

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 THEORETICAL BACKGROUND**

##### **2.1.1 Source Credibility**

According to Ohanian (1990), the idea of source credibility refers to a communicator's good traits that impact the recipient's acceptance of a message. Perceiving a party as credible implies that the individual or entity is perceived as trustworthy and believable (AlFarraj et al., 2021). Several studies adapted the three-dimensional approach for source credibility: trustworthiness, expertise, and attractiveness (Garg & Bakshi, 2024; Ramadanty et al., 2020; Rungruangjit, 2022).

Trustworthiness is defined by Ramadanty et al. (2020) as the degree of acceptance and trust that the message's recipient grows toward the sender. Trustworthiness is connected with the speaker's perceived honesty (Sokolova & Kefi, 2020). Expertise is the belief that an endorser has the capacity to state or offer true claims. It comprises the knowledge, experience, and abilities that the endorser gained from their job in the same industry (Mansour & Diab, 2016). The term attractiveness refers to the observable physical and social features of the person promoting a product or service, such as their physical looks, personality attributes, and attractive lifestyle, that may attract the targeted audience (Garg & Bakshi, 2024; Mansour & Diab, 2016).

##### **2.1.2 Trust**

Trust can be described as the level of confidence a recipient places in the communicator or speaker (Garg & Bakshi, 2024). Chetioui et al. (2020) define trust in the context of influencer marketing as the extent to which customers believe in the influencers, both in their statements and actions. Trust does not require the power to supervise or control another party's behavior. When a listener trusts a speaker, it indicates that they are confident in and willing to depend on the message

(Kim & Kim, 2021). Trust is often regarded as an attribute that develops over time through regular interactions within relationships (Garg & Bakshi, 2024).

A trustee's characteristic, in this context an influencer, can be evaluated by three crucial components: ability, benevolence, and integrity (Mayer et al., 1995). Ability is a combination of skills, talents, and traits that enable the influencer to have an impact in a certain area. Benevolence refers to the extent to which an influencer is perceived to genuinely desire to benefit the audience, beyond merely seeking personal profit. It implies that the influencer has a specific commitment or positive regard towards the trustor. The idea that the influencer is morally upright and that the party acts in accordance with their statements is known as integrity.

### **2.1.3 Parasocial Interaction**

Parasocial interaction is a concept that was first developed by Horton & Wohl (1956) to explain how audiences connect with people in the media, and it provides the audience with a sense of closeness similar to having a face-to-face relationship with the persona. The closeness that viewers have with the persona is comparable to the closeness they have with true friends (Choi & Lee, 2019). According to Labrecque (2014), parasocial interaction is defined as an illusionary experience where audiences interact with personas, such as mediated representations of celebrities, presenters, or similar characters, as though they are actually there and participating in a reciprocal interaction. As a result, it is possible to think of the bond between audiences and the persona that the media creates as virtual friendship.

Parasocial interaction can occur in a variety of media formats, including television, radio, film, and, currently, social media. According to Stever & Lawson (2013), social media presents the possibility of fostering two-way communication and more equal interaction between media figures and their audience. According to Labrecque (2014), social media is a platform that raises parasocial interaction through fostering interaction and being open. With the growth of social media, followers may now communicate with influencers more easily by sending messages, leaving comments, like posts, and engaging in other interactive activities.

#### **2.1.4 Purchase Intention**

Purchase intention refers to a consumer's willingness to buy a product at a specific time or in a particular situation (Rahmi et al., 2017). According to Madahi & Sukati (2012), purchase intention may also be interpreted as a customer's desire to purchase the same product once again since they understand its function. Most consumers find that a variety of external triggers, including marketing stimuli and environmental stimuli, frequently originate and impact their purchasing behavior (Soebagyo & Subagio, 2014).

There are four primary elements that influence consumers' purchasing intentions, according to Oke et al. (2016). First, cultural elements such underlying values and beliefs as well as the social class that consumers belong to. Depending on numerous cultural elements that are common in various parts of the world, the intention to purchase can differ from nation to nation. Subsequently, social elements including groups, relatives, friends, and influential people greatly affect each person's choice of what to buy. Third, the unique qualities of the client, which influence their distinct motives, viewpoints, and preferences. Psychological variables, which encompass motivation, attitudes, beliefs, and personal views, are the final but equally significant factors.

## 2.2 PREVIOUS STUDIES

This section will discuss various previous studies that serve as references for this research. Table 2.1 presents information about the authors, research titles, variables explored, analysis methods, and findings of previous studies.

**Table 2.1 Previous Studies**

No.	Title and Authors	Variables	Analysis Method	Result
1	Exploring the impact of beauty vloggers' credible attributes, parasocial interaction, and trust on consumer purchase intention in influencer marketing (Garg & Bakshi, 2024)	<ol style="list-style-type: none"> <li>1. Source credibility</li> <li>2. Trust</li> <li>3. Parasocial interaction</li> <li>4. Purchase intention</li> </ol>	Partial Least Squares Structural Equation Modelling (PLS-SEM)	The study confirmed hypotheses H1 to H5. It showed that the credibility traits of beauty vloggers play a significant role in shaping consumer behavior. Moreover, the results indicate that trust serves as a partial mediator in the relationship between the credible attributes of beauty vloggers and consumers' intention to purchase. Furthermore, the findings suggest that consumers' purchasing choices may be influenced by ongoing parasocial interactions with beauty vloggers, especially when they perceive them as trustworthy sources of information.

No.	Title and Authors	Variables	Analysis Method	Result
2	Effects of TikTok Influencers on the Purchase Intention of Gen-Z: Cosmetic Industry (Nguyen et al., 2024)	<ol style="list-style-type: none"> <li>1. Influencers' credibility</li> <li>2. Influencers' physical attractiveness</li> <li>3. Influencers' expertise</li> <li>4. Influencers' social advocacy,</li> <li>5. Customers' trust</li> <li>6. Purchase intention</li> </ol>	SPSS: Pearson's correlation analysis, regression analysis, and independent sample T-test.	The results indicate that various attributes of influencers, such as credibility, physical appeal, expertise, and social advocacy, positively impact the purchasing intention of Generation Z. Notably, customer trust emerges as the most influential factor shaping the behavior of Generation Z consumers.
3	Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions (Sokolova & Kefi, 2020)	<ol style="list-style-type: none"> <li>1. Social attractiveness</li> <li>2. Physical attractiveness</li> <li>3. Attitude homophily</li> <li>4. Parasocial interaction</li> <li>5. Credibility</li> <li>6. Intention to purchase</li> </ol>	Partial Least Squares (PLS)	The research reveals a positive association between attitude homophily and parasocial interaction (PSI). Unexpectedly, physical attractiveness demonstrates a negative correlation or lacks evidence of a relationship. However, both the credibility of influencers and PSI display significant and positive connections with purchase intention.
4	The Impact of Social Media Influencers on Purchase Intention and the Mediation Effect of Customer Attitude	<ol style="list-style-type: none"> <li>1. Source Credibility</li> <li>2. Source Attractiveness</li> <li>3. Product Match Up</li> <li>4. Meaning Transfer</li> <li>5. Consumer Attitude</li> <li>6. Purchase intention</li> </ol>	Partial Least Squares Structural Equation Modelling (PLS-SEM)	The study found that the source credibility of social media influencers did not significantly impact attitude and purchase intention. Similarly, the source attractiveness of influencers

No.	Title and Authors	Variables	Analysis Method	Result
	(Lim et al., 2017)			<p>did not influence consumers' purchase intention, although it did positively affect respondents' attitudes. However, the product match-up of influencers significantly influenced both purchase intention and consumer attitude. The results also indicated that meaning transfer of influencers positively affected consumer attitude and purchase intention. Furthermore, a positive relationship between customer attitude and purchase intention was confirmed. Lastly, consumer attitude was shown to significantly mediate the relationship between source attractiveness, product match-up, and meaning transfer.</p>
5	<p>What drives Taobao live streaming commerce? The role of parasocial relationships, congruence and source credibility in Chinese</p>	<ol style="list-style-type: none"> <li>1. Celebrity-product congruence</li> <li>2. Attractiveness</li> <li>3. Trustworthiness</li> <li>4. Expertise</li> <li>5. Parasocial relationships</li> <li>6. Purchase intentions</li> </ol>	<p>Partial Least Squares Structural Equation Modelling (PLS-SEM)</p>	<p>The research revealed that perceived attractiveness and trustworthiness of celebrity endorsers do not exert a significant influence on consumers' purchase intentions. Conversely, internet celebrities with higher levels</p>

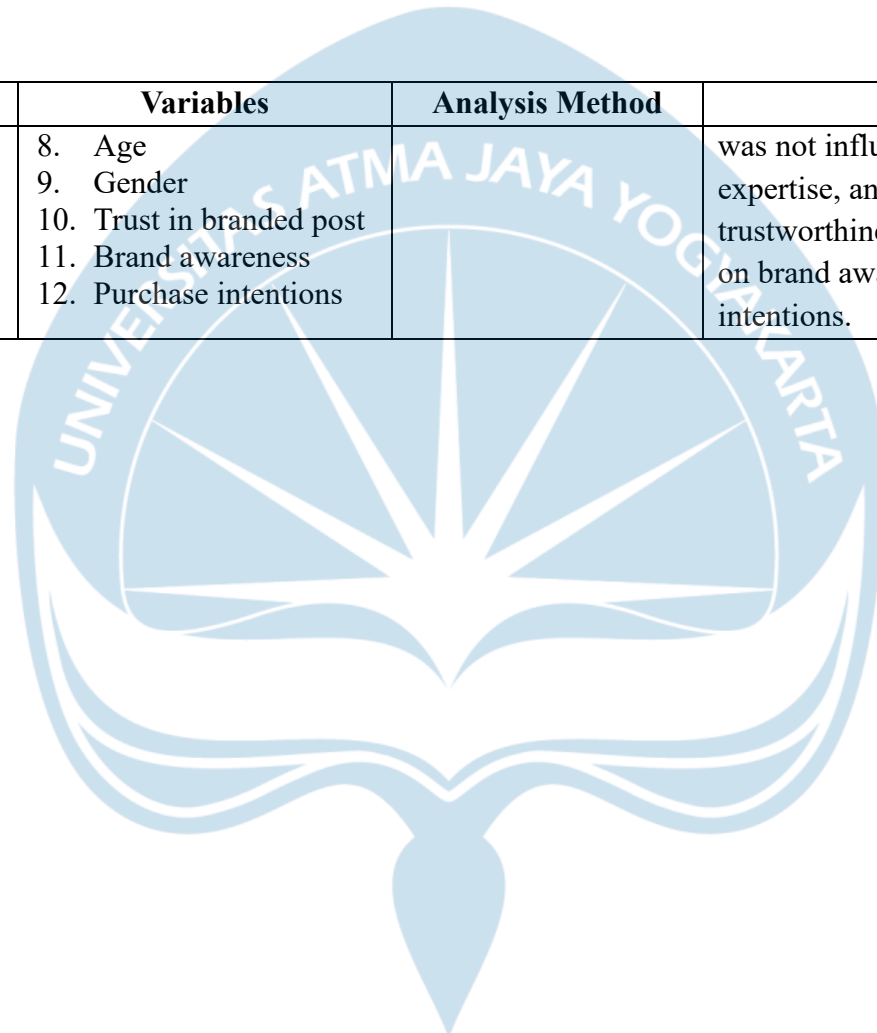
No.	Title and Authors	Variables	Analysis Method	Result
	consumers' purchase intentions (Rungruangjit, 2022)			of expertise are associated with increased purchase intentions. Parasocial relationships were identified as mediators in the relationship between attractiveness, trustworthiness, expertise, and purchase intentions. Additionally, celebrity-product congruence enhances perceived celebrity attributes, while perceived attractiveness and trustworthiness do not act as mediators.
6	A Source Effect Theory Perspective on How Opinion Leadership, Parasocial Relationship, and Credibility Influencers Affect Purchase Intention (Yudha, 2023)	<ol style="list-style-type: none"> <li>1. Opinion leadership</li> <li>2. Parasocial relationship</li> <li>3. Purchase intention</li> <li>4. Attractiveness</li> <li>5. Trustworthiness</li> <li>6. Expertise</li> </ol>	GSCA SEM, Sobel test	The findings suggest that both opinion leadership and parasocial relationships positively correlate with purchase intention. Moreover, attractiveness and trustworthiness can also affect purchase intention via parasocial relationships. However, expertise was noted to have no direct or indirect impact on purchase intention.

No.	Title and Authors	Variables	Analysis Method	Result
7	Trust me, trust me not: A nuanced view of influencer marketing on social media (Kim & Kim, 2021)	<ol style="list-style-type: none"> <li>1. Expertise</li> <li>2. Authenticity</li> <li>3. Physical attractiveness</li> <li>4. Homophily</li> <li>5. Trust</li> <li>6. Loyalty</li> <li>7. Product attitude</li> <li>8. Purchase intention</li> </ol>	Structural Equation Model (SEM)	The findings demonstrated that trust served as a mediator in the relationships between expertise, authenticity, homophily, and both loyalty and marketing outcomes. Nevertheless, physical attractiveness did not exhibit significance in fostering relational trust. Furthermore, the moderating effect of relationship strength was validated in the linkages between authenticity-trust and trust-loyalty.
8	Do parasocial interactions and vicarious experiences in the beauty YouTube channels promote consumer purchase intention? (Lee & Lee, 2021)	<ol style="list-style-type: none"> <li>1. Parasocial interaction</li> <li>2. Content diagnosticity</li> <li>3. Vicarious expression</li> <li>4. Perceived risk</li> <li>5. Purchase intention</li> </ol>	Structural Equation Modeling (SEM) with Maximum Likelihood Estimation (MLE) using AMOS 20.0	The study's analysis indicated that parasocial interactions on YouTube facilitate viewers' vicarious experiences of content diagnosticity and vicarious expression. Consequently, this leads to decreased risk perceptions and heightened purchase intentions among viewers. These findings offer empirical support for the utilization of parasocial interactions as a theoretical



No.	Title and Authors	Variables	Analysis Method	Result
				framework in elucidating consumer perceptions of virtual relationships. Moreover, they shed light on how such interactions influence consumers' vicarious experiences and decision-making processes within the YouTube ecosystem.
9	Examining the impact of influencers' credibility dimensions: attractiveness, trustworthiness and expertise on the purchase intention in the aesthetic dermatology industry (AlFarraj et al., 2021)	<ol style="list-style-type: none"> <li>1. Influencers credibility</li> <li>2. Online engagement</li> <li>3. Purchase intention</li> </ol>	Confirmatory factor analyses (CFA)	The data analysis showed a very good fit for the data and showed that expertise and attractiveness had an effect on Purchase Intention and online engagement. Additionally, it was discovered that online engagement had a moderating effect on the relationship between Purchase Intention and influencer trustworthiness.
10	Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media	<ol style="list-style-type: none"> <li>1. Informative value</li> <li>2. Entertainment value</li> <li>3. Expertise</li> <li>4. Trustworthiness</li> <li>5. Attractiveness</li> <li>6. Similarity</li> <li>7. Involvement</li> </ol>	Partial Least Squares Structural Equation Modelling (PLS-SEM)	The study found that followers' trust in branded posts was positively influenced by influencers' perceived attractiveness, trustworthiness, and similarity to their followers. However, followers' trust in branded content

No.	Title and Authors	Variables	Analysis Method	Result
	(Lou & Yuan, 2019)	8. Age 9. Gender 10. Trust in branded post 11. Brand awareness 12. Purchase intentions		was not influenced by influencer expertise, and influencer trustworthiness had a negative impact on brand awareness and purchase intentions.



## **2.3 HYPOTHESES DEVELOPMENT**

### **2.3.1 The Effect of Source Credibility to Trust**

Effective endorsement requires credibility since people would like to believe information from someone who they can trust (Rungruangjit, 2022). Customers trust the endorsers and believe what they say in the commercial. According to Hughes et al. (2019), audiences tend to believe in communicators they consider to be knowledgeable or experts in the subject area they are discussing. Consumer attention is typically captured more successfully by visually appealing endorsers (Nguyen, 2021).

Garg & Bakshi (2024) prior research in the Indian context found that if consumers view beauty vloggers to be credible sources of information, they are more likely to trust them. As a result, the study confirms the hypothesis that source credibility has a positive effect on trust. Lou & Yuan (2019), who examined branded content in the United States, concluded that influencers' perceived trustworthiness and attractiveness can influence their followers' trust in sponsored content. Kim & Kim (2021) also confirmed that expertise and authenticity has a significant effect on trust.

**H1: Source credibility of beauty influencers has a positive and significant effect on trust towards beauty influencers.**

### **2.3.2 The Effect of Source Credibility to Purchase Intention**

Ramadanty et al. (2020) argue that credibility of a source can produce a powerful message that persuades and improves attitudes about the good or service that is the subject of the review. Information from reliable sources is more likely to have an impact on consumers. Rather than just being a model, endorsers who are invested in or connected to the product have a greater ability to influence consumers (Rahmanisah & Fadli, 2022). Perceived knowledge, trustworthiness, and reliability from a source boost consumer confidence in the advertised good or service, which in turn increases the likelihood of purchase.

Sokolova & Kefi (2020) concluded that blogger credibility influences Generation Z and Y followers' purchasing intentions. The outcomes of research by Garg & Bakshi (2024) confirmed the idea that source credibility has a positive effect on purchase intention. Specifically, data reveals that the trustworthiness and expertise of beauty vloggers are more significant than attractiveness. AlFarraj et al. (2021) found that the attractiveness and expertise of influencers have a significant effect on purchase intention among aesthetic dermatology consumers in Jordan. Nguyen et al. (2024) agreed that influencer credibility, physical attractiveness, and expertise has an effect on purchase intention of Generation Z in cosmetic industry. The research conducted by Rungruangjit (2022) resulted that attractiveness and trustworthiness have insignificant effect towards purchase intention, meanwhile expertise has a significant effect towards purchase intention. Lim et al. (2017) and Yudha (2023) also found that source credibility does not influence purchase intention.

**H2: Source credibility of beauty influencers has a positive and significant effect on consumers' purchase intention.**

### **2.3.3 The Effect of Trust to Purchase Intention**

Trust is described as a relational attribute that develops via ongoing interactions. When followers feel the influencer's message will have a favorable impact, they expect the influencer's endorsement to be beneficial. Trust is important in influencer marketing because customers rely on influencer recommendations and regard them as reliable sources of information (Lou & Yuan, 2019). Customers feel more secure and motivated to commit to a purchase when there is a reduction in perceived risks and uncertainties due to this trust.

In their study on "Effects of TikTok Influencers on the Purchase Intention of Gen-Z: Cosmetic Industry", Nguyen et al. (2024) found that trust is one of the two variables that most significantly influence customer purchasing behavior. This is backed by the result from Garg & Bakshi (2024) research, which claims that trust in beauty vloggers positively influences consumer purchase intentions toward the

brands they promote. Trust in the influencer was shown to be strong enough to affect followers' beliefs and actions, according to Kim & Kim (2021).

**H3: Trust on beauty influencers has a positive and significant effect on consumers' purchase intention.**

#### **2.3.4 The Effect of Source Credibility towards Consumer Purchase Intention with Trust as the Mediating Variable**

Establishing trust between an influencer and their audience is a crucial element that fosters an environment that enhances purchase intention (Garg & Bakshi, 2024). Fans who trust endorsers tend to effectively promote positive attitudes toward the endorsed products, which in turn increases their willingness to make purchases (Rungruangjit, 2022). When it comes to internet marketing, a customer who trusts an influencer is more likely to believe the influencer's suggestions, which can lead to changes in the customer's attitude toward the product and purchasing behavior (Hsu et al., 2013).

Consumers seek guidance from beauty vloggers when they notice similarities and familiarity between the vloggers' lifestyles and their own (Garg & Bakshi, 2024). The results show that there is partial mediation between source credibility and purchasing intention. Kim & Kim (2021) further discovered that trust mediates the effects of expertise and authenticity on purchase intention. Trust improved followers' perceptions of the suggested good or service and raised their purchase intention.

**H4: Trust mediates the effect of source credibility to consumers' purchase intention.**

#### **2.3.5 The Effect of Parasocial Interaction to Purchase Intention**

Technology is advancing so rapidly that parasocial interaction is now occurring virtually online. Influencers typically use social media to promote endorsed items through writing, videos, and images while also sharing updates about their lives. Additionally, the influencer received questions, comments, and

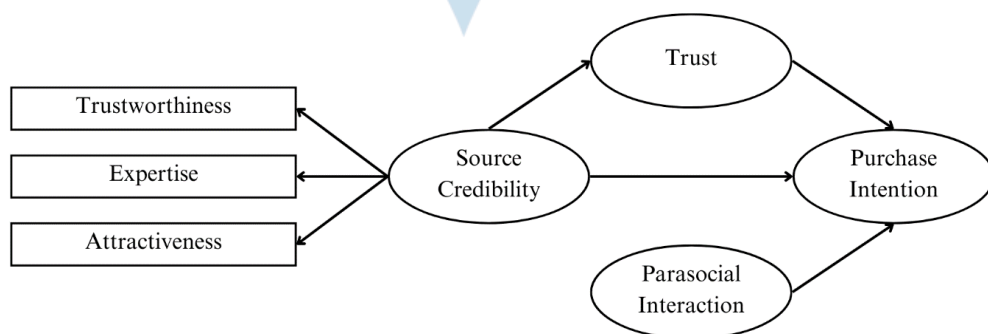
likes from followers. Influencers frequently answer queries from fans in return, which fosters parasocial interaction between them.

For the younger demographic, watching the daily vlogs of their favorite beauty video blogger might become more of an addiction than a relationship. However, among the generations aged 25 and up, credibility has greater significance than parasocial interaction (Garg & Bakshi, 2024). According to Sokolova & Kefi (2020), parasocial interaction has a positive effect on purchasing intention among Generation Z and Y. Lee & Lee (2021) found that parasocial interactions with a well-known beauty YouTuber showed significant direct and indirect effects upon young female viewers' purchase intentions.

**H5: Parasocial interaction has a positive and significant effect on consumers' purchase intention.**

## 2.4 RESEARCH MODEL

The research model employed in this study is adapted from a study by Garg & Bakshi (2024) titled "Exploring the impact of beauty vloggers' credible attributes, parasocial interaction, and trust on consumer purchase intention in influencer marketing". The variables investigated comprise three exogenous variables: Source Credibility, Trust, and Parasocial Interaction, along with one endogenous variable, Purchase Intention. In this study, source credibility is conceptualized as a second-order construct, encompassing lower-order constructs of trustworthiness, attractiveness, and expertise.



**Figure 2.1 Research Model**

Source: Garg & Bakshi (2024)