). The influence of type of advertisement, price, and source credibility on perceived quality. *Journal of the Academy of Marketing Science*, 20(3), 253-260.
- Gilly, M. C, Graham, J. L., Wolfinbarger, M. F., & Tale, L. J. (1998). A dyadic study of international information search. *Journal of the Academy Of Marketing Science*, 26(2), 83-100.
- Grimani, I. (2016) Vloggers on the rise: your brand's powerful online tool. Retrieved from
- Grove, S. J., & Fisk, R. P. (1997). The impact of other customers on service experiences: a critical incident examination of “getting along”. *Journal of Retailing*, 73(1), 63-85.
- Gondorf, L. (2017). Auf Vertrauensbasis: Ist Influencer Marketing der neue König des Contents? 09/2015.
- Hyan Yoo, K., & Gretzel, U. (2008). The influence of perceived credibility on preferences for recommender systems as sources of advice. *Information Technology & Tourism*, 10(2), 133-146.
- Hutchinson, A. (2017). Mind-blowing YouTube stats, facts and figures for 2017 [infographic]. Retrieved October 27, 2017, from <https://www.socialmediatoday.com/social-business/mind-blowing-youtube-statsfacts-and-figures-2017-infographic>.
- Hair, J. F., B. Jr., Money, A. H., & Samouel, P. (2003). *Essential of business research methods*. United States of America: John Wiley & Sons.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal Of Marketing Theory and Practice*, 19(2), 139-152.
- Hair,J.F., Sarstedt, M., Ringle, C.M & Mena, J. A. (2012). An assessment of the use of parial least squares structural equation modeling in marketing research. *Journal of the Acadmeny of Marketing Science*, 40(3), 414-433.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing theory and Practice*, 19(2), 139-152.
- Heale, R., & Twycross, A. (2015). Validity and reliability in quantitative studies. *Evidence-based nursing*, 18(3), 66-67.

- Horton, D., and Richard Wohl, R. 1956. Mass Communication and Para-Social Interaction. *Psychiatry*, 19(3), 215-229.
- Hsu, C. L., Lin, J. C. C., & Chiang, H. S. (2013). The effects of blogger recommendations on customers' online shopping intentions. *Internet Research*.
- Hsu, H. Y., & Tsou, H. T. (2011). Understanding customer experiences in online blog environments. *International Journal of Information Management*, 31(6), 510-523.
- Habibi, M.R., Laroche, M., & Richard, M.O. (2016). Testing an extended model of consumer behavior in the context of social media-based brand communities. *Computers in Human Behavior*, 62, 292-302.
- Hautz, J., Fuller, J., Hutter, K., & Thurridl, C. (2014). Let users generate your video ads? The impact of video source and quality on consumers' perceptions and intended behaviors. *Journal of Interactive Marketing*, 28(1), 1-15.
- Hahn, K. H., & Kim, J. (2013). Salient antecedents of mobile shopping intentions: Media dependency, fashion/brand interest and peer influence. *Journal of Global Fashion Marketing*, 4(4), 225-246.
- Hall, K. A. (2015). The authenticity of social media performance: lonelygirl15 and the amateur brand of Young-Girlhood. *Women & Performance: A Journal of Feminist theory*, 25(2), 128-142.
- Harnish, R. J., & Bridges, K. R. (2016). Mall haul videos: Self-presentational motives and the role of self-monitoring. *Psychology & Marketing*, 33(2), 113-124.
- Hays, R. B. (1985). A longitudinal study of friendship development. *Journal of personality and social psychology*, 48(4), 909.
- Hendrayati, H., Gaffar, V., & Dwiyanity, D. S. (2016). The influence celebgram on online purchase decision. In *Global Conference on Business, Management and Entrepreneurship*. Atlantis Press.
- Ho, C. H., Chiu, K. H., Chen, H., & Papazafeiropoulou, A. (2015). Can internet blogs be used as an effective advertising tool? The role of product blog type and brand awareness. *Journal of Enterprise Information Management*, 28(3), 346-362.
- Hoffner, C., & Buchanan, M. (2005). Young adults' wishful identification with television characters: The role perceived similarity and character attributes. *Media Psychology*, 7(4), 325-351.
- Horton, D., & Wohl, R. R. (1956). Mass communication and parasocial interactions: Observations on intimacy at a distance. *Psychiatry*, 19, 215-229.
- Hsiao, K. L., Lu, H. P., & Lan, W. C. (2013). The influence of the components of storytelling blogs on readers' travel intentions. *Internet Research*, 23(2), 160-182.

- Hsu, C. L., Chuan-Chuan Lin, J., & Chiang, H. S. (2013). The effects of blogger recommendations on consumers' online shopping intentions. *Internet Research*, 23(1), 69-88.
- Hsu, C. P., Huang, H. C., Ko, C. H., & Wang, S. J. (2014). Basing bloggers' power on readers' satisfaction and loyalty. *Online Information Review*, 38(1), 78-94.
- Hendrayati, H., Gaffar, V., & Dwiyanthy, D. S. (2016). Influence of celebgram on online purchasing decision. *Advances in Economics, Business and Management Research*, 15, 425-430.
- Hsu, H. Y., & Tsou, H. T. (2011). Understanding customer experiences in online blog environments. *International Journal of Information Management*, 31(6), 510-523.
- Ilicic, J., Webster, C. M. (2011). Effects of multiple endorsement and consumer-celebrity attachment on attitude and purchase intention. *Australasian Marketing Journal (AMJ)*, 19(4), 230-237.
- Jamil, R. A., & Rameez ul Hassan, S. (2014). Influence of celebrity endorsement on consumer purchase intention for existing products: a comparative study.
- Jimenez-Castillo & Sanchez-Fernandez. (2019). The role of digital influencers in brand recommendation: Examining their impact on engagement, expected value and purchase intention. *International Journal of Information Management*, 49, 366-376.
- Kapoor, K. K., Tamilmani, K., Rana, N. P., Patil, P., Dwivedi, Y. K., & Nerur, S. (2018). Advances in social media research: Past, present and future. *Information System Frontiers*, 20(3), 531-558.
- Kuan, H. H., & Bock, G. W. (2007). Trust transference in brick and click retailers: An investigation of the before-online-visit phase. *Information & Management*, 44(2), 175-187.
- Kahle, L. R., & Homer, P. M. (1985). Physical attractiveness of the celebrity endorser: A social adaptation perspective. *Journal of consumer research*, 11(4), 954-961.
- Kim, B., & Han, I. (2009). What drives the adoption of mobile data services? An approach from a value perspective. *Journal of Information Technology*, 24(1), 35-45.
- Kaptan, S., & Silvera, D. H. (2016). From digital media influencers to celebrity endorsers: attributions drive endorser effectiveness. *Marketing Letter*, 27(3), 553-567.
- Kelman, H. C. (1961). Processes of attitude change. *Public Opinion Quarterly*, 25(1), 57-78.
- Kendall, K. E., & Yun, J. O. (1984). Persuading the blue-collar voter: Issues, images, and homophily, *Annals of International Communications Association*, 8(1), 707-723.
- Khamis, S., Ang, L., & Welling, R. (2017). Self-branding, 'micro-celebrity' and the rise of Social Media Influencers. *Celebrity Studies*, 8(2), 191-208.



- Kim, K.H., & Yun, H. (2007). Cying for me, Cying for us: Relational dialectics in a Korean social network site. *Journal of Computer-mediated Communication*, 13(1), 298-318.
- Kim, Y., Sohn, D., & Choi, S.M. (2011). Cultural differences in motivations for using social networking sites: A comparative study of American and Korean college students. *Computers in Human behavior*, 27(1), 365-372.
- Klimmt, C., Hartmann, T., & Schramm, H. (2006). Parasocial interactions and relationships. *Psychology of entertainment*, 291-313.
- Knoll, J. (2016). Advertising in social media: a review of empirical evidence. *International Journal of Advertising*, 35(2), 266-300.
- Knox, S., & De Chernatony, L. (1990). A buyer behavior approach to merchandising and product policy. *International Journal of Retail & Distribution Management*, 18(6).
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59-68.
- Labrecque, L. I. (2014). Fostering consumer-brand relationship in social media environments: The role of parasocial interaction. *Journal of Interactive Marketing*, 28(2), 134-148.
- Lascu, D. N., & Zinkhan, G. (1999). Consumer conformity: review and applications for marketing theory and practice. *Journal of marketing Theory and Practice*, 7(3), 1-12.
- Lee, J. E., & Watkins, B. (2016). YouTube vloggers' influence on consumer luxury brand perceptions and intentions. *Journal of Business Research*, 69(12), 5753-5760.
- Lee, J., & Johnson, K. K. (2010). Buying fashion impulsively: Environmental and personal influences. *Journal of Global Fashion Marketing*, 1(1), 30-39.
- Li, F., & Du, T. C. (2011). Who is talking? An ontology-based opinion leader identification framework for word-of-mouth marketing in online social blogs. *Decision support systems*, 51(1), 190-197.
- Lee, J., & Hong, I. B. (2016). Predicting positive user responses to social media advertising: The roles of emotional appeal, informativeness, and creativity. *International Journal of Information Management*, 36(3), 360-373.
- Lis, B., & Post, M. (2013). What's on TV? The impact of brand image and celebrity credibility on television consumption from an ingredient branding perspective. *International Journal on Media Management*, 15(4), 229-244.
- Lisichkova, N., & Othman, Z. (2017). The impact of influencers on online purchase intent.
- Luo, Q., & Zhong, D. (2015). Using social network analysis to explain communication characteristics of travel-related electronic word-of-mouth on social networking sites. *Tourism Management*, 46, 274-282.

- Liljander, V., Gummerus, J., & Soderlund, M. (2015). Young consumers' responses to suspected covert and overt blog marketing. *Internet Research*, 25(4), 610-632.
- Lim, X. J., Radzol, A. M., Cheah, J., & Wong, M. W. (2017). The impact of social media influencers on purchase intention and the mediation effect of consumer attitude. *Asian Journal of Buisness Research*, 7(2), 19-36.
- Liu, M. T., Liu, Y., & Zhang, L. L. (2019). Vlog and brand evaluations: the influence of parasocial interactions. *Asia Pacific Journal of Marketing Logistics*, 31, no.2.
- Lisichkova, N., & Othman, Z. (2017). The impact of influencers on online purchase intent.
- Laumann, E. O. (1966). *Prestige and association in an urban community: An analysis of an urban stratification system*. Indianapolis: Bobbs-Merrill.
- Leong, L. Y., Hew, T. S., Tan, G. W. H., & Ooi, K. B. (2013). Predicting the determinants of the NFC-enabled mobile credit card acceptance: A neural networks approach. *Expert System with Applications*, 40(4), 5604-5620.
- Levine, J. M., & Valle, R. S. (1975). The convert as a credible communicator. *Social Behavior and Personality: an international journal*, 3(1), 81-90.
- McCRACKEN, g. (1989). Who is the celebrity endorser? Cultural foundations of the endorsement process. *Journal of consumer research*, 16(3), 310-321.
- McLeod, S. A. (2016). Bandura - social learning theory. Simply psychology.
- McPherson, J. M., & Smith-Lovin, L. (1987). Hoophily in voluntary organizations: Status distance and the composition of face-to-face groups. *American sociology review*, 370-379.
- McPherson, M., Smith-Lovin, L., & Cook, J. M. (2001). Birds of a feather: Homophily in social networks. *Annual review of sociology*, 27(1), 415-444.
- Mir, I. A., & Ur REHMAN, K. (2013). Factors affecting consumer attitudes and intentions toward user-generated product content on YouTube. *Management & Marketing*, 8(4).
- Mehulkumar, P. (2005), An Examination of Universal Personality Endorser and Interaction between Perceived Celebrity Image (PCI) and Perceived Brand Image (PBI) across National Boundaries.
- Malik, A., & Sudhakar, B. D. (2014). Brand positioning through celebrity endorsement-A review contribution to brand literature. *International review of Management and Marketing*, 4(4), 259-275.
- McCroskey, J. C. (1997). *An introduction to rhetorical communication* (7th ed). Boston, MA: Allyn and Bacon.

- McCroskey, L. L., McCroskey, J. C., & Richmond, V. P. (2006). Analysis and improvement of the measurement of interpersonal attraction and homophily. *Communication Quarterly*, 54(1), 1-31.
- Mehrabian, A., & Russell, J. (1974). The basic emotional impact of environments. *Perceptual and Motor Skills*, 38(1), 281-301.
- Mower, J. M., Kim, M., & Childs, M. L. (2012). Exterior atmospherics and consumer behavior: influence of landscaping and window display. *Journal of Frontier Marketing and Management: An International Journal*, 16(4), 442-453.
- Munggaran, A. P., & Azis, E. (2015). Pengaruh Endorser Credibility Terhadap Minat Beli Konsumen (studi Kasus Pada Distro Screamous). *eProceedings of Management*, 2(3).
- Munnukka, J., Uusitalo, O., & Toivonen, H. (2016). Credibility of a peer endorser and advertising effectiveness. *Journal of Consumer Marketing*, 33(3), 182-192.
- Magno, F. (2017). The influence of cultural blogs on their readers' cultural product choices. *International Journal of Information Management*, 37(3), 142-149.
- Mafe, C. R., & Blas, S. S. (2006). Explaining internet dependency. *Internet research*.
- Maranon, T. (2020). Sampling and Data Collection. LUSEM Lund, 22 January 2020.
- McCroskey J.C. (1966). Scales for the measurement of ethos. *Speech Monogr*, 33, 65-72.
- Metzger, M. J., Flanagin, A. J., Eyal, K., Lemus, D. R., & McCann, R. M. (2003). Credibility for the 21st century: Integrating perspectives on source, message, and media credibility in the contemporary media environment. *Annals of the International Communication Association*, 27(1), 293-335.
- Mir, I., & Zaheer, A. (2012). Verification of social impact theory claims in social media context. *The Journal of Internet Banking and Commerce*, 17(1), 1-15.
- Nan, G., Yang, J., & Dou, R. (2017). Do only review characteristics affect consumers' online behaviors? A study of relationship between reviews. *Journal of Electronic Commerce Research*, 18(4).
- Naylor, R. W., Lamberton, C. P., & West, P. M. (2012). Beyond the "like": The impact of mere virtual presence on brand evaluations and purchase intentions in social media stings. *Journal of Marketing*, 76(6), 105-120.
- Nandagiri, V., & Philip, L. (2018). Impact of influencers from Instagram and YouTube on their followers. *International Journal of Multidisciplinary Research and Modern Education*, 4(1), 61-65.
- Oyenyi, O. (2014). Celebrity endorsements and product performance: a study of Nigerian consumer markets. *Management & Marketing-Craiova*, (1), 41-51.

- O' Mahony, M. (2017). *Sensory evaluation of food: statistical methods and procedures*. Routledge.
- Ohanian, R. (1991). The impact of celebrity spokespersons' perceived image on consumers' intention to purchase. *Journal of advertising Research*.
- Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of advertising*, 19(3), 39-52.
- Ohanian, R. (1990). Communication and validation of a scale to measure celebrity endorser's perceived attractiveness and design to influence. *Journal of Advertising*, 19(3), 39-52.
- Pavlou, P. A. (2003). Consumer acceptance of electronic commerce: Integrating trust and risk with the technology acceptance model. *International journal of electronic commerce*, 7(3), 101-134.
- Pornpitakpan, C. (2004). The persuasiveness of source credibility: A critical review of five decades' evidence. *Journal of applied social psychology*, 34(2), 243-281.
- Pallant, J. (2016). *SPSS survival annual: A step by step guide to data analysis using SPSS*. McGraw-Hill International.
- Parboteeah, D. V. (2005). A model of online impulse buying: An empirical study.
- Petty, R. E., & Cacioppo, J. T. (1980). Effects of issue involvement on attitudes in an advertising context. *Proceedings of the Division*, 23, 75-79.
- Pratiwi, I., & Moeliono, N. N.K. (2015). Pengaruh Celebrity Endorser Maudy Ayunda Terhadap Minat Beli Produk The Javana (Studi Pada Masyarakat Di Kota Bandung). *eProceedings of Management*, 2(3)
- Prisbell, M., & Andersen, J. F. (1980). The importance of perceived homophily, level of uncertainty, feeling good, safety, and self-disclosure in interpersonal relationships. *Communication Quarterly*, 28(3), 22-33.
- Patzer, G. L. (1985). Research claims that beauty is wallet deep. *Marketing News*, 19(4).
- Park, H., Xiang, Z., Josiam, B., & Kim, H. (2014). Personal profile information as cues of credibility in online travel reviews. *Anatolia*, 25(1), 13-23.
- Percy, L., & Rossiter, J. R. (1992). A model of brand awareness and brand attitude advertising strategies. *Psychology & Marketing*, 9(4), 263-274.
- Pixability. (2014). *How YouTube is Radically Transforming the Beauty Industry and What That Means for Brands*.

- Pornpitakpan, C. (2004). The effect of celebrity endorsers' perceived credibility on product purchase intention: the case of Singaporeans. *Journal of international consumer marketing*, 16(2), 55-74
- Parboteeah, D. V., Valacich, J. S., & Wells, J. D. (2009). The influence of website characteristics on a consumer's urge to buy impulsively. *Information system research*, 20(1), 60-78.
- Park, J. H., & Lennon, S. J. (2004). Television apparel shopping: Impulse buying and parasocial interaction. *Clothing and Textiles Research Journal*, 22(3), 135-144.
- Park, S. Y., & Yang, Y. (2010). Television apparel shopping: Impulse buying and parasocila interaction. *Clothing and Textiles Research Journal*, 22(3), 135-144.
- Perloff, R. (2013). *The Dynamics of Persuasion* (5th Ed). Hillsdale, NJ: Erlbaum.
- Prakash Yadav, G., & Rai, J. (2017). The generation Z and their social media usage: A review and a research outline. *Global Journal of Enterprise Information System*, 9(2), 110-116.
- Prisbell, M., & Anderson, J. F. (1980). The importance of perceived homophily, level of uncertainty, feeling good, safety, and self-disclosure in interpersonal relationships. *Communication Quarterly*, 28(3), 22-33.
- Rasmussen, L. (2018). Parasocial interaction in the digital age: an examination of relationship building and the effectiveness of YouTube celebrities. *The Journal of Social Media in Society*, 7(1), 280-294.
- RESOURCES, E. (2012). *Convenience Sampling*. Retrieved 5 29, 2019, From Experiment Sampling: <http://www.experimentresources.com/convenience-sampling.html>
- Razak, M. N. F. A., Hussain, A., & Hamdi, M. M. F. (2017). Usability study of YouTube websites for Malaysian teenagers. In *AIP Conference Proceedings*, (Vol. 1891, No. 1, p.020121). AIP Publishing.
- Roy Dholakia, R., & Sternthal, B. (1977). Highly credible sources: Persuasive facilitators or persuasive liabilities?. *Journal of Consumer Research*, 3(4), 223-232.
- Regan, P. C. (2011). Cinderella revisited: woman's appearance modification as a function of target audience sex and attractiveness. *Social Behavior and Personality: An International Journal*, 39(4), 563-576.
- Rogers, E. M., Ratzan, S. C., & Payne, J. G. (2001). Health literacy: a nonissue in the 2000 presidential election. *American Behavioral Scientist*, 44(12), 2172-2195.
- Rubin, R., & McHugh, M. (1987). Development of parasocial interaction relationships. *Journal of Broadcasting and Electronic Media*, 31(3), 279-292.

- Ruiz Mafe, C., & Sanz Blas, S. (2006). Explaining Internet Dependency: An exploratory study of future purchase intention of Spanish Internet users. *Internet research*, 16(4), 380-397.
- Rajeshkanna, B. & Inbalakshmi, Mukherjee, S. (2019). Role of electronic word-of-mouth content and valience in influencing online purchase behavior. *Journal of Marketing Communication*, 25(6), 661-684.
- Saaksjarvi, M., Hellen, K., & Balabanis, G. (2016). 'Sometimes a celebrity holding a negative public image is the best product endorser'. *European Journal of Marketing*, 50(3,4), 421-441.
- Sakib, M. N., Zolfagharian, M., & Yazdanparast, A. (2020). Does parasocial interaction with weight loss vloggers affect compliance? The role of vlogger characteristics, consumer readiness, and health consciousness. *Journal of Retailing and Consumer Services*, 52.
- Sanchez-Cortes, D., Kumano, S., Otsuka, K., & Gatica-Perez, D. (2015). In the mood for vlog: Multimodal inference in conversational social video. *ACM Transactions on Interactive Intelligent Systems (TiiS)*, 5(2), 9.
- Saputra, Y. A. (2016). Pengaruh Kredibilitas Endorser Raisa Terhadap Minat Beli Konsumen Pada Iklan Pond's White Beauty (Studi Kasus Pada Mahasiswi FE UII) (Doctoral dissertation, UII).
- Saunders, M., Lewis, P., & Thornhill, A. (2016). *Research methods for business students* (7.ed.). New York: Pearson Education.
- Shiau, W. L., Dwivedi, Y. K., & Lai, H. H. (2018). Examining the core knowledge on facebook. *International Journal of Information Management*, 43, 52-63.
- Sokolova, K., & Kefi, H. (2019). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influencer purchase intentions. *Journal of Retailing and Consumer Services*.
- Sun, T. (2010). Antecedents and consequences of parasocial interaction with sport athletes and identification with sport teams. *Journal of Sport Behavior*, 33(2), 194.
- Schiffman, L.G., Kanuk, L.L., & Hansen, H. (2012). *Consumer behavior-A european outlook* (2.utg). Harlow: Pearson.
- Shin, M. H., Oh, S. H., Hwang, D. Y., Seo, S. S., & Kim, Y. C. (2012). Effect of SNS characteristics on consumer satisfaction and purchase intention of Agri-Food contents. *The Journal of the Korean Content Association*, 12(11), 358-367.
- Sekaran, U. & Bougie, R. (2016). *Research Methods for Business: A Skill Building Approach*, Chichester, West Sussex: John Willey and Sons.

- Saunders, M., Lewis, P. & Thornhill, A. (2016), *Research methods for business students*, Harlow: Pearson Education Limited.
- Shimp, T. A. (2000) *Advertising promotion: Supplemental aspects of integrated marketing communications*. *Mason: Thomson South-Western*.
- Shevlin, M., Walker, S., Davies, M. N., Banyard, P., & Lewis, C. A. (2003). Can you judge a book by its cover? Evidence of self-stranger agreement on personality at zero acquaintance. *Personality and Individual Differences*, 35(6), 1373-1383.
- Sukhdial, A., Alken, D., & Kahle, L. (2002). Are You Old School?: A scale for measuring sports fans' old-school orientation. *Journal of Advertising Research*, 42(4), 71-81.
- Thakor, M. V., Suri, R., & Saleh, K. (2008). Effects of service setting and other consumers' age on the service perceptions of young consumers. *Journal of Retailing*, 84(2), 137-149.
- Till, B. D., & Busler, M. (2000). The match-up hypothesis: Physical attractiveness, expertise, and the role of fit on brand attitude, purchase intent and brand beliefs. *Journal of advertising*, 29(3), 1-13.
- Tsai, C. C., & Chang, C. H. (2007). The effect of physical attractiveness of models on advertising effectiveness for male and female adolescents. *Adolescence*, 42(168), 827-837.
- Till, B. D., & Busler, M. (2000). The match-up hypothesis: Physical attractiveness, expertise, and the role of fit on brand attitude, purchase intent and brand beliefs. *Journal of advertising*, 29(3), 1-13.
- Tseng, S., & Fogg, B. J. (1999). Credibility and computing technology. *Communications of the ACM*, 42(5), 39-44.
- Trampe, D., Stapel, D. A., Siero, F. W., & Mulder, H. (2010). Beauty as a tool: The effect of model attractiveness, product relevance, and elaboration likelihood on advertising effectiveness. *Psychology & Marketing*, 27(12), 1101-1121.
- Tiago, M.T.P.M.B., Verissimo, J.M.C. (2014). Digital marketing and social media: Why bother?. *Business horizons*, 57(6), 703-708.
- Turner, J. R. (1993). Interpersonal and psychological predictors of parasocial interaction with different television performers. *Communication Quarterly*, 41(4), 443-453.
- Uzunoglu, E., & Kip, S.M. (2014). Brand communication through digital influencers: Leveraging blogger engagement. *International Journal of Information Management*, 34(5), 592-602.

- Waheed, A., Yang, J., & Webber, J. (2018). Reinforcing consumers' impulsive buying tendencies through m-devices and emails in Pakistan. *Interdisciplinary Journal of Information, Knowledge & Management*, 13.
- Wang, C. (2015). Do people purchase what they view from YouTube: the influence of attitude and perceived credibility of user-generated content on purchase intention (Doctoral dissertation, The Florida State University).
- Wei, P. S., & Lu, H. P. (2013). An examination of the celebrity endorsements and online customer reviews influence female consumers' shopping behavior. *Computer in Human Behavior*, 29(1), 193-201.
- Woods, S. (2016). # Sponsored: The emergence of influencer marketing.
- Wang, S. M., & Chuan-Chuan Lin, J. (2011). The effect of social influence on bloggers' usage intention. *Online Information Review*, 35(1), 50-65.
- Wang, Y., & Yu, C. (2017). Social interaction-based consumer decision-making model in social commerce: The role of word of mouth and observational learning. *International Journal of Information Management*, 37(3), 179-189.
- Wang, C. (2015). Do People Purchase What They Viewed from Youtube?: the Influence of Attitude and Perceived Credibility of User-Generated Content on Purchase Intention.
- Wong, K. (2014). The explosive growth of influencer marketing and what it means for you. *Diakses pada February, 16, 2018*.
- Wang, Z., Walther, J. B., Pingree, S., & Hawkins, R. P. (2008). Health information, credibility, homophily, and influence via the Internet: Web sites versus discussion groups. *Health communication*, 23(4), 358-368.
- Wathen, C. N., & Burkell, J. (2002). Believe it or not: Factors influencing credibility on the Web. *Journal of the American society for information science and technology*, 53(2), 134-144.
- Whitehead Jr, J. L. (1968). Factors of source credibility. *Quarterly Journal of Speech*, 54(1), 59-63.
- Wiley, D. (2014). Why brands should turn to bloggers instead of celebrity spokespeople. *Marketing Land*.
- Xu, P., Chen, L., & Santhanam, R. (2015). Will video be the next generation of e-commerce product reviews? Presentation format and the role of product type. *Decision Support Systems*, 73, 85-96.
- Xiang, L., Zheng, X., Lee, M. K., & Zhao, D. (2016). Exploring consumers' impulse buying behavior on social commerce platform: The role of parasocial interaction. *International Journal of Information management*.



- Xu, X., & Pratt, S. (2018). Social media influencers as endorsers to promote travel destinations: An application of self- congruence theory to the Chinese generation Y. *Journal of Travel & Tourism Marketing*, 35(7), 958-972.
- Zhang, Y., Moe, W. W., & Schweidel, D. A. (2017). Modelling the role of message content and influencers in social media rebroadcasting. *International Journal of Research in Marketing*, 34(1), 100-119.
- Yuksel, Hale. (2016). Factors Affecting Purchase Intention in YouTube Videos. *The Journal of Knowledge Economy & Knowledge Management*, 11(2), 33-47.
- Zhu, F., & Zhang, X. (2010). Impact of online consumer reviews on sales: The moderating role of product and consumer characteristics. *Journal of Marketing*, 74(2), 133-148.

## Appendix

### **“Exploring the Impact of Attitude Homophily, Physical Attractiveness and Credibility of YouTube Vloggers on Followers Purchase Intention under the Moderation of Parasocial Interaction”**

#### Questionnaire

Dear Respondent,

I'm student of MS (Management Sciences) at PIDE Pakistan Institute of Development Economics, Islamabad. I'm conducting research on **“EXPLORING THE IMPACT OF ATTITUDE HOMOPHILY, PHYSICAL ATTRACTIVENESS AND CREDIBILITY OF YOUTUBE VLOGGERS ON FOLLOWERS PURCHASE INTENTION UNDER THE MODERATION OF PARASOCIAL INTERACTION”**. Your responses will be purely used for my research purposes. It's a voluntary activity hence you can decline to take this survey. Therefore, it is requested that you take 15 minutes from your precious time to fill out this questionnaire survey and leave any question that you don't wish to answer or information you don't wish to disclose.

Thanks

Hajira Atta

[hajira.atta21@gmail.com](mailto:hajira.atta21@gmail.com)

**Gender:** (1) Male (2) Female

**Marital Status** (1) Married (2) Unmarried

**Age:**

- 18-25
- 26-35
- 36-45
- 46-55
- 56-65
- Above 65

**Occupation:**

- Doctor
- Engineer
- Businessman/Business women
- Banker
- Teacher
- Student
- others

**Years of Schooling (Passed)**

- Matriculation or below
- Intermediate

- Bachelors
- Masters or Above

**What is your monthly income?**

- Less than Pak Rs. 30,000
- Rs. 30,000 to Rs. 60,000
- Rs. 60,000 to Rs. 120,000
- More than 120,000
- Can't tell

**Attitude homophily:**

S.NO	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Vloggers think like me.					
2	Vloggers is similar to me.					
3	Vloggers is like me.					
4	Vloggers share my values.					
5	Vloggers have a lot in common with me.					
6	Vloggers behave like me.					
7	Vloggers have thoughts and ideas that are similar to mine.					
8	I think vloggers could be a friend of mine.					
9	I would like to have a friendly chat with vloggers.					
10	Vloggers treat people like I do.					

**Physical attractiveness:**

S.NO	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I think vloggers are quite handsome/pretty.					
2	I like the way he/she looks.					

<b>3</b>	He/she wears neat clothes.					
<b>4</b>	He/she is very good looking.					
<b>5</b>	He/she is very attractive to me					

**Credibility:**

<b>S.NO</b>	<b>Statement</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
<b>1</b>	I find vloggers expert in her domain.					
<b>2</b>	I find vloggers efficient in her/his job.					
<b>3</b>	I find vloggers trustworthy.					
<b>4</b>	I think vloggers care about her/his followers.					
<b>5</b>	Vloggers updates regularly her/his content.					

**Parasocial Interaction:**

<b>S.NO</b>	<b>Statement</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
<b>1</b>	I look forward to watching the vloggers on her/his YouTube channel.					
<b>2</b>	If the vloggers appeared on another YouTube channel, I would watch that video.					
<b>3</b>	When I'm watching the vloggers, I feel as if I am part of her/his group.					
<b>4</b>	I think the vloggers are like old friends.					

<b>5</b>	I would like to meet the vloggers in person.					
<b>6</b>	If there were a story about the vloggers in a newspaper or magazine, I would read it.					
<b>7</b>	The vloggers makes me feel comfortable, as if I am with friends.					
<b>8</b>	When the vloggers shows me how she/he feels about the brand, it helps me make up my own mind about the brand.					

**Purchase Intention:**

<b>S.NO</b>	<b>Statement</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
<b>1</b>	I would like to use the products that have been exposed on the video					
<b>2</b>	I am willing to purchase the exposed products on video.					
<b>3</b>	This video will help you make a purchase decision					
<b>4</b>	If the price is similar, I will buy the product exposed on the video					