

CHAPTER V

CONCLUSIONS, LIMITATIONS, AND SUGGESTIONS

5.1 Conclusions

Based on the research findings, self-congruity and intimate self-disclosure fundamentally shape parasocial interactions that influence purchase intention for Somethinc products. Self-congruity enables audiences to connect with beauty influencers through similar values, lifestyles, or aspirations. This alignment strengthens emotional connections and builds influencer credibility, encouraging deeper parasocial interactions. Higher self-congruity levels increase audience feelings of closeness to influencers despite the one-way relationship. This suggests that congruity between audience self-image and influencer image serves as a key factor in building loyalty and sustained engagement.

Intimate self-disclosure strengthens parasocial interactions by creating authenticity and openness. When influencers share personal experiences, audiences feel valued and emotionally connected, increasing engagement. Trust formed through this openness deepens parasocial interaction and strengthens emotional bonds. Frequent sharing of stories relevant to audience experiences amplifies perceptions of both the influencer and recommended products. Thus, intimate self-disclosure functions as a crucial element in building meaningful audience relationships rather than merely serving as a communication strategy.

Strong parasocial interactions directly influence purchase intention, particularly in the beauty industry where trust and user experience are paramount.

Established emotional closeness makes audiences more receptive to influencer recommendations as credible information sources. Beauty products, which typically require high purchase confidence, become more acceptable when promoted by someone with whom the audience shares a parasocial relationship. Consequently, more intense parasocial interactions increase the likelihood of purchases based on influencer recommendations.

5.2 Limitations

Every research study has certain limitations that open avenues for future exploration. This study is no exception, as there are aspects that require further examination and refinement. Some of these limitations demand more in-depth analysis to enhance the overall understanding of the topic. Given that no study is entirely flawless, researchers should take these limitations into account when interpreting the findings. Addressing these constraints could lead to more comprehensive insights and improvements in future research. Ultimately, these limitations offer opportunities for deeper investigation and development within the scope of this study. Some key limitations of this study include:

1. This study examines only four variables: self-congruity, intimate self-disclosure, parasocial interaction, and purchase intention. While these variables provide meaningful insights, they do not fully capture the complexity of consumer decision-making in the beauty industry. Future research should consider additional factors such as brand trust, product quality, influencer credibility, or social proof to develop a more comprehensive framework.

2. The study is limited to the beauty industry, specifically focusing on Somethinc products. While this provides industry-specific insights, the findings may not be generalizable to other sectors with different consumer behaviors, marketing dynamics, and brand-influencer relationships. Future studies should explore whether similar patterns apply to industries such as fashion, technology, or health and wellness.
3. Data collection was conducted through an online survey, which, while efficient in reaching a large sample, may introduce response bias and limit the depth of insights into consumer psychology. Self-reported data can be influenced by social desirability bias, leading respondents to provide answers they perceive as favorable rather than entirely truthful. Additionally, surveys may not fully capture the emotional and psychological nuances of parasocial relationships. Future research could benefit from a mixed-methods approach, incorporating qualitative techniques such as in-depth interviews or observational studies to gain a deeper understanding of consumer experiences.

5.3 Suggestions

This study offers recommendations and insights that may serve as inspiration and a useful reference for future researchers, the community, and businesses. The suggestions are as follows:

1. For future researchers

Future studies should expand their scope by examining additional variables such as brand trust, product quality, or social proof to develop a more comprehensive understanding of consumer behavior. Comparative research

across different industries, including fashion, technology, and food, could provide valuable insights into whether similar patterns exist beyond the beauty sector. Future research can conduct interviews with respondents who have completed the survey to gain deeper insights into the psychological mechanisms driving purchase intention through parasocial interaction. Combining quantitative and qualitative methods could yield a more nuanced understanding of the psychological and behavioral factors driving consumer choices.

2. For the company

Something should collaborate with influencers who can effectively cultivate parasocial interaction with their audience through spontaneous rather than scripted content. These influencers should frequently engage with their audience by responding to comments and acknowledging user experiences related to Something products. Interactive live streaming sessions, such as discussions on dermatological topics or question-and-answer forums can foster stronger connections between influencers and consumers. Something should encourage influencers to implement engaging content formats, including polls or storytelling techniques that facilitate audience participation. To ensure efficacy, the company should establish comprehensive guidelines for influencers regarding interactive and personable communication methodologies. The strengthening of these parasocial interactions will enhance consumer trust in the brand. Ultimately, this strategy will contribute to increased purchase intentions for Something.

REFERENCES

- Acar, A., Büyükdağ, N., Türten, B., Diker, E., & Çalışır, G. (2024). The role of brand identity, brand lifestyle congruence, and brand satisfaction on repurchase intention: a multi-group structural equation model. *Humanities and Social Sciences Communications*, *11*(1), 1–13.
- Alessandrina, D. (2022). *Populix: Produk Perawatan dan Kecantikan Makin Diminati*. Marketeers. <https://www.marketeers.com/populix-produk-perawatan-dan-kecantikan-makin-diminati/>
- Amin, N. F., Garancang, S., & Abunawas, K. (2023). Konsep umum populasi dan sampel dalam penelitian. *Pilar*, *14*(1), 15–31.
- Balaka, M. Y. (2022). *Metodologi penelitian kuantitatif*.
- Chieng, F., Sharma, P., Kingshott, R. P. J., & Roy, R. (2022). Interactive effects of self-congruity and need for uniqueness on brand loyalty via brand experience and brand attachment. *Journal of Product & Brand Management*, *31*(6), 870–885.
- Compas. (2022). *10 Brand Skincare Lokal Terlaris di Online Marketplace*. Kompas.Co.Id. <https://compas.co.id/article/brand-skincare-lokal-terlaris/>
- Fadilla, D., Sitepu, N. I., Sari, N., Nurlina, E., & Syukri, S. (2023). The Influence Of Beauty Influencers, Lifestyle, And Halal Label On The Purchase Decision Of Somethinc Cushion Product. *At-Tijarah: Jurnal Ilmu Manajemen Dan Bisnis Islam*, *9*(2), 192–204.
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, *18*(1), 39–50.
- Frias, D. M., Castaneda, J.-A., del Barrio-Garcia, S., & Lopez-Moreno, L. (2020). The effect of self-congruity and motivation on consumer-based destination brand equity. *Journal of Vacation Marketing*, *26*(3), 287–304.
- Garg, M., & Bakshi, A. (2024). Exploring the impact of beauty vloggers' credible attributes, parasocial interaction, and trust on consumer purchase intention in influencer marketing. *Humanities and Social Sciences Communications*, *11*(1), 1–14.
- Gómez-Rico, M., Molina-Collado, A., Santos-Vijande, M. L., & Bilgihan, A. (2022). Motivations, self-congruity and restaurant innovativeness as antecedents of a creative-food tourism experience: the moderating effect of first-time and repeat tourists. *British Food Journal*, *124*(2), 406–429. <https://doi.org/10.1108/BFJ-03-2021-0271>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, *31*(1), 2–24.
- Hair Jr, J. F., Anderson, R. E., & Tatham, R. L. (1986). *Multivariate data analysis with readings*. Macmillan Publishing Co., Inc.
- Hu, L., Min, Q., Han, S., & Liu, Z. (2020). Understanding followers' stickiness to digital influencers: The effect of psychological responses. *International Journal of Information Management*, *54*, 102169.
- Kemp, S. (2024). *Digital 2024: Indonesia*. Data Reportal.

- <https://datareportal.com/reports/digital-2024-indonesia>
- Ki, C. 'Chloe,' & Kim, Y. (2019). The mechanism by which social media influencers persuade consumers: The role of consumers' desire to mimic. *Psychology & Marketing*, 36(10), 905–922.
- Kian Yeik, K., Lim, W., Kaur, S., Soh, K., & Poon, W. C. (2023). How and when social media influencers' intimate self-disclosure fosters purchase intentions: the roles of congruency and parasocial relationships. *Marketing Intelligence & Planning*, 41. <https://doi.org/10.1108/MIP-06-2023-0246>
- Lee, J. A., & Eastin, M. S. (2021). Perceived authenticity of social media influencers: scale development and validation. *Journal of Research in Interactive Marketing*, 15(4), 822–841.
- Li, X., Dahana, W. D., Li, T., & Yuan, J. (2021). Behavioral changes of multichannel customers: their persistence and influencing factors. *Journal of Retailing and Consumer Services*, 58, 102335.
- Lu, Y., Liu, X., Hu, Y., & Zhu, C. (2023a). Influence of livestreamers' intimate self-disclosure on tourist responses: The lens of parasocial interaction theory. *Journal of Hospitality and Tourism Management*, 57, 170–178.
- Lu, Y., Liu, X., Hu, Y., & Zhu, C. (2023b). Influence of livestreamers' intimate self-disclosure on tourist responses: The lens of parasocial interaction theory. *Journal of Hospitality and Tourism Management*, 57(December), 170–178. <https://doi.org/10.1016/j.jhtm.2023.10.003>
- Luo, M., & Hancock, J. T. (2020). Self-disclosure and social media: motivations, mechanisms and psychological well-being. *Current Opinion in Psychology*, 31, 110–115.
- Machali, I. (2021). *Metode penelitian kuantitatif (panduan praktis merencanakan, melaksanakan, dan analisis dalam penelitian kuantitatif)*. Fakultas Ilmu Tarbiyah dan Keguruan Universitas Islam Negeri (UIN) Sunan
- Maria Anggita, A. (2023). *Survei Mengungkap Penyebab Perempuan Indonesia Merasa Insecure*. Parapuan. <https://www.parapuan.co/read/533670127/survei-mengungkap-penyebab-perempuan-indonesia-merasa-insecure?page=all>
- Preston, C. C., & Colman, A. M. (2000). Optimal number of response categories in rating scales: reliability, validity, discriminating power, and respondent preferences. *Acta Psychologica*, 104(1), 1–15.
- Purwanto, A., & Sudargini, Y. (2021). Partial least squares structural equation modeling (PLS-SEM) analysis for social and management research: a literature review. *Journal of Industrial Engineering & Management Research*, 2(4), 114–123.
- Purwanto, Y., Sahetapy, L., Management, P. B., Manajemen, P. S., Bisnis, F., & Siwalankerto, J. (2022). Pengaruh Content Marketing Pada Brand Skincare Somethinc. *Agora*, 10(1), 1–6.
- Ramadhanty, T. (2024). *PENGARUH CELEBRITY ENDORSER DAN BRAND IMAGE TERHADAP PURCHASE INTENTION: Survei pada Followers Instagram Somethinc di Indonesia*. Universitas Pendidikan Indonesia.
- Sekaran, U. (2016). *Research methods for business: A skill building approach*. John Wiley & Sons.

- Sharma, L. R., Jha, S., Koirala, R., Aryal, U., & Bhattarai, T. (2023). Navigating the research landscape: A guide to the selection of the right research design. *International Research Journal of MMC (IRJMMC)*, 4(1), 64–78.
- Shen, H., Zhao, C., Fan, D. X. F., & Buhalis, D. (2022). The effect of hotel livestreaming on viewers' purchase intention: Exploring the role of parasocial interaction and emotional engagement. *International Journal of Hospitality Management*, 107(October). <https://doi.org/10.1016/j.ijhm.2022.103348>
- Sirgy, M. J., Lee, D.-J., Yu, G. B., Prebensen, N., Uysal, M., & Chen, J. (2018). Self-congruity theory in travel and tourism: Another Update. *Creating Experience Value in Tourism*, 2, 57–69.
- Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services*, 53(May). <https://doi.org/10.1016/j.jretconser.2019.01.011>
- Stein, J.-P., Linda Breves, P., & Anders, N. (2024). Parasocial interactions with real and virtual influencers: The role of perceived similarity and human-likeness. *New Media & Society*, 26(6), 3433–3453.
- Su, B.-C., Wu, L.-W., & Wu, J.-P. (2022). Exploring the characteristics of YouTubers and their influence on viewers' purchase intention: a viewers' Pseudo-social interaction perspective. *Sustainability*, 15(1), 550.
- Tarigan, N. L. T. (2024). *PENGARUH KREDIBILITAS INFLUENCER TASYA FARASYA PADA MEDIA SOSIAL INSTAGRAM TERHADAP NIAT BELI PRODUK SOMETHINC*. UNIVERSITAS ATMA JAYA YOGYAKARTA.
- Top Brand Index. (2023). *Top Brand Index*. Top Brand. https://www.topbrand-award.com/top-brand-index/?tbi_year=2023&tbi_index=top-brand&category=perawatan-pribadi&type=brand&tbi_find=somethinc
- Ulfa, R. (2021). Variabel penelitian dalam penelitian pendidikan. *Al-Fathonah*, 1(1), 342–351.
- Vorecol. (2024). *The Impact of Social Media on Engagement Strategies*. Vorecol. <https://vorecol.com/blogs/blog-the-impact-of-social-media-on-engagement-strategies-9433>
- Wang, S.-J., Hsu, C.-P., Huang, H.-C., & Chen, C.-L. (2015). How readers' perceived self-congruity and functional congruity affect bloggers' informational influence: Perceived interactivity as a moderator. *Online Information Review*, 39(4), 537–555.
- Widiyaningsih, N., & Nugroho, J. A. (2024). PENGARUH LIVE STREAMING TERHADAP PURCHASE INTENTION PADA THRIFT SHOP DENGAN CONSUMERS ATTITUDES SEBAGAI VARIABEL MEDIASI: STUDI KASUS PADA MAHASISWA UNIVERSITAS SEBELAS MARET SURAKARTA. *Jurnal Manajemen Pemasaran*, 18(1), 40–57.
- Xiao, L., Saleem, A., Tariq, S. M., Ul Haq, J., & Guo, M. (2021). I wish i could be like her/him! how self-congruence stimulates a desire to mimic. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(7), 3025–3042.
- Yılmazdoğan, O. C., Doğan, R. Ş., & Altıntaş, E. (2021). The impact of the source credibility of Instagram influencers on travel intention: The mediating role of parasocial interaction. *Journal of Vacation Marketing*, 27(3), 299–313.

Zhou, J., Dahana, W. D., Ye, Q., Zhang, Q., Ye, M., & Li, X. (2023). Hedonic service consumption and its dynamic effects on sales in the brick-and-mortar retail context. *Journal of Retailing and Consumer Services*, 70, 103178.

