

## THE ROLE OF SOURCE CREDIBILITY AND FAIRNESS ON THE FORMATION OF PARASOCIAL RELATIONSHIPS AND PRODUCT INTEREST AND THEIR INFLUENCE ON PURCHASE INTENTION AND E-WOM OF BEAUTY BRANDS IN INDONESIA

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### ABSTRACT

*Few studies have focused on how source credibility and fairness influence parasocial relationships and product interest, and how product interest impacts consumers' purchase intentions towards new products. But few have examined how these factors can influence purchase intention and eWOM, so this study aims to fill the gap, focusing on Indonesian beauty influencers on Instagram. With 501 respondents, this study used SPSS 26 (pre-test) and SmartPLS for data analysis. The results show that: the variables of attractiveness, similarity, and trustworthiness have a significant and positive effect on parasocial relationships; similarity has a significant and positive effect on product interest. Interpersonal fairness and informational fairness have a positive and significant effect on parasocial relationships; and distributive fairness has a positive and significant effect on product interest. Parasocial relationship has a significant and positive effect on product interest, purchase intention, and eWOM. Product interest has a significant and positive effect on purchase intention and eWOM.*

### KEYWORDS

*Parasocial Relationships, Social Media Influencers, Source Credibility, eWOM, Purchase Intention*



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### INTRODUCTION

Social media influencers are independent third-party advocates who shape audience attitudes and have been utilized as tools and support for brands in marketing; they influence and shape the attitudes of audiences or followers through various

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social media platforms (Freberg et al., 2011; Gorry & Westbrook, 2009). From data taken from 2016-2023, the influencer market size has grown very rapidly: from USD 1.7B to USD 21.1B (Geysler, 2023). One way influencers shape audience attitudes is through parasocial relationships and product interest (Lou & Yuan, 2019). Parasocial relationships, or Parasocial Interactions (PSI) are psychological relationships between influencers and audiences or followers (Horton & Wohl, 1956). There are two sets of dimensions that can determine the strength of parasocial relationships between influencers and their followers (Yuan & Lou, 2020). The two sets of dimensions are the four dimensions of source credibility (source expertise, trustworthiness, attractiveness, and similarity) and the four dimensions of justice (distributive justice, informational justice, interpersonal justice, and procedural justice) (Munnukka et al., 2016; Yuan & Lou, 2020).

Consumption behavior influenced by influencers is called purchase intention and the spread of eWOM. Purchase intention is the tendency or possibility of consumers to buy a product (Dadwal et al. 2020). In this context, the extent to which followers are influenced by an influencer to buy products promoted or even shown in the influencer's content. eWOM is the process of exchanging information between customers regarding products, services, brands, or companies, which is available to many people and institutions via the Internet (Ismagilova et al., 2017). This research discusses how the dimensions of source credibility and fairness can influence parasocial relationships and product interest, and how parasocial relationships and product interest will influence purchase intentions and eWOM.

### **Literature review**

Source credibility is "the extent to which a source is perceived to have expertise relevant to the topic of communication and can be trusted to provide an objective opinion on the topic" (Goldsmith et al., 2000). This study uses four dimensions of source credibility: expertise, trustworthiness, expertise, and similarity by Munnukka et al. (2016). Expertise is defined as the competence or ability of social media influencers in their field, and the extent to which a speaker is believed to be a valid source of statements (McCroskey, 1966; Munnukka et al., 2016). Source trustworthiness is defined as "the extent to which a source is perceived, to be honest, sincere, or truthful", and the degree of trust in a communicator to deliver statements that he or she considers most valid (Giffin, 1967; Munnukka et al., 2016). According to McGuire (1985), attractiveness describes physical attractiveness or social attractiveness. Similarity is how similar social media influencers are to their audience (Schiappa et al., 2007). According to Munnukka et al. (2016), the similarity between the source of the communicated message and the recipient of the message facilitates source credibility.

According to Colquitt (2001), justice, or fairness, is the perception of fairness in the treatment of individuals. Distributive justice is the extent to which a person receives a fair outcome from a decision (Diamond et al., 1978). Procedural justice emphasizes whether those affected by a decision have a meaningful voice in the decision-making process (van den Bos & van Prooijen, 2001). Interpersonal justice is the extent to which decision-makers treat those affected by the decision courteously and respectfully (Bies, 2005). Information justice states that people have fair

access to appropriate information in the decision-making process; whether explanations and information related to decision-making are properly conveyed to participants during decision-making (Bies, 2005; Colquitt, 2001; Fang & Chiu, 2010). Product interest refers to the level of curiosity and attention to a promoted or advertised product and is an important predictor of purchase intention (Dichter, 1966; Rogers, 1962). More attractive products are talked about more than less attractive products (Zhu & Chang, 2015). The psychological connection between influencers and audiences is referred to as a parasocial relationship, which is a socio-emotional bond, with more lasting relationships between influencers and their audiences (Dibble et al., 2016; Escalas & Bettman, 2017; Horton & Wohl, 1956; Giles, 2002; Kim & Song, 2016). Social media allows for two-way interactions between influencers and their audiences, and they tend to have stronger perceptions of parasocial relationships (Bond, 2016). Such interactions provide opportunities for marketers to shape and influence brand perceptions (Booth & Matic, 2011).

Purchase intention is the total cognitive, affective, and behavioral attitude toward the adoption, purchase, and use of a particular product, service, idea, or behavior, which is then used to make strategic decisions by companies or brands (Dadwal et al. 2020; Morwitz et al., 2007). Consumers' parasocial interactions with influencers have a positive impact on consumers' brand perceptions (including brand value, user-image fit, and perceived brand luxury), which then influence purchase intentions (Lee & Watkins, 2016). According to the Oxford Bibliography, eWOM can generally be defined as the sharing and exchange of consumer information about a product or company via the Internet, social media, and mobile communications. Hennig-Thurau et al. (2004) define eWOM as "any positive or negative statement made by a potential, actual, or former customer about a product or company, made available to many people and institutions via the Internet" (pp. 38-52). The topic of eWOM is important in the world of advertising, communication, and marketing research because it influences consumer behavior and decision-making (Chu, 2021).

## RESEARCH METHOD

The first research model used in this research was developed from previous research entitled: How Social Media Influencers Foster Relationships with Followers: The Roles of Source Credibility and Fairness in Parasocial Relationship and Product Interest written by Yuan and Lou (2020). According to research by Yuan and Lou (2020), the credibility of an influencer can influence audience perceptions, and therefore also influence parasocial relationships with their followers. Therefore, based on this paper, researchers hypothesize that:

**H1: Source credibility which consists of (a) expertise, (b) attractiveness, (c) trustworthiness, and (d) similarity, has a positive and significant effect on parasocial relationships**

Yuan and Lou (2020) examined the influence of fairness on parasocial relationships, with positive influence results. According to this research, the more fairly an influencer treats their followers, the closer the parasocial relationship will be with their followers. From this research, researchers hypothesized that:

**H2: Influencer justice consisting of (a) distributive, (b) procedural, (c) interpersonal, and (d) informational fairness has a positive and significant effect on parasocial relationships with influencers**

According to a paper written by Yuan and Lou (2020), an influencer's source credibility influences product interest. This means that the higher the influencer's source credibility, the more interested the influencer's followers will be in the products promoted by the influencer. Therefore, based on this paper, researchers hypothesize that:

**H3: Source credibility consisting of (a) expertise, (b) attractiveness, (c) trustworthiness, and (d) has a positive and significant effect on products promoted by influencers.**

Based on research by Yuan and Lou (2020), the influence of fairness on product interest is positive. This means that an influencer is fair in treating their followers, the more interested their followers will be in the products promoted by the influencer. Therefore, based on this paper, that:

**H4: Fairness or influencer fairness consisting of (a) distributive, (b) procedural, (c) interpersonal, and (d) informational fairness has a positive and significant effect on the products promoted by influencers.**

According to research by Yuan and Lou (2020), influencers who have close parasocial relationships with their followers have followers who are very interested in the products promoted by the influencer. Therefore, based on this paper, researchers hypothesize that:

**H5: The closeness of parasocial relationships has a positive and significant effect on interest in products promoted by influencers**

The second article that is the basis of this research model is entitled Influence of Parasocial Relationships Between Digital Celebrities and their followers on Followers' purchase and electronic word-of-mouth Intentions, and persuasion knowledge by Hwang and Zhang (2018). This paper also explains how people are more often attracted to figures who are known to be credible and fair, such as celebrities or online figures such as influencers. In this paper, it is found that parasocial relationships between influencers and their followers positively influence purchase intentions. Therefore, based on the study of Hwang and Zhang (2018), researchers hypothesized that:

**H6: Close parasocial relationships between influencers and their followers positively and significantly influence followers' purchase intentions**

The paper by Hwang and Zhang (2018) also examined the influence of parasocial relationships between influencers and their followers on eWOM. They found a significant and positive influence of parasocial relationships on eWOM. Therefore, from this study, researchers hypothesize that:

**H7: Close parasocial relationships between influencers and their followers positively and significantly influence the generation of eWOM among followers**

The third article on which this research model is based is entitled Effects of Interactions and Product Information on Initial Purchase Intention in Product Placement in Social Games: The Moderating Role of Product Familiarity by Zhu and Chang (2015). This study is the basis for parasocial relationships influencing product interest. Zhu and Chang (2015) also explain how credible and trustworthy sources are used to increase product interest. From this research, the relationship between the product interest variable and the purchase intention variable was extracted for use in this research, and it was found that product interest had a significant positive influence on purchase intention among audiences who were previously unfamiliar with the product. Therefore, based on this study, researchers hypothesize that:

**H8: High interest in products promoted by influencers has a positive and significant impact on their purchase intentions**

The fourth article on which this research model is based is entitled How Interest Shapes Word-of-Mouth Over Different Channels by Berger and Iyengar (2012). This article explores the relationship between the level of interest in a topic and the frequency with which it is discussed in various conversation channels examining how interest in a product influences word-of-mouth and eWOM generation. In this study, it was found that there is a positive and significant relationship between interest and eWOM. Therefore, based on this study, researchers hypothesize that:

**H9: High interest in products promoted by influencers has a positive and significant impact on eWOM**

This research will be carried out using quantitative research methods. The data that will be examined in this research comes from the results of a survey that researchers distributed online. Before distributing the questionnaire, a pretest will be carried out and the survey is given to a number of respondents to test the feasibility of the questionnaire. The population sampled for the questionnaire are Instagram users who are followers of beauty influencers who live in Indonesia. The samples that will be used in this research are followers of Instagram influencers from Indonesia, who have reviewed and recommended beauty product brands in the last 3 months, and the followers have seen these reviews. The number of samples collected initially was 501 respondents, however 6 male respondents were discarded because the beauty genre studied had a female demographic focus; then the total respondents became 492 respondents. The sampling method is non-probability sampling method. This research uses SPSS 22 software to carry out the pretest, and SmartPLS 4 to analyze data that has been collected through a survey distributed by the author. For data analysis, this research uses the Structural Equation Modeling (SEM) method; More specifically, the SEM method with Partial Least Square (PLS).

## RESULT AND DISCUSSION

Before the survey was distributed, a pretest was carried out with SPSS, with Pearson's Correlation  $> 0.349$ , and Cronbach's Alpha (CA) 0.6-0.7 (Cho & Kim, 2015; Paranhos et al., 2014). After the pretest test results were assessed as valid and reliable, the survey was distributed and the respondents collected were 492. Then, the measurement model was tested with SmartPLS 4. Reliability testing was carried out with CA = 0.6-0.7 and composite reliability (CR)  $> 0.7$  (CR) (Cho & Kim, 2015; Hair et al., 2014). Convergent validity testing, with factor loading and average variance extracted (AVE)  $> 0.7$  (Hair, et al. (2014). After analysis of reliability and validity tests, it was found that two indicators of the parasocial relationship variable, PR5 and PR6, had factor loadings below 7 and then deleted. Then the R-square, f-square, q-square predictive relevance, and one-tailed significance tests were carried out (Hair et al., 2014). The fit model used the criteria NFI  $\geq 0.95$ ; SRMR  $< 0.08$  (Hu & Bentler, 1999). From the test results, SRMR = 0.074; Chi-square = 2770.49; and NFI = 0.736. In the following table, the CR and AVE results are presented.

**Table 1. CR and AVE test results**

Variable		m	elementary school	CR	AVE
<b><i>Expertise</i></b>					
Experience from Influencers	E1	4.42	0.602	0.871	0.629
<i>Influencer</i> competency to make a statement	E2	4.36	0.612		
How far <i>the Influencer</i> has mastered their area/topic	E3	4.37	0.613		
How far does the audience view them as experts in their field	E4	4.27	0.679		
<b><i>Attractiveness</i></b>					
<i>Influencer</i> style	A1	4.33	0.665	0.867	0.686
How beautiful <i>the Influencer</i> thinks the audience is	A2	4.4	0.681		
How attractive <i>the Influencer</i> is in the opinion of the audience	A3	4.4	0.645		
<b><i>Trustworthiness</i></b>					
Sincerity	T1	4.22	0.656	0.883	0.655
Truth	T2	4.26	0.657		
Credibility (trustworthiness)	T3	4.28	0.612		
Honesty	T4	4.22	0.646		
<b><i>Similarity</i></b>					
How easily the audience can identify the influencer	S1	4.13	0.703	0.839	0.635
How much the audience has in common with the influencer	S2	3.93	0.762		
How identified the audience is with the influencer	S3	3.68	0.905		
<b><i>Distributive fairness</i></b>					
How much information shared provides benefits to the audience	D1	4.4	0.588	0.863	0.677

Does the information shared provide more benefits than harm to the audience?	D2	4.35	0.636		
Does the audience consider the time spent viewing the influencer's posts to be worth it?	D3	4.23	0.632		
<b>Procedural fairness</b>					
Audiences feel that they can share their opinions and feelings with the influencer	P1	4.02	0.772	0.872	0.695
Audiences can express their differences of opinion to Influencers	P2	3.83	0.889		
The audience can influence the conversation or relationship with the Influencer	P3	3.87	0.876		
<b>Interpersonal fairness</b>					
Audiences feel Influencers treat them with dignity.	IT1	4.07	0.661	0.887	0.724
Audiences feel Influencers treat them with respect.	IT2	4.12	0.645		
Audiences feel that Influencers treat them with courtesy	IT3	4.16	0.621		
<b>Informational fairness</b>					
Audiences assume that recommendations and reviews from Influencers are based on accurate information	IF1	4.22	0.659	0.888	0.726
Audiences consider Influencers to be open and honest about the products they review	IF2	4.21	0.652		
Audiences assume that reviews and recommendations made by Influencers are ethical	IF3	4.28	0.652		
<b>Parasocial relationships</b>					
I see these influencers as natural and humble people.	PR1	4.29	0.664	0.87	0.627
I hope to see these influencers post in the future.	PR2	4.3	0.673		
If I see a story about that influencer somewhere else, I will read it.	PR3	4.17	0.686		
If the influencer starts another social media channel, I will follow too.	PR4	4.17	0.734		
<b>Product interest</b>					
I am very interested in the products promoted by these <i>influencers</i> .	PRI1	4.17	0.659	0.867	0.684
The products promoted by these <i>influencers</i> made me curious.	PRI2	4.28	0.599		
I want to see products sponsored and posted on social media by those <i>influencers</i> .	PRI3	4.22	0.613		
<b>Purchase intention</b>					
I will buy the product promoted by the <i>influencer</i> .	PI1	4.01	0.709	0.879	0.708
I have the intention to buy the product promoted by the <i>influencer</i> .	PI2	4.22	0.612		
I will most likely buy the product promoted by the <i>influencer</i> .	PI3	4.05	0.681		
<b>EWOM</b>					
<i>influencer</i> promotes to others.	EW1	4.09	0.643	0.875	0.7
I tend to say positive things about the products the <i>influencer</i> is promoting to other people.	EW2	4.24	0.642		
If my friends are looking for a product like the product promoted by this <i>influencer</i> , I will recommend this product to them.	EW3	4.18	0.653		



The criteria for the hypothesis to be accepted is if the t-value has a value above 1.96 and the p-value is below 0.05. (Hair et al., 2014). In the table below, the path coefficients, t-value and p-value for each relationship between the constructs are listed. And in the image below, the research results for each path are also detailed.

**Table 2. Hypothesis Test Results**

<b>Hy- pothe- sis</b>	<b>Path</b>	<b>Path Coeffi- cients</b>	<b>Q</b>	<b>P</b>	<b>Conclu- sion</b>
H1a	Expertise -> Parasocial Relationship	0.07	1,042	0.1 49	Rejected
H1b	Attractiveness -> Parasocial Relationship	0.221	3,106	0.0 01	Accepted
H1c	Trustworthiness -> Parasocial Relationship	0.11	1,817	0.0 35	Accepted
H1d	Similarity -> Parasocial Relationship	0.083	1,795	0.0 36	Accepted
H2a	Distributive Fairness -> Parasocial Relationship	0.097	1,484	0.0 69	Rejected
H2b	Procedural Fairness -> Parasocial Relationship	0.017	0.382	0.3 51	Rejected
H2c	Interpersonal Fairness -> Parasocial Relationship	0.091	1,736	0.0 41	Accepted
H2d	Informational Fairness -> Parasocial Relationship	0.208	3,015	0.0 01	Accepted
H3a	Expertise -> Product Interest	0.101	1,898	0.0 29	Accepted
H3b	Attractiveness -> Product Interest	0.058	1,145	0.1 26	Rejected
H3c	Trustworthiness -> Product Interest	0.02	0.379	0.3 52	Rejected
H3d	Similarity -> Product Interest	0.066	1,482	0.0 69	Rejected
H4a	Distributive Fairness -> Product Interest	0.094	1,859	0.0 32	Accepted
H4b	Procedural Fairness -> Product Interest	0.077	1,613	0.0 53	Rejected
H4c	Interpersonal Fairness -> Product Interest	-0.004	0.094	0.4 63	Rejected
H4d	Informational Fairness -> Product Interest	0.067	1,314	0.0 94	Rejected
H5	Parasocial Relationship -> Product Interest	0.458	9,894	0	Accepted



H6	Parasocial Relationship -> Purchase Intention	0.097	1,735	0.041	Accepted
H7	Parasocial Relationship -> eWOM	0.18	2,904	0.02	Accepted
H8	Product Interest -> Purchase Intention	0.56	10,478	0	Accepted
H9	Product Interest -> eWOM	0.527	9,122	0	Accepted

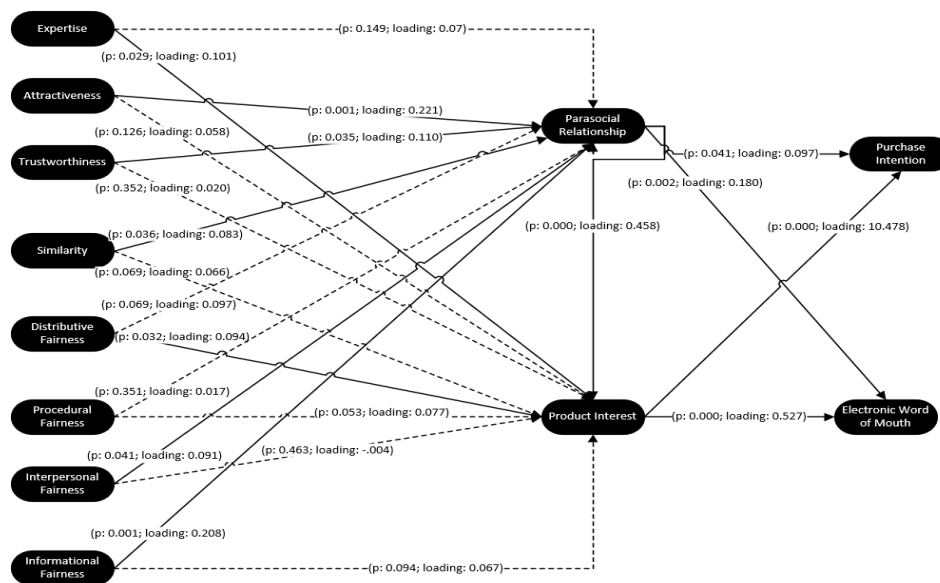


Figure 1. Hypothesis Test Results

**Discussion**

**Hypothesis 1**

**Hypothesis 1a: Expertise has a positive and significant effect on parasocial relationships**

From the table above, it can be seen that the t value is 1.04 and the p value is 0.14. So it can be concluded that Hypothesis 1a is rejected. These results indicate that the Expertise variable has no significant effect on Parasocial relationships. What this means is that even though an influencer has expertise and knowledge in their field, this expertise does not influence whether followers will feel closer to the influencer; This finding is in line with research by Yuan and Lou (2020). It can be explained that even though the influencer does have expertise in wearing makeup or is knowledgeable about beauty, from the followers' perception, this expertise is not taken into consideration in the development of parasocial relationships, whether it further strengthens the relationship or vice versa.

**Hypothesis 1b: Attractiveness has a positive and significant effect on parasocial relationships**

From the table above, it can be seen that the t value is 3.106 and the p value is 0.001. So it can be concluded that Hypothesis 1b is accepted. These results show

that the Attractiveness variable has a positive and significant effect on Parasocial relationships, which shows that if an influencer's attractiveness increases, then parasocial relationships will also increase, which is in line with previous research (Bond, 2018; Lou & Kim, 2019; Yuan & Lou, 2020). Attractiveness or attractiveness plays an important role for influencers in the beauty and makeup genre; and such attractiveness from followers' perceptions is an important factor in the formation of parasocial relationships.

**Hypothesis 1c: Trustworthiness has a positive and significant effect on parasocial relationships**

It can be seen from the hypothesis test results table above, the t value is 1.817 and the p value is 0.035. Therefore, Hypothesis 1c is accepted. These results indicate that trustworthiness has a positive and significant influence on parasocial relationships. This means, in the followers' perception, even though the influencer can be trusted, and that trust makes followers feel parasocially close to the influencer. The trustworthiness of an influencer means that the influencer is believed to be able to provide statements that are true and in accordance with reality. So parasocial relationships are built from followers' perceptions that the influencer is trustworthy, which is consistent with previous research (Ashraf et al., 2023, pp. 1416-1433; Lou & Kim, 2019).

**Hypothesis 1d: Similarity has a positive and significant effect on parasocial relationships**

In the table above it can be seen that the t value is 1.795 and the p value is 0.036. Therefore, hypothesis 1d is accepted. These results indicate that the Similarity variable has a significant positive effect on Parasocial relationships. This means that if Similarity gets better, Parasocial relationships will also improve. Previously reviewed and researched by Martensen et al. (2018) and Ruef et al. (2003) that individuals who are similar to each other tend to have a higher attraction to each other compared to those who are different. From this research it can be stated that this interest also applies to followers and influencers; that followers feel closer to influencers who are similar to themselves. This finding is in accordance with previous research (Lou & Kim, 2019; Yuan and Lou, 2020).

**Hypothesis 2**

**Hypothesis 2a: Distributive fairness has a positive and significant effect on parasocial relationships**

From the hypothesis test results table, it can be seen that the p value is 1.484 and the p value is 0.069. This proves statistically that Distributive fairness has no significant effect on Parasocial relationships. Therefore, Hypothesis 2a is rejected. In this research, the application of distributive fairness occurs when influencers fairly share information about the advantages and disadvantages of beauty products shared in their content and the extent to which their followers benefit from this information. However, in this research, distributive fairness does not play a role in influencing the parasocial relationship between influencers and their followers. It can be speculated that followers do not really consider valuable information about

sponsored products as a factor for the development of parasocial relationships (Dehghani et al., 2016; Yuan & Lou, 2020; Van-Tien Dao et al., 2014).

**Hypothesis 2b: Procedural fairness has a positive and significant effect on parasocial relationships**

From the hypothesis test results table, it can be seen that the t value is 0.382 and the p value is 0.351. This proves statistically that procedural fairness does not have a significant effect on parasocial relationships. Therefore, Hypothesis 2b is rejected. Procedural fairness shapes interactions from the extent to which followers have the opportunity to voice their opinions to the influencer. Through social media, this can be done by providing a comments section, which gives followers the opportunity and authority to voice opinions, suggestions and other comments. The results of the hypothesis test suggest that this interaction does not affect the parasocial relationship between followers and influencers; that the opportunity to provide opinions and comments is not considered to influence parasocial relationships with influencers from followers' perceptions, which is in line with previous research by Cardona (2022).

**Hypothesis 2c: Interpersonal fairness has a positive and significant effect on parasocial relationships**

From the hypothesis test results table, it can be seen that the t value is 1.736 and the p value is 0.041. This proves statistically that interpersonal fairness does not have a positive and significant effect on parasocial relationships. Therefore, Hypothesis 2c is accepted. Interpersonal fairness shapes interactions by measuring the extent to which followers are treated with respect during interactions with influencers. From these findings it can be concluded that from a follower's perspective, how they are treated by an influencer influences how close followers feel to the influencer they follow. If an influencer treats them with respect, interacts with followers in a polite manner, then followers will feel closer to the influencer; in accordance with previous studies (Ashraf et al., 2023; Yuan & Lou, 2020).

**Hypothesis 2d: Informational fairness has a positive and significant effect on parasocial relationships**

From the hypothesis test results table, it can be seen that the t value is 3.015 and the p value is 0.001. These results indicate that the Informational fairness variable has a significant positive effect on Parasocial relationships. Therefore, Hypothesis 2d is accepted. This means that if informational fairness gets better, parasocial relationships will also improve. Informational fairness influences the extent to which interactions are formed through the delivery of information by influencers to their followers honestly, ethically and transparently. In other words, if an influencer is more transparent and honest about the reasons and explanations for the decisions they make, followers will feel more trust and be closer to the influencer. An example is when an influencer is providing a review or promotion of a product and explains clearly the reasons for evaluating the product, the sense of trust and parasocial relationship between followers and the influencer will increase (Colquitt et al., 2001).

### **Hypothesis 3**

#### **Hypothesis 3a: Expertise has a positive and significant effect on product interest**

From the hypothesis test results table, it can be seen that the t value is 1.898 and the p value is 0.029. These results indicate that the Expertise variable has a positive and significant effect on Product Interest. Therefore, Hypothesis 3a is accepted. An influencer's expertise, insight and skills in their field, in the perception of followers influence the interest of the followers' products being promoted. It can be concluded that an influencer's expertise and skill in using the product he is promoting in the uploaded content forms followers' product interest. So from followers' perceptions, the influencer's expertise is a factor in forming product interest, which is in accordance with research by Fatima and Iyyaz Billah (2023).

#### **Hypothesis 3b: Attractiveness has a positive and significant effect on product interest**

From the hypothesis test results table, it can be seen that the t value is 1.145 and the p value is 0.126. These results prove statistically that the Attractiveness variable has no significant effect on Product Interest. Therefore, Hypothesis 3b is rejected. Influencer attractiveness covers everything from beauty and looks to personality. Traits that appeal to followers. However, from testing the hypothesis of this research, the attractiveness of an influencer has no influence on the interest in the product sponsored by the influencer. From followers' perceptions, just attractiveness, such as the beauty and appearance of an influencer as a factor, does not influence interest in the product being promoted. For followers, the attractiveness of an influencer is not considered an important factor for them to form product interest. This finding is in line with previous research by Yuan and Lou (2020).

#### **Hypothesis 3c: Trustworthiness has a positive and significant effect on product interest**

From the hypothesis test results table, it can be seen that the t value is 0.379 and the p value is 0.352. These results prove statistically that the Trustworthiness variable has no significant effect on Product Interest. Therefore, Hypothesis 3c is rejected. This means that it can be speculated that even though the influencer's followers' perceptions are trustworthy, the perceived trustworthiness factor has no influence on interest in the product being promoted. Even though followers feel that the influencer is trustworthy, followers feel that this perception is not enough to make followers interested in the product. This finding is in line with previous research by Fanoberova and Kuczkowska (2016).

#### **Hypothesis 3d: Similarity has a positive and significant effect on product interest**

From the hypothesis test results table, it can be seen that the t value is 1.482 and the p value is 0.069. Therefore, Hypothesis 3d is rejected. Similarity in the

context of this research is how similar an influencer is to those followers. From the results of this research, it can be seen that from followers' perceptions, even though an influencer is similar to their followers, this does not affect the followers' interest in the product being promoted. From a follower's point of view, similarity alone is not a factor that can shape their interest. This finding is in accordance with previous research by Yuan and Lou (2020).

#### **Hypothesis 4**

##### **Hypothesis 4a: Distributive fairness has a positive and significant effect on product interest**

From the data analysis results table above, it can be seen that the t value is 1.859 and the p value is 0.032. Based on these results, it is statistically proven that the Distributive fairness variable has no effect on Product interest. Therefore, Hypothesis 4a is accepted. As previously explained, in the context of this research, distributive fairness occurs when the information shared by influencers regarding the product being promoted is perceived as useful for followers. From the findings of data analysis, from followers' perceptions, the useful information shared by the influencer influences interest in the product being promoted. According to followers' perceptions, useful information forms interest in the product; The more useful information the influencer provides, the higher the followers' product interest. This finding is in accordance with previous research by Yuan and Lou (2020).

##### **Hypothesis 4b: Procedural fairness has a positive and significant effect on product interest**

From the analysis results table, it can be seen that the CR value is 0.47 and the p value is 0.64. The results of this analysis prove statistically that the procedural fairness variable does not have a significant effect on the product interest variable. Therefore, H4b is rejected. As explained above, procedural fairness is fairness for followers to give their opinions to influencers. An example is by leaving comments or suggestions for the influencer's future content. However, from followers' perceptions, this factor does not influence the interest of the promoted product, which is in accordance with previous research by Yuan and Lou (2020). The opportunity to provide suggestions and interaction is not considered significant from the audience's perception in influencing their interest in the product.

##### **Hypothesis 4c: Interpersonal fairness has a positive and significant effect on product interest**

From the analysis results table, it can be seen that the t value is 0.094 and the p value is 0.463. The results of this analysis prove statistically that the interpersonal fairness variable does not have a significant effect on the product interest variable. Therefore, H4c is rejected.

Interpersonal fairness is the extent to which followers are treated with respect and dignity while interacting with an influencer. From the results of this analysis, followers do not consider this factor to influence interest in the product being promoted. Interactions between influencers and followers, where influencers treat

followers with respect and courtesy, do not shape product affinity, which is in line with previous research by Yuan and Lou (2020).

**Hypothesis 4d: Informational fairness has a positive and significant effect on product interest**

From the analysis results table, it can be seen that the t value is 1.314 and the p value is 0.094. Therefore, H4d is rejected. According to the results of this analysis, the informational fairness variable does not have a significant effect on the product interest variable. As previously explained, informational fairness is the transparency and honesty of information conveyed by influencers to their followers. In the context of this research, the transparency referred to is the transparency of why the influencer makes decisions regarding the products he promotes or reviews. From the analysis results, this transparency has no influence on product interest from followers' perceptions. So the honesty of information Informational fairness does not shape perceptions of product interest from followers' views. This finding is in line with previous research by Pradipta et al. (2022).

**Hypothesis 5: Parasocial relationships have a positive and significant effect on product interest**

It can be seen in the table above that according to the analysis test results, the t value is 9.894 and the p value is 0. This means that the parasocial relationship variable has a positive and significant effect on product intention. So H5 is accepted. This finding means that the higher the level of parasocial relationship, the interest in the product will also increase. In other words, if followers feel close to and trust the influencer, they tend to be more interested in the products shown and promoted by the influencer. The findings of this research are consistent with studies conducted by Yuan and Lou (2020), which show that the closer the parasocial relationship between an influencer and their followers, the greater the followers' interest in the products promoted by the influencer.

**Hypothesis 6: Parasocial relationships have a positive and significant effect on purchase intention**

It can be seen from the table above that the t value is 1.735 and the p value is. The results of this analysis show that the parasocial relationship variable has a significant and positive effect on the purchase intention variable. Therefore it can be concluded that H6 can be accepted. This means that the higher the parasocial relationship, the higher the purchase intention. These results mean that the closer the parasocial relationship between the influencer and his followers, the followers will be more likely to want to buy products that have been promoted by the influencer, and that is one way an influencer can influence consumer behavior, namely by cultivating parasocial relationships. who is close to his followers. The results of data analysis in this study are in accordance with the results of previous research by Hwang and Zhang (2018), that followers feel more interested in products sponsored by influencers who have a close parasocial relationship with them.

### **Hypothesis 7: Parasocial relationships have a positive and significant effect on eWOM**

It can be seen in the table above that the t value is 2.904 and the t value is 0.002. The results of data analysis prove that the parasocial relationship variable has a positive and significant effect on the eWOM variable. So H7 is accepted. This means that the higher the influencer's parasocial relationship with followers, the higher the eWOM will be. In this research, the related eWOM is eWOM regarding products promoted by influencers. With high parasocial relationships, from the followers' perception, they already feel very close to the influencers they follow. This close relationship makes followers feel that these followers are 'friends' in a pseudo-friendship (Bond, 2018; Swant, 2016). This close relationship allows influencers to influence consumer behavior, which in this context is the triggering and spread of eWOM. This finding is in accordance with previous research by Hwang and Zhang (2018).

### **Hypothesis 8: Product interest has a positive and significant effect on purchase intention**

From the results of the table analysis, it can be seen that the t value is 10.478 and the p value is 0. This finding shows that the product interest variable has a significant and positive influence on the purchase intention variable. Therefore H8 is accepted. This means that the higher the interest in the product, the greater the intention to buy it. The results of this data analysis indicate that the greater the followers' interest in the product promoted by the influencer, the higher their desire to make a purchase. This finding is in line with previous research conducted by Zhu and Chang (2015). In the context of this research, the product that is the object of interest of the followers has been promoted by the influencer they follow.

### **Hypothesis 9: Product interest has a positive and significant effect on eWOM**

It can be seen in the analysis results table above that the t value is 9.122 and the p value is 0. So based on the results of data analysis, hypothesis H9 is proven and can be accepted.

From these results, it can be seen that the product interest variable has a significant and positive effect on the eWOM variable. This means that the higher the interest in the product, the higher the tendency to share information or talk about the product electronically. In other words, followers of an influencer are more likely to talk about products they like or find interesting, promoted by the influencer they follow, on online platforms. These findings are in line with previous research conducted by Zhu and Chang (2015), and Berger and Iyengar (2012), which showed that the level of interest in a product is positively related to the tendency to participate in eWOM.

## **CONCLUSION**

The variables attractiveness, similarity, and trustworthiness have a significant and positive influence on parasocial relationships; similarity which has a significant and positive effect on the product interest. Interpersonal fairness and informational



fairness has a positive and significant effect on parasocial relationships; and distributive fairness has a positive and significant effect on product interest. Parasocial variables relationship has a significant and positive effect on the product interest, purchase intention, and eWOM. Products Interest has a significant and positive effect on purchases intention and eWOM.

Based on the results and conclusions of the research, recommendations that can be submitted to further researchers are: a. To look more deeply at the factors that influence Influencers in choosing beauty product brands so that this research is complete from a supply and demand perspective. b. Additional qualitative data can complement the question of why the positive correlations shown in this study occur. c. Conduct a pilot study before conducting the main study to create a shortlist of influencers. d. Conduct research on other social media platforms, such as Twitter, YouTube, or Facebook. e. Focusing on influencers in genres other than beauty, such as technology, automotive, gaming, cooking, and so on. f. Related to point e. above, further research can focus on researching and collecting data from certain respondents, for example specializing from male respondents in the technology genre. g. Specify the type of influencer that will be researched, whether the influencer is a brand ambassador for a particular brand, or an independent influencer who carries out endorsements

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