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# Understanding Hedonic and Utilitarian Response Towards Product Reviews on YouTube and Purchase Intention

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## Abstract:

YouTube has become popular among consumers as information preferences in the decision-making process within the social commerce environment. YouTubers share experiences, information, opinions, and thoughts regarding the product or service into product review content, and consumers (i.e., hedonic vs. utilitarian) react to the content as affecting buying behavior. The study aims to investigate the hedonic and utilitarian consumer responses to product reviews by YouTubers, leading to purchase intention. We employed the questionnaire the data collection method particularly on the consumers who experience buying products initially by watching product review content on YouTube. We collected 384 valid responses and employed structural equation modeling to test the validity and research hypothesis. The results indicate, (1) parasocial interaction has significantly influenced hedonic (transparency, perceived enjoyment), utilitarian (credibility, informativeness), and purchase intention, while (2) hedonic (perceived transparency) and utilitarian (informativeness) were insignificant to purchase intention. In addition, hedonic (perceived enjoyment) and utilitarian (credibility)

have significant to purchase intention. Thus, the YouTubers of product reviews content on YouTube determined consumer behavior with hedonic and utilitarian behavioral domains. While marketers perform marketing strategy by engaging products into the YouTube content, YouTubers communicate products to consumers. Further, the contribution for theoretical and practical discussed.

**Keywords:**

Parasocial Interaction; Hedonic and Utilitarian; Purchase Intention; Social Media Marketing; Online Consumer Behavior; YouTube; YouTubers; Product Review Content

**Classification:**

Internet/DigitalMarketing/e-Marketing; Marketing Communication; Consumer Behavior

**Public Interest Statement:**

YouTube nowadays have a decisive role in determining consumer behavior within the social media environment, allowing users to perform business and social interaction activities within the media. The study posits to comprehensively provide empirical evidence regarding consumer purchase behavior through generated content (product review) by YouTubers conveyed the information about their experiences and opinions influencing their audience buying behavior. The study employed the parasocial interaction theory, which represents the relationship between the audience and YouTubers that affects two domains of behavior called hedonic and utilitarian consumers integrated into one framework towards purchase intention. Hedonic consumers consisted of transparency and perceived enjoyment, while utilitarian consisted of informativeness and credibility. Each domain behavior performs different outcomes in response to the YouTubers' product reviews content on YouTube. In contrast, the hedonic domain is more to perceived enjoyment will convert to purchase intention; meanwhile, utilitarian consumers are more to credibility of information.

## 1. Introduction

Marketers benefit from the movement of social media nowadays, handling multiple functions as a communication medium and as the extended channel for business activities juxtapose the companies and consumers (Zeng & Gerritsen, 2014) [77]. Through social media (i.e., YouTube, Facebook, Instagram), users are enabled to share reviews, opinions, and thoughts about products or services (Hazari et al., 2017) [28] posted on their social media accounts which connect broadly (Heinonen, 2011; Killian & McManus, 2015) [29,35]. Therefore, from the business aspects, social media has become a new channel to broadly interact with consumers in various content and activities such as promotion (Leung et al., 2013) [44] and release of new products because the consumers consider social media as the channel for information search (Xiang & Gretzel, 2010) [73] and decision-making (Pop et al., 2021) [54]. Thus, marketers advantage within the activities on social media through media figures (i.e., YouTubers, influencers) is to communicate the products to consumers in various ways, such as endorsements (Aw & Labrecque, 2020) [2], conducting promotions (Liu et al., 2019) [47], and conducting product reviews (Huang, 2015; Fitriani et al., 2020) [33,24].

Today, one of the most popular social media is YouTube (Coates et al., 2020) [12] and widespread and most extensive video sharing – sites (Schwemmer & Ziewiecki, 2018) [59]. YouTubers, as media figures, conducts various content to interact with the audience, such as video bloggers (Lee & Watkins, 2016) [43], live-streaming (Chen & Lin, 2018; Li et al., 2021) [8,45], and reviewing products (Bi et al., 2019) [4]. The advantage for a company to associate the products in YouTube content is a product communication medium with video-based social media. YouTubers attract the audience with interactive and develop the interaction with the audience. Therefore, the audience perceived the YouTubers as trustworthy and experts (Zhang et al., 2020; De Jans et al., 2018) [76,16], consequently affecting perceived emotionally build the parasocial interaction with the audience. Previous

research has investigated the relationship between media figures and the audience as a face-to-face illusion relationship (Horton & Wohl, 1956) [31] and affect emotionality (Lim et al., 2020) [46], called parasocial interaction. Research-related parasocial interaction has become very popular due to media influencers marketing on social media nowadays (Aw & Labrecque, 2020; Schwemmer & Ziewiecki, 2018) [2,59]. Consequently, the study investigates the parasocial interaction between media figures on YouTube with the audience influencing buying behavior through product review content on YouTube.

The importance of media figures (i.e., YouTubers) in determining consumer behavior is captured as an antecedent investigated from a consumer behavior perspective. Numerous studies have investigated the role of media figures in social media using parasocial interaction theory. However, the study investigates consumer responses to product reviews posted on YouTube by media figures. It is undoubtedly an antecedent that needs to be examined to contribute to consumer behavior in social commerce. In addition, investigating the behavioral domain (i.e., hedonic, utilitarian) will obtain precise results about how marketers can interact with consumers through media figures on social media and increase sales.

Furthermore, the study posits to investigate behaviors, particularly hedonic and utilitarian (Aw & Labrecque, 2020; Ladhari et al., 2020) [2,41], on purchase intention towards products or services reviewed by the YouTubers (Fitriani et al., 2020) [24]. How products reviewed on YouTube purposes communicate products and services to consumers based on the experience of YouTubers with products (Kim et al., 2020) [36]. Then, the audience views the content on YouTube and uses it to represent utilitarian behavior while hedonic consumers execute their decision-making. The YouTubers, through verbal and nonverbal communication, describe the products to the consumers and post on YouTube as product review content induces consumers' awareness, attitudes, and perceptions of the product (Fitriani et al., 2020) [24]. The study employed hedonic and utilitarian as domain behavior appropriate to the essence of

the objective to provide a more detailed description of the antecedent for consumer behavior on YouTube product reviews content by YouTubers.

According to the social commerce environment, the study provides theoretical and practical contributions about the relationship of parasocial interaction, hedonic, utilitarian, and purchase intention towards the products/services on YouTube. Furthermore, we contribute to parasocial interaction theory's movements applied to the YouTube environment and relate to hedonic, utilitarian, and purchase intention. Practically, we provide an overview of consumer behavior towards product review content on social media. Directed by the study's findings assist marketers in developing marketing strategies in the current era of social media marketing. In addition, the consumer as the object observed in this case can represent behavior based on the behavioral domain discussed in this study to provide a more practical explanation of purchasing behavior and antecedents to product reviews on social media.

## **2. Literature Review and Hypothesis Development**

### **2.1. Parasocial Interaction, YouTubers, Hedonic and Utilitarian**

Preliminary studies have defined parasocial interaction as a face-to-face illusory relationship between the audience and media actors such as celebrities, artists, presenters, and others; and described the face-to-face illusory relationship as the mediation of technologies such as TV, radio, and other communication media (Horton & Wohl, 1956) [24]. Currently, the emergence of artificial intelligence-based technologies such as virtual reality, social media (de Bérail et al., 2019) [15], and some video conferencing (Rihl & Wegener, 2019) [56] facilitates illusory relationships to users, from media figures to viewers (Lombard & Ditton, 1997) [50]. De Bérail et al. (2019) [15] revealed that one of social media is YouTube, which is conducive to parasocial interactions, creating an asymmetrical relationship between media users and media

actors. As a social media platform, YouTube has many viewers and subscribers (Lombard & Ditton, 1997) [50].

Furthermore, YouTube has become popular among its users as an entertainment medium and consider as trusted because it influences the audience (Boerman & Van Reijmersdal, 2020) [5]. Scholars have currently investigated YouTube as a social media platform dominated by the younger generation aged less than twenty years (Tolbert & Drogos, 2019) [69]. Following the theory of PSI by Horton & Wohl (1956) [31], YouTube facilitates parasocial interaction with the audience, played by media figures YouTubers (Coates et al., 2020; Fägersten, 2017) [12,23]. YouTubers, as media figures, create informal communications with the audience and create the illusion of intimate interaction (Fägersten, 2017) [23]. Furthermore, YouTubers take advantage of their role in broadcasting information and digital practices in popularity that contribute to suitability in the public sphere (Duffet et al., 2020; Castillo-Abdul et al., 2020) [20,7]. Researchers also explain that YouTubers can influence the relationship between PSR/PSI to their viewers (Lim et al., 2020) [46].

One of the categories of YouTubers videos on social media is content review products (Fitriani et al., 2020; Coates et al., 2020; Ladhari et al., 2020; Gerhards, 2019) [24,12,41,26]. By taking advantage of the popularity of YouTuber media figures (Coates et al., 2020; Rihl & Wegener, 2019; Ramussen, 2018) [12,56,55], companies can utilize the product review method on YouTube to develop marketing strategies (Fitriani et al., 2020) [24]. Hence, YouTubers' product reviews can use various ways to attract the audience's attention to the product. Viewers are interested in product review content perceived similarities, expertise, and liking for the product and the YouTuber who does the review (Ko & Wu, 2017) [38]. In marketing, the product review concept carried out by YouTubers uses persuasive communication, straightforward language, convincing the audience, which is considered one of word-of-mouth communication (Aleti et al., 2019; Dekavalla, 2020) [1]. The impact is that



this will be one of the supports for the products reviewed by YouTubers to the audience. Through the bond between YouTubers and viewers on YouTube social media (Rihl & Wegener, 2019) [56], PSI product review content can influence consumer buying interest (Lee & Lee, 2021) [42]. To YouTubers, considered one of the advantages of increasing audience loyalty to the content, reviewing, and creating sustainable, reciprocal relationships (i.e., trustworthiness, attractiveness, credibility) (Ko & Wu, 2017) [38].

Entertainment, information, customization, and irritation are the dimensions of YouTube advertising that affect consumers' purchase intentions (Dehghani et al., 2016) [18]. In addition, the quality, credibility, and quantity of eWOM can also affect purchase intention (Erkan & Evans, 2016, 2018; Kudeshia et al., 2015) [21,22,39]. In addition, the quality of information submitted by YouTubers is also an essential determinant of purchase intention (Erkan & Evans, 2018; Tsao & Hsieh, 2015) [22,70]. Furthermore, the trustworthiness and attractiveness of influencers influence the purchase intention of the audience (Sokolova & Kefi, 2020) [65]. In making video reviews, advertised products or brands (Tsao & Hsieh, 2015) are considered because the brand effect positively affects customer purchase intentions (Sokolova & Kefi, 2020; Luo & Yuan, 2019) [65,52]. Self-produced videos posted on major social media platforms (i.e., YouTube) investigated the impact of prominence (how prominently a brand is used or mentioned), YouTuber expertise, and their interactions on brand identification and purchase intentions performing in videos (Verhellen et al., 2013) [72].

Scholars have investigated product review content by YouTubers on purchase intention (Fitriani et al., 2020; Castillo-Abdul et al., 2020; De Jans & Hudders, 2020; Shan et al., 2020; Sokolova & Perez, 2021) [24,7,17,60,66]. YouTube as a digital technology medium has facilitated parasocial interaction that can recommend YouTubers' ideas about the product reviewed (Lou, 2021) [51]. As an element in parasocial interaction, the audience has a face-



to-face illusion relationship with hedonic and utilitarian values (Fitriani et al., 2020) [24]. Viewers who have hedonic values perceive product content reviews by YouTubers as transparent disclosure of product-related information and entertainment media (Fitriani et al., 2020; Kim et al., 2021; Liu et al., 2020; Roggeveen et al., 2015) [24,37,57]. On the other hand, utilitarian viewers represent their visits to YouTuber reviews of product content as informative media and credible information (Fitriani et al., 2020; Li & Mao, 2015) [24,48]. Thus, the audience who watch product review activities on YouTube (Fitriani et al., 2020) [24] can be affected and enhanced purchase intention (Lee & Watkins, 2016) [43].

*H1a, b Parasocial Interaction with YouTubers of product reviews significantly influences hedonic viewers (transparency and perceived enjoyment)*

*H2a, b Parasocial Interaction with YouTubers of product reviews significantly influences utilitarian viewers (credibility and informativeness)*

*H3 Parasocial Interaction with Product Review YouTubers significantly influences purchase intention*

## **2.2. Hedonic, Utilitarian, and Purchase Intention**

Since Batra & Ahtola (1991) [3] first discovered, hedonic and utilitarian buying behavior is distinguished based on product attributes and behavior. Hedonic shopping behavior comes from the pleasure of shopping, while utilitarian behavior is the value of functional aspects obtained from a shopping (Chernev, 2004; Stoel et al., 2004; To et al., 2007) [9,67,68]. Utilitarian behavior tends not to delay purchases and not switch to other products (Sloot et al., 2005) [63], while hedonic behavior focuses on achieving the satisfaction goal or service in shopping (Chu et al., 2014) [11]. It should underline that the significant difference between hedonic and utilitarian shopping motivation lies in the different purposes, hedonic to shopping

satisfaction (O'Brien, 2010) [53] and utilitarianism in value-seeking of products that are planned to be purchased (Bridges & Florsheim, 2008; Chiu et al., 2014) [6,10].

YouTube marketing is adequate if consumers have a positive attitude towards activities on YouTube and its media figure (Smith et al., 2012; Yang et al., 2010) [64,75]. The benefits provided by YouTubers are the most dominant factor influencing young consumers' online purchase intentions through YouTube, the most dominant factor influencing young consumers' online purchase intentions through YouTube social media (Sin et al., 2012) [62]. The YouTubers review the product with expertise regarding the products through the video (Dehghani et al., 2016) [18]. Further explained that consumers' purchase intentions are affected through representative experiences and perceived risk through YouTubers' communication (Lee & Lee, 2021) [42]. The ease of access influenced the behavior of using YouTube, length of use, entry frequency, the number of ads viewed, and age influence behavioral responses to watching YouTube (Duffett et al., 2020) [20].

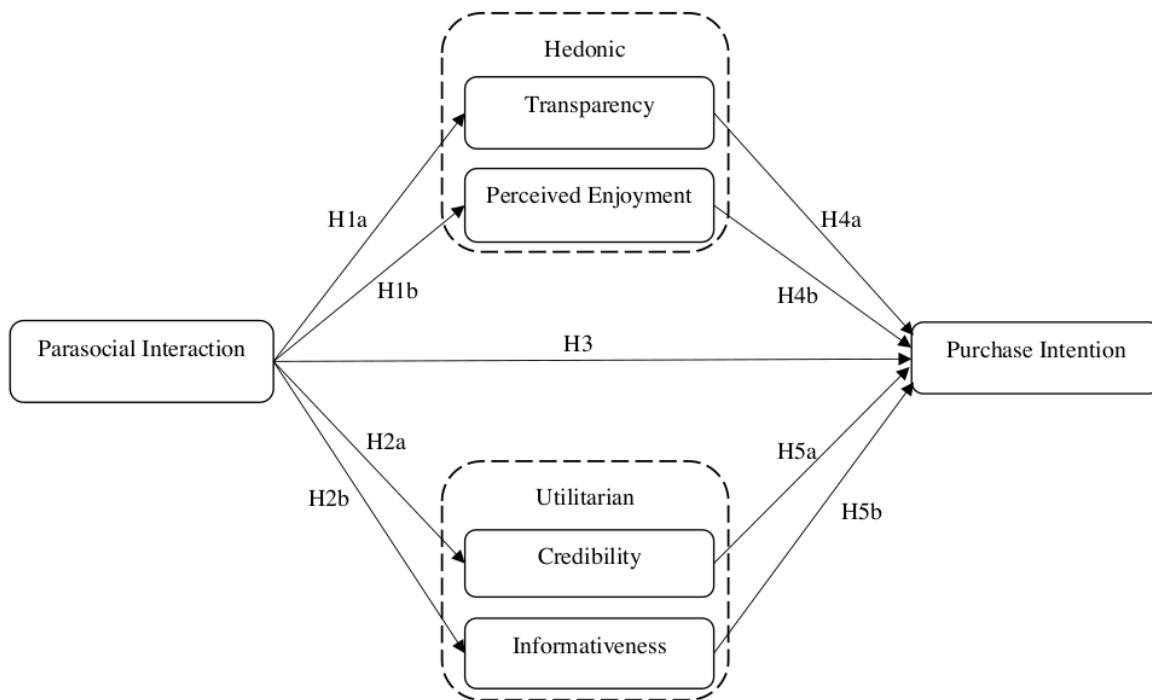
In online communication media (i.e., YouTube, Facebook, Instagram), consumers moved to pay attention to the products reviewed by media figures (i.e., YouTubers) (Ladhari et al., 2020) [41]. According to Fitriani et al. (2020) [24] that the purpose of the audience in online media, hedonic behavior focuses on seeking information transparency and perceived enjoyment, whereas utilitarian on the value of informativeness and credibility. Companies take advantage of media figures (i.e., YouTubers) to conduct product reviews and interact with consumers (O'Brien, 2010) [53]. Consumers with hedonic motivation will bound by media figures that are fun to watch (i.e., atmosphere, attractiveness, product attributes) (Fitriani et al., 2020) [24]. In contrast, utilitarian motivated consumers will look for product values (i.e., product selection) reviewed by YouTubers (Schwemmer & Zieweiecki, 2018) [59]. Furthermore, the credibility of media figures can significantly influence hedonic shopping behavior. Hedonic and utilitarian consumer motivation to watch product reviews on

YouTube online media by YouTubers media figure influences purchase intention, so the research hypothesis proposed:

*H4a, b Hedonic viewers (Perceived transparency and enjoyment) significantly influences purchase intention of the product reviewed by the YouTuber*

*H5a, b Utilitarian viewers (credibility and informativeness) significantly influences purchase intention of the product reviewed by the YouTuber*

Figure 1. Proposed Research Framework



### 3. Research Methodology

#### 3.1. Measurement and Questionnaire Development

The questionnaire generally consists of three major parts; first, respondent demographics; second, respondents' perceptions towards YouTubers' product reviews in social media (i.e., YouTube); third, questionnaire items are filled out by the respondents. The questionnaire

construction items were designed for each variable is by modified from the previous research, parasocial interaction (de Bérail et al., 2019; Sokolova & Kefi, 2020; Sakib et al., 2020) [15,65,58]; hedonic and utilitarian (Fitriani et al., 2020) [24]; purchase intention (Sokolova & Kefi, 2020) [65]. The total items used for each variable in this study are parasocial interaction, two items, hedonic (i.e., perceived transparency, perceived enjoyment) eight items and utilitarian (i.e., credibility, informativeness) nine items and purchase intention two items, thus, a whole total of 21 items.

### 3.2. Data Collection and Sample Profile

The study used a quantitative research design to collect the respondents using the probability sampling method. The sample was determined using the convenience sampling technique where the respondents are requested to fill the questionnaire based on their convenience. Since the questionnaire was distributed randomly through online methods, we generated the samples whose respondents completed the questionnaire and experienced purchasing the products through the products reviews content on YouTube. Therefore, besides employing the convenient sampling technique, we also strict the respondents for unqualified criteria and eliminated them as invalid responses besides the valid respond were continued to analysed. We distribute the questionnaires through various social media such as Gmail, Facebook, and WhatsApp to self-administered filling the items. Initially, we generated 419 responses; however, after we examined the data, there were 384 responses considered valid. A total of 270 (70%) respondents are female, and 114 (30%) were male. The majority of respondents based on marital status, 341 (89%) are single, and 11% were married. The majority of respondents were based on education level, Bachelor 210 (55%), senior high school or equal 161 (41%), master 12 (3%), and doctoral 2 (1%). The 20s to 30s dominated most respondents almost 90%, the rest of 10% are above 35s to 45s or above. A total of 285 (74) respondents were undergraduate student, 50 (13%) were private employees, 23 (6%) were government

employees, 6 (2%) were state-owned enterprises employees, 6 (2%) were entrepreneur, and 3 (1%) were a doctoral student.

Table 1. Respondents Profile

Variable	Criteria	Frequency	Percentage
Gender	Male	114	30%
	Female	270	70%
Marital Status	Married	43	11%
	Single	341	89%
Educational Level	Senior High School or Equal	161	42%
	Bachelor	210	55%
	Master	12	3%
	Doctoral	2	1%
Age (Years Old)	19 or below	101	26%
	20 – 24	211	55%
	25 – 29	28	7%
	30 – 34	18	5%
	35 – 39	11	3%
	40 – 44	7	2%
	45 or above	10	3%
Occupations	Undergraduate Student	285	74%
	Master Student	10	3%
	Doctoral Student	3	1%
	Government Employees	23	6%
	State Owned Enterprises Employees	6	2%
	Private Employees	50	13%
	Entrepreneur	6	2%
Frequencies to watch YouTube in a day	1 time or below	123	32%
	2 – 5 times a day	173	45%
	6 – 9 times a day	38	10%
	10 times or more	50	13%
Spent time to watch YouTube (Hours/day)	1 hour or below	170	44%
	2 – 3 hours	161	42%
	4 – 5 hours	32	8%
	5 – 6 hours	10	3%
	7 hours or above	12	3%
Product review category most watch	Cosmetic	52	14%
	Household Goods	3	1%
	Games and Toys	42	11%
	Electronic Devices	14	4%
	Sport Equipment	22	6%
	Education	104	27%
	Cell Phone	7	2%
	Computer Devices	5	1%
	Foods	58	15%
	Tourism	46	12%
	Fashion	31	8%
Buying frequency	1 time or below	262	68%

based on YouTubers	2 – 5 times	104	27%
Product Review	6 – 9 times	8	2%
Recommendation	10 times or above	11	3%

Connected to the research purposes to measure the characteristics of respondents towards parasocial interaction and YouTubers of product review, a total of 173 (45%) respondents were watching YouTube 2 - 5 times a day, 123 (32%) once a day, other 23% were 6 to 10 times a day. The majority spent time watching YouTube, 331 (86%) of respondents were 1 – 3 hours a day, and 53 (14%) were 4 to 7 hours a day. Most of the respondents watched in the YouTubers' product review of education 104 (27%), 58 (15%) were foods, 52 (14%) were cosmetics, 46 (12%) were tourism, 42 (11%) were games and toys. Another 63 (17%) were household goods, sports equipment, cell phones, and fashion. Several 366 (95%) respondents were made purchases 1 to 5 times based on recommendations of the YouTubers; the rest of 13 (5%) were 6 to 10 times.

### **3.3. Data Analysis**

We employed structural equation modeling to analyze the data. Therefore, we start the analysis from the measurement model, which are consisted of convergent validity and discriminant validity. We evaluate convergent validity by the Composite Reliability, Factor Loadings, and Average Variance Extracted, Cronbach's Alpha. While discriminant validity, we evaluate by estimating the value of Fornell - Larcker Criterion (Fornell & Larcker, 1981) [25] and Heterotrait - Monotrait Ratio (HTMT). In addition, we perform hypothesis testing in the structural model. We conduct the data analysis using the Smart-PLS 3.0

## **4. Results**

### **4.1. Measurement Model**

The measurement model aimed to test the relationship and closeness the indicator described the constructs, including several tests; first, the reliability and internal consistency with  $CR \geq$

0.70 and Cronbach's Alpha  $\geq 0.70$ . The results obtained show that the indicators for each construct have strong reliability and internal consistency, as shown in table 2. Secondly, testing the measurement model with convergent and discriminant validity. The value of factor loadings  $\geq 0.70$ , CR  $\geq 0.70$ , and AVE  $\geq 0.50$  were used to evaluate the convergent validity in the study, as shown in table 3.

Table 2. Construct Validity and Internal Consistency

Constructs	Items	FL	CA
Parasocial Interaction	I look forward to watching her videos, reading her post and comments.	0.939	0.867
	I would follow her and interact with her on other social networking sites.	0.940	
Perceived Transparency	Explanations given by the YouTubers can be easily understood	0.874	0.934
	Explanations given by the YouTubers are not confusing	0.925	
	Explanations given by the YouTubers are not wordy	0.889	
	The YouTubers do not use jargon or terms that are difficult to understand	0.908	
	I understand what the YouTubes are saying	0.848	
Perceived Enjoyment	I feel happy to see the YouTubers review	0.935	0.920
	I find it fun to see the YouTubers review	0.952	
	I am interested in seeing the YouTubers review	0.938	
Informativeness	I can find out the complete physical form of the product being reviewed	0.858	0.940
	I can find out the nature and characteristics of the product being reviewed	0.904	
	I can find out the quality of the product being reviewed	0.906	
	I can find out the function of the product being reviewed	0.913	
	I can understand how the product is used/consumed	0.908	
Credibility	I can trust the information provided by the YouTubers	0.910	0.935
	I feel that the information provided by the YouTubers is in accordance with reality	0.933	
	I feel that the information provided by the YouTubers is not biased	0.913	



	I can rely on the information from the YouTubers	0.901	
Purchase Intention	I would purchase the products reviewed by the YouTubers in the future	0.963	0.920
	I would encourage people close to me to buy the products reviewed by the YouTubers	0.961	

Note: FL, Factor Loadings,  $\geq 0.70$ ; CA, Cronbach's Alpha,  $\geq 0.70$

Furthermore, discriminant validity was performed using the Fornell – Larcker criterion and the Heterotrait – Monotrait ratio. First, the Fornell-Larcker criterion explains that the square root value of AVE should be greater than the correlation between each construct (Fornell & Larker, 1981) [25]. According to the results, discriminant validity was well performed and satisfactory where the value of the square root of AVE is greater than the correlation between constructs. Discriminant validity with Fornell – Larcker Criterion exhibit in Table 3.

Table 3. Discriminant Validity Fornell – Larcker Criterion

	CR	AVE	CI	IN	PSI	PE	PI	TR
Credibility	0.938	0.883	0.914					
Informativeness	0.950	0.791	0.740	0.898				
Parasocial Interaction	0.959	0.887	0.570	0.447	0.940			
perceived Enjoyment	0.954	0.807	0.733	0.679	0.532	0.942		
Purchase Intention	0.953	0.836	0.727	0.573	0.525	0.626	0.962	
Transparency	0.961	0.926	0.732	0.723	0.509	0.778	0.569	0.889

Note: CR, Composite Reliability,  $\geq 0.70$ ; AVE, Average Variance Extracted,  $\geq 0.50$

Table 4. Discriminant Validity Heterotrait – Monotrait Ratio (HTMT)

	CI	IN	PSI	PE	PI	TR
Credibility	-					
Informativeness	0.788	-				
Parasocial Interaction	0.633	0.494	-			
Perceived Enjoyment	0.784	0.724	0.591	-		
Purchase Intention	0.784	0.614	0.588	0.674	-	
Transparency	0.783	0.774	0.563	0.834	0.612	-

Note: Suggested Value for HTMT  $\leq 0.85$  (Henseler, Ringle, & Sarstedt, 2015)

Discriminant validity with HTMT is recognized as the new criteria assessing for discriminant validity where can effectively test data cross-loadings of constructs and high sensitivity

(Henseler et al., 2015). The suggested value for testing  $HTMT \leq 0.85$  (Henseler et al., 2015).

As in table 4, the results of the discriminant validity test with the HTMT are satisfactory.

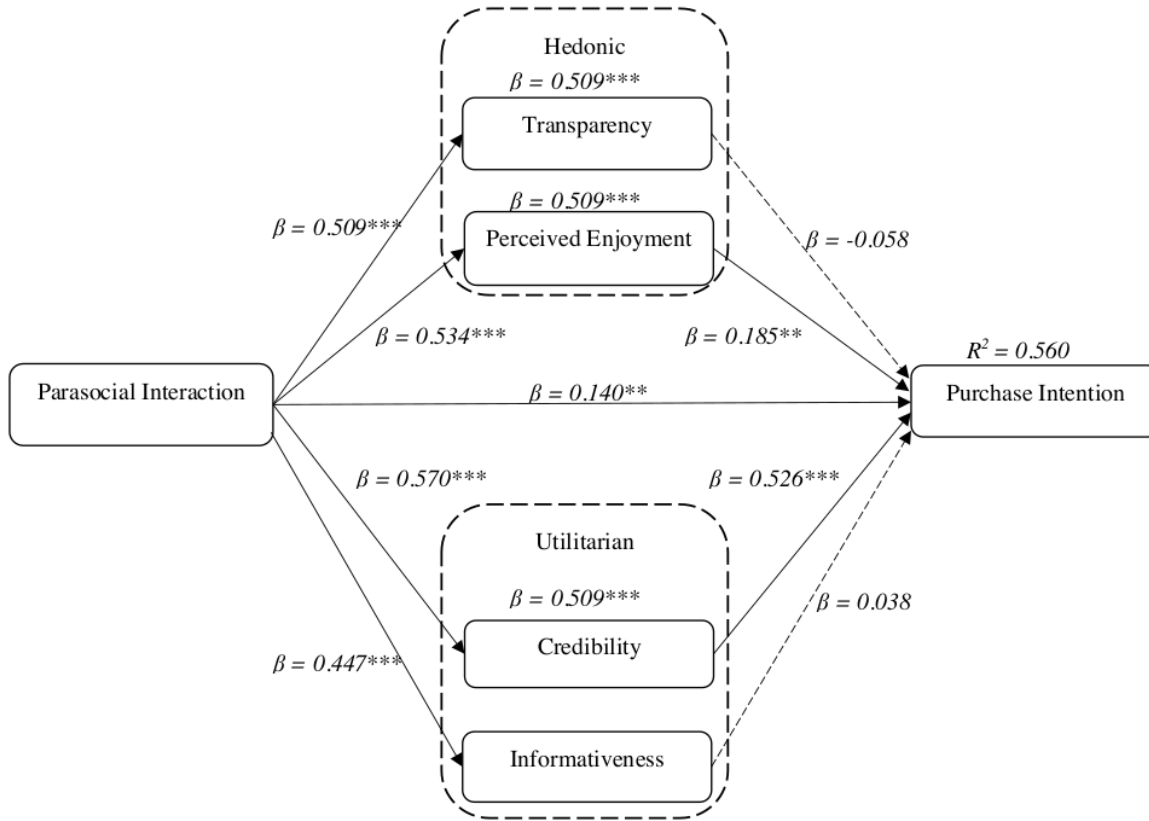
#### **4.2. Structural Model**

The study performed a structural model to test the proposed conceptual framework's model fit, further estimate the research hypothesis. The results of model fit exhibit in Figure 2, shows that the value of SRMR = 0.035; d\_ULS = 0.290; d\_G = 0.418;  $\chi^2 = 1107.1$ ; NFI = 0.881 is satisfactory according to model fit suggested (Hu & Bentler, 1998; Hair et al., 2017) [32,27]. Furthermore, the study also assessed r-square as explanatory power in the proposed research framework, such as, hedonic (perceived transparency,  $R^2 = 0.259$  and perceived enjoyment,  $R^2 = 0.283$ ) utilitarian (credibility,  $R^2 = 0.324$  and informativeness, ( $R^2 = 0.200$ ) and purchase intention ( $R^2 = 0.560$ ) are higher than  $R^2 = 0.10$  as suggested by (Falk & Miller, 1992).

The results of the hypothesis are exhibited in Table 5. and Figure 2. The results showed that parasocial on perceived transparency ( $T = 10.058$ ;  $P = 0.000$ ) and perceived enjoyment ( $T = 10.208$ ;  $P = 0.000$ ), indicating that hypothesis of parasocial interaction on perceived transparency (H1a) and perceived enjoyment (H1b) are supported. Next, the results of parasocial interaction to credibility ( $T = 13.090$ ;  $P = 0.000$ ) and informativeness ( $T = 8.730$ ;  $P = 0.000$ ) indicating that the hypothesis of parasocial interaction on credibility (H2a) and informativeness (H2b) are supported. The results for Parasocial interaction on purchase intention ( $T = 0.725$ ;  $P = 0.469$ ) indicate that the hypothesis of parasocial interaction on purchase intention (H3) is supported. Furthermore, transparency ( $T = 0.725$ ;  $P = 0.469$ ) and perceived enjoyment ( $T = 1.991$ ;  $P = 0.047$ ) on purchase intention indicate that the hypothesis for transparency on purchase intention (H4a) is unsupported instead supported for perceived enjoyment (H4b). Lastly, credibility ( $T = 6.320$ ;  $P = 0.000$ ) and informativeness ( $T = 0.462$ ;  $P$

= 0.644) on purchase intention indicate that the hypothesis for credibility on purchase intention (H5a) is supported, instead unsupported for informativeness (H5b).

Figure 2. Structural Equation Modelling and Hypothesis Results



Notes: Dash line represent insignificant effect; *P-value*, < 0.001, *P* \*\*\*; < 0.01, *P* \*\*; SRMR = 0.035; d\_ULS = 0.290; d\_G = 0.418;  $X^2 = 1107.1$ ; NFI = 0.881

Table 5. Hypothesis Result

Causal Relations	Path Coefficients	T-Value	P-Value	Conclusion
Parasocial interaction $\rightarrow$ Transparency	0.509	10.058	0.000	Supported (H1a)
Parasocial Interaction $\rightarrow$ Perceived Enjoyment	0.532	10.208	0.000	Supported (H1b)
Parasocial Interaction $\rightarrow$ Credibility	0.570	13.090	0.000	Supported (H2a)

Parasocial Interaction → Informativeness	0.447	8.730	0.000	Supported (H2b)
Parasocial Interaction → Purchase Intention	0.140	2.131	0.034	Supported (H3)
Transparency → Purchase Intention	-0.058	0.725	0.469	Unsupported (H4a)
Perceived Enjoyment → Purchase Intention	0.185	1.991	0.047	Supported (H4b)
Credibility → Purchase Intention	0.526	6.320	0.000	Supported (H5a)
Informativeness → Purchase Intention	0.038	0.462	0.644	Unsupported (H5b)

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Note: *P*-value, <0.001, *P* \*\*\*; <0.01, *P* \*\*

## 5. Discussion

The study strived to investigate parasocial interaction, hedonic and utilitarian domain behavior, and purchase intention; empirically proven the parasocial interaction between the audience and YouTubers, specifically in the product review content category influencing purchase intention. Furthermore, the audience is explicitly categorized into hedonic and utilitarian, which respond to the content of product reviews by YouTubers (Jin & Ryu, 2020) [34]. Referring to the results generated that parasocial interaction on hedonic, utilitarian, and purchase intention is significant. However, hedonic (transparency) and utilitarian (informativeness) insignificantly affect purchase intention. Besides, the hedonic (perceived enjoyment) and utilitarian (credibility) have a significant effect on purchase intention, as supported by previous research (Sokolova & Kefi, 2020; Labreque, 2014; Xiang et al., 2016) [65,40,74].

Hedonic domain behavior responds to product reviews, including perceived transparency and enjoyment (Fitriani et al., 2020; Tseng & Lee, 2018) [24,71]. Perceived transparency is described as information about the product given by YouTubers reviews posted on YouTube in the video format. Thus, the YouTubers given the information within the reviews videos on YouTube are perceived as transparent by the audience. Therefore, where the YouTubers give reviews will attract the audience as long as they perceive the information as high transparency. Next, another characteristic of hedonic behavior studied

was perceived enjoyment, as consumers' emotional state towards YouTubers and the content. Within the product reviews, YouTubers creates the video as high attractiveness through customized music (Cockrill, 2019) [13], appear in the video with physically attractive, and social presence (Liu et al., 2019; Shin et al., 2019) [47,61] using advanced video editing features to create creative content. Therefore, consumers who watch Youtubers videos of product reviews perceived enjoyment as investigated through the study.

Furthermore, we also studied parasocial interaction on utilitarian domain behavior in responding towards product reviews. In responding to product review content on YouTube, utilitarian behavior focuses on the shopping goal task to the usefulness of what is conveyed by YouTubers. The study comprised utilitarian domain behavior into credibility and informativeness. Informativeness refers to circumstances where consumers search for specific goals regarding product information, authenticity, explanations clarity, product quality, and functions, how the product is used, demonstrated by YouTubers while watching the videos. Where credibility refers to perceived consumers' trust in the information conveyed, confirmation, information bias, and reliance (Fitriani et al., 2020) [24].

Parasocial interaction is confirmed to influence purchase intention significantly. Parasocial interaction is an illusory relationship the audience perceives towards YouTubers, where attractively entertains the audience and develops emotional engagement. Thus, during watching reviews, consumers performed stickiness behavior and were pleased because emotional engagement was established. The study has explored parasocial interaction in the desire to visit each video and interact with YouTubers. The results obtained were also in line with previous research where parasocial interaction perceived by the audience leads to purchase intention (Kim et al., 2020; Jin & Ryu, 2020; Corrêa et al., 2020) [36,34,14].

Ultimately, the relationship between hedonic (perceived enjoyment) and utilitarian (credibility) on purchase intention as the impact of audience relations with YouTuber product reviews is significant. Consumers who have perceived enjoyment of the YouTuber's videos and highly credible information influence buying behavior. In addition, hedonic (perceived transparency) and utilitarian (informativeness) are insignificant influences on purchase intention. Thus, product content reviews by YouTubers are more significant in attractively explaining products due to developing emotional engagement and conveying the truth about the product reviewed. Furthermore, such behavior can significantly increase product purchases based on YouTubers' product review recommendations on YouTube.

## **6. Theoretical and Practical Implications**

We highlighted the research finding as parasocial interaction perceived by hedonic and utilitarian consumers influenced buying behavior within the social commerce environment; because the study focuses on the product reviews on YouTube. Consequently, since YouTubers review content posted on YouTube, consider that hedonic and utilitarian performed differently in responding to the videos. However, we pointed out that consumers' attention towards product review content on YouTube should be considered one strategy for marketers to increase purchases. Moreover, social media movements (i.e., YouTube, Facebook, and Instagram) as platforms for social commerce become more potential for marketers to engage the products into the media figures (i.e., YouTubers) content on social media. The purpose is that to integrate the parasocial interaction perceived by the audience towards YouTubers to increase sales. The study comprehends a specific depiction of each hedonic and utilitarian consumer to understand their buying behavior within social media as a practical contribution. Specifically, pictorial from the events, marketers can find out when to perform the social media influencers as a marketing strategy to promote their products required to emphasize emotional engagement and convey the truth about the product to

illustrate the experience of YouTubers with the product. Therefore, this represents the significant results of the 'perceived enjoyment and credibility as the findings.

Furthermore, the practical contribution in terms of product review content is indispensable in determining consumer buying behavior. The activities of YouTubers in product review content affect hedonic and utilitarian consumers. Although several constructs did not significantly affect purchase intention; however, parasocial interaction with YouTubers can significantly affect transparency, enjoyment, credibility, and informativeness. It proves that consumers who respond to the reviews can feel the information conveyed posit the truth because the video also explains the product in detail. In contrast, video reviews on YouTube have based record activities, highlight the product during the presentation, and endorse their social media. Thus, marketers can consider adopting products for review as the communication channels and let the YouTubers sharing experiences with their followers about the company's products be more effective.

Theoretical findings posit the study to demonstrate the relationship between parasocial interaction and hedonic and utilitarian behavior on YouTube. Previous research on parasocial interaction pertains to the parasocial interaction on purchase intention (Kim et al., 2020; Sokolova & Kefi, 2020; Sokolova & Perez, 2021; Jin & Ryu, 2020; Corrêa et al., 2020) [36,65,34,14]. In addition, despite adopting hedonic (transparency and perceived enjoyment) and utilitarian (credibility and informativeness) from previous research (Fitriani et al., 2020) [24], the contribution of this research also clearly emphasizes how hedonic and utilitarian behavior towards content review products affects the purchase intentions. Therefore, the contribution to the discovery of parasocial interaction on hedonic and utilitarian behavior affects purchase intention.

## **7. Limitation and Direction for Future Research**



The study provides an essential finding regarding parasocial interaction on hedonic and utilitarian behavior influencing purchase intention. YouTube is the central social media platform observed in this study; however, consumers might use several video-based social media (i.e., Instagram, Facebook, Tiktok) to seek reviews of the products. Therefore, we acknowledge that becomes the limitations of the study. For this reason, future research is to conduct a study on parasocial interaction regarding product reviews suggested considering observing the social media's behavior based on its functions. The purpose is that to generate a brief conclusion for the investigation. In addition, the sample structure in this study is based on age, dominated by the age category under 30 years, and does not describe the characteristics of broader respondents. Thus, it cannot precisely specify the buying power of the respondents. For this reason, future research related to parasocial interaction, hedonic, and utilitarian to consider this to investigate the effect of perceived transparency and informativeness variables on purchase intention accurately. Ultimately, the study also performed a convenient sampling technique that does not generate specific observations. Hence, it is strongly suggested to use the purposive random sampling technique to determine the sample that can set particular criteria to become respondents in the study.

## **8. Conflict of Interest**

The authors declare there is no potential conflict of interest occurred during this work.

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