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THE INFLUENCE OF PARASOCIAL INTERACTION ON PURCHASE INTENTION USING HEDONISTIC AND UTILITARIAN BEHAVIORS

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ABSTRACT

This study investigates the effects of parasocial interaction on hedonistic behavior, utilitarian behavior, and purchase intentions among TikTok users. A descriptive quantitative research approach was employed, and data from 182 respondents were collected through a questionnaire. The data were analyzed using the partial least squares (SEM-PLS) method. The findings demonstrate that parasocial interactions positively influence transparency, credibility, informativeness, and purchase intention. Specifically, parasocial interactions enhance the transparency of hedonistic values in social media marketing, leading to stronger consumer relationships. Additionally, parasocial interaction positively affects the credibility of utilitarian values, fostering consumer trust in influencers. The dimensions of credibility and informativeness in utilitarian behavior mediate the impact of parasocial interaction on purchase intention. These results highlight the significance of parasocial interaction in shaping consumer behaviors and intentions within the context of TikTok.

Keywords: Parasocial interaction, TikTok, Hedonistic behavior, Utilitarianistic behavior, Purchase intention, SEM-PLS.

1. BACKGROUND

Sustainable advertising communication strategies are crucial in today's era of hypercompetition to influence consumer behavior and drive product purchases (Montag et al., 2021; Honka, Hortaçsu, & Vitorino, 2017). Utilizing celebrity endorsers on social media platforms like TikTok has emerged as an effective approach to capturing consumer attention (Paul & Bhakar, 2018; Um & Lee, 2015). TikTok, a widely popular social media platform among the Millennial and Gen Z generations in Indonesia, has gained significant traction (Firamadhina & Krisnani, 2020).

Influencers on TikTok wield substantial influence over their followers, impacting their purchasing decisions for promoted products (McCormick, 2016). TikTok leverages algorithms to recommend content to users based on their interests and preferences (Shotwell, 2019). The phenomenon of "TikTok Poison" has emerged, where influencers recommend products to their followers, influencing user purchasing decisions (Maurencia & Wahyoedi, 2021).

Marketing through TikTok offers opportunities to reach the elusive younger generation that is challenging to engage through conventional media (Haenlein et al., 2020). Indonesian TikTok users demonstrate a pronounced interest in content

categories encompassing dance, comedy, music, sports, and fashion (Haenlein et al., 2020). Despite the relatively scant research on product endorsement through TikTok in Indonesia, this phenomenon underscores substantial potential for marketing towards the youth demographic (Barta et al., 2023).

In summation, influencer marketing via TikTok exerts a significant impact on consumer behavior and spurs product purchases. TikTok, as a social media platform, possesses unique and compelling attributes that resonate with the young user base, rendering it an effective channel for influencer marketing campaigns.

This study aims to investigate the influence of parasocial interaction between TikTok users and influencers on Hedonistic and Utilitarian behaviors, as well as purchase intention. Additionally, the research will analyze the characteristics of TikTok usage in Indonesia, encompassing the frequency of video viewing, time duration spent, preferred categories of endorsed videos, and the frequency of product purchases based on endorser recommendations. The study is conducted in Jakarta, chosen as a representative sample of TikTok users in urban areas of Indonesia. The research model and hypotheses employed in this study are delineated in Figure 1.

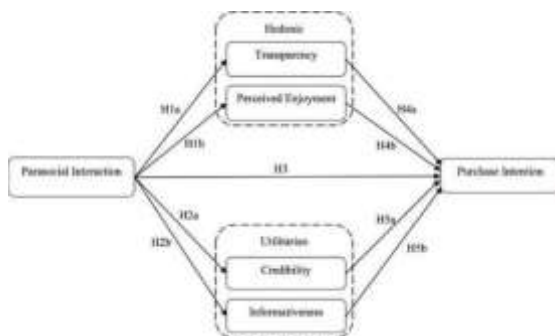


Figure 1. Research Model and Hypotheses

2. METHOD

The research conducted in this study adopts a quantitative descriptive research design. Descriptive research with a quantitative approach aims to elucidate the functions and characteristics of markets or other entities.

2.1 Population and Sample

The population of this study comprises TikTok users in Jakarta falling within the age range of Generation Z (born between 1996 and 2012) and Millennials (born between 1981 and 1995) (Malhotra et al., 2017). The sample for this research consists of Generation Z individuals aged 17 to 27 years and Millennial individuals aged 25 to 40 years.

2.2 Sample Size

The minimum sample size will be determined by multiplying the number of observed variables in the study by five, following Lenth's recommendation (2001). After undergoing validity and reliability testing during the pre-test or pilot survey, the observed variables in this study amount to 21, multiplied by 5, resulting in a sample size of 105 respondents.

2.3 Measurement Scale

The measurement scale for the scaled response questions in this study employs a Likert scale. A five-point Likert scale is utilized, as depicted in Figure 2.

Sangat tidak setuju	Tidak setuju	Netral	Setuju	Sangat Setuju
1	2	3	4	5

Figure 2. Skala Likert

2.4 Validity and Reliability Test

Validity and reliability testing are integral to ensuring the statistical soundness of all measurement instruments throughout both the pre-survey and main survey phases of the research. During the pre-survey stage, a sample of 30

respondents will be used to assess instrument validity through IBMSPSS 26, considering metrics such as KaiserMeyer-Olkin Measure of Sampling Adequacy, Bartlett's Test of Sphericity, AntiImage Matrices, Total Variance Explained, and Factor Loading of Component Matrix. Reliability assessment will take into account the Cronbach's alpha value. In the main survey phase, validity and reliability will be tested on a minimum of 105 respondents using the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique and PLS SEM software. Convergent validity and discriminant validity will be examined for validity, while composite reliability and Cronbach's alpha values will be observed for reliability.

2.5 Model and Hypotheses Test Using Structural Equation Modeling (SEM)

The primary data collected from the questionnaire administered during the main survey (following the pre-test) were subsequently processed using SmartPLS, a Structural Equation Modeling (SEM) software, in accordance with the methodologies employed in prior research studies. This phase encompassed various SEM tests, including the Coefficient of Determination (R^2) test, Predictive Relevance (Q^2) test, Goodness of Fit (GoF) test, and path coefficient test (to assess hypotheses).

3. RESULTS AND DISCUSSION

3.1 Results

The initial stage of this study involved a pre-test conducted with 30 respondents. Validity testing demonstrated that all measurement instruments (questionnaire items) for the variables of Parasocial Interaction, Transparency, Perceived Enjoyment, Credibility, Informativeness, and Purchase Intention met the criteria and could be deemed valid, as they exhibited satisfactory factor loadings. Reliability testing also indicated that all measurement instruments (questionnaire items) for the aforementioned variables exceeded the standard Cronbach's Alpha threshold of >0.70 . These results affirm that the questionnaire administered to respondents yields consistent, reliable, and pertinent outcomes.

Subsequently, the study progressed to the main survey phase, which involved a minimum of 105 respondents. Due to the high enthusiasm of the survey participants, a total of 185 responses were successfully obtained, well exceeding the minimum requirement. In this phase, a series of tests were conducted using the Partial Least Squares Structural Equation Modeling (PLS SEM) technique, wherein all validity and reliability tests yielded valid and reliable outcomes.

The final step of this research encompassed conducting path coefficient tests to assess the

hypotheses. The results of the path coefficient tests are presented in Table 1.

Table 1. Path Coefficient Test Results

	Path Coefficient (β)	T Statistic (CO-STDEV)	P Value	Ket.
Parasocial Interaction → Transparency (Hedonism)	0,285	3,873	0,000	Diterima
Parasocial Interaction → Perceived Enjoyment (Hedonism)	0,157	1,637	0,101	Ditolak
Parasocial Interaction → Credibility (Utilitarian)	0,327	3,137	0,002	Diterima
Parasocial Interaction → Informativeness (Utilitarian)	0,332	4,460	0,000	Diterima
Parasocial Interaction → Purchase Intention	0,160	2,168	0,030	Diterima
Transparency → Purchase Intention (Hedonism)	0,052	0,533	0,591	Ditolak
Perceived Enjoyment → Purchase Intention (Hedonism)	0,078	0,920	0,358	Ditolak
Credibility → Purchase Intention (Utilitarian)	0,222	2,574	0,010	Diterima
Informativeness → Purchase Intention (Utilitarian)	0,288	3,137	0,002	Diterima

Source: Data from SmartPLS 3.2.9

Based on Table 1, the following final conclusions can be drawn from this study, elucidating the interrelationships among the variables in the research model:

Hypothesis 1a (H1a) testing reveals that parasocial interaction is a positive predictor, with a coefficient of 0.285. The result for hypothesis 1a is significant as the t-statistic is greater than 1.96 and the p-value is less than 0.05. This indicates a significant influence of parasocial interactions on transparency.

Hypothesis 1b (H1b) testing indicates that parasocial interaction is a positive predictor, with a coefficient of 0.157. However, the result for hypothesis 1b is not significant as the t-statistic is less than 1.96 and the p-value is greater than 0.05. This suggests that parasocial interactions do not significantly impact perceived enjoyment.

Hypothesis 2a (H2a) testing demonstrates that parasocial interaction is a positive predictor, with a coefficient of 0.327. The result for hypothesis 2a is significant as the t-statistic is greater than 1.96 and the p-value is less than 0.05. This signifies a significant influence of parasocial interactions on credibility.

Hypothesis 2b (H2b) testing reveals that parasocial interaction is a positive predictor, with a coefficient of 0.332. The result for hypothesis 2b is significant as the t-statistic is greater than 1.96 and the p-value is less than 0.05. This indicates a significant influence of parasocial interactions on informativeness.

Hypothesis 3 (H3) testing indicates that parasocial interaction is a positive predictor, with a coefficient of 0.160. The result for hypothesis 3 is significant as the t-statistic is greater than 1.96 and the p-value is less than 0.05. This demonstrates a significant influence of parasocial interactions on purchase intention.

Hypothesis 4a (H4a) testing suggests that transparency is a positive predictor, with a coefficient of 0.052. However, the result for hypothesis 4a is not significant as the t-statistic is less than 1.96 and the p-value is greater than 0.05. This implies that transparency does not significantly impact purchase intention.

Hypothesis 4b (H4b) testing reveals that enjoyment is a positive predictor, with a coefficient of 0.078. Nonetheless, the result for hypothesis 4b is not significant as the t-statistic is less than 1.96 and the p-value is greater than 0.05. This suggests that perceived enjoyment does not significantly influence purchase intention.

Hypothesis 5a (H5a) testing demonstrates that credibility is a positive predictor, with a coefficient of 0.222. The result for hypothesis 5a is significant as the t-statistic is greater than 1.96 and the p-value is less than 0.05. This signifies a significant influence of credibility on purchase intention.

Hypothesis 5b (H5b) testing indicates that informativeness is a positive predictor, with a coefficient of 0.288. The result for hypothesis 5b is significant as the t-statistic is greater than 1.96 and the p-value is less than 0.05. This highlights a significant influence of informativeness on purchase intention.

4. DISCUSSION

4.1 Parasocial Interaction and Transparency Dimension of Hedonism Behavior

The results of the data analysis reveal a t-statistic value of 3.873 with a significance probability of 0.000. Notably, the p-value is less than 0.05, indicating that H1a is accepted, signifying a significant influence of Parasocial Interaction on the transparency dimension of Hedonistic value. Consequently, the hypothesis proposed in this study (Hypothesis H1a) is supported. These findings are consistent with prior research conducted by Lin and Wang (2012), Lim and Chai (2018), Liu et al. (2019), as well as Liang and Li (2021), all of which identified a positive association between parasocial interaction and transparency, i.e., the perceived level of clarity in information about public figures, celebrities, content creators, or the consumed products.

This contribution aligns consistently with prior research, reinforcing the understanding of the significant relationship between parasocial interaction and the transparency dimension of hedonic value. The implications suggest that companies and advertisers could consider

employing influencers or celebrities in their marketing strategies, emphasizing product transparency and credibility. In the context of social media marketing, maintaining transparency in parasocial interactions impacts consumers and enhances the hedonic value they perceive while consuming presented products or content.

Overall, the derived data analysis results align with previous research, providing strong empirical support for this concept and practical guidance for companies and advertisers in utilizing parasocial interactions to enhance consumer experiences. This observation is also evident from the Parasocial Interaction having a Path Coefficient value of 0.285, indicating that Parasocial Interaction and the Transparency dimension as indirect variables have a more significant influence than parasocial interaction as a direct variable, which has a value of 0.160. This underscores that the provision of clear information influences hedonistic behavior.

4.2 Parasocial Interaction and Perceived Enjoyment Dimension of Hedonism Behavior

The data analysis results yield a t-statistic value of 1.437 with a significance probability of 0.151. As the p-value is greater than 0.05, H1b is rejected, implying that Parasocial Interaction and Perceived Enjoyment do not significantly influence Hedonistic behavior. Perceived enjoyment refers to the satisfaction derived by consumers from the experience of consuming a product or content. It is related to emotional satisfaction and the positive experience perceived by consumers when using or enjoying the product or content. However, parasocial interaction towards perceived enjoyment from the value of Hedonism does not exhibit a significant impact in this research. Based on the literature review, particularly the study conducted by Lin and Chen (2019), focusing on the YouTube platform, the researcher suggests several possible reasons for the lack of significant influence in the Perceived Enjoyment dimension. These reasons include the lack of substantial influence on hedonistic behavior regarding feelings of pleasure, enthusiasm, and product review experience emerging while watching TikTok product reviews. Additionally, the demographic characteristics of respondents, mainly dominated by students with monthly expenses of less than IDR 3,000,000, serve as a key factor that does not intervene in hedonistic behavior.

This finding is also corroborated by the Path Coefficient value of 0.157 between Parasocial Interaction and the Perceived Enjoyment dimension of Hedonistic behavior, indicating that Perceived Enjoyment as an indirect variable does not have a greater influence than parasocial interaction as a direct variable, which has a value of 0.160. This

suggests that the pleasure imparted by influencers as endorsers does not correlate directly with hedonistic behavior. This indicates that the direct influence of parasocial interaction on Perceived Enjoyment is not significant or does not have a greater influence compared to the influence of the Perceived Enjoyment dimension on hedonistic behavior.

Several factors can explain why parasocial interaction does not significantly influence Perceived Enjoyment in the context of viewing product reviews from favorite TikTokers. One possible factor is the quality of content presented by TikTokers. While parasocial interaction influences the connection between users and their favorite TikTokers, if the content presented is uninteresting, uninformed, or not entertaining, the experience of watching product reviews may not yield high levels of satisfaction.

Furthermore, personal preferences can play a significant role in altering the level of Perceived Enjoyment. Each individual possesses distinct preferences regarding content, presentation style, or characteristics of TikTokers. If personal preferences do not align with what is presented by favorite TikTokers, the level of satisfaction or enjoyment experienced while viewing product reviews may decrease.

Moreover, influencer reputation can also affect Perceived Enjoyment. If an influencer has a poor reputation, such as being involved in controversies or having previous negative reviews, it could diminish user trust and satisfaction when viewing product reviews from that TikToker. In this context, the finding that parasocial interaction does not significantly influence Perceived Enjoyment underscores the complexity that needs consideration in comprehending the factors influencing user experience when viewing product reviews from favorite TikTokers.

4.3 Parasocial Interaction and Credibility Dimension of Utilitarianism Behavior

The data analysis results reveal a t-statistic value of 3.157 with a significance probability of 0.002. As the p-value is less than 0.05, H2a is accepted, indicating a significant influence of Parasocial Interaction on the credibility dimension of Utilitarian behavior. The research findings demonstrate that parasocial interaction can enhance the credibility of content creators, which in turn can increase trust and the intention to use products recommended by these content creators. This can be observed from the data collected, suggesting that a comprehensive understanding of the products reviewed by influencers and the quality of the described products can enhance consumer confidence in purchasing the products endorsed by the influencers.

This finding is consistent with research

conducted by Jin and Park (2015), Sung et al. (2018), and Koo et al. (2021), which discovered that parasocial interaction can enhance the credibility of fictional characters, content creators, or celebrities. This highlights that parasocial interaction can be an effective marketing strategy in building consumer trust.

Furthermore, this finding is supported by the Credibility dimension having a Path Coefficient value of 0.222, indicating that Credibility as an indirect variable has a greater influence on Utilitarian behavior and purchase intention compared to parasocial interaction as a direct variable, which has a value of 0.160. This underscores that the trustworthiness of information conveyed by consumers' favorite TikTokers when reviewing a product significantly influences both Utilitarian behavior and consumers' purchase intentions.

4.4 Parasocial Interaction and Informativeness Dimension of Utilitarianism Behavior

The data analysis results indicate a t-statistic value of 4.460 with a significance probability of 0.000. As the p-value is less than 0.05, H2b is accepted, signifying a significant influence of Parasocial Interaction on the informativeness dimension of Utilitarian behavior. Informativeness refers to the usefulness of the information provided by influencers on social media for consumers. This study aligns with the research conducted by Li and Liang (2020), demonstrating that parasocial interaction with content creators on live streaming platforms can enhance the utilitarian value of consumer experiences. This research further strengthens prior studies, such as Koo et al. (2019), which found that parasocial interaction with celebrities on social media positively influences the intention to purchase products endorsed by those celebrities. This can be observed from the collected data, where respondents on average agree with the physical appearance of products reviewed on the TikTok platform and can clearly discern product quality from the product reviews presented by their favorite TikTokers.

4.5 The Effect of Parasocial Interaction on Purchase Intention

The data analysis results reveal a t-statistic value of 2.168 with a significance probability of 0.030. As the p-value is less than 0.05, H3 is accepted, indicating a significant influence of Parasocial Interaction on the consumer purchase intention dimension. Purchase intention is a consumer behavior that occurs when consumers are stimulated by external factors and make purchasing decisions based on their personal characteristics and

decision-making processes (Kotler, 2000). This is consistent with research conducted by Sung et al. (2018), showing a positive relationship between parasocial interaction and consumer purchase intention.

Similarly, research conducted by Koo et al. (2021) also found similar results in the context of parasocial interaction with celebrities on social media. In that study, researchers found that parasocial interaction with celebrities can enhance trust and the intention to purchase products endorsed by those celebrities.

The effectiveness of parasocial interaction as a marketing strategy can enhance consumer purchase intention and product sales success. By building a strong relationship between consumers and relevant parasocial figures, companies can enhance consumer trust in the brand and products offered. Furthermore, the increase in positive attitudes towards the brand through parasocial interaction also contributes to an increase in consumer purchase intention.

4.6 The Effect of Transparency (Hedonism Behavior) As Intervening Variable on Purchase Intention

The data analysis results indicate a t-statistic value of 0.538 with a significance probability of 0.591. As the p-value is greater than 0.05, H4a is rejected, meaning that the Transparency dimension of Hedonistic Behavior does not have a significant intervening effect on Purchase Intention. The adjusted R² value for the transparency variable is 0.076, which means that the transparency variable can be explained by parasocial interaction to the extent of 7.6%. Therefore, the Transparency dimension does not appear to have a significant influence as an intervening factor for Purchase Intention. This finding diverges from prior research by Kim and Ko (2012) and Lee et al. (2021), which demonstrated a positive relationship between the transparency dimension of hedonic value and purchase intention.

The Path Coefficients for the transparency dimension is 0.052, suggesting that transparency as an indirect variable does not have a greater influence on Hedonistic Behavior and purchase intention compared to the direct variable of parasocial interaction, which has a value of 0.160. This implies that even if favorite TikTokers provide clear and straightforward product reviews, this might not play a crucial role in purchase decision-making.

Several other factors could explain the lack of significant influence of the transparency dimension on purchase intention in the context of product reviews by favorite TikTokers. First, pricing could be a primary consideration for consumers. Despite the transparent reviews by favorite TikTokers, a

price that is too high or beyond consumers' affordability might reduce the motivation to make a purchase. This aligns with the findings of Kotler and Keller (2016). In their book "Marketing Management," they state that pricing significantly affects consumer purchase intention. Lower prices tend to enhance consumers' interest and inclination to buy a product or service. They also mention that consumers' perception of the value derived from a product or service relative to the price paid can be a determining factor in purchase decisions.

Furthermore, product quality is another important factor in purchase decision-making. Even if favorite TikTokers provide transparent reviews, consumer trust in product quality is influenced by other factors such as brand reputation, other user reviews, or testimonials unrelated to favorite TikTokers. If product quality is in doubt, consumers might hesitate to make a purchase, even if the information provided is transparent. Aaker, Kumar, and Day (2007) explain that product quality plays a significant role in consumer purchase decisions. Good and reliable quality tends to enhance consumers' interest and trust in the product. Consumers are more likely to choose products with a reputation for high quality, as this is perceived to add value and satisfaction in product usage.

Moreover, trust and personal relationships could also influence purchase intention. While transparency from favorite TikTokers is important, consumers also tend to consider the personal relationship they have with the brand or seller. If consumers have a strong relationship or have built trust with a specific brand, purchase intention is not solely dependent on the transparency of information provided by favorite TikTokers. Moorman, Zaltman, and Deshpande (1992) state that trust is a key factor influencing consumer purchase decisions. Consumers who trust a brand or company are more motivated to buy their products. Additionally, personal relationships established between consumers and service providers can also influence purchase intention. Consumers who feel emotionally connected or have a good relationship with a service provider are more likely to choose their products over competitors'.

Lastly, promotional factors and special offers can also impact purchase intention. Even if favorite TikTokers provide transparent reviews, attractive promotions, price discounts, rewards, or other special offers can more strongly influence consumer purchase intention. These factors can capture consumers' attention and sway their decisions to make a purchase, even if the transparency of information provided by favorite TikTokers is high. This is consistent with Hoyer and MacInnis's (2010) research, which asserts that effective promotions such as discounts, sales, or loyalty programs can motivate consumers to make purchases.

4.7 The Effect of Perceived Enjoyment (Hedonism Behavior) as Intervening Variable on Purchase Intention

The analysis of the data, with a t-statistic value of 0.920 and a significance probability of 0.358, reveals that the p-value is greater than 0.05. Consequently, H4b is rejected, indicating that the Perceived Enjoyment dimension of Hedonistic Behavior does not have a significant intervening effect on Purchase Intention. This finding contradicts prior research by Algharabat et al. (2020), which demonstrated a positive relationship between the Perceived Enjoyment dimension (the experienced enjoyment) of hedonistic behavior and purchase intention. In conclusion, the enjoyment experienced by consumers in hedonistic behavior, such as watching TikTok reviews, live streaming, or making purchases through online shopping carts, does not significantly influence Hedonistic Behavior and Purchase Intention. Based on the research results, the influence of Perceived Enjoyment has a Path Coefficient value of 0.078. This implies that Perceived Enjoyment as an indirect variable does not have a greater influence on Hedonistic Behavior and purchase intention compared to the direct variable of parasocial interaction, which has a value of 0.160. Therefore, the feeling of pleasure when watching favorite TikTokers' reviews does not significantly affect consumers' purchase intentions.

Two key factors might explain this lack of significant influence. First, the diversity of influencing factors could be at play. While Perceived Enjoyment provides satisfaction and pleasure to consumers, other factors such as price, product quality, promotions, and trust might have more significant influences on Purchase Intention. These other factors could be more dominant in shaping purchase decisions.

Second, context and rational considerations could also play a pivotal role. Even though Perceived Enjoyment offers subjective pleasure to consumers, purchase decisions are often influenced by rational considerations, such as needs, product utility, and the value obtained from the purchase. Consumers might tend to make purchase decisions based on more objective and rational factors, where elements like price, quality, promotions, and trust carry more weight than the level of satisfaction or pleasure experienced.

These factors align with research conducted by Engel et al. (2014), which explains that consumers don't solely consider emotional or hedonic aspects when making product purchases. They also take into account factors like price, quality, promotions, and benefits obtained. Consumers tend to adopt a rational approach and think logically to maximize the value of their purchases.

4.8 The Effect of Credibility (Utilitarianism

Behavior) as Intervening Variable on Purchase Intention

The data analysis results indicate a t-statistic value of 2.574 with a significance probability of 0.010. Given that the p-value is less than 0.05, H5a is accepted, implying that the Credibility dimension of Utilitarian Behavior has a significant intervening effect on Purchase Intention. This finding is supported by previous research with similar results, as studied by Huang et al. (2015) in the context of online travel. In this study, it was shown that utilitarian behavior has a positive and significant influence on consumers' purchase intentions.

Based on the hypothesis results and hypothesis testing conducted, it can be concluded that the credibility dimension of utilitarian behavior significantly influences purchase intention. This finding suggests that consumers tend to use TikTok as a means to gather information about products or services they need before making a purchase. This indicates that utilitarian behavior when using TikTok plays a crucial role in shaping consumers' purchase intentions.

This finding is also supported by the Credibility dimension having a Path Coefficient value of 0.222. This implies that Credibility as an indirect variable has a greater influence on Utilitarian Behavior and purchase intention compared to the direct variable of parasocial interaction, which has a value of 0.160. Therefore, the trustworthiness of information conveyed by consumers' favorite TikTokers in reviewing a product significantly affects both Utilitarian Behavior and consumers' purchase intentions.

4.9 The Effect of Informativeness (Utilitarianism Behavior) as Intervening Variable on Purchase Intention

The data analysis results reveal a t-statistic value of 3.157 with a significance probability of 0.002. Since the p-value is less than 0.05, H5b is accepted, indicating that the Informativeness dimension of Utilitarian Behavior has a significant intervening effect on Purchase Intention. This finding is supported by previous research with similar results, as studied by Lee et al. (2014), where the quality of information conveyed by producers or sellers influences consumer perceptions about products and affects their purchase intentions.

Based on the results of the hypotheses and hypothesis testing conducted, it can be concluded that the Informativeness dimension of utilitarian behavior significantly influences purchase intention. This finding suggests that informative and relevant information conveyed by TikTok influencers can also influence consumers' purchase intentions. When content providers and creators deliver relevant information, it can lead to utilitarian behavior and

consumers' purchase intentions through the content they produce.

This finding is further supported by the Informativeness dimension having a Path Coefficient value of 0.288. This implies that Informativeness as an indirect variable has a greater influence on Utilitarian Behavior and purchase intention compared to the direct variable of parasocial interaction, which has a value of 0.160. Therefore, the clear presentation of product information and the functions conveyed by TikTokers significantly influence Utilitarian Behavior and consumers' purchase intentions.

5. CONCLUSIONS

5.1 Research Conclusion

Based on the presented analysis and discussion, the following conclusions can be drawn:

5.1.1 Parasocial Interaction and Transparency in Hedonism

Parasocial interaction significantly influences the transparency dimension of hedonism values. In the context of marketing through social media, maintaining transparency in parasocial interactions can strengthen the consumer relationship and enhance the hedonic value they experience when consuming the presented products or content. However, parasocial interaction does not significantly affect the perceived enjoyment dimension. This finding is related to the emotional satisfaction and experiences consumers have while using or enjoying the products or content.

5.1.2 Parasocial Interaction and Credibility in Utilitarianism

Parasocial interaction has a significant impact on the credibility dimension of utilitarianism values. The study reveals that higher levels of parasocial interaction experienced by the audience lead to increased trust in the information provided by influencers. This suggests that consumers are more likely to trust information provided by influencers they admire or have a positive opinion of.

5.1.3 Transparency and Perceived Enjoyment in Hedonism

The transparency dimension of hedonism behavior does not mediate the influence of parasocial interaction on purchase intention, and the perceived enjoyment dimension also does not mediate the influence of parasocial interaction on purchase intention. Marketers are advised to provide information in a more easily understandable manner to ensure that the intended message is clear and

targeted to consumers.

5.1.4 Credibility Dimension in Utilitarianism as an Intervening Factor

The credibility dimension of utilitarian behavior serves as an intervening factor between parasocial interaction and purchase intention. This finding indicates that consumers tend to use TikTok as a means to seek information about products or services they need before making a purchase. It suggests that utilitarian behavior on TikTok plays a crucial role in shaping consumer purchase intentions.

5.1.5 Informativeness Dimension in Utilitarianism as an Intervening Factor: The informativeness dimension of utilitarian behavior also acts as an intervening factor between parasocial interaction and purchase intention. This finding highlights that information provided by informative and relevant TikTok influencers can impact consumer purchase intentions. When content providers and creators present accurate and relevant information, it can trigger utilitarian behavior and influence consumer purchase intention through the content they produce. These conclusions provide insights into how parasocial interaction, transparency, credibility, and informativeness in hedonism and utilitarianism behaviors on the TikTok platform can influence consumer purchase intentions. Marketers can leverage these findings to design more effective marketing strategies, focusing on aspects that have the potential to influence consumer behaviors and purchase decisions.

6. MANAGERIAL IMPLICATIONS

Based on the findings of this research, the researchers offer the following managerial recommendations:

6.1 Enhancing Transparency

TikTok should continuously uphold and enhance transparency across all operational aspects. Providing clear, detailed, and accurate information about the products or services offered will foster consumer trust in the platform. The company can openly communicate pricing policies to corporate partners, content authenticity, and user data management to ensure improved transparency.

6.2 Creating Engaging and Informative Content

TikTok should strive to continually improve content that is captivating, creative, and relevant to create a more enjoyable user experience. Ensure that presented content holds high informational value by providing verified and useful facts for users.

Collaborate with credible partners and official content providers to offer reliable and informative information to TikTok users.

6.3 Leveraging TikTok for Marketing

Marketers or companies selling products on TikTok can harness the platform to create captivating, creative, and relevant content. Ensure that the content and messages conveyed hold high credibility by collaborating with renowned media partners or experts in the relevant field. Regularly monitor and evaluate consumer purchase intention levels to understand trends and changing consumer preferences, optimizing product marketing strategies on TikTok.

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Sekian, terima kasih.

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Saya yang menjalankan amanah,

Setuju.

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