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**THE ROLE OF VISUAL MEDIA ATTRACTIONS
ON THE PARASOCIAL INTERACTIONS
AMONG STUDENTS IN UTM DUNGUN**

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ABSTRACT

This research aims to identify the role of visual media attractions on the parasocial interactions and analyzes how parasocial interactions can influence online community users' consumer behaviour. The theory of parasocial interactions was used to define the one-sided communication between a media user and the content consumed. The theory can also clarify the consumers' behaviour who use internet-based online communities, as it encourages users to understand how people are associated with media individuals. Considering the essential involvement of the online community in influencing customer habits via encouraging others, developing theory to demonstrate how respondents can affect certain other users' consumer behaviour, throughout an online community. It's also expected that several of recommendations in this research could lead any individual's interest in studying the behaviour of customers who are using online communities as a preliminary course of action. A review of existing literature reveals several research questions which help to guide future research on this issue.

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