

CHAPTER II

LITERATURE REVIEW

2.1 Previous Research

This research is based on previous studies that have been conducted by other researchers to strengthen the analysis to be carried out. This research is intended as a reference for comparison with other studies, so as to show a clear relationship regarding similarities and differences in research subjects, including:

2.1.1 Mukta Garg, Apurva Bakshi (2024)

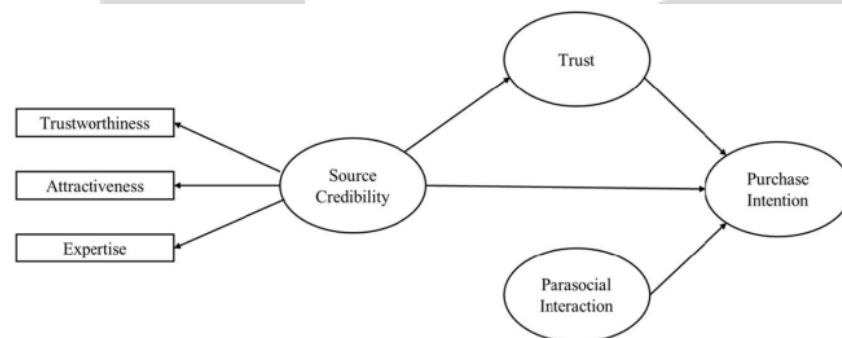
This study aims to provide a more comprehensive understanding of the impact of parasocial interactions carried out by beauty vloggers on consumer behavior and purchase intentions, especially in the context of an emerging market, namely India. This research is quantitative in nature, which uses surveys and statistical analysis to test the relationship between variables. The analytical method used was partial least squares structural equation modeling (PLS-SEM) which resulted in 357 respondents. The findings of this study indicate that parasocial interaction contributes 17.9% to purchase intention, while the other 82.1% is influenced by other factors not discussed in this study.

The similarities found in previous and current research are as follows:

1. The dependent variable is purchase intention
2. The mediating variable is parasocial interaction
3. Research focus on the context of the cosmetics & beauty industry
4. The analysis technique uses PLS-SEM.

As for the differences are as follows:

1. Previous research focused on beauty vloggers, while this research is beauty influencers.
2. Previous research did not use specific products or brands, while this study used Somethinc products.



Source: Garg & Bakshi (2024)

Figure 2. 1
Framework of Garg & Bakshi (2024)

2.1.2 Yan Lu, Xinyu Liu, Yue Hu, Chris Zhu (2023)

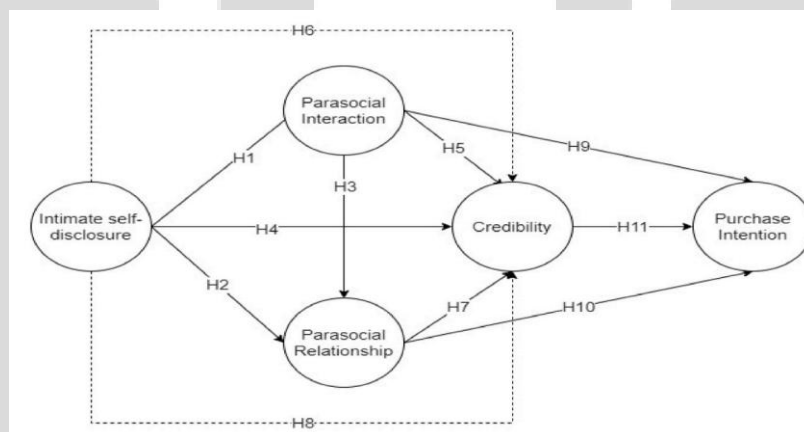
This study aims to explain how audiences form parasocial interactions and parasocial relationships, and their impact on audiences, including the influence of intimate self-disclosure and credibility on purchase intention. This research is quantitative, with partial least squares structural equation modeling (PLS-SEM) analysis method, which generates data from 374 respondents. The findings of this study indicate that intimate self-disclosure has a significant effect on parasocial interaction with an influence level of 48.9%, and parasocial interaction contributes 7.3% to purchase intention. The remaining 43.8% is influenced by other variables not reviewed in this study.

The similarities are as follows:

1. The independent variable is intimate self-disclosure
2. The dependent variable is intimate self-disclosure
3. The dependent variable is purchase intention
4. The mediating variable is parasocial interaction

As for the differences are as follows:

1. Previous research focused on livestreamers and viewers, while this research focuses on beauty influencers and audiences.
2. Previous research focused on the context of tourism, while this research focuses on the context of beauty.



Source: Lu et al. (2023)

Figure 2. 2
Framework of Lu et al. (2023)

2.1.3 Huawen Shen, Chen Zhao, Daisy X.F. Fan, Dimitrios Buhalis (2022)

This study aims to examine the effect of parasocial interaction on audience emotional engagement and purchase intention in the context of hotel livestreaming . This research is quantitative, using a research method using partial least squares structural equation modeling (PLS-SEM) which resulted in 348 respondents. The

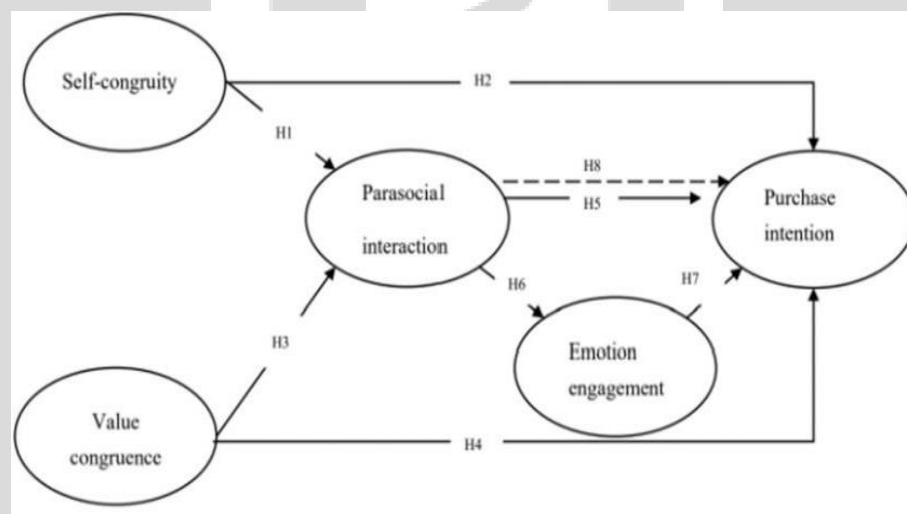
results show that self congruity affects parasocial interaction with an influence level of 50.5%, and parasocial interaction affects purchase intention with an influence level of 41.1%.

The similarities are as follows:

1. The independent variable uses self-congruity
2. The dependent variable uses purchase intention
3. The mediator variable uses parasocial interaction.
4. The analysis technique uses PLS-SEM

The difference are as follows:

1. Previous research focused more on the context of hotel livestreaming, while this research focuses on Something beauty products.



Source: Shen et al. (2022)

Figure 2. 3

Framework of Shen et al. (2022)

Table 2. 1 Summary of Previous Research

| Name | Research Topic | Research Variable | Research Sample | Analysis Technique | Analysis Result |
|-----------------------|--|--|--|---------------------------|--|
| (Garg & Bakshi, 2024) | Exploring the impact of beauty vloggers' credible attributes, parasocial interaction, and trust on consumer purchase intention in influencer marketing | Purchase Intention, Parasocial Interaction | 357 respondents who actively use social media platforms | PLS-SEM | Parasocial interaction has a significant effect on purchase intention. |
| (Lu et al., 2023) | Influence of livestreamers' intimate self-disclosure on tourist responses: The lens of parasocial interaction theory | Intimate Self-Disclosure, Purchase Intention, Parasocial Interaction | 374 respondents with certain criteria | PLS-SEM | Intimate self-disclosure has a significant effect on purchase intention Parasocial interaction has no significant effect on purchase intention. |
| (Shen et al., 2022) | The Effect of Hotel Livestreaming on Viewers' Purchase Intention: Exploring The Role of Parasocial Interaction and Emotional Engagement | Self Congruity, Purchase Intention, Parasocial Interaction | 308 Respondents who have watched hotel live streaming programs | PLS-SEM | Self Congruity has a significant effect on Purchase Intention Parasocial Interaction has a significant effect on purchase.intention |

Source: Garg & Bakshi (2024); Lu et al. (2023); Shen et al. (2022)

2.2 Theoretical Foundation

This sub chapter describes the basic theories used in a study. The theoretical basis underlying this research is:

2.2.1 Self-Congruity

Self-congruity theory plays an important role in predicting consumer behavior and preferences. Frias et al. (2020) define self-congruity as the level of alignment between the product or brand image and the consumer's self-image. This construct stems from a psychological process that encapsulates internal self-identity development and external environmental interactions that result in a comprehensive perspective on attitudes, perceptions, and evaluations (Gómez-Rico et al., 2022). The main premise behind this theory is that consumers tend to choose brands that align with their self-image or how they want to be perceived by others (Xiao et al., 2021). This assumption is reinforced by the influence of social media figures (influencers), who are often a representation of self-image. Self-congruity can be a strategic instrument to select influencers who are aligned with a product or brand, thus improving the focus of marketing campaigns. An understanding of self-congruity also allows marketers to identify relevant market segments more effectively.

The measurement of self-congruity is a pivotal component in analyzing the relationship between consumers and brands. This measurement can be approached either one-dimensionally or multi-dimensionally (Shen et al., 2022). One-dimensional methods are typically employed in examining straightforward relationships, such as those between employees and organizations, individuals and

businesses, or within the context of social media (Wang et al., 2015). Multi-dimensional measurements are more often applied in marketing because they provide a more complex understanding of the relationship between brands and consumers. Sirgy et al. (2018) identified several key indicators within a multi-dimensional framework, including:

1. Actual-self: Represents an individual's current self-perception.
2. Ideal-self: Reflects an individual's aspirational self-image.
3. Social-self: Refers to how individuals are perceived by others.

2.2.2 Intimate Self-Disclosure

Intimate self-disclosure plays an important role in influencer marketing. Self-disclosure can be defined as a message about oneself that is shared with others (Luo & Hancock, 2020). Lu et al. (2023) explained that intimate self-disclosure relates to how much individuals disclose certain information about their personal lives to others. This disclosure is one of the factors influencers can be trusted by their audience or followers. Understanding intimate self-disclosure is important to improve the effectiveness of marketing campaigns. Measuring intimate self-disclosure can provide deeper insights into the closeness formed between influencers and their followers. Kian Yeik et al. (2023) and Lu et al. (2023) explain that there are three indicators that can be used to measure the intensity of intimate self-disclosure between influencers and audiences, including:

1. Sharing personal information: The influencer discloses personal details or facts about their life that may not be widely known.
2. Sharing personal thoughts: The influencer shares introspective or reflective

moments, offering insight into their inner world or feelings.

3. Sharing opinions: The influencer expresses their views or stances on various topics, providing perspectives that may influence their audience's views.

2.2.3 Parasocial Interaction

Parasocial interaction plays an important role in attracting consumer engagement. Stein et al. (2024) define parasocial interaction as a one-sided bond formed between the audience and media personalities, including influencers. Audiences can create the illusion of closeness as if they have a real interpersonal relationship with the influencer, even though this relationship is one-sided. Parasocial interaction is seen as an innovative communication method that aims to replace traditional face-to-face interaction (Garg & Bakshi, 2024). This makes parasocial interaction a strategic tool in marketing, especially in the digital age where social media plays an important role in communication between brands and audiences.

The concept of parasocial interaction was originally applied in the context of the relationship between television viewers and characters or hosts on the screen. The development of social media has made this concept also widely used to explain the relationship between followers and influencers or celebrities on social media (Sokolova & Kefi, 2020). Yılmazdoğan et al. (2021) identified three indicators of parasocial interaction that reflect consumer engagement with influencers. These indicators highlight the ways in which parasocial interactions influence the audience's emotional connection with influencers and contribute to consumer decision-making. These indicators include:

1. Anticipating posts from the beauty influencer: Shows emotional investment and attachment to the influencer's content.
2. Desire to meet the influencer in person: Indicates a strong emotional connection and a sense of closeness to the influencer.
3. Feeling like a friend due to how the influencer shares information: Demonstrates the perceived intimacy and familiarity that the influencer creates, leading to a sense of personal relationship.

2.2.4 Purchase Intention

Purchase intention is a basic concept in studying consumer behavior. Rooted in consumer psychology, purchase intention reflects the subjective likelihood that consumers are willing to carry out certain purchasing behaviors (Li et al., 2021; Zhou et al., 2023). Purchase intention is often used as an indicator to measure the likelihood of consumers making actual purchases. An understanding of this factor supports companies in estimating the potential success of their marketing campaigns and assessing their overall effectiveness. This analysis allows companies to fine-tune their strategies aimed at improving sales performance. This concept is a critical indicator of the potential success of marketing efforts and provides insights into consumer decision-making processes. According to Shen et al. (2022), the key indicators of purchase intention include:

1. Desire to purchase: The consumer's emotional drive or enthusiasm toward buying the product.
2. Recommendation to others: The consumer's likelihood of encouraging friends or family to purchase the 'Somethinc' products promoted by the influencer,

indicating their confidence and satisfaction with the product.

2.3 Relationship Between Variables

2.3.1 The Influence of Self-Congruity on Parasocial Interaction

The self-congruency theory is applied to test the influence of self-congruity on parasocial interaction. Shen et al. (2022) revealed that self congruity between the audience and the host positively affects their parasocial interaction. That is, the greater the alignment between the audience's self-image and the influencer's self-image, the stronger the parasocial interaction. Audiences tend to feel closer and build parasocial interactions when they see alignment between their self-image and that of media personalities (influencers). This similarity creates a deep sense of connection, where the audience feels as if they know the influencer personally.

2.3.2 The Influence of Intimate Self-Disclosure on Parasocial Interaction

Follower engagement can arise through parasocial interaction triggered by intimate self-disclosure. Lu et al. (2023) in their research found that intimate self-disclosure positively affects parasocial interaction. The higher the level of self-disclosure made by the influencer, the stronger the parasocial interaction formed between the influencer and their audience. Intimate self-disclosure by influencers is able to reduce the psychological distance between them and their audience, thus creating a greater feeling of closeness (Lu et al., 2023). When influencers share personal information, they create a “face-to-face” atmosphere that allows the audience to feel emotionally closer. The findings from Su et al. (2022) also confirmed that high levels of self-disclosure by influencers contribute to increased

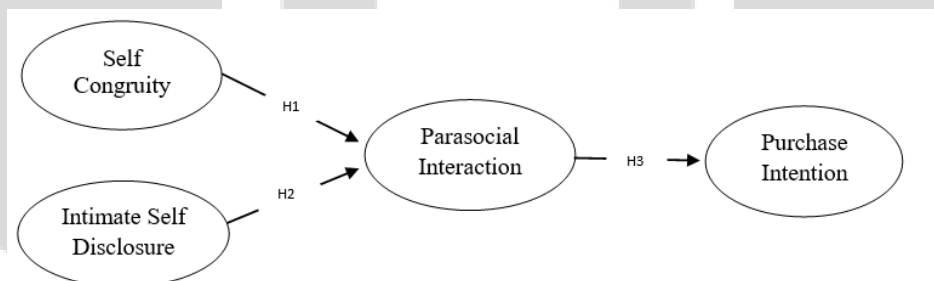
parasocial interaction. Understanding intimate self-disclosure is important to understand the psychological triggers of follower engagement.

2.3.3 The Influence of Parasocial Interaction on Purchase Intention

Viewers who feel emotionally connected tend to trust recommendations from influencers which increases the tendency to make purchases. Research conducted by Garg & Bakshi (2024) found that parasocial interaction with beauty vloggers has a positive effect on consumer purchase intention for the brands they support. This means that the stronger the parasocial relationship, such as emotional attachment or feeling familiar, the more likely the audience is to buy the recommended product. Research by Hu et al. (2020) emphasizes that this relationship can be leveraged by cosmetic companies to increase sales through promotions by beauty vloggers. By leveraging this attachment, beauty vloggers can significantly influence audience purchasing behavior (Sokolova & Kefi, 2020).

2.4 Conceptual Framework

Based on the relationships between variables as outlined in theory and prior studies, the conceptual framework for this research is illustrated in Figure 2.4.



Sources: Garg & Bakshi (2024); Lu et al. (2023); Shen et al. (2022)

Figure 2. 4 Framework of Shella Ananda Putri (2025)

2.5 Hypothesis

The research hypotheses are formulated by the researcher based on the preliminary data obtained. The discussion and the conceptual framework presented above serve as the foundation for formulating the hypotheses of this study as follows:

H1: Self-congruity has a positive and significant influence on parasocial interaction between beauty influencers and audiences.

H2: Intimate-self disclosure has a positive and significant influence on parasocial interaction between beauty influencers and audiences.

H3: Parasocial interaction between beauty influencers and audiences has a positive and significant influence on audience purchase intention for Somethinc products.