Exploring the Influence of Vlogger Attributes on Followers Purchase Intentions: The Moderating Effect of Parasocial Interaction

Hajira Atta[1], Naeem Ahmad[2], Mosab I. Tabash[3]*, Manishkumar Varma[4], Yasmeen Elsantil[5]

[1]Pakistan Institute of Development Economics, Islamabad, Pakistan, [2]Birmingham City University, Birmingham, United Kingdom, [3]College of Business, Al Ain University, Al Ain, United Arab Emirates, [4]MIESPPU Institute of Higher Education, Doha, Qatar, [5]Faculty of Commerce, Tanta University, Tanta, Egypt. *Email: mosab.tabash@aau.ac.ae

ABSTRACT

In contemporary era, the indulgence of vloggers across the industry is increasing to engage the customers with certain brands. Based on previous literature, this research study investigated the moderation of parasocial interaction between vloggers characteristics and consumer purchase intention in context of Pakistan cosmetics sector. The nature of study is deductive and uses a deductive approach. The data was collected from 387 females' followers of vlogs which is used for analysis. The hypothesis was tested with advanced statistical techniques using SmartPLS and SPSS. The results revealed that endogenous variables (*homophily, physical attractiveness and credibility*) significantly and positively influence the exogenous variable (*purchase intention*). The PSI moderates the association among endogenous and exogenous variables. Contrary to expectation, parasocial interaction does not moderate the relationship of vloggers credibility and purchase intention. The study findings are purposeful, and implications provide direction to marketers to make these social media influencers a part of their marketing strategies as it helps them to reach consumers in short span.

Keywords: Homophily, Physical Attractiveness, Credibility, Parasocial Interaction, Purchase Intention
JEL Classifications: M1, M3

1. INTRODUCTION

In contemporary era, huge change has been noticed in consumer's behavior, attitude and their communication with others due to social networking sites (Tiago and Verassimo, 2014). In this understanding, consumers are used influential social networks for information and purchase (Waheed et al., 2017). On the other hand, enterprisers are using social networks to keep their businesses relevant with consumers' expectations (Colliander et al., 2015). In social networking platform like YouTube, Facebook and Instagram vloggers have large fans and marketers are using these vloggers for their products endorsement and promotion (De Veirman et al., 2017). Knoll (2016) found in their study that vloggers have significant impact on consumers purchase intention. Within

literature of purchase intention, many studies found that consumer attitude towards brands and purchase intention relies on public figure (Hameed et al., 2023; Tsend and Wang, 2023; Liang et al., 2022). In marketing perspective, social networks sites vloggers are proved one of the important and reliable social media figures which, other than share information about products also assist consumers in purchasing (Hsu et al., 2013; Chu and Kamal, 2008; Ho et al., 2015). Till to date least work has been done on vloggers attributes with purchase intention. Past studies have examined the vloggers' attributes in different perspectives (Lu et al., 2024; Garg and Bakshi, 2024; Dewantara et al., 2023; Sokolova and Kefi, 2020; Lee and Watkins, 2016; Le Ha and Ha, 2022). Sokolova and Kefi (2020) recommended in their study that future studies should be conducted on cosmetics with female target audience.

Therefore, the current study aims to fulfill the gap in literature and check the vloggers attributes with purchase intention under the moderating role of parasocial interaction in cosmetic sector in Pakistan. Based on literature in vloggers attributes, purchase intention and parasocial interaction current study proposes the conceptual model to explain how vloggers attributes influence the consumers purchase intention in cosmetics sector in Pakistan. It is predicted that vloggers' attributes on social network sites like YouTube, Facebook and Instagram may govern customers likelihood of engaging with social network sites as reflected in their purchase intention tendency. On the other hand, parasocial interaction cannot be ignored because parasocial interaction helps in maintain strong relationship with vloggers on social network sites. Therefore, a current study used parasocial interaction as moderator to check impact of parasocial interaction between vloggers attributes and purchase intention.

Theoretically, this study intends to further improve existing literature by underlining the earlier uninvestigated relationship among vloggers attributes and viewers purchase intention, with parasocial interaction serving as a moderating factor. Practically, this research may offer important insights that cosmetic sector account for in its efforts to understand and enhance consumers purchase intention.

2. CONCEPTUAL FRAMEWORK, LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

The study has been developed conceptual framework as shown in below Figure 1. The independent variables are homophily, physical attractiveness and credibility whereas dependent variable is purchasing intention along with moderator parasocial interaction.

Digital influencers are used to raise awareness on social media, and they affect the followers' buying behavior only if the promoted product is related to their domain; otherwise, the campaign will have no effect (Lim et al., 2017). The relationship between variables is explained one after another and launched hypothesis.

2.1. Relationship between Homophily, Physical Attractiveness, Credibility and Purchase Intention

Eyal and Rubin (2003) said that homophily is the level at which individuals interact with others having similar beliefs, qualifications, social rank and the same as. Brown and Reingen (1987) found their study that homophilous sources just change the consumer's attitude towards information and not change consumers buying decisions. Previous studies in literature found

Figure 1: Conceptual framework

the negative relationship between homophily and consumer purchase intention (Barzily and Ackerman, 2015; Simpson et al., 2000). In the fashion sector, there is a positive effect of homophily on consumer purchase intention on digital media (Saleem and Ellahi, 2017). Perceived homophily of YouTube influencers change the consumer purchase intention (Lee and Watkins, 2016). Based on prior literature, the paper focused on exploring the impact of homophily on purchase intention of cosmetics consumers in Pakistan. So, to find this relationship the following hypothesis are developed.

H_1: Homophily has a positive effect on purchase intention.

Past literature on physical attractiveness and purchase intention concluded that attractive endorsers positively change consumers purchase intention (Kahle and Homer, 1985; Reinhard et al., 2006; Shavitt et al., 1994). Within literature of purchase intention, there are many studies demonstrated that attractive endorsers have positive influence on customers attitude and behavioral intention towards brand (Bunnk and Dijkstra, 2011; Hoffner and Bachanan 2005; Molelekeng and Dondolo, 2021; Kim and Park, 2023; Trampe et al., 2010). In contrast, Baker and Churchill (1977) revealed their study attractive endorsers' just help in products promotion but it is not effective in creating strong purchase intention among individuals. Additionally, previous studies have also recognized a well-built correlation among physical attractive and purchase intention in the context of scrutinizing these factors (Liu and Brock 2011; Pornpitakpan, 2004; Malik et al., 2013; Lim et al., 2017). This concept is still unknown in the cosmetic sector and needs more understanding. Therefore, the following hypothesis was proposed to determine this relation in cosmetic sector in Pakistan.

H_2: Physical attractiveness has a positive effect on purchase intentions.

Consumers' perceived credibility of endorsers might be changing consumer purchase intention. Many literatures have examined the impact of endorsers' credibility on purchase intention and substantiated positive effect of endorsers' credibility on purchase intention (Hendrayati et al., 2016; Kaptan and Silvera, 2016). Muda et al., (2014) indicated that credible ads encourage both customers and non-customers to purchase products. Glover (2009) showed that when endorsers have high-level credibility, consumers tend to evaluate products positively. Similarly, the credibility of endorsers enhances corporate image and consumer buying intention (Goldsmith et al., 2000). In another study conducted by Hung (2014) found that credible sources help in maintain long relation with consumers. The credibility of endorsers has favorable influence on consumers buying behavior (Ananda and Wandebori, 2016). Based on literature, credibility has positive impact on purchase attention. The study hypothesized that sources credibility positively changes purchase intention of consumer in cosmetic sector in Pakistan. In this understanding, relevant hypothesis is summarized as follow:

H_3: Credibility has a positive effect on purchase intentions.

2.2. Contribution of Parasocial Interaction

Previous studies highlighted the positive relationship between homophily, parasocial interaction and the resulting purchase
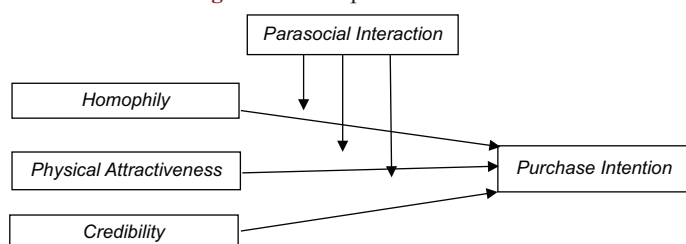
intention of consumers (Ghasemi et al., 2024; Huet al., 2023). A study conducted in Singapore show the favorable influence of parasocial interaction between vloggers personality characteristic homophily and consumer purchase intention (Wen, 2017). Another study conducted in France by Sokolava and Kefi (2020) found that the connection amongst homophily and purchase intention was stronger in the presence of parasocoal interaction. Sakib et al., (2020) study found that homophily intensifies parasocial interaction among vloggers and followers. Recent study carried out on Malaysia female users purchase intention on Instagram found that parasocial interaction somewhat mediates the link connecting homophily and purchase intention of followers (Manaf and Shariffadeen, 2020). Now, there are still limited studies exploring the effect of PSI as moderation between these two. Therefore, following hypothesis developed to check the relationship of homophily and followers purchase intention with the involvement of parasocial interaction in Pakistan cosmetic sector.

H_4: The effect of homophily on purchase intention is moderated by parasocial interaction

Lo (2020) said that consumers form parasocial relationships with those celebrities who are physically attractive. According to Sokolova and Kefi (2020) study, there is no significant relationship between influencer's physical attractiveness and parasocial interaction but the relationship between parasocial interaction (PSI) and purchase intention is stronger. Gong and Li (2017) said that PSI partially mediates the linkage amongst source attractiveness and endroser effectiveness. Past studies revealed that media celebrity attractiveness increases follower's parasocial interaction relationship with the celebrity (Hartmann and Goldhoorn, 2011; Rubin and McHugh, 1987). If viewers perceive social media celebrities to be attractive, they pay more attention to their endorsements and engage in PSI with these celebrities (Schiappa et al., 2007). Earlier studies have shown that PSI partially or fully strengthens the bond involving an attractive media personality and their viewers. But this relation is needed to investigate in cosmetics sector of Pakistan to check purchase intention of followers. Therefore, the following hypothesis was proposed for the study:

H_5: The effect of physical attractiveness on purchase intention is moderated by parasocial interaction.

Chung and Cho (2017) study proved that parasocial interaction is affect through interactions on social media networks which increases the credibility of source and consumers purchase intentions. Wang and Cortese (2016) study results revealed that there is positively relationship between credibility of user generated content and parasocial interaction and parasocial is also positively associated with purchase intention of product reviewed. Hence, PSI strengthens the association of credibility of source and purchase intention. Vlogs yield high level of parasocial interaction relationship between social media influencers and followers, thus, driving purchase intention of followers (Colliander and Dahlen, 2011). The study carried out by Kim et al., (2015) found that credibility of media persona favorably impacts the expansion of parasocial interactions between social media users and these communications, in turn, positively affect their fashion products purchase intention. With the help of above discussion, the

following hypothesis investigated in cosmetics products endorse by influencers in Pakistan:

H_6: The effect of credibility on purchase intention is moderated by parasocial interaction.

3. METHODOLOGY AND ANALYSIS TECHNIQUES

3.1. Research Methodology

In this study, we used purposive sampling technique under non-probability sampling to have access to target population. Commonly we selected Nishoo Khan, Glossips, YarRamish and Kashif Aslam who endorse different cosmetics brands in their vlogs and frequently upload videos on their channels. Total 450 female followers list was generated through approaching admins of fan accounts on Facebook and Instagram. According to Pallant (2016), the smallest sample size must be greater than 150. Therefore, 450 sample size is used in this study. The research approach used was quantitative. In the current paper, primary data was gathered through survey strategy to determine buying decisions as recommended by Sekaran and Bougie (2016). A structured questionnaire was circulated online with the help of Google Forms. A pilot test was also conducted before the actual survey took place. The process of data collection took place in a two-month period (June-July). A total of 387 were collected questionnaires out of 450 were collected for statistical analysis and hypothesis testing. The response rate is 86%. The instruments used in this research were adopted from previous studies and assessed on 5-point Likert scale ranging from 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree to 5=Strongly Agree. All items of five latent variables (*homophily, physical attractiveness, credibility, parasocial interaction and purchase intention*) are given in Table 1 along with their sources.

3.2. Analysis Techniques

In this study, partial least square structural equational modeling has been used to analyze the data gathered. It has been utilized for two reasons; it is possible to get good solutions with smaller sample size and it can handle multiple exogenous and endogenous variables. The demographic information of a total of 387 respondents is shown in Table 2. Both measurement and structural models were used to check the latent variables validity and test established hypotheses. The tests performed in this study were confirmatory factor analysis, convergent validity, reliability and discriminant validity. For allowing accurate measurement, the bootstrapping process was also used in terms of bias correctness, confidence interval, variance and prediction errors to estimate population sample. At last, structural equation modeling was applied to test hypotheses.

4. RESULTS

4.1. Confirmatory Factor Analysis

The CFA is used to examine items loadings on latent constructs. In Table 1, a total of 29 items were loaded ranging from 0.632 to 0.924, which exceeds the standard value 0.6 as recommend by Hair et al., (2011). Whereas one item of credibility and two items

Table 1: Measurement framework

Constructs/Sources	Factor loading	Cronbach alpoha	rho_A	Composite reliability	Average variance extracted
Homophily (McCroskey et al., 2006)		0.936	0.833	0.946	0.641
Vloggers think like me.	0.897				
Vloggers is similar to me.	0.913				
Vloggers is like me.	0.900				
Vloggers share my values.	0.772				
Vloggers have a lot in common with me.	0.840				
Vloggers behave like me.	0.752				
Vloggers have thoughts and ideas that are similar to me.	0.762				
I think vloggers could be a friend of mine.	0.781				
I would like to have a friendly chat with vloggers.	0.709				
Vloggers treat people like I do.	0.632				
Physical Attractiveness (Utz, S., 2010)		0.888	0.920	0.915	0.684
I think vloggers are quite handsome/pretty.	0.883				
I like the way he or she looks.	0.899				
He or she wear neat clothes.	0.766				
He or she is very good looking.	0.809				
He or she is very attractive to me.	0.768				
Credibility (McCroskey et al., 2006)		0.883	0.867	0.920	0.741
I find vloggers expert in her domain.	0.837				
I find vloggers efficient in his or her job.	0.878				
I find vloggers trustworthy.	0.893				
I think vloggers care about his or her followers.	0.834				
Parasocial Interaction (Rubin et al., 1987)		0.894	0.895	0.919	0.657
I look forward to watching the vloggers on his or her YouTube channel.	0.835				
When I'm watching the vloggers, I feel as if I am part of his/her group.	0.807				
I would like to meet the vloggers in person.	0.828				
If there were a story about the vloggers in newspaper or magazine, I would read it.	0.801				
The vloggers makes me feel comfortable, as if I am with friends.	0.668				
When the vloggers shows me how she/he feels about the brand, it helps me make up my own mind about the brand.	0.844				
Purchase Intention (Choi and Lee, 2019)		0.921	0.906	0.944	0.809
I would like to use the products that have been exposed on the video.	0.913				
I am willing to purchase the exposed products on video.	0.924				
This video will help you make a purchase decision.	0.914				
If the price is similar, I will buy the product exposed on the video.	0.844				

FL: Factor loading, CA: Cronbach's alpha, CR: Composite reliability, AVE: Average variance extracted

of parasocial interaction have values less than threshold 0.6 were excluded from model.

4.2. Evaluating Measurement Framework

The measurement model was used to assess reliability and convergent validity of constructs. To evaluate reliability, the values of cronbach's alpha and composite reliability are considered and there values should be greater than threshold of 0.7 consecutively as recommended by (Hair et al., 2014; Nunnally, 1978). The average variance extracted (AVE) was used to assess convergent validity. Hair et al., (2014) recommend that the value of AVE should be higher than minimum threshold 0.5. Based on PLS-SEM, rho_A is the most important inner reliability measurement, and the standard value of rho_A is greater than 0.7 (Hair et al., 2019). Table 1 depicts that all the values of factor loading, CA, rho_A, CR and AVE are acceptable.

4.3. Discriminant Validity

The discriminant validity was measured in two ways: First is Fornell-Larcker criterion and second is Heterotrait-monotrait ratio (HTMT). In Fornell-Larcker criterion, bold diagonal square root

of the average variance extracted for each construct should be greater than its non-diagonal correlations with other constructs (Fornell and Larcker, 1981). The Heterotrait-monotrait ratio value between two latent variables should be lower than 0.85 (Henseler et al., 2015). So, Table 3 depicts that all the values of Fornell-Larcker and HTMT meet the criteria and confirm discriminant validity.

4.4. Model Fitness

The two model fitting indicators were used to test the fitness of model. The first one is standard root mean square residual and the second one is normed fit index. Table 4 depicts that the standard root mean square residual estimated value obtained is 0.07 which shows excellent model fitness as recommended by (Hu and Bentler, 1998). The NFI value obtained is 0.928, which is higher than 0.90 show a good model fit as suggested by (Bentler and Bonett, 1980) as seen in the following Table 4.

4.5. Testing Structural Model

The structural model displays the relationship between all constructs and test hypotheses. Hair et al. (2014) stated that

Table 2: Demographic profile

Variables	Description	No. of respondents	% age
Gender	Female	387	86%
Age	<25 years	199	51.4%
	26–35 years	123	31.7%
	36–45 years	49	12.6%
	46–55 years	10	2.5%
	>56 years	6	1.5%
Income	>30,000	59	15.2%
	30,000–60,000	173	44.7%
	60, 000–120,000	88	22.7%
	>120,000	27	6.9%
	Can't tell	41	10.5%
Do you have knowledge about vloggers?	Yes	355	91.7%
	No	32	8.2%
Followers of Pakistani Vloggers respond	Nishoo Khan (998K)	91	23.5%
	Glossips (633K)	77	19.8%
	YarRamish (227K)	97	25.0%
	Kashif Aslam-Kashee beauty parlor (1M)	122	31.5%
Do you watch their vlogs?	Regular	297	76.7%
	One time in a week	63	16.2%
	One time in a month	27	6.9%

Table 3: Discriminant validity

Fornell-Larcker criterion					
Constructs	1	2	3	4	5
1. Homophily	0.801				
2. Credibility	0.389	0.861			
3. Parasocial Interaction	0.262	0.454	0.810		
4. Physical Attractiveness	0.256	0.452	0.501	0.827	
5. Purchase Intention	0.330	0.311	0.413	0.400	0.899
Heterotrait-monotrait ratio					
Constructs	1	2	3	4	5
1. Homophily					
2. Credibility	0.808				
3. Parasocial Interaction	0.615	0.711			
4. Physical Attractiveness	0.532	0.645	0.709		
5. Purchase Intention	0.613	0.631	0.673	0.614	

Note: This table shows the discriminant validity by two criteria

Table 4: Model fit parameter

Parameters	Threshold value	Obtained value
SRMR	<0.08	0.072
NFI	>0.90	0.928

Note: This table shows the model fitness

structural model evaluated by beta, t-value, effect size (f^2), coefficient of determination (R^2), and predictive relevance (Q^2) values. To get p and t values bootstrapping procedure with 5000 resample was employed. Below Figure 2 shows both causal relationship (direct) and moderation effect (indirect). The beta is unit change in endogenous variable caused by all the exogenous constructs individually i-e; homophily, physical attractiveness, credibility and parasocial interaction were 0.229, 0.198, 0.158 and 0.320 respectively. In Figure 2, the overall coefficient of determination (R^2) is found to be strong because standard value

for weak, medium and strong coefficient of determination is 0.25, 0.5 and 0.7 successively to each (Hair et al., 2019). Current study suggests that four constructs AH, PA, C and PSI can collectively explain 73.9% of the change of the endogenous construct purchase intention (PI).

In the structural model, collinearity is a potential problem and the value 5 or greater than 5 of variance inflation factor (VIF) usually shows such problem as suggested by (Hair et al., 2011). Results of collinearity assessment are presented in Table 5. All the variance inflation factor (VIF) values are less than 5, suggesting that there is no problem of collinearity between each established sets of constructs. Cross-validated redundancy (Q^2) was measured through SmartPLS blindfolding process. To check model satisfactory predictive power the standard value of Q^2 should be higher than zero (Hair et al., 2014). As presented in Table 5, the model has satisfactory predictive power based on Q^2 value (i.e.; 0.453). In the meantime, in Table 5 the results for effect sizes (f^2) depict that exogenous variables i-e; homophily, physical attractiveness and credibility have large effect sizes on the PI with corresponding values of 0.341, 0.299 and 0.330. The standard value of effect size 0.02, 0.15 and 0.35 are considered small, medium and larger respectively. Last step is to test the path coefficient of the structural model of the study. The results of the bootstrapping method in Table 5 show that AH (β=0.229***, P = 0.000), PA (β=0.198**, P < 0.05) and C (β=0.158***, P = 0.000), were having positive and significant impact on purchase intention. Therefore, H_1, H_2 and H_3 were accepted.

To examine the significance of the indirect effect of moderator, the bootstrapping process bias-corrected was employed (Preacher and Hayes, 2008). Table 5 results depicted that the moderation effect of parasocial interaction (PSI) has a significant impact on the relationship between homophily and purchase intention (β= 0.400***, t-value = 2.024, P value = 0.000). Similarly, PSI also significantly moderates between PA and PI having beta value equal to 0.370**, t value is 2.253, P<0.05 and confidence interval has no non-zero value. Hence, Hypotheses 4 and 5 is accepted. On the other hand, PSI did not moderate the relationship between credibility and purchase intention (β = 0.01, t-value = 0.042, P > 0.05). Therefore, H6 is not supported.

Graphical representation of the effect of parasocial interaction between homophily and purchase intention (H_4), physical attractiveness and purchase intention (H_5), and credibility and purchase intention (H_6) have been shown through Figures 3-5. In the graph, dotted lines show the high level of moderation. Whereas, bold line depicts low level of moderation effect.The graphical plot in Figure 3 depicts that both lines (dotted and bold) intersect each other and the level of parasocial interaction high because dotted line is above. This result demonstrated that parasocial interaction strengthened the positive impact of homophily on purchase intention. The second graphical representation shows that lines cross each other, and dotted line is above which means higher level of parasocial interaction exist. Therefore, in Figure 4 parasocial interaction increases the positive effect of physical attractiveness on purchase intention. Whereas the third graph shows that two lines are parallel to each other

Table 5: Hypothesis testing

Predictors		Purchase Intention								
Direct Effect	Hypo.	B	S.E	f²	VIF	Q²	BCCI		T Stats.	P value
							5%	95%		
AH	H₁	0.229***	0.052	0.341	2.822	0.453	0.183	0.351	3.501	0.000
PA	H₂	0.198**	0.053	0.299	1.880		0.071	0.264	2.455	0.02
C	H₃	0.158***	0.046	0.330	3.198		0.162	0.318	4.824	0.000
Indirect Effect (Interaction term)							BCCI			
							2.50%	97.5%		
PSI* AH -> PI	H₄	0.400***	0.051				0.017	0.097	2.024	0.000
PSI* PA -> PI	H₅	0.370**	0.019				0.011	0.087	2.253	0.02
PSI* C -> PI	H₆	0.01	0.031				0.000	0.000	0.042	0.07

Note: AH= Homophily, PA= Physical Attractiveness, C= Credibility, PSI= Parasocial Interaction, PI= Purchase Intention, β = Beta, S.E = Standard Error, f2 = Effect size, VIF =Variance inflation factor, Q2 = Cross-validated redundancy, BCCI = Bias correctness confidence interval. *$p<.05$, **$p<.01$, ***$p<.000$.

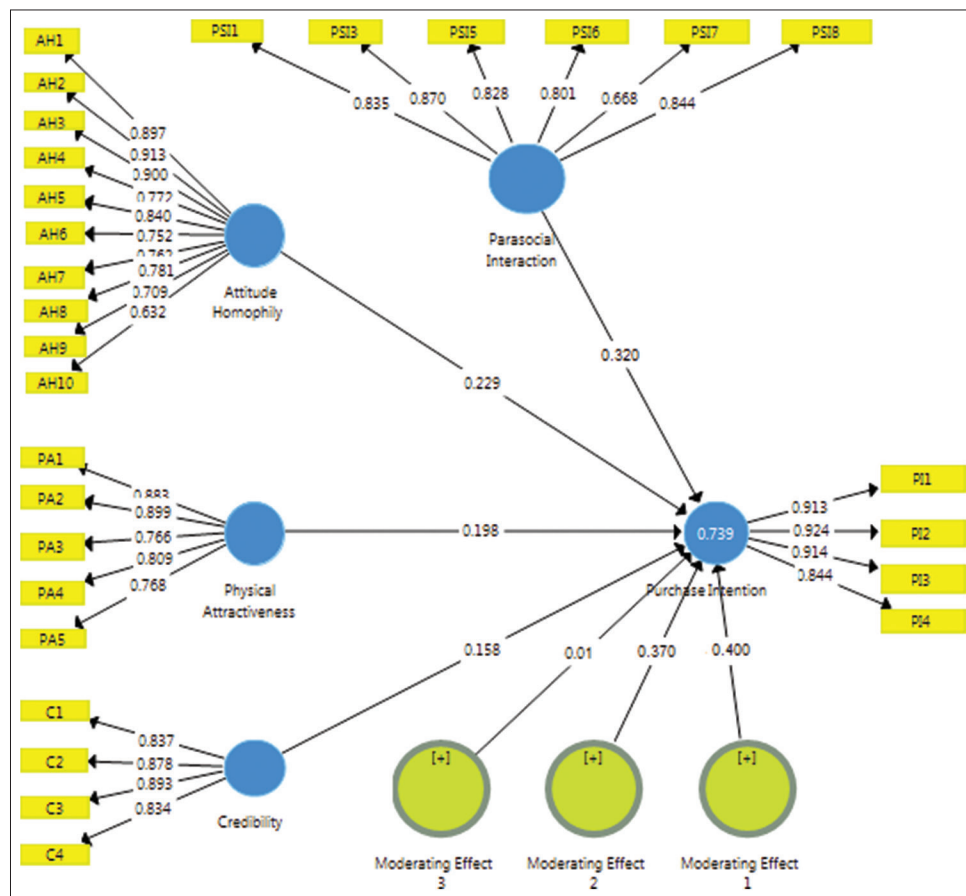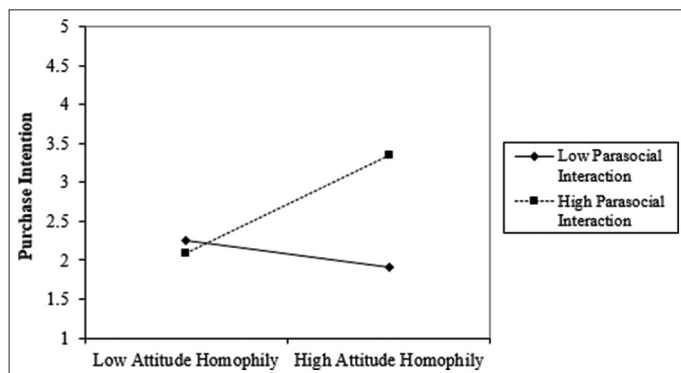**Figure 2:** SmartPLS output of the algorithm test

Figure 3: Effect of parasocial interaction between homophily and purchase intention

which means no moderation exists. So, in Figure 5 moderator parasocial interaction do not strengthen the connection among influencers credibility and purchase intention

5. DISCUSSION

The present study aim was to find out the influence of vloggers attributes on viewers purchase behavior with involvement of PSI. Findings of the study show that "*H_1; homophily is positively influence purchase intention*" statistically and significantly influence followers purchase intention. These findings suggest that homophily has positive effects on consumers purchase behavior. In the literature many studies identified a constructive interrelation

Figure 4: Effect of parasocial interaction between physical attractiveness and purchase intention
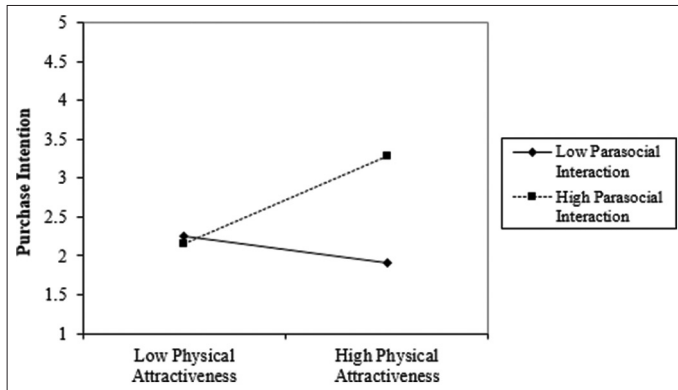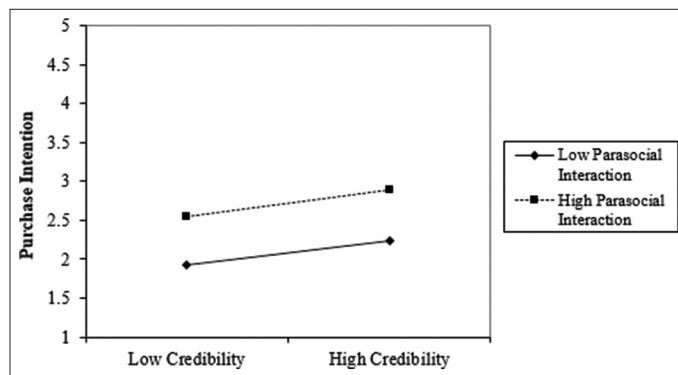

Figure 5: Effect of parasocial interaction between credibility and purchase intention

between homophily and purchase intention, although from different perspective (Miranda et al., 2019; Saleem and Ellahi's, 2017; Lee and Watkins, 2016). On the other hand, Barzily and Ackerman (2015) find a negative relationship between homophily and consumer purchase intention. Hence, findings of the current study add in literature by concluding that homophily positively influence followers purchase intention in cosmetics sector in Pakistan. Furthermore, "*H₂: Physical attractiveness positively influencing purchase intention*" and "*H₃: Credibility is positively influencing purchase intention*" are also supported. Findings of these hypotheses depict that physical attractiveness and credibility positively associated with purchase intention.

As previous studies, for instance; Hikmawati (2019); Sertoglu et al., (2014) and Onu et al., (2019) positive relationship found between physical attractiveness and consumer purchase intention in different context. In the previous literature like Kim et al. (2015) and Yuksel (2016) noteworthy linkage was recognized between the endorser credibility and users purchase intention within the fashion industry. The credibility used as a mediator between endorser characteristics and purchase intention and also have direct relation with viewers purchase intention which was found significant (Sokolova and Kefi, 2020). In contrast, comparative study conducted by Jamil and Rameez (2014) did not find a positive relationship of celebrity attractiveness and credibility with purchase intention. So, current study findings depict that physical attractiveness and celebrity reliability effects on purchase

intention of cosmetics products in Pakistan. In Table 5 indirect relationship shows that parasocial interaction as moderator have significant effect between vloggers attributes (*such as homophily, physical attractiveness and purchase intention*). The study findings supported "*H₄: Parasocial interaction positively moderators the relationship between Homophily and Purchase Intention*".

In prior research, Sokolova and Kefi (2020) found that parasocial interaction, acting as a mediator, intensifies the impact of homophily on clients purchase intention in fashion sector. But in current study PSI act as a moderator and strong the association of attitude homophily and purchase intention. While "*H₅: Parasocial interaction positively moderators the relationship between Physical Attractiveness and Purchase Intention*" is also supported. In previous literature parasocial interaction does not strengthen the connection amongst attractiveness and consumer purchase intention (Sokolova and Kefi, 2020). The current study findings are different as they contradict the previous mentioned study results. The finding of this study shows that a physical attractive celebrity has a positive impact on purchase intention by leveraging parasocial engagement of viewers, specifically targeting cosmetics consumers. Additionally, in Table 5 indirect relationship shows that parasocial interaction as moderator does not have significant and positive effect between credibility and purchase intention which is H₆. As in Xiang et al., (2016) study, PSI mediate between dimensions of credibility (such as expertise, similarities and likeability) and impulsive buying tendency on social commerce platform. Contrary to the findings of the previously mentioned study, this study found that PSI does not moderate the connection in the middle of cosmetics influencer credibility and their consumers purchase behavior.

6. CONCLUSION

In today's world, brands are progressively moving to digital platform to advertise goods and also services, making social media influencers a vital part of any marketing tactics. This paper explores the association among PSI and followers purchase intention in the cosmetics sector in Pakistan. Additionally, we investigate the effect of vloggers attributes on consumer purchase intention in the presence of PSI. The outcomes of this study could be valuable for both cosmetics industry and fashion industry in shaping to collaborate with prominent vloggers for brand and product endorsements. In other words, result of this study suggests that consumer purchase intention for cosmetics products in Pakistan would change, if cosmetic industry used credible and attractive endorsers. Conclude, this paper shows the importance of vlogger's characteristic in retaining and gaining the customers within cosmetics sector in Pakistan.

6.1. Theoretical Implications

Our research contributes to the current body of knowledge on influencers marketing by investigating how the personality characteristics of vloggers influence social media users, purchase intention. This paper is amongst the few that have explored this subject, collecting data from followers of four well-known influencers in Pakistan's cosmetics sector. In past studies,

parasocial interaction was used as mediator. This study contributes to the literature using PSI as moderator. Present study findings show that female audience's value parasocial interaction and they more personal attach to the influencers. This kind of attachment is more related, for users having homophily and endorser physical attractiveness than it is to endorser credibility.

6.2. Practical Implications

This study's results have few implications for brand managers in implementing and planning marketing strategies. This study explores the friendship built between vloggers and their audience on social media platforms and its impact on consumers purchase intentions. The results of this paper suggest that marketers can build association with potential consumers with the help of these vloggers. The brand managers should use vlogs not merely as a platform to spread product information and communication messages, but also as an instrument to build the customers relationship and brand positioning. This research paper provides practical implications for marketing managers about how to build better and last long relationships with customers by using these influencers in marketing strategies. The audience formed good association with social media celebrity when they perceive the celebrity as physically attractive and credible. So, marketing managers are advised to choose brand endorsers who have physically attractive personalities and credible sources of information. This paper also suggests that homophily and physical attractiveness affect directly to consumers purchase intentions. But these vloggers attributes can enhance with significant and positive PSI with their audience. Thus, it is very significant for brand managers to hire endorsers who can form and retain positive parasocial interaction with their target customers.

6.3. Limitation and Future Direction

This study has few limitations that provide new direction to future researchers. Firstly, it is specific focus on female follower's reside in Pakistan in cosmetic sector only. This may limit the capability to generalize the research findings to distinct audiences and industries. The social media influencers analyzed in this research are prominent and engaged on YouTube. Hence, our participants could be exposed to the content from one platform. So, future studies could explore the influence of vloggers personality characteristics on viewers purchase behavior for other social media platform as well. Other platforms also specializing in more permanent interactions, like Instagram, could be further investigated to compare the outcomes. This work may also be limited by adopted hypothetic-deductive research design. We used a survey-based questionnaires approach adopted from previous literature to measure variables. To get more insight, future research could address the topic using qualitative methods or mixed research design. As in Pakistan, there is cultural diversity so, the cultural aspects of participants are missing. Therefore, future studies in Pakistan could consider audience cultural backgrounds as well. In terms of future direction, this work opens up new possibilities for future research in Pakistan. Additionally, this paper gathered quantitative data from small number of respondents cannot be taken as whole population of developing country Pakistan. So, future studies should be conducted in developed and underdeveloped countries to get better and contrast results.

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