

Analyzing The Effect of Social Media Influencer on Purchase Intention Through Parasocial Relationships: The Moderation Role of Influencer-Product Congruency

Weni Trisnawati^{1)*}, Helma Malini²⁾, Wenny Pebrianti³⁾, Ramadania⁴⁾, Heriyadi⁵⁾

¹⁾b1021211149@student.untan.ac.id

¹²³⁴⁵⁾Universitas Tanjungpura

Jalan Prof. Dr. Hadari Nawawi, Pontianak Tenggara, Kota Pontianak, Kalimantan Barat, Indonesia

Article history:

ABSTRACT

Received: 11 November 2024

Revised: 18 November 2024

Accepted: 21 November 2024

Available online: 10 February 2025

Keywords:

Influencer Marketing;
Influencer-Product Congruency;
Parasocial Relationships;
Purchase Intention;
Social Media Influencer;

The rapid expansion of social media platforms has led to continuous transformations in marketing approaches and methodologies. Among contemporary promotional techniques, influencer marketing has emerged as a pioneering strategy. This development necessitates brands and marketing professionals to carefully select appropriate social media personalities. The research examines how influencers' intimate self-disclosure and self-influencer congruence affect consumer purchasing intention, with particular attention to the intermediary function of parasocial relationships and the potential moderating effect of influencer-product congruency. The investigation employed quantitative methodologies, gathering data from 213 survey participants. Research propositions were assessed through partial least squares structural equation modelling (PLS-SEM), utilizing SmartPLS v.4.1 analytical tools. Results indicate parasocial relationships are an intermediary mechanism linking influencers' intimate self-disclosure and self-influencer congruence to purchase intention. However, the findings challenge initial expectations by demonstrating that the correlation between influencer-product congruency does not significantly modify the connection between parasocial relationships and purchase intention. These discoveries aim to contribute fresh perspectives to the understanding of social media personalities' effectiveness in influence-based marketing strategies.

INTRODUCTION

Social media has significantly transformed human interaction, lifestyle patterns, relationships, and interpersonal dynamics (Jacobson et al., 2020). Throughout recent years, global audiences have transitioned from conventional communication platforms toward increasingly dynamic electronic channels and networks (Koay, Lim, et al., 2023). Global social

* Corresponding author

media users are experiencing remarkable growth, with user numbers reaching 5.22 billion in 2024, encompassing nearly two-thirds (63.8%) of the world's population (Kepios, 2024). Digital communication channels, encompassing platforms like YouTube, TikTok, Instagram, and X, have become integral components of daily human interaction. Many users use these platforms to network and influence others. They are known as influencers, who become micro-celebrities by building close bonds with their followers. These bonds are formed by sharing various information about social media users' lives, preferences, and topics of interest (Koay, Cheah, et al., 2023). These bonds then develop into parasocial relationships, interactions between mass media users, and individual representations in the media that resemble typical social relationships (Giles, 2002). The parasocial relationships formed between users and influencers on social media can create new opportunities in marketing strategies.

The growing popularity of social media has caused marketing trends to change over time (Koay, Cheah, et al., 2023). The social media influencer phenomenon encourages marketers to develop influencer marketing, a strategy where a brand works with influencers to create content, provide recommendations, and increase brand impressions in consumer product purchases (Lou & Yuan, 2019). Recent transformations in digital marketing have positioned influencer-based promotion as a crucial instrument for brands seeking genuine audience engagement (Afifah, 2024). This promotional approach demonstrates particular effectiveness due to each influencer's distinctive methodology in product presentation and audience outreach (Suwandi et al., 2023). The vast population of digital platform users has motivated marketing professionals to leverage prominent social media personalities for product endorsement. Industry analysis from (Statista, 2023) reveals that influencer-based marketing's global market valuation is projected to achieve US\$21.1 billion in 2023, representing more than a threefold increase compared to 2019 figures.

Influencers have become essential intermediaries in influencer marketing strategies, establishing personalized connections between commercial entities and their target audiences. These modern-day opinion shapers occupy a distinctive position in the marketing landscape, effectively bridging the gap between traditional celebrity endorsements and peer recommendations (Belanche et al., 2021). Research demonstrates that authentic influencer-generated content demonstrates significantly higher effectiveness and approximately 6.9 times greater impact than traditional studio-produced materials (Ki & Kim, 2019). The influence of these influencers extends beyond digital marketing and brand perception, showing a substantial impact on commercial transactions and revenue generation (Levina et al., 2023). Consequently, marketing professionals must implement careful selection processes for influencers, carefully evaluating metrics such as audience engagement rates and follower demographics (Lou & Yuan, 2019).

Considering the crucial role of influencers in influencer marketing, numerous academics have investigated diverse factors to comprehend which influencer characteristics effectively drive audience purchasing behavior. Studies indicate that online personalities who regularly disclose aspects of their personal experiences typically generate stronger emotional connections with their audience, enhancing parasocial relationship and consumer decision-making processes (Leite & Baptista, 2021). Contemporary analysis by (Koay, Lim, et al., 2023) demonstrates how parasocial connections bridge the gap between influencer personal revelations and audience purchasing inclinations; this research underscores the critical importance of compatibility among content producers, their target viewers, and the promoted merchandise, highlighting how these interconnected elements shape marketing effectiveness. Furthermore, investigations by (Bi & Zhang, 2023) establish that parasocial interactions with influencers significantly shape

audience purchasing patterns. Additional research from (Koay, Cheah, et al., 2023) reveals that the impact of influencer-audience alignment on consumer buying intention operates through indirect channels facilitated by parasocial relationships and credibility.

The research endeavors to examine how influencers' intimate self-disclosure and self-influencer congruence affect consumer purchasing intention, with particular attention to the intermediary function of parasocial relationships and the potential moderating effect of influencer-product congruency. The investigation draws upon three theoretical frameworks: parasocial interaction theory, which illuminates emotional connections between audiences and influencers; self-congruence theory, which explores follower-influencer alignment; and product congruence theory, which investigates how influencer-product compatibility enhances parasocial relationships' effect on consumer behavior. The study concentrates on Indonesian influencer Titan Tyra, renowned for generating authentic beauty, fashion, and lifestyle content. Her approach to sharing personal narratives, daily routines, and comprehensive product evaluations has successfully fostered strong emotional connections with her audience. The investigation examines relationships between intimate disclosures and self-influencer congruence in developing parasocial relationship, their subsequent influence on purchasing intention, and the moderating effect of Titan Tyra's compatibility with promoted items. This research distinguishes itself by focusing on a single influencer, departing from previous studies that permitted respondents to select various influencer. This methodological approach enables enhanced variable control, facilitating a more precise analysis of specific inter-variable relationships. The findings are expected to contribute novel insights to existing literature regarding digital influencers' impact on consumer purchasing intention.

Influencers' Intimate Self-Disclosure

Influencers' intimate self-disclosure encompasses followers' perceptions regarding the depth of authenticity in social media personalities' self-expression, which manifests through various dimensions including factual statements, emotional sharing, and thought processes they choose to reveal publicly (Leite & Baptista, 2022). By sharing personal narratives and experiences, influencers can shape their audience's emotional responses toward both their persona and their endorsed products.

Self-Influencer Congruence

Self-influencer congruence represents the identifiable alignment between an individual's personal identity perception and their perception of others' identities in social contexts (Japutra et al., 2019). Contemporary research suggests this concept encompasses dual components of identity formation: the authentic representation of oneself and the aspirational version of one's identity (Malär et al., 2011)(Zhu et al., 2019). The notion of self-influencer congruence specifically examines how closely a consumer's character traits align with those exhibited by social media personalities (Tan et al., 2019), playing a crucial role in determining whether followers adopt purchasing behaviors based on their preferred influencer's recommendations. This behavioral connection demonstrates the significance of personality alignment in digital marketing effectiveness.

Parasocial Relationships

Parasocial relationships encompass simulated interpersonal connections that develop between media consumers and public personalities (Horton & Wohl, 1956). The theoretical

framework of parasocial relationships, emerging from psychological and media research disciplines, illuminates the selective nature of consumer trust in celebrity recommendations. Through regular content dissemination and interactive engagement with audience responses, influencers can establish parasocial relationships with a broader audience compared to conventional media figures (Koay, Cheah, et al., 2023).

Congruence between The Influencer and The Product

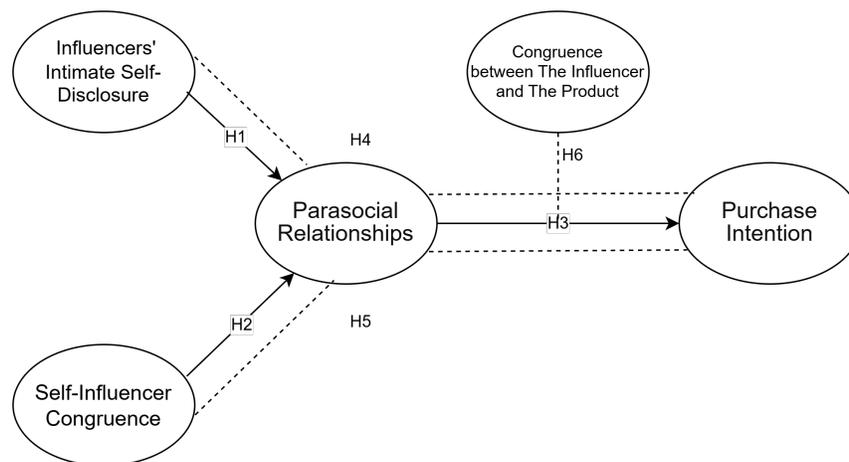
Congruence between the influencer and the product describes the extent to which audiences recognize harmony between a social media personality's image and their promoted merchandise (Koay, Lim, et al., 2023). When a marketed item demonstrates strong alignment with an influencer's persona during endorsements, audiences tend to perceive genuine appreciation rather than mere promotional content (Kim & Kim, 2021). This alignment plays a fundamental role in determining how effectively social media personalities can persuade their audience.

Purchase intention

Purchase intention encompasses consumers' readiness and inclination to acquire specific goods or services, shaped by their individual evaluations and comprehensive assessments (Dodds et al., 1991). It refers to planned consumer behavior to make purchases in the future. This concept reflects anticipated consumer purchasing behavior and indicates the likelihood of future transactions. Purchase intention is a reaction to an object that is reflected in the customer's attitude toward purchasing the product being sold (Novianti & Saputra, 2023). When consumers develop positive reactions to marketing initiatives or experience genuine interest in offerings, purchase intention naturally emerges as a behavioral response (Pebrianti & Rosalin, 2021). Therefore, if someone has a strong motivation and drive to fulfill their needs, that individual will be interested in purchasing a product (Rahmania et al., 2024).

Conceptual Framework

Based on the explanation above, the research conceptual framework can be arranged as follows:



Source: Author's Illustration (2024)

Figure 1. Research Conceptual Framework

Hypothesis

The research hypothesis proposed by the researcher is as follows:

H1 = Influencers' intimate self-disclosure has a significant positive effect on parasocial relationships.

H2 = Self-influencer congruence has a significant positive effect on parasocial relationships.

H3 = Parasocial relationships have a significant positive effect on purchase intention.

H4 = Parasocial relationships mediate the relationship between the influencers' intimate self-disclosure and purchase intention.

H5 = Parasocial relationships mediate the relationship between self-influencer congruence and purchase intention.

H6 = Congruence between the influencer and the product moderates the positive relationship between parasocial relationships and purchase intention.

RESEARCH METHOD

The research methodology adopts a quantitative approach with causal associative analysis, gathering information through questionnaire-based surveys to examine the research propositions. Data measurement utilizes a seven-tier Likert instrument, where respondents indicate their stance from absolute disagreement "1" to absolute agreement "7". The population in this study are individuals who actively use Instagram at least 1 to 3 times per week, follow at least one influencer, and interact with the influencer's content, such as liking posts or leaving comments. This criterion establishes an operational limitation, specifying that respondents must be regular Instagram users who are exposed to and participate in interactions with influencers' content on a weekly basis. Sample selection utilizes purposive sampling within a non-probability framework. The samples or respondents in this study were required to be active social media users who met some specific criteria. First, the respondents live in Indonesia. Second, the respondents have an Instagram social media account. Third, respondents must follow Titan Tyra's Instagram account, @titantyra. Instagram's selection as the research platform stems from its global prevalence and established research precedent (Koay, Lim, et al., 2023). Additionally, participants must have observed Titan Tyra's product reviews or promotional content. Data collection occurred through an online questionnaire deployed via Google Forms, distributed across multiple digital platforms, including Instagram, X, and WhatsApp. The minimum sample size in this study was determined using a minimum ratio of 10:1, which means that each measurement item requires at least 10 respondents (Kline, 2023). There are 18 measurement items in this study, so the minimum sample required is 180 respondents. In practice, the number of responses collected during the distribution of the questionnaire reached 214 respondents which aimed to handle invalid data, increase statistical power, control data variability, improve accuracy and accuracy of results. The 214 respondents were considered adequate to obtain relevant and representative data in accordance with the objectives of this study. From 214 initial responses, respondents were screened using three questions to ascertain their eligibility, namely: (1) having an Instagram account, (2) following Titan Tyra's Instagram account, and (3) having seen Titan Tyra review or promote products on Instagram. If respondents answered 'no' to any of these questions, they could not proceed to the core part of the questionnaire. From this process, one respondent did not meet the criteria on the third question, so the total number of samples that could be analyzed was 213.

The examination of research propositions utilized advanced statistical modeling via PLS-SEM methodology, implemented through the SmartPLS v.4.1 analytical platform. Variable measurement utilized modified instruments from previous studies. The intimate self-disclosure

assessment adapted four items from (Leite & Baptista, 2022) nine-item scale. Self-influencer congruence measurement incorporated three items based on (Belanche et al., 2021) framework. Parasocial relationships evaluation utilized five refined items from (Koay, Lim, et al., 2023). Influencer-product congruence assessment adapted three items from (Belanche et al., 2021). The fourth-item scale was refined by removing 1 question item. Finally, the Purchase intention measurement implemented three items from (Ki & Kim, 2019).

RESULTS AND DISCUSSION

Characteristics of Respondents

The demographic composition of 213 qualified study participants is detailed in Table 1. The respondent characteristics analysis incorporates the following demographic classifications:

Table 1. Characteristics of Respondents

Category	Items	Frequency	%
Gender	Man	17	8
	Woman	196	92
Total		213	100
Age	17 – 25 years old	107	50,3
	26 – 35 years old	97	45,5
	36 – 45 years old	9	4,2
Total		213	100
Domicile	Sumatra	16	7,5
	Jawa	158	74,1
	Kalimantan	29	13,6
	Others	10	4,8
Total		213	100
Education	Senior High School	126	59,2
	Diploma	16	7,5
	Bachelor	67	31,4
	Master Degree	4	1,9
Total		213	100
Job	University Student	56	26,3
	Private Employee	86	40,3
	Entrepreneur	44	20,7
	Others	27	12,7
Total		213	100
Frequency of Using Instagram	Rarely (1 - 3 times a week)	8	3
	Occasionally (4 - 6 times a week)	12	6
	Frequent (1 - 3 times a week)	70	33
	Very often (4 - 6 times a day)	123	58
	Total	213	100

Source: Data processed by researchers (2024)

Outer Model Test

Convergent Validity Test

An examination of Table 2 demonstrates that the convergent validity assessment confirms that all model indicators satisfy validity requirements. The measurement indicators exhibit outer loading measurements surpassing 0.70 so they are valid (Hair et al., 2019). Furthermore, when examining convergent validity, each instrument's Average Variance Extracted (AVE) surpasses the established minimum criterion of 0.50, demonstrating satisfactory measurement properties

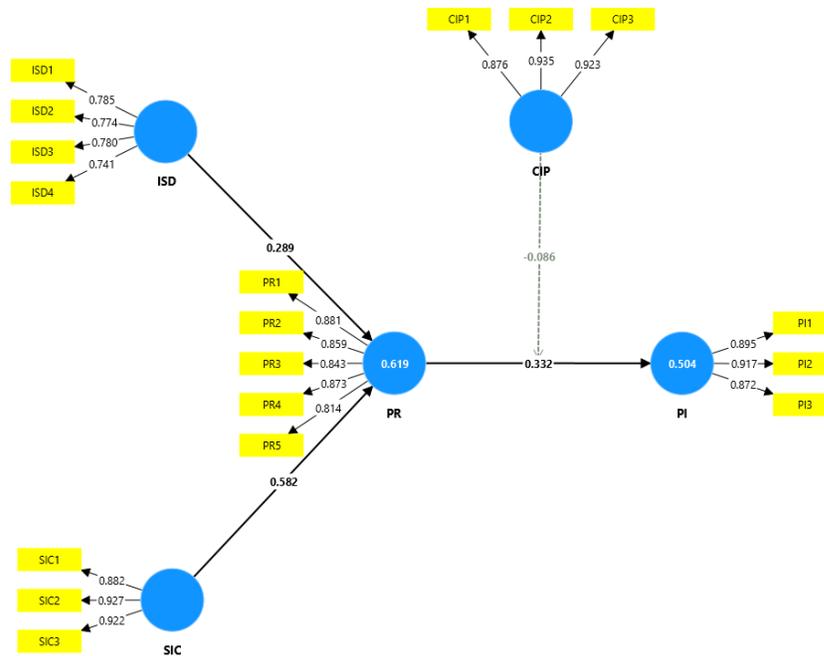
and confirming that the studied constructs effectively account for at least half of their respective indicator variances (Hair et al., 2019).

Table 2. Outer Loading and Average Variance Extracted (AVE)

	Items	Outer Loading	AVE
Influencers' Intimate Self-Disclosure	Titan Tyra shared information about herself on Instagram.	0,785	0,593
	Titan Tyra shared her feelings on Instagram.	0,774	
	Titan Tyra shared her wish on Instagram.	0,780	
	Titan Tyra shares her thoughts and opinions on Instagram.	0,741	
Self-Influencer Congruence	Titan Tyra has values that are in line with my own.	0,882	0,829
	Titan Tyra shows a personality that is similar to or matches my own.	0,927	
	There are similarities between Titan Tyra and me.	0,922	
Parasocial Relationship	Titan Tyra made me feel comfortable as if I were with a close friend.	0,881	0,730
	From what I saw on Instagram, I felt I understood Titan Tyra's personality quite well and that we had some things in common.	0,859	
	I could figure out the reason behind Titan Tyra's behavior when she acted in a certain way.	0,843	
	Titan Tyra understands the things that I want to know or learn.	0,873	
	I can feel the emotions that Titan Tyra conveys in certain situations through her content on Instagram.	0,814	
Congruence between The Influencer and The Product	Titan Tyra has a good fit with the product.	0,876	0,831
	The fit between Titan Tyra and the product is high.	0,935	
	The alignment between Titan Tyra and the product is high.	0,923	
Purchase Intention	In the future, I am likely try one of the same products that Titan Tyra promotes or posts on her Instagram.	0,895	0,800
	In the future, I am likely to try one of the same services (e.g., travel or beauty services) that Titan Tyra promotes or posts on her Instagram.	0,917	
	In the future, I am likely try one of the same brands that Titan Tyra promotes or posts on her Instagram.	0,872	

Source: Data processed by researchers (2024)

The data processing results utilizing outer loading and Average Variance Extracted (AVE) are displayed below.



Source: Data processed by researchers (2024)

Figure 2. PLS-SEM Algorithm Model Results

Discriminant Validity Test

This research evaluates construct distinctiveness through the Fornell-Larcker Criterion. An inspection of the data presented in Table 3, the Fornell-Larcker Criterion indicates that each variable is higher than the correlation between other variables. This analytical outcome confirms the model's successful achievement of construct differentiation standards (Hair et al., 2019).

Table 3. Fornell-Larcker Criterion

	CIP	ISD	PI	PR	SIC
CIP	0.912				
ISD	0.601	0.770			
PI	0.661	0.569	0.895		
PR	0.626	0.630	0.605	0.854	
SIC	0.607	0.587	0.548	0.751	0.910

Source: Data processed by researchers (2024)

Reliability Test

The measures used to assess reliability in this study are composite reliability and cronbach's alpha. As displayed on Table 4, every variable's composite reliability value is 0.8 as well as 0.9, thus exceeding 0.7. This data's Cronbach's Alpha result is 0.7-0.9, indicating that the data value is acceptable. Therefore, a conclusion can be made that this study's measure is reliable based on the opinion (Hair et al., 2019).

Table 4. Composite Reliability and Cronbach's Alpha

Variable	Composite Reliability	Cronbach's Alpha
Influencers' Intimate Self-Disclosure	0,853	0,771
Self-Influencer Congruence	0,936	0,897
Parasocial Relationship	0,931	0,907
Congruence between The Influencer and The Product	0,937	0,898
Purchase Intention	0,923	0,875

Source: Data processed by researchers (2024)

Inner Model Test

Variance Inflation Factor (VIF)

Collinearity should be assessed to confirm that it does not influence the outcomes derived from the regression equation. All of the survey's VIF values are less than 3, as indicated in Table 5, demonstrating that there are no collinearity problems (Hair et al., 2019).

Table 5. VIF Inner Model

	CIP	ISD	PI	PR	SIC
CIP			1.982		
ISD				1.527	
PI					
PR			1.690		
SIC				1.527	

Source: Data processed by researchers (2024)

R-square

An examination of Table 6 reveals that the Parasocial Relationships variable exhibits an R-square coefficient of 0.619, indicating that Influencers' Intimate Self-Disclosure and Self-Influencer Congruence variables account for 61.9% of the variance in Parasocial Relationships, demonstrating a moderate level of influence. Additionally, the Purchase Intention variable demonstrates an R-square value of 0.504, suggesting that Parasocial Relationships explains 50.4% of the variance in Purchase Intention, which also falls within the moderate influence category. This interpretation aligns with (Hair et al., 2019).

Table 6. R-square

	R-square	R-square Adjusted
Parasocial Relationships	0,619	0,615
Purchase Intention	0,504	0,497

Source: Data processed by researchers (2024)

F-square

The values presented in Table 7 reveal the effect sizes (f^2) for purchase intention and parasocial relationships. Specifically, the effect sizes for purchase intention were classified as medium and small, with $f^2 = 0.177$ (medium) and $f^2 = 0.131$ (small), following the guidelines of (Hair et al., 2019). Meanwhile, for parasocial relationships, the effect sizes were small and large, as indicated by $f^2 = 0.143$ (small) and $f^2 = 0.581$ (large), fitting into those respective categories.

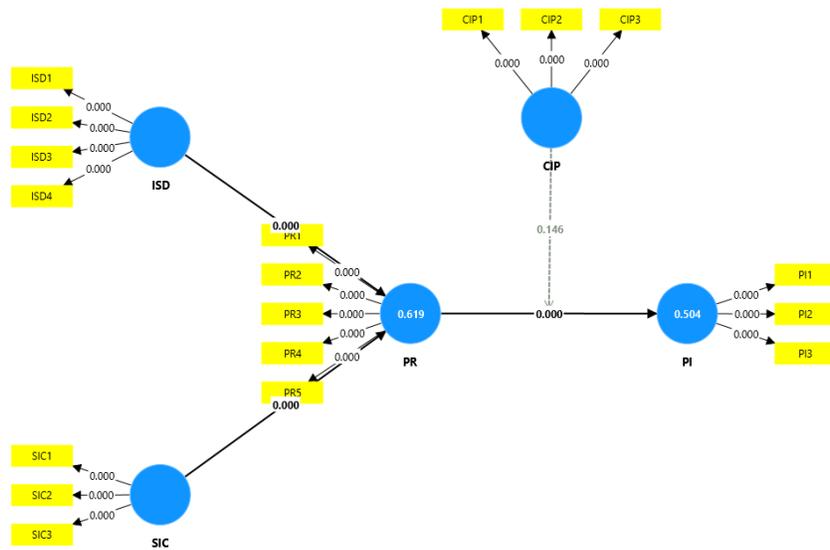
Table 7. F-square

	CIP	ISD	PI	PR	SIC
CIP			0.177		
ISD				0.143	
PI					
PR			0.131		
SIC				0.581	

Source: Data processed by researchers (2024)

Hypothesis Testing

The evaluation of proposed hypotheses within the SEM-PLS framework was conducted through bootstrapping procedures, generating the structural model illustration presented below.



Source: Data processed by researchers (2024)

Figure 3. Bootstrapping Model Results

The table below shows the results of hypothesis testing regarding the relationship between variables in this research model.

Table 8. Hypothesis Test Results

Path	Original Sample (0)	Sample Mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Result
H ₁ ISD -> PR	0,289	0,291	0,048	6,027	0,000	Accepted
H ₂ SIC -> PR	0,582	0,583	0,059	9,842	0,000	Accepted
H ₃ PR -> PI	0,332	0,338	0,084	3,943	0,000	Accepted
H ₄ ISD -> PR -> PI	0,096	0,099	0,032	2,949	0,003	Accepted
H ₅ SIC -> PR -> PI	0,193	0,198	0,058	3,298	0,001	Accepted
H ₆ CIP x PR -> PI	-0,086	-0,081	0,059	1,453	0,146	Rejected

Source: Data processed by researchers (2024)

The statistical analysis presented in Table 8 demonstrates the interrelationships among variables across the six proposed hypotheses. The findings reveal that hypotheses H1 through H5 demonstrate statistical significance, evidenced by t-statistic values exceeding the 1.96 threshold and p-values falling below 0.05, with original sample calculations indicating positive variable correlations. In contrast, hypothesis H6 fails to meet the acceptance criteria, displaying t-statistic measurements below 1.96 and p-values surpassing 0.05, while the original sample calculation suggests an inverse relationship between the examined variables.

Discussion

This investigation examines how influencers' intimate self-disclosure and self-influencer congruence emphasize purchasing intention, considering the mediating effect of parasocial relationships and the moderating impact of influencer-product congruency. Initial findings confirm that influencers' personal disclosures positively and significantly influence parasocial relationships, supporting previous research conclusions (Koay, Lim, et al., 2023) (Leite &

Baptista, 2022). This indicates that influencer sharing personal life aspects strengthen parasocial relationships with their audience. The second finding validates the positive correlation between self-influencer congruence and parasocial relationships, consistent with existing literature (Koay, Cheah, et al., 2023) (Tafheem et al., 2022).

The third hypothesis verification demonstrates the positive link between parasocial relationships and purchasing intention, aligning with prior studies (Lu et al., 2023)(Bi & Zhang, 2023) Unidirectional emotional bonds between audiences and digital personalities significantly impact consumer choices, with stronger connections increasing recommendation acceptance. The fourth finding confirms the parasocial relationships mediating role between influencers' intimate self-disclosure and purchasing intention, diverging from previous research (Koay, Lim, et al., 2023). Research (Koay, Lim, et al., 2023) shows parasocial relationships do not have a significant positive effect on purchase intention, so they found no significant mediation effect. This variation may stem from contextual differences: stronger follower-influencer emotional bonds through personal sharing, more intensive relationship dynamics, and different participant selection methods. While (Koay, Lim, et al., 2023), allowed participants to reference various influencer, this study focused exclusively on Titan Tyra, contributing new perspectives on parasocial relationships' mediating potential under specific conditions.

The fifth hypothesis confirmation demonstrates the parasocial relationships successful mediation between self-influencer congruence and purchasing intention, supporting previous findings (Koay, Cheah, et al., 2023). This mediation occurs as alignment strengthens parasocial relationships, enhancing audience receptivity to recommendations. However, the sixth hypothesis analysis reveals that influencer-product congruency does not moderate the relationship between parasocial relationships and purchasing intention, aligning with previous research (Koay, Lim, et al., 2023). This suggests that purchasing intention stems from parasocial relationships strength regardless of influencer-product alignment levels. Furthermore, based on the analysis results, the congruence between the influencer and the product has a significant direct effect on purchase intention, but it does not function as a moderator in this relationship, making it a quasi-moderator. Specifically, the test results show that the congruence between the influencer and the product has a t-statistic value of 5.021 (> 1.96) with a p-value of 0.000 (< 0.05) in relation to purchase intention, indicating a significant direct effect. Thus, the congruence between the influencer and the product only serves as a direct predictor of purchase intention without affecting the relationship between parasocial relationship and purchase intention. This result is consistent with the concept of quasi-moderator (Söderlund, 2023).

CONCLUSION

This investigation effectively examines how influencers impact purchasing intention through parasocial relationships and influencer-product congruency factors. The research demonstrates that parasocial relationships connections serve as crucial mediators between influencers' intimate self-disclosure and self-influencer congruence in driving consumer purchasing intention. These discoveries emphasize the significance of cultivating robust parasocial relationships in digital marketing strategies to enhance consumer buying intentions. The findings align with parasocial interaction theory in influencer-audience dynamics, revealing that personal disclosures and personality alignment significantly affect parasocial relationships. Additionally, the results support self-congruence theoretical frameworks, indicating that similarities between audience and influencer characteristics strengthen parasocial relationships.

For practical application, this research provides implementable insights for digital marketers and influencers. Industry professionals can utilize these findings to develop enhanced marketing approaches. Influencers should prioritize establishing emotional connections through authentic, personalized content, as this strengthens parasocial relationships and purchasing inclinations. Marketing strategists must consider audience-influencer compatibility when selecting promotional partnerships. Despite product alignment showing limited moderating effects, appropriate product selection remains crucial for maintaining credibility.

RECOMMENDATIONS

Several research limitations warrant consideration in future studies. The findings' generalizability may be restricted due to data collection being limited to Indonesian social media users. Subsequent research should encompass broader demographic samples. Additionally, this study's focus on Instagram-based influencers may not fully capture the dynamics of other social media platforms. Future investigations could expand to emerging platforms such as TikTok and X to provide more comprehensive insights.

REFERENCES

- Afifah, N. (2024). Influencer Marketing Strategies And The Use Of Ai Technology In Enhancing Brand Awareness: A Case Study In The Fashion Industry. *Journal of Economic, Bussines and Accounting (COSTING)*, 7(2), 3058–3066. <https://doi.org/10.31539/costing.v7i2.8723>
- Belanche, D., Casaló, L. V., Flavián, M., & Ibáñez-Sánchez, S. (2021). Understanding influencer marketing: The role of congruence between influencers, products and consumers. *Journal of Business Research*, 132, 186–195. <https://doi.org/10.1016/j.jbusres.2021.03.067>
- Bi, N. C., & Zhang, R. (2023). “I will buy what my ‘friend’ recommends”: the effects of parasocial relationships, influencer credibility and self-esteem on purchase intentions. *Journal of Research in Interactive Marketing*, 17(2), 157–175.
- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of Price, Brand, and Store Information on Buyers’ Product Evaluations. *Journal of Marketing Research*, 28(3), 307. <https://doi.org/10.2307/3172866>
- Giles, D. C. (2002). Parasocial interaction: A review of the literature and a model for future research. *Media Psychology*, 4(3), 279–305. https://doi.org/10.1207/S1532785XMEP0403_04
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Horton, D., & Wohl, R. R. (1956). Mass communication and para-social interaction. *Psychiatry: Journal for the Study of Interpersonal Processes*, 19, 215–229.
- Jacobson, J., Gruzd, A., & Hernández-García, Á. (2020). Social media marketing: Who is watching the watchers? *Journal of Retailing and Consumer Services*, 53. <https://doi.org/10.1016/j.jretconser.2019.03.001>

- Japutra, A., Ekinci, Y., & Simkin, L. (2019). Self-congruence, brand attachment and compulsive buying. *Journal of Business Research*, 99(November 2016), 456–463. <https://doi.org/10.1016/j.jbusres.2017.08.024>
- Kepios. (2024). *Global Social Media Statistics*. Datareportal. <https://datareportal.com/social-media-users>
- Ki, C. W. ‘Chloe,’ & Kim, Y. K. (2019). The mechanism by which social media influencers persuade consumers: The role of consumers’ desire to mimic. *Psychology and Marketing*, 36(10), 905–922. <https://doi.org/10.1002/mar.21244>
- Kim, D. Y., & Kim, H. Y. (2021). Influencer advertising on social media: The multiple inference model on influencer-product congruence and sponsorship disclosure. *Journal of Business Research*, 130(February), 405–415. <https://doi.org/10.1016/j.jbusres.2020.02.020>
- Koay, K. Y., Cheah, C. W., & Yap, J. Y. (2023). Self-Influencer Congruence, Parasocial Relationships, Credibility, and Purchase Intentions: A Sequential Mediation Model. *Journal of Relationship Marketing*, 23(1), 1–20. <https://doi.org/10.1080/15332667.2023.2216373>
- Koay, K. Y., Lim, W. M., Kaur, S., Soh, K., & Poon, W. C. (2023). How and when social media influencers’ intimate self-disclosure fosters purchase intentions: the roles of congruency and parasocial relationships. *Marketing Intelligence and Planning*, 41(6), 790–809. <https://doi.org/10.1108/MIP-06-2023-0246>
- Leite, F. P., & Baptista, P. D. P. (2021). The effects of social media influencers’ self-disclosure on behavioral intentions: The role of source credibility, parasocial relationships, and brand trust. *Journal of Marketing Theory and Practice*, 00(00), 1–17. <https://doi.org/10.1080/10696679.2021.1935275>
- Leite, F. P., & Baptista, P. de P. (2022). Influencers’ intimate self-disclosure and its impact on consumers’ self-brand connections: scale development, validation, and application. *Journal of Research in Interactive Marketing*, 16(3), 420–437. <https://doi.org/10.1108/JRIM-05-2020-0111>
- Levina, W., Malini, H., Pebrianti, W., Hendri, M. I., & Jaya, A. (2023). The influence of social media marketing, brand image, and influencer endorsement towards purchase decisions of skintific skincare products on tiktok shop with trust as the mediator (study on generation Z consumers). *Enrichment: Journal of Management*, 13(5), 2948–2959.
- Lou, C., & Yuan, S. (2019). Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media. *Journal of Interactive Advertising*, 19(1), 58–73. <https://doi.org/10.1080/15252019.2018.1533501>
- Lu, Y., Liu, X., Hu, Y., & Zhu, C. (2023). Influence of livestreamers’ intimate self-disclosure on tourist responses: The lens of parasocial interaction theory. *Journal of Hospitality and Tourism Management*, 57(December), 170–178. <https://doi.org/10.1016/j.jhtm.2023.10.003>
- Malär, L., Krohmer, H., Hoyer, W. D., & Nyffenegger, B. (2011). Emotional brand attachment and brand personality: The relative importance of the actual and the ideal self. *Journal of Marketing*, 75(4), 35–52. <https://doi.org/10.1509/jmkg.75.4.35>
- Novianti, N., & Saputra, A. (2023). Pengaruh Kualitas Produk, Minat Beli dan Perilaku Konsumen Terhadap Keputusan Pembelian di Minimarket Victoria Tiban. *ECo-Buss*, 6(1), 66–78. <https://doi.org/10.32877/eb.v6i1.656>

- Pebrianti, W., & Rosalin, I. (2021). Pengaruh kesadaran kesehatan dan perceived barriers terhadap attitude toward organic food dan dampaknya terhadap minat beli. *Cakrawala Management Business Journal*, 4(1), 822–834.
- Rahmania, K. N., Ernawati, S., & Badar, Muh. (2024). Pengaruh Sikap dan Motivasi Pada Minat Beli di Tiktok Shop. *ECo-Fin*, 6(2), 331–340. <https://doi.org/10.32877/ef.v6i2.1413>
- Söderlund, M. (2023). Moderator variables in consumer research: A call for caution. *Journal of Retailing and Consumer Services*, 73(March). <https://doi.org/10.1016/j.jretconser.2023.103352>
- Statista. (2023). *Influencer marketing worldwide - statistics & facts*. <https://www.statista.com/topics/2496/influence-marketing/#topicOverview>
- Suwandi, D., Pebrianti, W., & Listiana, E. (2023). TikTok marketing and influencer review on azarine sunscreen purchase intention : the mediation of brand image. *Enrichment: Journal of Management*, 13(5), 3433–3448.
- Tafheem, N., El-Gohary, H., & Sobh, R. (2022). Social media user-influencer congruity: An analysis of social media platforms parasocial relationships. *International Journal of Customer Relationship Marketing and Management*, 13(1), 1–26. <https://doi.org/10.4018/IJCRMM.289213>
- Tan, T. M., Salo, J., Juntunen, J., & Kumar, A. (2019). The role of temporal focus and self-congruence on consumer preference and willingness to pay: A new scrutiny in branding strategy. *European Journal of Marketing*, 53(1), 37–62. <https://doi.org/10.1108/EJM-04-2017-0303>
- Zhu, X., Teng, L., Foti, L., & Yuan, Y. (2019). Using self-congruence theory to explain the interaction effects of brand type and celebrity type on consumer attitude formation. *Journal of Business Research*, 103(March), 301–309. <https://doi.org/10.1016/j.jbusres.2019.01.055>