

Investment Model of Commitment to Parasocial Interaction and Purchase Intention
among Beauty Youtuber Followers



A Thesis Submitted in Partial Fulfillment of the Requirements
for the Degree of Master of Arts in Psychology
Common Course
FACULTY OF PSYCHOLOGY
Chulalongkorn University
Academic Year 2021
Copyright of Chulalongkorn University

โมเดลการลงทุนในการผูกมัดกับปฏิสัมพันธ์กึ่งเสมือนและความตั้งใจของกลุ่มผู้รับชมยูทูปความ
งาม



วิทยานิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต
สาขาวิชาจิตวิทยา ไม่สังกัดภาควิชา/เทียบเท่า
คณะจิตวิทยา จุฬาลงกรณ์มหาวิทยาลัย
ปีการศึกษา 2564
ลิขสิทธิ์ของจุฬาลงกรณ์มหาวิทยาลัย

พริมา โกษาการ : โมเดลการลงทุนในการผูกมัดกับปฏิสัมพันธ์กึ่งเสมือนและความตั้งใจ
ซื้อของกลุ่มผู้รับชมยูทูปความงาม. (Investment Model of Commitment to
Parasocial Interaction and Purchase Intention among Beauty Youtuber
Followers) อ.ที่ปรึกษาหลัก : อ. ดร.ภคินันท์ จิตต์ธรรม

คนดังทางอินเทอร์เน็ตอย่างบิวตี้ยูเบอร์มีบทบาทสำคัญต่อการเพิ่มความตั้งใจในการซื้อ
ในกลุ่มผู้ชม ผลนั้นถูกเชื่อมโยงกับการมีปฏิสัมพันธ์กึ่งเสมือนซึ่งได้รับการศึกษามากในแวดวงการ
สื่อสารและการตลาด งานวิจัยนี้จึงมุ่งที่จะศึกษาประเด็นดังกล่าวด้วยทฤษฎีทางจิตวิทยาสังคม โดย
มีจุดประสงค์เพื่อศึกษาอิทธิพลของความผูกมัดตามทฤษฎีโมเดลการลงทุนในการผูกมัด และ
ปฏิสัมพันธ์กึ่งเสมือนที่มีต่อความตั้งใจซื้อสินค้าที่รับการโฆษณาของกลุ่มผู้รับชมยูทูปประเภทความ
งาม โดยเก็บข้อมูลผ่านแบบสอบถามทางอินเทอร์เน็ต จากผู้ติดตามยูทูปความงามจำนวน 181 คน
ซึ่ง (1) เป็นผู้ใช้งานหรือมีบัญชีผู้ใช้ยูทูป (2) กดติดตามช่องยูทูปความงาม (3) สามารถระบุชื่อยูทูป
เบอร์ที่ตนติดตามได้ และวิเคราะห์ข้อมูลโดยใช้โมเดลโครงสร้างเชิงสมการด้วยโปรแกรมอาร์ (R)
ผลการวิเคราะห์ข้อมูลพบว่า ปฏิสัมพันธ์กึ่งเสมือนสามารถทำนายความตั้งใจซื้อสินค้าได้ในทางตรง
อย่างมีนัยสำคัญทางสถิติ ในขณะที่ไม่พบผลของความผูกมัดในการทำนายความตั้งใจในการซื้อ
นอกจากนี้ยังพบว่า ขนาดการลงทุนทำนายความผูกมัดในทางลบ ในขณะที่คุณภาพของทางเลือก
อื่นและระดับความพึงพอใจไม่พบผลต่อการทำนายความผูกมัด

จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

สาขาวิชา จิตวิทยา
ปีการศึกษา 2564

ลายมือชื่อนิสิต
ลายมือชื่อ อ.ที่ปรึกษาหลัก

6270018838 : MAJOR PSYCHOLOGY

KEYWORD: commitment, parasocial interaction, investment model, YouTube, beauty products, purchase intention

Parima Kosakarn : Investment Model of Commitment to Parasocial Interaction and Purchase Intention among Beauty Youtuber Followers.

Advisor: PHAKKANUN CHITTHAM, Ph.D.

Internet celebrities, such as Youtuber, have become an important figure in influencing purchase intention among viewers. This effect was linked to the parasocial interaction, which is prominently studied in communication and marketing fields. This research aimed to broaden this link by using a social psychological theory. Thus, the purpose of this research was to examine the effect of commitment (according to the Investment Model of Commitment Processes) and parasocial interaction on purchase intention of endorsed beauty products. Data were collected using internet-based survey from 181 participants, who were (1) Youtube users i.e., having Youtube accounts, (2) subscribing to a channel owned by a beauty Youtuber and (3) able to name one beauty Youtuber that they subscribed to. Results from the Structural Equation Modelling analysis using R indicated that parasocial interaction significantly predicted purchase intention directly, while the effect of commitment on purchase intention was not significant. Moreover, commitment to parasocial interaction with beauty Youtuber was found to be predicted negatively by investment size. Quality of alternatives and satisfaction level were found to be unrelated to predicting commitment.

Field of Study: Psychology

Student's Signature

Academic Year: 2021

Advisor's Signature

ACKNOWLEDGEMENTS

This research could not be done without the guidance of my advisor, Dr. Phakkanun Chittam, who provided me both the instrumental and emotional support throughout this process. I would also like to express my gratitude to the research committee for the valuable recommendation: Asst. Prof. Apitchaya Chaiwutikornwanich, Dr. Thipnapa Huansuriya, and Assoc. Prof. Dr. Vikanda Pornsakulvanich, as well as Assoc. Prof. Dr. Saravudh Anantachart and Asst. Prof. Dr. Yokfah Isaranon for their comments during measure development. Besides, the help I got from wonderful friends, seniors and juniors, and staffs at Faculty of Psychology, Chulalongkorn University, is another drive that keep me through this hardship. Among those, I would like to especially thank Khun Thosapit Ruchirasak for the utmost help for any statistical difficulties I faced, and Khun Wanlop Seehadechveera for helping me with the problems I had with paperwork.

Parima Kosakarn

TABLE OF CONTENTS

	Page
ABSTRACT (THAI).....	iii
ABSTRACT (ENGLISH).....	iv
ACKNOWLEDGEMENTS.....	v
TABLE OF CONTENTS.....	vi
List of tables.....	ix
List of figures.....	x
Chapter 1 Introduction.....	1
Background and Significance.....	1
Literature Review.....	7
Parasocial Interaction.....	7
Parasocial Interaction with Youtubers.....	14
Parasocial Interaction and Purchase Intention.....	16
The Investment Model of Commitment Processes.....	19
Commitment and Parasocial Interaction.....	21
Commitment, Parasocial Interaction and Purchase Intention.....	23
Research Objectives.....	27
Research Hypotheses.....	28
Chapter 2 Preliminary Study for Measurement Development.....	30
Sample.....	30
Instruments.....	30
Parasocial Interaction with Beauty Youtubers.....	30

Commitment to Parasocial Interaction with Beauty Youtubers.....	31
Purchase Intention of Endorsed Product.....	32
Procedure	33
Results.....	35
Participants.....	35
Parasocial Interaction with Beauty Youtubers	37
Commitment to Parasocial Interaction with Beauty Youtubers.....	42
Purchase Intention of Endorsed Product.....	48
Discussion	50
Chapter 3 Main Study.....	57
Sample	57
Procedure	59
Results.....	62
Data Screening.....	62
Participants.....	63
Descriptive Statistics.....	65
Hypothesis Testing.....	66
Discussion	70
Implications.....	76
Theoretical implication.....	76
Practical implication.....	78
Limitations	79
REFERENCES	81

Appendix A Primary Content validity of Parasocial Interaction with Beauty Youtubers Scale.....	103
Appendix B Thai version of Parasocial Interaction with Beauty Youtubers Scale.....	105
Appendix C Thai version of Investment Model Scale for Commitment to Parasocial Interaction with Beauty Youtubers	107
Appendix D Thai version of Purchase Intention of Endorsed Product Scale.....	110
Appendix E Preliminary Study's Poster.....	111
Appendix F Preliminary Study's Questionnaires	112
Appendix G Certificate of Ethical Approval.....	123
Appendix H Main Study's Poster.....	124
Appendix I Main Study's Questionnaires.....	125
VITA.....	137



List of tables

	Page
Table 1 Model comparison for Parasocial Interaction Scale.....	38
Table 2 <i>Factor loadings of the Thai version of Parasocial Interaction with Beauty Youtubers Scale</i>	39
Table 3 Descriptive Statistics and Correlations among factors of Parasocial Interaction with Beauty Youtubers Scale	41
Table 4 Model comparison of the bases from Investment Model Scale.....	44
Table 5 Factor loadings of the bases from Thai Investment Model Scale	44
Table 6 <i>Factor loadings of Commitment from Thai Investment Model Scale</i>	46
Table 7 <i>Descriptive Statistics and Correlations among the subscales of Investment Model Scale</i>	47
Table 8 Model comparison of Purchase intention scale	48
Table 9 Factor loadings of the Thai version of Purchase intention with Beauty Youtubers Scale	49
Table 10 <i>Descriptive Statistics and Correlations among Study Variables (Study 2)</i>	65
Table 11 Comparison of Alternative Models.....	67
Table 12 Measurement model.....	68
Table 13 Content Evaluation of Parasocial Interaction with Beauty Youtubers Scale	103
Table 14 Thai version of Parasocial Interaction with Beauty Youtubers Scale.....	105
Table 15 Thai version of Investment Model Scale for Commitment to Parasocial Interaction with Beauty Youtubers with sub-dimensions.....	107
Table 16 Thai version of Purchase Intention of Endorsed Product Scale with questions.....	110

List of figures

	Page
Figure 1 <i>Continuum of Social-Parasocial Interaction (Giles, 2002)</i>	13
Figure 2 <i>Stages in the development of a parasocial relationship (Giles, 2002)</i>	14
Figure 3 <i>Two types of Relationship Marketing Theories (Möller & Halinen, 2000)</i>	24
Figure 4 <i>Conceptual framework</i>	29
Figure 5 <i>Nominated beauty Youtubers (Study 1)</i>	36
Figure 6 <i>Nominated beauty Youtubers (Study 2)</i>	64
Figure 7 <i>Final path model</i>	69

Chapter 1

Introduction

Background and Significance

Social media or Social network sites (SNS) has become a tool in connecting people, not only between friends or acquaintances globally (Cho & Park, 2013), but also with celebrities and fans. According to Digital Intelligence and Literacy Research Unit, Faculty of Communication Arts, Chulalongkorn University, SNS was used mostly for entertainment and communication purposes, but also along with purposes of following bloggers, interacting with them, and for online shopping (n.d.). One of interesting factors that associate these two topics together is parasocial interaction. Parasocial interaction (Horton & Wohl, 1956) resembles social interaction, in that it makes viewers feel connected to a media figures they watched, as if they could communicate directly. Still, the ‘para’ social nature of it means that the feeling was just a perception of viewers. The interaction they have is purely controlled by the media figures. This so-called parasocial interaction is a phenomenon scholars from many fields but particularly communication studies have paid close attention to (Schiappa et al., 2007), in order to explain relationship between fans and media characters or celebrities. In the past 60 years after it was first introduced in examining the connectedness between newscaster and viewers, the amount of researches has been growing constantly to over 260 publications in 2015, covered various types of media – both traditional medium such as TV and radio, and social network sites such as Facebook and Twitter (Liebers & Schramm, 2019). Recently, parasocial interaction between Youtubers and fans has been studied, which was also examined in this research.

Youtube is a video streaming platform. Thailand ranked the first in Youtube’s consumption in Southeast Asia, with respect to number of users, watched time, and number of channels with creator awards in gold level (1 million subscribers) and silver level (100,000 subscribers; The Nation Thailand, 2016). In terms of features,

communication scholars have found that Youtube offers a channel for non-verbal cues that lack from photos and text messages presented in other sites, but in the same time offers a social network function where people can comment and interact with other users and the celebrities, just like other sites (Wattenhofer et al., 2012). The influence of Youtubers is not only limited to communication and entertainment. Youtubers are sometimes referred to as “influencers”, as they have influences on consumer’s intention to buy through the content generated in their videos - vlogs (Susarla et al., 2012). Vlogs, in the form of online reviews, are emerging as an important advertisement tool, as a source of word-of-mouth that users obtain product-relevant information before purchasing of both product and services (Hill et al., 2017; Woo et al., 2015). Moreover, empirical results supported the existence of parasocial interaction in creating electronic word-of-mouth (Hwang & Zhang, 2018), positive attitude toward advertisement (Gong, 2020) and product (Choi & Lee, 2019), and purchasing intention in celebrity endorsement and internet personalities endorsement (Chung & Cho, 2017; Kim et al., 2015; Lou & Kim, 2019; Zhang & Hung, 2020).

Influencers marketing came as a useful advertising tool for practitioners to create electronic word of mouth (eWOM) of the brands, by using the content creator on SNS for product placement (Tabellion & Esch, 2019). In order to succeed, they needed to be credible, trustworthy, expert, authentic and fit to the products and brands they endorsed. In that way, they acted as mediator between brands and consumers, and can be a source of information for customers. In this way, it could lead to positive attitude with brand and purchase intention (Chopra et al., 2021; Tabellion & Esch, 2019). The characters of social media influencers would create an emotional bonds by how much they could satisfy needs of the viewers (Ki et al., 2020). Influencer marketing targeted not only adults but also children, peculiarly on Youtube where a number of child vloggers is increasing. Similarly to those in adults, effectiveness of sponsored videos depended on how much time children spent watching and bonding with the Youtubers (De Veirman et al., 2019). Simply put, influencers marketing received many attentions from both practitioners and

researchers but the theories are based on either persuasion theory of source characteristics or uses and gratification theory.

Of particular relevance to the current research, beauty influencers use Youtube platform to vlog in several ways for both product placement and communicating with fans; e.g., haul or unboxing – displaying and unpacking recently acquired product, displaying essential make-up products – or as they call showing ‘what’s in my bag’, sharing information of personal experiences and daily life, and Q&A sessions based on fans’ questions (Zhang, 2018). Gen Z, which accounted for 33% of global population and now the largest consumer segment (Department of International Trade Promotion, 2020; Fromm, 2018), are especially susceptible to online advertisement that almost 90% of them acquire product information on social media before purchase. Especially in women, nearly 60% of them follow beauty influencers and over 40% of them rank Youtube as their favorite platform to follow those influencers (Morning Counsult, n.d.). The situation in Thailand is no different. According to a report from McKinsey & Company, Gen Z, which is accounted for 25% of total population, likes to research products before purchasing and greatly relies on video content (Kim et al., 2020). As a result, brands also turned to collaborate with social media influencers to increase advertisement credibility and trustworthiness (Vettese, 2019). For example, L’Oréal (n.d.) officially announced their partnership commitment with influencers and thus was able to achieve desired consumer engagement, and gained 5% in market growth in 2019 with estimated amount of 220 billion euros (or almost 8 trillion baht). More importantly, 41% of them was from Asia Pacific (L’Oréal, 2019). The report from McKinsey and Company also showed that, this market has been growing consistently even in the time of COVID-19, where some industries were hit by the recession (Gerstell et al., 2020). However, effectiveness of product endorsement on vlogs cannot be achieved without viewer’s perception of having good relationship, ability to interact with Youtubers (Rybackzewska et al., 2020). Unsurprisingly, parasocial interaction with beauty Youtubers also leads to loyalty to the Youtubers (Ko & Wu, 2017) and purchase intention (Handrianaa et al., 2019; Purnamaningsih & Rizkalla, 2020). Therefore, it is

worthwhile to examine the role of relationship between beauty Youtubers and their viewers in predicting endorsed product purchase intention.

As mentioned above, parasocial interaction in traditional and internet celebrity endorsement has been linked and examined in numerous researches. As researchers are interested in how it happened and why it worked, they also looked inside on how these factors function. Uses and gratification approach is one of the most studied theory on parasocial interaction. Uses and gratification theory was set to examine motivation to select and consume a piece of media in order to gratify the needs. After the arrival of new media and internet, the interactivity of it made this theory appealing to many practitioners (Ruggiero, 2000). As a consequence, it was used in understanding media consumption for different online platforms along with parasocial interaction. For instance, Kim et al. (2015) found that information seeking motivation on SNS predicted parasocial relationship with traditional celebrities (actor and singer), and in turn predicted purchase intention of clothing the celebrities endorsed. And Yuan et al. (2016) found that information seeking motivation, entertainment motivation, and relationship motivation on Facebook predicted parasocial relationship with the sport celebrity, and in turn predict positive attitude toward Facebook, and then positive attitude toward the brand that the celebrity acted as brand ambassador.

Another theory that was used frequently to explain parasocial interaction and celebrity endorsement is source factors/characteristics from persuasion theory of Yale's Message Learning Approach. This approach stated that attitude changed from persuasive message could be affected by 4 factors i.e., source factors, message factors, channel factors and recipient factors (McGuire, 1996). As a part of celebrity endorsement, the focus is on source factors rather than the rest. This factor itself consisted of source attractiveness, credibility, expertise, majority or minority status, and trustworthiness and has already been used to explain traditional celebrity endorsement (Chung & Cho, 2017; Zhang & Hung, 2020). Now that internet personalities are regarded as Key Opinion Leader (KOL). This theory, then, is integrated in many frameworks as one of the keys used to understand how internet personalities can have impact on their followers. This theory was applied in plenty of studies of SNS with

numerous types of content creators. For example, Yilmazdoğan et al. (2021) focused on travel influencers on Instagram and found that the relationship between 3 sub-dimensions of source credibility i.e., attractiveness, trustworthiness, and expertise of Instagram travel influencers and travel intention of Gen Y and Z was mediated by parasocial interaction with those influencers. Folkvord et al. (2020) focused on fit (healthy lifestyle) influencers and found that followers of the real influencer (compared to the fictional one) were associated with higher level of perceived influencer's social attractiveness and with higher level of parasocial interaction with the fit influencer, in turn led to higher level of positive attitudes toward products and purchase intention of endorsed product.

As researches on parasocial interaction have only focused on those two theories, other aspects have been overlooked. The questions related to the relationship vloggers and viewers are still in need of an answer such as the formation of relationship, the reasons behind continuing watching their favorite Youtubers, and its relation to purchase intention of endorsed products. If we regard the continuance of watching as loyalty or commitment to the beauty Youtuber, this question should be easily answered by applying it to the social psychological theory: The Investment Model of Commitment Processes. This theory (Rusbult, 1980; Rusbult et al., 2012) stems from the romantic relationship, predicting that people would be committed if they are satisfied with the relationship, has low-quality alternatives to this relationship, and highly invested in maintaining the relationship. This theory has also been applied and confirmed to predict commitment in other kinds of relationship, such as customer loyalty, commitment to a service, and commitment to websites (Le & Agnew, 2003; Tran et al., 2019). In terms of purchase intention that this research is interested in, the most relevant application of this model would be brand commitment. The theory has been found to predict commitment to brand in many studies (Geyer et al., 1991; Sung & Campbell, 2007; Sung & Choi, 2010), and later extend in purchase intention too. Therefore, this model should be applicable to the context of beauty Youtubers, and might offer new insights in the relationship mechanisms between the beauty Youtubers and their fans, that little researches have studied.

In this research, I aimed to broaden the established link of parasocial interaction and purchase intention that has been empirically addressed by consumer psychologists, by using a social psychological theory that focusses on relationship maintenance i.e., investment model of commitment. This work has a crucial meaning in its interdisciplinarity, by combining factors from psychological field (commitment), communication field (parasocial interaction and media usage), and marketing field (purchase intention) together. Theoretically, it offers a new look in describing and predicting commitment and parasocial interaction to vlogger by considering purchase intention as one of relationship maintenance mechanisms to this kind of relationship. The result is not limited to the relationship between beauty vlogger and could be explored and adapted in other types of vloggers or streamers. This work also aimed clarify the terms for parasocial phenomena (the mechanisms of parasocial interaction) using psychological definitions that could help clarify the overlapping constructs by verifying the popular measures of parasocial interaction – Rubin et al.'s Parasocial Interaction Scale (1985) statistically. Thus, it offered a better understanding in parasocial interaction and an application for future research.

Practically, this work would show how beauty vlogger fans interact and bond with their idols and how these interactions turn into purchase intention. This understanding would be useful for marketing and advertising practitioner in media planning, especially for those of beauty product firms. Demographic information gathered in this work can also be used as customer segment profile. Moreover, this understanding can help beauty Youtubers to engage more precisely with their followers according to the model. Just like marketing and advertising practitioner, Youtubers can get to know their fans based on demographic information that they can tailor their content to match these customer segment. Finally, this result would ignite the awareness for customers of how they might get manipulated by their favorite influencers. This information might make the fans more conscious of their purchase as a result of celebrity endorsement.

The following section covers the literature review of related constructs and theory i.e., parasocial interaction and the investment model of commitment.

Literature Review

Parasocial Interaction

The terms parasocial relationship and parasocial interaction were introduced by Horton and Wohl (1956) to refer to “one-sided, nondialectical, controlled by the performer, and not susceptible of mutual development” interaction between a media figures and its viewers that resembles face-to-face, social interaction. Certain researchers attempted to differentiate the two, such that parasocial interaction occurs only during media reception, and defined parasocial relationship as “the perception of television viewers of a relationship with someone known through the media” (Schiappa et al., 2007) that persists across situations like a real long-term social relationship and has an influence on further behavioral, cognitive, and emotional processes, as well as parasocial interaction itself (Schramm, 2008). Despite many researchers’ attempts to define the distinction between the terms parasocial interaction and parasocial relationship, the differences in their underlying psychological mechanism remain unclear. This may be in part due to the different conceptualizations and measurements used across studies.

The most popular measures of parasocial interaction (Liebers & Schramm, 2019) is Rubin et al.’s (1985) Parasocial Interaction (PSI) scale. In PSI- Scale, Rubin and colleagues operationalized parasocial interaction as “interpersonal involvement of the media users with what he or she consumes” (1985, p. 156). Items in Rubin et al.’s (1985) Parasocial Interaction Scale were based on previous researches but particularly on Levy’s (1979) work. Levy led a focus group interview with television news audiences and found that they see their favorite news anchors as friends, this friendship was formed and developed over time from a perception of shared experience during news programs. Seeing personae as friends, audiences started showing remarks to news anchors (such as responding to greeting and questions), reported missing and feeling upset because of news anchors’ absence on vacation, liked having the presence of the news anchors when they were at home (such as hearing their voice) Cognitively, audiences were influenced by personae as they were guided by news anchors’ behaviors (verbal and non-verbal) on how to feel about certain news. And

unsurprisingly, they also liked to compare their ideas to those expressed by the news anchors. Affectively, audiences were influenced by personae and resulted in feeling happy (i.e., news anchors' sense of humor made the news easier to take) and feeling sorry (when news anchors made mistakes). Moreover, the program itself is an important channel for parasocial interaction, since it allowed audiences to get to know, and see what the personae were like. Hence, Rubin et al.'s (1985) involvement reflected seeing personae as friends, imagining being part of personae' social circle, seeking guidance from personae (on how to feel or think about certain news), and wanting to meet personae in real life (p. 157).

Parasocial-interaction Process Scales (PSI-Process Scale; Schramm & Hartmann, 2008) is another popular measure with a different way of operationalizing parasocial interaction. This scale was based on Two-Level Model of Parasocial Interaction (Hartmann et al., 2004; Klimmt et al., 2006) which argued that high level of parasocial interaction can trigger viewers' cognitive, affective and behavioral responses. These processes, consequently, were tapped using this PSI-Process Scales (Schramm & Hartmann, 2008). The perceptual-cognitive response referred to viewers' perception and evaluation of personae, knowledge acquisition, and comparison with those of themselves. The affective response referred to positive and negative feelings or emotions that were evoked by the personae. The behavioral response referred to intentions, non-verbal and paraverbal behaviors that viewers had toward personae. Unlike, PSI-Scale that was initially developed for favorite news anchors, PSI-Process scale was developed in concern of adapting to other contexts and can capture both positive and negative relationships with the media figures. This measure was also proved to be valid in various contexts of entertainment (i.e., theatre plays, TV dramas, and quiz shows) with both fictional and non-fictional characters (Schramm & Wirth, 2010). Yuksel and Labrecque (2016) confirmed the existence of these processes in their qualitative research, where they interviewed fans of student athletes and their interaction with their idols on Twitter. Parasocial interaction in online communities can be formed cognitively as in-depth knowledge about idols became available, such as daily experiences, personal information, expression of thoughts and their values. Fans

became interested and put their attention on idol's post, then tried to comprehend, make judgement, and compare to those of their own. Affective parasocial interaction referred to fans having the same feeling as what their idols told to feel online, regardless of the topics. Fans were happy when idols posted that they were being in love, and excited when idols posted about getting ready for the next season. Behavioral parasocial interactions could tap many behaviors, ranging from offline one-sided remarks (such as saying "wow" to themselves) while reading the posts, online attempts to interact with their idols (such as tweeting/mentioning, asking to be retweeted), to conducting "endorsed behavioral parasocial interaction" (such as going to idols' recommended restaurants).

Apart from the two scales mentioned above, many attempts were found to create 'a better way' to measure parasocial interaction and parasocial relationship e.g., Audience Persona Interaction (API) scale (Auter & Palmgreen, 2000) that was proposedly developed as a multi-dimensional scale, Experience of Parasocial Interaction (EPSI) scale (Hartmann & Goldhoorn, 2011) that focused on the feeling of being in a parasocial interaction, and Parasocial Relationships Scale (Tukachinsky, 2011) that focused on different types of parasocial relationship (love and friendship) instead of parasocial interaction.

Due to differing measurements for the construct, the facets were found differently. For instance, Yuan et al. (2016) found parasocial relationship with 3 sub-dimensions: proximity (making audiences feel close to personae), similarity (providing related and interesting information), and attraction (liking personae and their messages). Tsotsou (2015) found that adapted version of Auter and Palmgreen's (2000) Audience Persona Interaction (API) scale consisted of 3 dimensions: identification with personae, interest in personae, problem solving ability of personae. Even though the initial API scale was posited to be consisted of 4 dimensions: identification with favorite character (seeing themselves being common as personae), interest in favorite character (wanting to watch, meet, caring for personae), group identification (perception of being a part of personae's social circle),

and favorite character problem solving ability (agreeing to how personae handling problems).

Even for Parasocial Interaction (PSI) Scale itself, the underlying dimensions varied across works as well. Rubin and colleagues (1985) claimed that the scale tapped the meaning of seeking guidance from a media persona, seeing media personalities as friends, imagining being part of a favorite program's social world, and desiring to meet media performers. But the factors analysis found in later studies varied, both for factors and items that belonged to that factors. For example, Gleich (1997) found 3 factors i.e., companionship (perception of personae as good friends who create a warm and pleasant atmosphere), person-program interaction (viewers see the personae and the programs they appeared in as a unit. If viewers like the personae, they will also like the programs), empathetic interaction (personae are perceived and treated as real partners and triggered an imaginative communication process). Ding and Qiu (2017) found 3 factors in their analysis but did not provide in-depth implications of each factors i.e., genuineness, empathy, companionship.

In comparison to PSI-Process scale, PSI-scale seems to cover several dimensions apart from the definition of illusionary mutual awareness during media reception that many researchers claimed to be the definition of parasocial interaction but more of a parasocial relationship, such as seeing personae as friends, desire to meet media personae, imagine being a part of personae's circle (Rubin et al., 1985; Schramm & Hartmann, 2008). Dibble et al. (2015) examined this problem of overlapping constructs between parasocial interaction and parasocial relationship and how to measure them, by conceptualizing parasocial interaction as the above-mentioned definition of "illusory experiences that are confined to the media exposure situation" (p. 23) that was manipulated as video message that the speaker bodily addressed the viewers by looking directly into the camera, comparing to another condition with the video that the speaker looking and showing her body sideway. Parasocial relationship, on the other hand, should be correlated with relationship closeness measures (perception of being close, as if it was a relationship in real life), as it reflects the definition of parasocial relationship being "intimacy at a distance" (p. 29) and

correlated with identification measures (having same qualities as personae) and wishful identification (wanting to be like personae), as it reflects the perception of knowing persona. The result showed that not all items from PSI-scale were sensitive to experimental induction of the 'interaction' but significantly correlated with scales that claimed to tap parasocial relationship e.g., Tukachinsky's (2011) PSR Scale, as well as closeness, identification and wishful identification measures. In summary, PSI-scale was found to tap parasocial relationship, instead of the proposed parasocial interaction.

Moreover, most of researches claiming to measure parasocial interaction did not operationalize parasocial interaction by its definition of a process that occurred during media exposure, but more of a bond that occurred after media consumption (e.g., Gabriel et al., 2018; Labrecque, 2014; Wang et al., 2008). Then, immediate responses of viewers toward media characters that are the core of parasocial interaction were not reflected in these results, even when they claimed to measure parasocial interaction.

Regardless of the terminology, parasocial interaction and relationship have already been used to explain an influence of ambassadors in various contexts, such as voting, donation, and purchased intention (Liebers & Schramm, 2019). In Thailand, this term was also used in communication areas in order to gain understanding of the media consumption based on various context ranging from fictional characters, such as ones from television drama (Chaisupamongkollap, 2020), from cartoons (Karnjapoomi et al., 2019), to non-fictional characters such as TV personalities (Wattanatorn, 2009), Korean idols (Suwannachote, 2008), members on social commerce platform (Kessayanon, 2016), and also for internet celebrities on Facebook (Chotipunyo & Wongpinunwatana, 2015).

In the field of relationship science, relationship refers to "a continuing and often committed association between two or more people, as in a family, friendship, marriage, partnership, or other interpersonal link in which the participants have some degree of influence on each other's thoughts, feelings, and actions"(American Psychological Association, n.d., Definition 2). A relationship requires partners to be

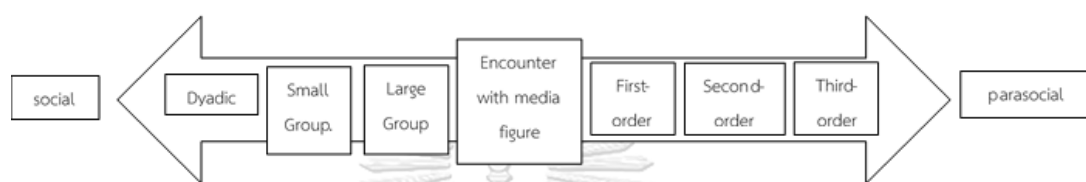
connected behaviorally, cognitively, and affectively (Clark & Reis, 1988) and be interdependent (Finkel et al., 2017). Interdependency, or needs and influences people have for and on a partner, in a relationship is stronger, more frequent, more diverse, and more enduring than one in bare interactions. Apart from this, relationships could also be determined in other dimensions i.e., deeper and larger knowledge about one another, care, trust, responsiveness to needs, mutuality – sense of being ‘us’, and commitment (Miller, 2018). Due to its parasocial nature, parasocial relationship does not seem to fit these definitions of normal relationships, since it lacks the characteristics of relationship determinants. Taken together the reasons of inappropriateness and overlapping in terminology mentioned above, I decide to drop the term parasocial relationship and stick to parasocial interaction for the rest of this research. To measure parasocial interaction, the adapted version of PSI-Scale (Rubin et al., 1985) will be used due to its definition and popularity among practitioners. Adopting the well-received measure with appropriate term and operationalization to this research would strengthen the existing literature of parasocial interaction and its consequences.

Communication researchers have identified several antecedents of parasocial interaction e.g., self-disclosure (personae revealing personal information; Kim & Song, 2016), physical attractiveness (having aesthetically pleasing appearance), entertainment motive (motivation to increase pleasure and having fun), relationship building motive (motivation to be connected and maintain relationship with others; Liu et al., 2019), attitude homophily/social attractiveness (viewers’ perception of being similar with media personae; Lee & Watkins, 2016; Liu et al., 2019), authenticity (viewers’ belief that the content shown was real; Tran & Strutton, 2014), credibility (judgement that personae’s characters was true; Gong & Li, 2017; Ledbetter & Redd, 2016). Overall, it is clear that social presence on social media helped transform media consumption into parasocial interaction (Ledbetter & Meisner, 2021).

The researcher who stood out from other researchers is Giles, because of his attempt in explaining parasocial phenomena based on psychological perspective, instead of communication theories. His model (2002) explains the psychological nature and development stages of parasocial interaction, how it turns into a lasting relationship and differentiates continuum of social–parasocial encounters.

Figure 1

Continuum of Social-Parasocial Interaction (Giles, 2002)

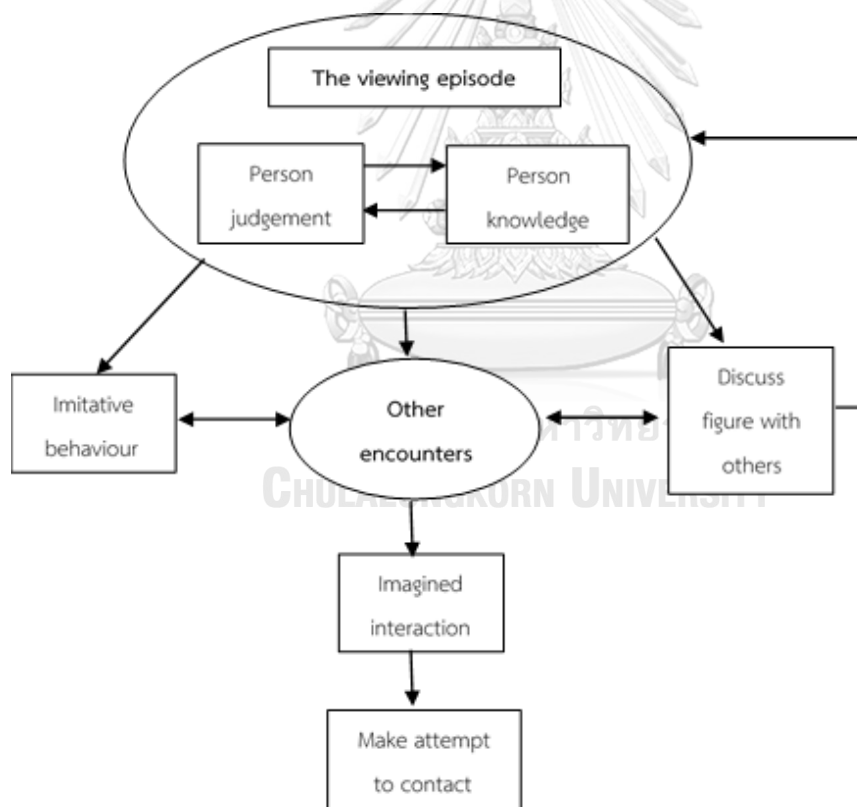


The first component set the interactions on a continuum (Figure 1) in terms of (a) amount of people involved, (b) proximity or distance between interactants, (c) formality of social conventions, and (d) potential relationship between the interactants. On one end was the social encounter where a dyadic, proximal interaction take place. On this end, the quality of interaction with a specific person decreased with the increasing number of people involved. In the middle stands the interaction that has the characteristics of possible relationship outcomes as in the social end, but with the restricted social convention and with a media figure as an interactant. On the other end was the parasocial encounter which possesses great distance and formality in its nature. Authenticity or realism of that media figure, then, played a role to determine relationship possibilities and, in turn, affected the interaction quality. According to this notion, parasocial interaction can be divided into 3 levels: First-order parasocial interaction, with highest level of figures' realism where media figures talk or address to viewers directly; Second-order parasocial interaction, for example, actors that are somewhat authentic (as they are real persons and might be able to initiate further interaction) but portray media or fictional characters that do not reflect who they really are; Third-order parasocial interaction, which are fictional characters, such as cartoon figures that cannot be encounters in other situations.

The second component defines the process in which an interaction from viewing episode might develop into a relationship (Figure 2). During media reception, viewer receive knowledge and make judgement related to the characters. Attraction gained from the judgement make the viewers initiate further encounters by imitating behavior or gaining more information about the characters. If the information gained is not aligned with the former ones, it could affect and change the judgement. After additional encounters, some viewers might try to contact the character. However, this rarely happens because it is intervened by imagined interaction of possible cost and benefits.

Figure 2

Stages in the development of a parasocial relationship (Giles, 2002)



Parasocial Interaction with Youtubers

Youtubers especially utilize the features of an interactive video sharing sites in creating connection with their viewers and parasocial interaction, by using self-presentation and impression management strategies (Chen, 2014) and by using their

attractiveness (Kurtin et al., 2018). Ferchaud et al. (2018) studied how Youtubers took the parasocial attributes in creating parasocial interaction with their subscribers and found that vloggers were positively associated with every type of self-disclosures (regardless of being positive, negative or neutral), and in turn self-disclosure and showing face on camera were positively associated with perception of being authentic. Authenticity and realism were the same regardless of video settings, whether indoor or outdoor, professional, or not. Female Youtubers were also perceived as more authentic comparing to males. Rihl and Wegener (2017) also found that Youtube allowed viewers to form virtual friendship with vloggers, since they were not hierarchically constructed as typical relationships between celebrities and fans. Giving feedbacks to Youtubers through comments, resulted in perceived interactivity between viewers and Youtubers, and then strengthened parasocial interaction. This means parasocial interaction with Youtubers are most likely first-order as categorized by Giles (2002). The reason parasocial interaction is subjected to be studied here instead to parasocial relationship, regardless of its high level of authenticity. Even when, first-order parasocial interaction is particularly closed to develop into parasocial relationship. The reason is because of the appropriateness explained above: the measurement used, consistent conceptualization to existing media and marketing literature, and the psychological definition of relationship. Even though first-order parasocial interaction is the closest parasocial interaction to social interaction and could develop into the real relationship (Giles, 2002), it is important to note that existing media literature on purchase intentions are focusing on parasocial interaction (Lee & Watkins, 2016; Rubin et al., 1985), not on parasocial relationships. In the other words, parasocial interaction was extensively studied, applied to marketing researches, and found to be predictive of purchase intentions, even when it is easier to happen than parasocial relationships. Thus, it contains enough strength and importance to be studied in this research instead of parasocial relationship.

To fill the gap in the social psychological research on parasocial interaction, the present research aims to study the influence of first-order parasocial personae on viewers' behavior i.e., Youtubers on psychological process leading to purchase

intention. Influence of first-order parasocial interaction on purchase has been evident in terms of consumer behaviors as discussed in the next section.

Parasocial Interaction and Purchase Intention

Parasocial interaction has been applied to a consumer psychology field and linked as an antecedent of behavioral intention (Tsiotsou, 2015) including purchasing intentions, resulting from celebrity endorsement (Liebers & Schramm, 2019), not only in traditional media setting, but also in the social networking sites, which is the context of this research (Ding & Qiu, 2017; Knoll & Matthes, 2016; Quintero Johnson & Patnoe-Woodley, 2016). Advisement that took place on influencers' channel was practically more successful because it was embedded it into personal stories of those influencers (Lueck, 2012). Parasocial interaction's effect on purchasing behaviors was not limited to planned purchase, but also to impulse buying behaviors. Park and Lennon (2004) found that viewers that had parasocial interaction with hosts of home shopping programs were likely to purchase more impulsively. While Xiang et al. (2016) and Vazquez et al. (2020) found a positive effect of parasocial interaction directly on impulse buying tendencies.

Consistent with brand's purpose of using influencers to create a good brand image, parasocial interaction had impact beyond individual level to attitude and perception toward brands. Aw and Labrecque (2020) found that parasocial interaction with celebrities predicted brand attractiveness and credibility, in turn led to purchase intention. Liu et al. (2019) found that parasocial interaction with beauty vlogger had a positive effect on perceived brand quality, brand affect and brand preference. Similarly, Reinikainen et al. (2020) found that parasocial interaction with lifestyle vloggers increased vlogger's credibility, and in turn increased brand trust, and finally on increasing level of purchase intention in health care service.

To date, a small number of researchers have studied the influence of parasocial interaction with beauty, fashion or lifestyle Youtubers on viewers' purchase intention but using various measures (primarily PSI and PSI-Process scales), in which reflected the inconsistency in operational definition of parasocial interaction (as explained

above). For instance, Rasmussen (2018) used experimental design to examine the role of Youtubers' popularity (operationalized as numbers of subscribers) and parasocial interaction, using PSI-Process scale (Schramm & Hartmann, 2008), in predicting purchase intention of US female college students. It was found that if viewers had a parasocial interaction with beauty Youtubers, they intended to purchase the products that were reviewed in vlogs, in both high and moderate level of Youtuber's popularity.

Labrecque (2014) adapted PSI-Scale (Rubin et al., 1985) from anchors context to match the brand context. She examined the role of parasocial interaction in creating positive relationship outcome with brands. Study 1 used the survey design to investigate customers' interaction with brands on social media. The result confirmed the mediating role of parasocial interaction in the relationship between perceived interactivity (quick responses from brand) and openness (perception of being shared information about brands), and loyalty intentions (positive words-of-mouth intentions and purchase intentions) and willingness to provide information to brand. This result was also confirmed in study 2 that employed between subject design, manipulating high (high openness in description and storytelling of brand, high interactivity as quick and direct responses) vs. low level of parasocial interaction (low openness in description and storytelling of brand and low interactivity as late and generic responses) on the sites of fictitious brand.

Kim (2020) examined the role of unboxing vlogs (not limited to beauty products) on intent to purchase products feature in those vlogs. Using Labrecque's (2014) measure in a cross-sectional survey approach, it was found that parasocial interaction with vloggers led to purchase intention. Lee and Watkins (2016) adopted the PSI-Scale (Rubin et al., 1985) that initially focused on news anchors and developed a new one to match the vlogging context. They examined how vlogger affected consumer's perception toward luxury brand. Employing both cross-sectional survey design and experimental (within-subject and between subject) designs across 3 studies. They found the consistent results that parasocial interaction with vlogger predicted brand perception (especially 'luxury brand value' [The brand was a good value for

money comparing to other brand.] and ‘brand-user imagery fit’ [The brand fitted my image/identity]), and then led to purchase intention.

Lee and Watkins’ measure (2016) is recognized by other researchers who are in the same field. For instance, Liu and colleagues (2019) used their measure to conduct a survey research on brand perception. They found that parasocial interaction with beauty vlogger in Macau (from different platforms e.g., Youtube, Facebook, and WeChat) had a positive effect on perceived brand quality, brand affect and brand preference.

Sokolova and Kefi (2020) also adopted Lee and Watkins’ measure (2016) in a cross-sectional survey to examine the role of parasocial interaction and credibility as mediators in the relationship between beauty/fashion vloggers’ attractiveness and homophily, purchase intention of future products that would be endorsed by the vloggers (e.g., “I would purchase the products promoted by the blogger in the future.”). The result confirmed the hypothesis, as they found significant positive relationships of beauty/fashion vloggers’ credibility on parasocial interaction, then on purchasing intention of endorsed products.

Lee and Lee (2021) examined the role of vicarious expressions of beauty Youtubers in the relations to parasocial interaction and purchase intentions. Vicarious expressions were conceptualized as an understanding in the product that beauty Youtubers endorsed in their video. Using the scale based on Lee and Watkins (2016)’s measure, parasocial interaction was found to predict vicarious expressions and purchase intention.

In spite of plentiful studies conducted relating to parasocial interaction and purchasing behaviors, most of them are based on either persuasion theory (e.g., Liu et al., 2019; Rasmussen, 2018; Sokolova & Kefi, 2020) or uses and gratification theory (e.g., Kim, 2020; Liu et al., 2019), which stemmed primarily from communication fields. Parasocial interaction still lacks explanation in psychological and interpersonal relationship perspective. For instance, Boon and Lomore (2001) found attraction to idols predicted investment people put into the relationship with that idols, and in turn

predicted perceived intimacy and influences that the idols had on fans' sense of identity and self-worth. But they did not mention parasocial interaction as a part of their research. And even though Madison and Porter (2015) adopted the imagined interactions construct (which is primarily found in social relationships as a means for people to prepare themselves for expected interpersonal encounters in the future) in explaining parasocial interaction, and found that one of parasocial interaction functions was to maintain the imagined relationship with the personae. Albeit the term has already been mentioned in Giles (2002) as a factor that played a role whether viewers would initiate contacts to the celebrities, further explanation on parasocial interaction's mechanism in interpersonal perspective was not addressed in this work. Accordingly, it is reasonable for this research to integrate PSI/PSR using a theory in psychology discipline: the Investment Model of Commitment Processes.

The Investment Model of Commitment Processes

The model is based and acted as an extension of Interdependence Theory (Kelley & Thibaut, 1978), which explains the persistence in relationship through level of dependence. According to Interdependence Theory, dependence, or the urge to be in each relationship stems from 2 parts: high satisfaction level and low quality of alternatives. High level of satisfaction can be created by positive experiences and affects gained from the relationship, which fulfill our needs. Low quality of alternative happens when that the given relationship is the sole source that can fulfill our needs. The investment model further added the third factor in predicting dependence – Investment size: resources that were put into the relationship can be both tangible and intangible. The larger the investment size is, the harder it is to leave the relationship, since all the resources would go in vain. Altogether, a person will be dependent on a certain relationship based on those 3 factors. And the dependence will, in turn, create the sense of commitment in a relationship – the special bond or faithfulness that occurs in relationship apart from structural state of being dependent (Rusbult et al., 2012). Three bases (Satisfaction, Alternatives, and Investment) and Commitment were moderately associated with measures reflecting healthy functioning relationships tapping pro-relationship behaviors i.e., dyadic adjustment, relationship

closeness, inclusion of other in the self, trust level, and liking and loving in the cross-sectional study, and persistence in longitudinal study (Rusbult et al., 1998). In such manner, commitment promotes relationship maintenance acts cognitively (i.e., cognitive interdependence, positive illusion, and derogation of alternatives) and behaviorally (i.e., accommodation, willingness to sacrifice, and forgiveness; Agnew et al., 1998; Rusbult et al., 2001; Wieselquist et al., 1999).

Commitment itself consists of 3 components. Affective component i.e., psychological attachment refers to the emotional synchronization within the couple as they share and became affected by their partner's positive and negative experiences. Cognitive component i.e., long-term orientation refers to the belief that this relationship will last long in the future. And conative component i.e., intention to persist refers to the intrinsic motivation to keep this relationship going. High levels of three components (psychological attachment, long-term orientation, and intention to persist in the relationship) predicted dyadic adjustment and persistence, just as commitment itself. In the other words, those who stay in relationships are higher in those components compared to those who left. The most important component out of three is long-term relationship orientation, since it provided a unique variance in predicting persistence, remained associated with persistence even after controlling for couple functioning, and it increased in those who stay but decreased in those who left the relationships (Arriaga & Agnew, 2001).

Rusbult's Investment Model of Commitment Processes (1980, 1983) has been an important framework in explaining persistence and pro-relationship motivation through commitment in romantic relationship. Systematic reviews and meta-analysis (Le & Agnew, 2003; Tran et al., 2019) provided a thorough robust and empirical support for the model, applying to various types of relationship in both interpersonal (i.e., friendship, mentor-mentee relationship, and parasocial relationship) and non-interpersonal domains (i.e., academic commitment, commitment to a community, commitment to a concept, customer loyalty, commitment to the environment, commitment to a service, sport commitment, and commitment to websites), apart from the initial field of romantic relationships. Collectively, the bases of commitment

were found to account about 54-61% of the variance in commitment of those relationships. Satisfaction level was found to be significantly more predictive of commitment than the other two bases. Commitment was found to significantly predict stay-leave behavior, but less than a half of total variance. The bases of commitment were significantly more highly correlated with commitment in studies of interpersonal relationships than in other contexts.

Commitment and Parasocial Interaction

To date, only two researches have studied commitment of parasocial interaction. They are the work of Eyal and Dailey (2012) and Branch et al. (2013). Unfortunately, Tran and colleagues' meta-analysis (2019) did not include both of them in their analysis. Because Eyal and Dailey also measured commitment to friendship in their work, so it was coded as friendship study instead. Thus, only one of the two was coded as parasocial relationship in Tran et al.'s meta-analysis, which was the result from Branch and her colleagues's (2013) work.

The first work was conducted by Eyal and Dailey (2012). The aim was to compare commitment level and relationship strength of friendship (to a close friend) and parasocial relationships (both with fictional and non-fictional characters ranging from first-order i.e., newscasters and reality TV show contestants and second-order parasocial interaction such as TV show characters). Commitment was measured by Investment Model Scale (Rusbult et al., 1998) with no difference in conceptualizing between the two groups of relationships, and comparing to other works. Relationship strength was conceptualized as feeling of intimacy, and measured by PSI-Scale (Rubin et al., 1985). They found that satisfaction and investment positively predicted commitment in friendship and parasocial relationships. But quality of alternatives predicted commitment only in friendships, not in parasocial relationships. For relationship strength, identification, commitment, and the extent to which the friend/character was part of their larger social network predicted strength in both relationships. However, relationship length was not related with its strength for friendships and was negatively related with it in parasocial relationships.

Building on Eyal and Dailey's (2012) research that merged fiction and non-fictional characters together in the analysis, Branch et al. (2013) compared commitment to parasocial relationships formed with fictional and non-fictional. As in Eyal and Dailey's (2012) work, the characters ranged from first-order non-fictional characters i.e., TV show hosts to second-order fictional characters i.e., characters from TV shows. The investment model scale (Rusbult et al., 1998) was also used to measure the constructs, indicating the usual conceptualization of variables used, apart from the alternatives subscale that was divided into 3 subdimensions. The reason for this was that parasocial relationship is different than typical interpersonal relationship, as people can have many relationships with different characters (equivalent to other relationships as alternative in interpersonal relationship) and sharing those relationships (love we have for the characters) with the others in our social circle might strengthen the commitment we have for the characters, in the sense that it became shared activities between friends. In this way, the only kind of alternative that should significantly and negatively predict commitment is choosing not to follow other characters (equivalent to being single in interpersonal relationships). The results indicated that satisfaction level and investments significantly and positively predicted commitment to both fictional and non-fictional characters, whereas the quality of alternative – choosing not to follow other characters–significantly predicted with commitment only in fictional characters. Branch et al. (2013) speculated that it might be because of the possibility of watching non-fictional characters on other channels besides televisions or even meeting them in real life. In both (Branch et al., 2013; Eyal & Dailey, 2012), it was found that alternatives cannot predict commitment to parasocial interaction. Nonetheless, non-fictional characters used in both researches were TV hosts only. In this research, non-fictional characters that will be studied are vloggers – Youtube celebrities, which were found to be more interactive through the use of feedback channels, making viewers feel that vloggers were authentic and evoked the sense of community (Rihl & Wegener, 2017). In this case, the result might be different from existing literatures.

A few studies seem to point to the link between parasocial interaction, commitment and distress after the relationship ended. In Eyal and Cohen's work (2006) that examined parasocial breakup or the cease of parasocial relationships (through the end of television show), they also examined the relationship between commitment to TV show and parasocial relationship with a character on the show 'Friends' and their effect on breakup distress. Using a cross-sectional survey with regression analysis, both constructs were found to predict parasocial breakup distress with the favorite character. However, commitment and parasocial relationship were not related to each other, as commitment cannot significantly predict parasocial relationship. It might be because commitment was operationalized as solely time spent watching the program, which only tapped the investment facet of Investment Model of Commitment Processes. And the targets were on different levels (i.e., commitment to TV program and parasocial relationship with a character) and might be incomparable. In a cross-sectional survey design, Lin and colleagues (2016) used Investment Model Scale (Rusbult et al., 1998) to predict parasocial distress after the TV program ended. The result from path analysis was consistent with those of Eyal and Cohen (2006) that commitment to TV program (which resulted from the 3 bases) can lead to 'relational breakup distress', indicating that both parasocial interaction and commitment can predict the same psychological outcome, but the causal relationship between those two remained unclear. The only work that was the key to this problem might be Eyal and Dailey's work (2012). Particularly, relationship strength that was found to be predicted by commitment. As mentioned above, relationship strength was actually measured by Rubin et al.'s (1985) PSI-Scale, and commitment was taken from the Investment Model Scale (Rusbult et al., 1998). Thus, commitment should be able to predict parasocial interaction.

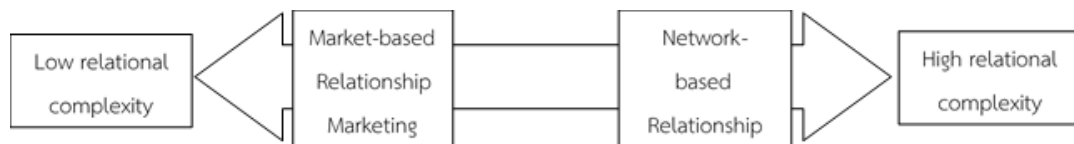
Commitment, Parasocial Interaction and Purchase Intention

In the marketing field, the relationship between consumers and brands was studied on interpersonal lens, posits that brand relationship quality (that might be comparable to 'commitment' and had 3 sub-dimensions of behavioral, affective and cognitive) can predict relationship stability with brand (Fournier, 1998). This notion is

reflected in a theory of Relationship marketing that is comparable to investment model of commitment processes (Figure 3).

Figure 3

Two types of Relationship Marketing Theories (Möller & Halinen, 2000)



The theory is based on exchange characteristics of consumer relationship with brand and could be distinguished on a continuum of relational complexity. On low complexity end is the consumer oriented, market-based relationship marketing, with low interdependence because of low investment and high alternatives. Switching cost is low and resources are substitutable. As a result, relationship on this end is seldom long-term. On the other end, there is the interorganizational-oriented, network-based relationship marketing with high relational complexity. Relationship on this end is rather long-term, because of the mutual interdependence that stemmed from high switching cost and heterogeneous resources: high investment and low alternatives (Möller & Halinen, 2000).

Relationship marketing theory has been used to understand and build strong consumer relationship by strengthening commitment, trust, relationship satisfaction, and relationship quality. These relationship factors, then, posits to lead to pro-relationship behaviors with brand i.e., intention to maintain the relationship with the brand, purchase intentions, word-of-mouth, brand loyalty, profit, and cooperation (Palmatier et al., 2006).

Even though the relationship marketing theory could explain pro-relationship behaviors with brand, it is important to note that it was not the substitution of investment model of commitment processes. Some marketers chose to apply the original model in predicting brand relationship commitment and related outcomes. For instance, Geyer and colleagues (1991), used the cross-sectional survey to examine consumer-brand relationship commitment. The three bases were adapted to match

the context, in parallel with the original theory. Consumer satisfaction was when a product or service can fulfil the consumption related needs to a pleasurable level. Quality of alternatives referred to the perceived attractiveness of available alternative options. The greater investment size in consumer-brand relationship happened when consumers perceived themselves putting resources, efforts, and attention into the relationship, for example money spent on brand, time spent on research, or even status gained from using the brand. Brand commitment, conceptualizing as being psychological attached to the brand (psychological aspect) and tendency to continue using the brand (behavioral aspect), should lead to intention to buy a product of the brand. Participants in this research were asked regarding commitment to a brand of two products i.e., athletic shoes and cassette tapes, using the investment model measure. The result from multiple regression analysis showed that brand commitment for both type of products could be significantly predicted by higher level of satisfaction and investment, and lower level of alternatives. But the proposed outcome of commitment (purchase behavior) was not studied. Sung and Campbell (2007) examined the brand commitment the same way as Geyer et al. (1991) in Study 1 of their work, as the Investment Model Scale (Rusbult et al., 1998) was used. The survey design was used to examine effects of the three bases on commitment of participants' self-selected brand, a product brand (Coca-Cola), and a service brand (Bell South). The result from multiple regression analysis confirmed the role that satisfaction and investment had positively, and alternatives had negatively in predicting commitment across 3 types of brands.

The causal relationship between the three bases and brand commitment was further consolidate using experimental design. In Sung and Campbell's Study 2 (2007), the three bases were manipulated to examine the causal relationship, as 2 (satisfaction: high versus low) × 2 (alternatives: high versus low) × 2 (investments: high versus low) × 3 (brand types: a home suppliers brand, a cable service provider, and a MP3 player brand), using the same investment model measure as in Study 1 for manipulation check of vignettes and the dependent variable - commitment. Consistent with original model, the result from MANOVA showed that high level of satisfaction and investment,

with low quality of alternatives led to commitment to brand, with an interaction effect of satisfaction and investment in a cable service provider and a MP3 player brand; the effect of investment on commitment only occurred under low level of satisfaction. Sung and Choi (2010) further examined this interaction effect in Study 1. A 2 (satisfaction: high versus low)×2 (alternatives: high versus low)×2 (investments: high versus low)×2 (brand types: a cable service provider, and a MP3 player brand) between-subject design was used with the investment model measure. Similar to the previous result from Sung and Campbell's Study 2 (2007), main effects of the three bases, and an interaction effect of satisfaction and investment were found for a MP3 player brand. For a cable service provider, main effects on commitment were found only for satisfaction and alternatives, with no interaction effect. They additionally replicated the result with self-selected real brands in Study 2. It found correspondingly to the result of MP3 player brand in Study 1; main effects on commitment were found for three bases, with interaction effect of satisfaction and investment. Satisfaction was found to be the strongest predictor of brand commitment across 2 studies.

In addition, the investment model was adapted to match by integrating marketing literature. For instance, Li and Petrick (2008) adopted the investment model in predicting brand loyalty of cruise line and operationalized commitment to cruise line brand as 'attitudinal loyalty'. Using path analysis from survey data, they found that the three bases significantly predicted commitment, and commitment then predicted 'behavioral loyalty' or the past purchase behaviors. Bolkan et al. (2012) examined the role of consumer-brand commitment in brand patronage after the brand had failed their expectation, by surveying participants who had complained to the brand. Result from path analysis indicated that commitment to brand was predicted by the three bases. Similar to the role of commitment in forgiveness of interpersonal relationship, consumers with high level of brand commitment intended to repurchase more, and less likely to spread negative word-of-mouth about the brand. Jeng (2016) used path analysis in examined the role of affective commitment (psychological attachment with brand), along with decision convenience (ease of making purchase decision) from survey data and found that both led to purchase intention in airline

brand. Grace et al. (2020) developed and validated brand fidelity scale– or the faithfulness of consumers toward brand, which was based on the investment model of commitment processes. Brand fidelity was considered to be a maintenance mechanism, resulted from brand commitment. The scale itself, as a result, contained cognitive maintenance mechanisms (cognitive interdependence and derogation of alternatives) and behavioral maintenance mechanisms (accommodation and forgiveness). In a systematic review of brand commitment (Osuna Ramirez et al., 2017), it was found to be an antecedent of purchase intention, positive word-of-mouth, and brand loyalty. In another meta-analysis using e-commerce setting, commitment operationalized as “an enduring desire to maintain a value relationship” increased the intention to maintain the relationship with brand as well as purchase intention (Verma et al., 2015).

On one hand, the application of commitment model i.e., commitment to brand has been shown to linked with several pro-relationship outcomes as well as purchase intention. On the other hand, parasocial interaction has also been shown to predict purchase intention. In this research, I would like to combine the two constructs (i.e., commitment to parasocial interaction with beauty vloggers and parasocial interaction with beauty vloggers) in the same model, to examine the causal relationship between these two, and compare their roles of predicting purchase intention of endorsed products.

Research Objectives

To examine the relationship of three bases of Investment Model of Commitment Processes (satisfaction, alternatives, investment) in predicting commitment to parasocial interaction with beauty vlogger, and how it, in turn, predicts purchasing intention of endorsed products in subscribers of beauty Youtubers in Thailand, directly and through parasocial interaction. This research will establish the causal relationship between commitment and parasocial interaction as well.

Research Hypotheses

H1: Three bases of the Investment Model of Commitment Processes (satisfaction level, quality of alternatives, investment size) predict commitment to parasocial interaction with beauty vlogger (Branch et al., 2013; Geyer et al., 1991; Lin et al., 2016; Sung & Campbell, 2007; Sung & Choi, 2010).

H1a: Quality of alternatives, conceptualized as perception that there are no better options than watching this beauty vlogger – in terms of other beauty vloggers, spending time with friends, and not watching any vloggers (Branch et al., 2013), negatively predicts commitment to parasocial interaction with beauty vlogger.

H1b: Satisfaction level, conceptualized as perceived happiness and joy from watching vlogger (Branch et al., 2013), positively predicts commitment to parasocial interaction with beauty vlogger.

H1c: Investment size, conceptualized as perception of putting resources into watching vlogger (Branch et al., 2013), positively predicts commitment to parasocial interaction with beauty vlogger.

H2: Commitment to parasocial interaction predicts purchase intention of endorsed products both directly, and mediately through parasocial interaction (Eyal & Dailey, 2012; Kim, 2020; Lee & Watkins, 2016; Rasmussen, 2018; Sokolova & Kefi, 2020).

H2a: Commitment to parasocial interaction with beauty vlogger, conceptualized as psychological states of long-term orientation (Branch et al., 2013), intend to persist, and psychological attachment, positively predicts purchase intention of endorsed product.

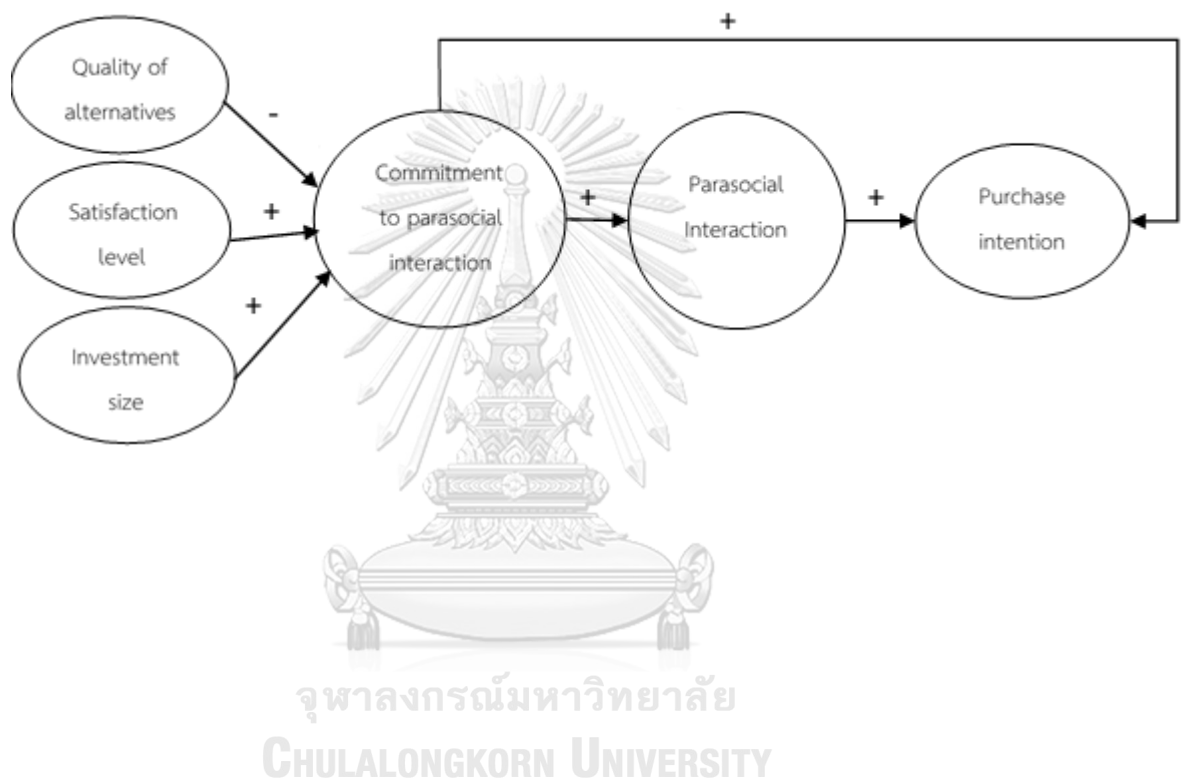
H2b: Parasocial interaction to beauty vlogger, conceptualized as a one-sided involvement between vloggers and viewers (Lee & Watkins, 2016; Rubin et al., 1985) which considered as first-order parasocial interaction (Giles, 2002), mediates the relationship between commitment to parasocial interaction with beauty vlogger and purchase intention of endorsed product.

H3: Parasocial interaction to beauty vlogger positively predicts purchase intention of endorsed product (Kim, 2020; Lee & Watkins, 2016; Rasmussen, 2018; Sokolova & Kefi, 2020).

The conceptual framework for this research is shown Figure 4 below.

Figure 4

Conceptual framework



Chapter 2

Preliminary Study for Measurement Development

The first study was a preliminary study and aimed to examine and validate the construct of parasocial interaction with beauty Youtuber in Thailand, that will be further studied along with commitment to parasocial interaction in Study 2, and to develop the measurements to use in Study 2, including Parasocial Interaction Scale (Rubin et al., 1985), Investment Model Scale (Rusbult et al., 1998), and Purchase intention.

Sample

Hair and colleagues (2019) proposed a rule of thumb for a minimum sample size of exploratory factor analysis (EFA) to be a number of items multiply by options (scale point). Parasocial Interaction Scale consisting of 20 items and in a format of 5 point-scale resulted in 100. Scale for Purchase intention consisting of 8 items and in a format of 5-point scale resulted in 40. For confirmatory factor analysis (CFA) that would be used to analyze Investment Model Scale, a sample size of 100 was used following Hair and colleagues' (2014) guideline, as the model contains 4 constructs with each more than 3 items. The two numbers were summed resulting in 240. Another 10% were added in case of insufficient sample size due to missing data (Bennett, 2001). Thus, the statistically appropriate sample size for this study was 264. This number also matched the recommended sample size for using maximum likelihood estimation (MLE) of 200 (Hair et al., 2014).

Instruments

Parasocial Interaction with Beauty Youtubers

The present research modified the scale used by Ding and Qiu (2017) that measured parasocial interaction in Weibo that was based on Rubin et al.'s (1985) Parasocial Interaction Scale. Firstly, the items were revised to match Youtube context. The items were then translated into Thai. The scale originally included 19 items e.g., “Their vlogs show me what they are like” (ฉันรู้ว่าเขาเป็นอย่างไรจากเนื้อหาในคลิป), “I like to compare my ideas with what they say” (ฉันชอบเทียบสิ่งที่ฉันคิดกับสิ่งที่เขาพูด),

and “I look forward to watching their recent vlogs” (ฉันเฝ้ารอที่จะได้ดูคลิปใหม่ของเขา). The primary content validity was evaluated by Associate Professor Dr. Saravudh Anantachart from Faculty of Communication Arts, Chulalongkorn University and Lecturer Dr. Yokfah Isaranon from Faculty of Psychology, Chulalongkorn University (see Appendix A). The items were evaluated to be congruent with the parasocial interaction with beauty youtubers as shown in Appendix A. However, I found that one item i.e., Item 17 “I sometimes make remarks and/or forward their vlogs” (บางทีฉันก็กดไลค์ กดแชร์ให้คลิปของเขา) in Ding and Qiu (2017)’s scale does not match and reflect the initial meaning of the construct proposed by Rubin et al. (1985) of ‘making remarks to personae’ but shifted to the sense of sharing the video instead. Subsequently, I decided to stick to the meaning in the original work of Rubin et al. (1985) and revised this item to ‘บางทีฉันก็พูด หรือตอบเขาไประหว่างที่ดูคลิปเขา’. Both items (adjusted by researcher – item 17 and by the expert – item 20) were retained. Thus, this adapted scale contained 20 items. No item needed to be reverse scored. Higher score on the scale indicated higher level of parasocial Interaction. The scale is presented in Appendix B.

Commitment to Parasocial Interaction with Beauty Youtubers

The investment model of commitment processes constructs were measured using the commitment measure developed by Branch and colleagues (2013). This scale was based on Rusbult et al.’s the Investment Model Scale (1998) that was developed to measure the three bases of commitment i.e., quality of alternatives, satisfaction level, investment size, and commitment to TV character. So it was revised to match the context of beauty Youtuber and translated into Thai. After I adapted and translated the scales, they were evaluated by the advisor. The scale included 4 items for satisfaction e.g., “I feel satisfied while watching this vlogger.” (ฉันรู้สึกพึงพอใจเวลาได้ดูบิวตี้บล็อกเกอร์คนนี้), 4 items for investment size e.g., “I have invested a great deal of time and energy into following this vlogger that I would lose if I could not watch him/her any longer.” (ฉันได้ทุ่มเททั้งเวลาและพลังงานกับการติดตามบล็อกเกอร์คนนี้ และฉันจะสูญเสียมันไปถ้าฉันไม่ได้ดูเขาแล้ว), 7 items for quality of alternatives e.g., “If I weren't watching this vlogger, I would do fine - I would find another appealing vlogger to watch.” (ถ้าฉันไม่ดู

บิวตี้บล็อกเกอร์คนนี้ฉันก็คงไม่เป็นไร ฉันจะดูบิวตี้บล็อกเกอร์คนอื่นที่น่าสนใจไม่แพ้กัน), and 6 items for commitment e.g., “I want to be able to watch this character for a very long time.” (ฉันอยากจะได้ดูบิวตี้บล็อกเกอร์คนนี้ ต่อไปอีกนาน ๆ). No items from satisfaction, investment, and alternatives subscales were reversed items. Two items from commitment subscale needed to be reversed when scoring. Higher score on the scale indicated higher level of each construct. The scale is presented in Appendix C.

Purchase Intention of Endorsed Product

Purchase intention was measured by 8 items. The adjectives were taken from Kim’s (2020) work on a semantic differential scale with no reversed items i.e., Unlikely/Likely (มีแนวโน้มต่ำ/มีแนวโน้มสูง), Improbable/Probable (ไม่น่าจะเป็นไปได้/เป็นไปได้), Uncertain/Certain (ไม่มั่นใจ/มั่นใจ), and Definitely not/Definitely (ไม่อย่างแน่นอน/แน่นอน). After I translated the scale, it was evaluated by the advisor. The reliability of the original scale was excellent ($\alpha = .94$; Lance et al., 2006). Participants rated how much they intended to buy products endorsed by the beauty Youtubers they followed. Product-celebrity image congruence was found to be linked with purchase intentions (Gong & Li, 2017; Phua et al., 2018). Thus, the product that would correspond to beauty Youtubers was beauty product. According to Kasikorn Bank (2018) and The International Trade Administration (ITA) U.S. Department of Commerce (2019), the market share of skincare and makeup products took over almost 75% of total market share in beauty products. Studies of beauty vloggers’ marketing strategy have also focused on these two product types as well (Chen & Dermawan, 2020; Forbes, 2016) Therefore, beauty products in this research were conceptualized as make-up and skincare products. Food or dietary supplements such as vitamins and beauty-related devices such as hair dryers and facial cleansing devices were not studied. Higher score on the scale indicated higher level of intention to buy the endorsed product. The scale is presented in Appendix D. This scale was based on semantic differential, while the other scales used were Likert-based. Semantic differential scale was found to be better, as it could reduce acquiescence bias and extreme responses in Likert-based scales. However, using too much of it could be a burden for participants by increasing cognitive demand and could lead to response error (Friborg et al., 2006; Rocereto et

al., 2011). Accordingly, this research employed the recommended convention and used semantic differential scale for only one variable.

All measures were in the format of 5-point Likert scale (1 = completely disagree, 5 = completely agree) as it was suitable for agree-disagree rating scale (Revilla et al., 2014) and participants from general population drawn from internet (Weijters et al., 2010).

Procedure

This study employed cross-sectional survey design. The research poster in Appendix E was posted on personal social media platforms of the researcher i.e., Facebook, Instagram, Line, and Twitter. The poster was also posted on Facebook page of Social Psychology section, Chulalongkorn University.

A Thai beauty Youtuber that ran a Twitter account under the holder “ndmikkiholic” was asked to help retweet using the message shown below, along with the poster, invitation to participate the research, and the link to questionnaire that was post on the researcher’s personal page. It is important to note that the researcher did not offer this Youtuber any incentive as it would make her stakeholder and compromise ethical practice of the study. Her response was completely autonomous. She could choose to ignore the message or respond. The Youtuber retweeted the researcher’s tweet which accelerated the data collection significantly. The researcher initially planned to contact other beauty Youtubers on Twitter to prevent possible confounds, but I was able to reach the target sample size within a short amount of time after her retweet (within a day). So, I did not get to contact other Youtubers. The tweet was “สวัสดีค่ะคุณนุก พอดีเราทำวิจัยเรื่องบตบค.อยู่ค่ะ แต่ว่ายังขาดคนอีกเยอะมากกก ถ้าไม่รบกวนจนเกินไป ฝากคุณนุกรีทวิตเพื่อประชาสัมพันธ์ได้ไหมคะ”

Anyone who was interested could access the questionnaire on Qualtrics. On the first page, participants were informed about the research objective, data confidentiality, and the researcher’s contact information. They were also informed of their rights, that they were free to leave the research at any stage without any consequences, and about the incentive. They were asked to indicate whether they

had sufficient information about the study and whether they would like to begin the study.

If a participant gave consent to join the research, they proceeded to the next page to answer three screening questions: (1) whether the participant was a Youtube user i.e., having a Youtube account (2) whether the participant was subscribing to a channel that was run by a beauty Youtuber. The operational definition of beauty Youtuber in this research was adapted from Lou and Kim (2019) as “Beauty Youtubers are digital personalities who have amassed large numbers of followers on Youtube and carry influence over others. Compared to traditional celebrities, beauty Youtubers are ‘regular people’ who become online ‘celebrities’ by creating content related to beauty products on social media”. The channel had to focus primarily on beauty products i.e., make-up and skincare products. (3) The third inclusion criterion was that the participant could name a beauty Youtuber they subscribed to. The third screening question followed Lin et al. (2016) that employed the investment model of commitment process to examine program commitment, in which participants were asked to identify a program they considered themselves to have a relationship with.

If the respondent passed the inclusion criteria, they proceeded to complete the parasocial interaction scale and the investment model scale with the beauty Youtuber they nominated as well as the purchase intention measure for the product endorsed by the beauty Youtuber. The name of the selected Youtuber was piped in the measures for the ease of participants in answering questions based on the particular Youtuber. Next, they provided their demographic measures (age in years, gender, income range, highest level of education) and watching information (length and frequency of watching the mentioned Youtuber). These data were used for a supplementary analysis and as covariates. Afterwards, the participants were thanked for participation and debriefed. Lastly, the participants could indicate whether they would like to enter a lucky draw in which ten participants would be randomly selected and compensated with a 500-baht Sephora gift cards (as to match the context of beauty products). Those who would like to participate in the lucky draw were asked to leave their names and contact information, with the explanation that this

information would solely be used for contacting a lucky draw and not included in data analyses.

Results

There were 457 responses. Among them, 284 completed the whole survey (62.14% answer rate). Participants also needed to pass inclusion criterion. However, some participants ($n = 11$) gave more than one Youtubers name for the third inclusion criteria that asked for a beauty Youtuber name. Thus, they were removed, leaving 273 usable data. Seven participants did not provide their demographics information and 1 participant did not indicate the age. Since the demographics were not main variables of this study, all responses were included in the analyses.

Data Screening

All analyses were conducted in R Studio (R Core Team, 2021). Firstly, the data were screened to check for outliers using the stats package (R Core Team, 2021). Mahalanobis distance was used to determine multivariate outliers (Tabachnick & Fidell, 2007) with the cutoff level to determine outliers to be at $\alpha = .001$ resulted in the critical X^2 value of 85.35. The observations whose number exceeded this level were excluded ($n = 11$), leaving with 262 eligible observations.

Participants

The final sample size obtained for this study was 262 comprised of 249 women, 5 men, 1 identified as queer, and 7 did not indicate gender. The age ranged from 18-53 years old ($Mdn = 24$). Most respondents (31.05%) had monthly income between 10,000 – 20,000 baht and had bachelor's degree as highest level of education (74.01%).

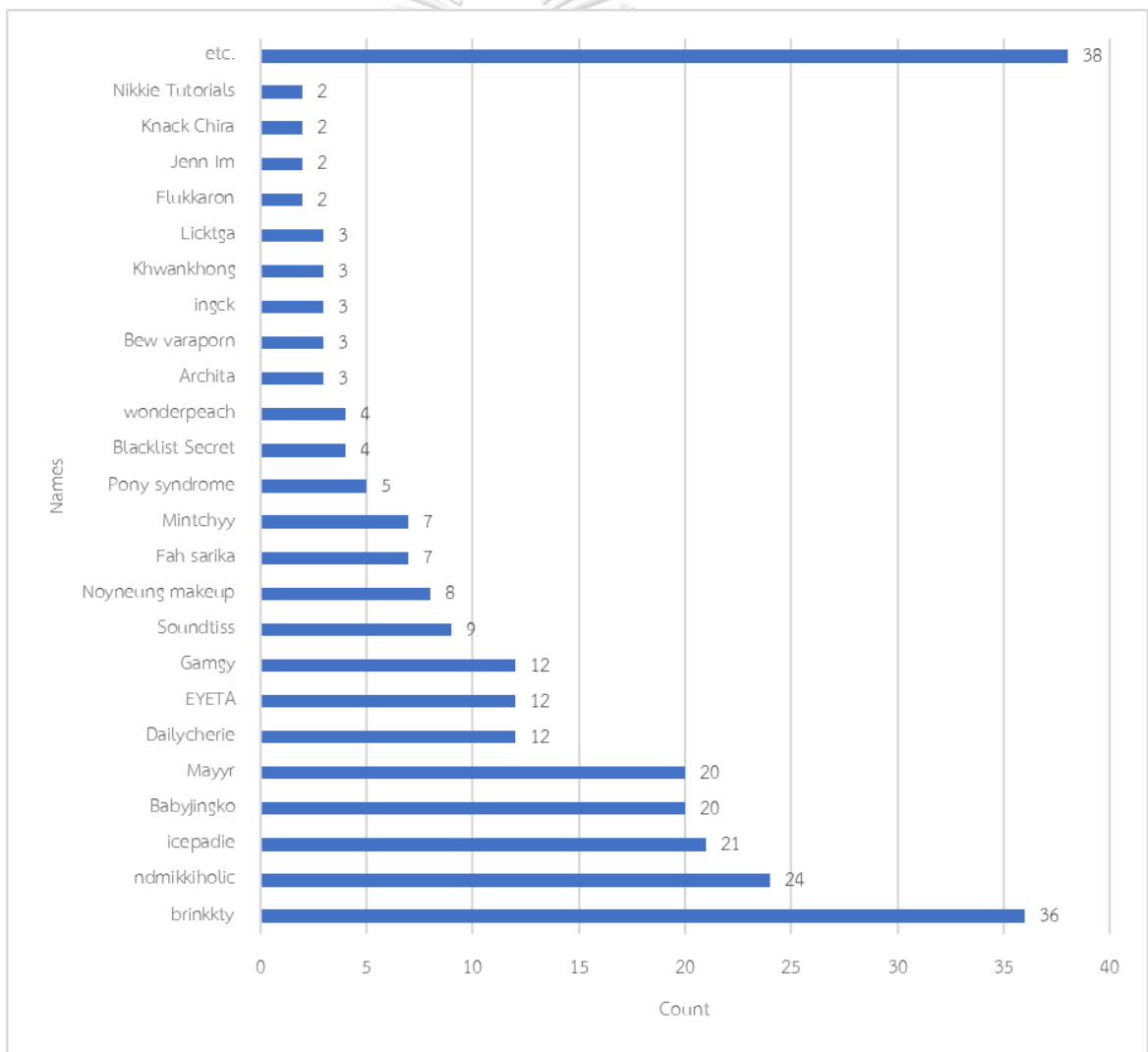
For nominated Youtubers, the data were illustrated in Figure 5. The names given were not concentrated as most of the names (14.5%, $n = 38$) were mentioned only once. These Youtubers were marked as 'etc.' in the figure. The most mentioned Youtuber was "brinkkty" (13.74%, $n = 36$), followed by "ndmikkiholic" at 9.16% ($n = 24$), "icepadie" at 8.02% ($n = 21$), and "Babyjingko" and "Mayyr" both at 7.63% ($n =$

20). From 62 nominated Youtubers, 45 of them were Thai (67.74%). The rest 17 Youtubers were North American (12.90%, $n = 8$), Korean/Japanese (9.68%, $n = 6$), European (4.84%, $n = 3$).

The length of time that participants had been following their nominated Youtubers were on average 39.83 months ($SD = 25.07$, $Mdn = 36$) and participants watched these Youtubers on average 4.89 times per month ($SD = 4.02$, $Mdn = 4$).

Figure 5

Nominated beauty Youtubers (Study 1)



Parasocial Interaction with Beauty Youtubers

Even though Parasocial Interaction Scale has already been used widely, the subscales varied across works (Ding & Qiu, 2017; Gleich, 1997; Rubin et al., 1985). Thus, this study aimed to explore the underlying dimensions of Parasocial Interaction with Beauty Youtubers, which could be different from the dimensions of Parasocial Interaction with Weibo celebrities found in Ding and Qiu (2017)'s work. As a result, exploratory factor analysis (EFA) was used instead of confirmatory factor analysis (CFA).

The data were checked for suitability i.e., Bartlett's test of sphericity must be significant at level .05 and Kaiser-Meyer-Olkin measure of adequacy needed to be over .60 for the data to be considered as appropriate for conducting factor analysis (Hair et al., 2019; Tabachnick & Fidell, 2007). These tests were conducted using REdaS package (Maier, 2015). Bartlett's Test of Sphericity of $X^2(190) = 1477.66, p < .001$, and KMO's Measures of Sampling Adequacy = .89 showed that the items were appropriate for EFA.

An EFA was conducted using maximum likelihood and oblimin rotation using psych (Revelle, 2020) and GPArotation (Bernaards & Jennrich, 2005) packages. The number of factors was determined based on the combination of the parallel analysis scree plot, Kaiser criterion's Eigenvalue, as well as the theory itself. An item would be assigned to a factor if they had factor loading at least .30 (Hair et al., 2014) and should load only on one factor that the differences between the primary and secondary loadings were .20 or lower (Bosworth et al., 1999; Cicero et al., 2010). An item that did not match the two criterion would be dropped out. The parallel analysis suggested that the number of factors should be 3, while Kaiser criterion suggested 1 factor. The two solutions were tested.

First, I tried a three-factor model and found that that item 5 (ฉันรู้สึกไม่สบายใจแทนเวลาที่เนื้อหาในคลิปของเขาไม่ค่อยเหมาะสมนัก) did not load in any factors as it loaded 0.11 on factor 1, 0.17 on factor 2, and 0.00 on factor 3. Item 10 (ถ้ามีเรื่องเกี่ยวกับเขาออกในคลิปของ Youtuber ท่านอื่น ฉันก็จะตามไปดูคลิปนั้น) showed cross-loading between factor 1 and 3, as it loaded 0.27 on factor 1, 0.01 on factor 2, and 0.34 on factor 3. And after

removing these two items in round 2, the factors and their components remained unchanged.

A one-factor model was computed. It was found that 2 displayed low factor loadings i.e., item 4 (เมื่อเขารีวิว ให้ความเห็นเกี่ยวกับสินค้าไหน ก็ช่วยให้ฉันตัดสินใจได้ว่าตัวเองคิดอย่างไรกับสินค้านั้น) loaded .29 and item 5 (ฉันรู้สึกไม่สบายใจแทน เวลาที่เนื้อหาในคลิปของเขาไม่ค่อยเหมาะสมนัก) loaded .21. Consequently, these 2 items were removed for this model.

Then, I put the model with 3 factors suggested by parallel analysis against the model with 1 factor suggested by Kaiser criterion. Fit indices indicated that the model with 3 factors was better comparing to the one-factor model, that the model with 3-factor model had Bayesian information criterion (BIC) closer to 1 and lower χ^2 . The results are presented in Table 1 below.

Table 1

Model comparison for Parasocial Interaction Scale

Model	χ^2	df	χ^2/df	<i>p</i>	TLI	RMSEA	BIC	CFI
1-factor	287.28	135	2.128	<. 001	.86	.066	-464.45	.877
3-factor	141.32	102	1.385	<. 001	.95	.038	-426.65	.967

The 3-factor model accounted for 36.60% of the total variance of the original data. This model was also an excellent-fitting one with Tucker–Lewis index (TLI) at .95, the root mean square error of approximation (RMSEA) less than .06, comparative fit index (CFI) greater than .95 (Hair et al., 2014; Tabachnick & Fidell, 2007). Thus, Parasocial Interaction Scale was established on the 3-factor model. The factor loading scores were shown in Table 2 next page.

Table 2

Factor loadings of the Thai version of Parasocial Interaction with Beauty Youtubers Scale

No.	Items	M (SD)	Factor loading		
			1	2	3
Factor 1: Friend					
PSI_1	ฉันรู้ว่า(Youtuber) เป็นคนอย่างไรจากเนื้อหาในคลิป	3.7 (.91)	.32	-	.07
PSI_2	การที่ (Youtuber) เล่นมุกตลก ทำให้คลิปสนุก ขวนติดตามมากขึ้น	4.1 (.87)	.42	.18	-.07
PSI_3	ฉันคิดว่า (Youtuber) เป็นคนง่าย ๆ สบายๆ	3.9 (.94)	.54	.01	-.06
PSI_7	ฉันรู้สึกว่าการ (Youtuber) อยู่ใกล้ๆ ขณะที่ดูคลิปของเขา	2.9 (1.08)	.49	.01	.12
PSI_13	เวลาที่ฉันดูคลิปของ (Youtuber) ฉันรู้สึกเหมือนเป็นส่วนหนึ่งของกลุ่มของเขา	3.5 (1.06)	.61	.04	.08
PSI_14	(Youtuber) ทำให้ฉันสบายใจ เหมือนอยู่กับเพื่อน	3.9 (.87)	.72	.00	-.04
PSI_16	(Youtuber) ดูจะเข้าใจฉัน เพราะคลิปที่โพสต์มีเนื้อหาสะท้อนสิ่งที่ฉันอยากรู้	3.7 (.96)	.42	-	.16
PSI_18	ฉันคิดว่า (Youtuber) เป็นเหมือนเพื่อนเก่าเพื่อนแก่ของฉัน	3.1 (1.10)	.48	-	.24
PSI_19	ฉันคิดว่า (Youtuber) มีเสน่ห์	4.4 (.61)	.41	.07	.05
Factor 2: Influencer					
PSI_4	เมื่อ (Youtuber) รีวิว ให้ความเห็นเกี่ยวกับสินค้าไหน ก็ช่วยให้ฉันตัดสินใจได้ว่าตัวเองคิดอย่างไรกับสินค้านั้น	4.1 (.68)	.13	.33	-.03

Table 2

Factor loadings of the Thai version of Parasocial Interaction with Beauty Youtubers Scale (Continued)

No.	Items	M (SD)	Factor loading		
			1	2	3
PSI_6	ฉันชอบเทียบสิ่งที่ฉันคิดกับสิ่งที่ (Youtuber) พูด	3.6 (1.00)	.14	.43	-.06
PSI_17	บางที่ฉันก็พูด หรือตอบกลับ (Youtuber) ไประหว่างที่ดูคลิปเขา	2.7 (1.20)	.05	.71	-.06
PSI_20	บางที่ ฉันก็พิมพ์คอมเมนต์เข้าไปใน ระหว่างที่ดูคลิปของ (Youtuber)	2.4 (1.25)	-.08	.62	.21
Factor 3: Idol/Fan					
PSI_8	ฉันฝันรอที่จะได้ดูคลิปใหม่ของ (Youtuber)	3.8 (.94)	.01	-.05	.78
PSI_9	ถ้า (Youtuber) เลิกใช้ YouTube แล้วไป ใช้เว็บไซต์อื่นในการโพสต์วิดีโอ ฉันก็จะ ตามไปใช้เช่นกัน	3.6 (1.01)	.08	.01	.52
PSI_11	ฉันคิดถึง (Youtuber) เวลาที่เขาจู้ ๆ ก็ หายไป ไม่โพสต์คลิปใหม่	3.4 (1.09)	.09	.01	.63
PSI_12	ฉันอยากเจอ (Youtuber) ตัวจริง	3.6 (1.15)	.17	.08	.53
PSI_15	ฉันคอยเช็คว่า (Youtuber) โพสต์อะไรใหม่ ๆ บ้างในช่องของเขา	3.6 (1.08)	-.04	.09	.74

Note. $N = 262$. The extraction method was principal axis factoring with an oblique (Oblimin) rotation. Factor loadings above .30 are in bold.

The 3 factors were interpreted as:

- 1) Friend ($\alpha = .79$) defined as seeing Youtuber as a close, charming, easy-going friend), which reflected the definition of “seeing media personalities as friends” and “imagining being part of a favorite’s program’s social world” in Rubin et al. (1985, pp. 156-157)
- 2) Influencer ($\alpha = .65$) defined as to interact and follow Youtuber’s recommendation, which reflected the definition of “seeking guidance from a media persona” in Rubin et al. (1985, p. 156)
- 3) Idol/Fan ($\alpha = .82$) defined as to follow and keep up with Youtuber’s activities both online and in real life, which partially reflected and extended the definition of “desiring to meet media performers” in Rubin et al. (1985, p. 157)

The total alpha for the scale was .87. Even though Influencer subscale demonstrated lower alpha than the suggested level of .80 (Lance et al., 2006), it was acceptable because of its exploratory nature to be around .60 and .70 (Hair et al., 2019). Descriptive statistics (i.e., mean, standard deviation and interfactor correlations) were shown in Table 3 below.

Table 3

Descriptive Statistics and Correlations among factors of Parasocial Interaction with Beauty Youtubers Scale

Factors	1	2	3
1. Friend	1		
2. Influencers	.64*	1	
3. Idol/Fan	.42*	.41*	1
<i>M</i>	3.7	3.2	3.6
<i>SD</i>	.57	.73	.81

Note. $N = 262$, * $p < .001$

Commitment to Parasocial Interaction with Beauty Youtubers

For Investment Model Scale, a CFA with maximum likelihood estimation was used to test the construct validity, using lavaan package (Rosseel, 2012). I further examined the internal consistency, using corrected item-total correlation (CITC) in which the critical r value over .05 (two-tailed) was expected and checking their reliability on Cronbach's alpha in which the value over .80 was expected (Lance et al., 2006). Only items that fitted in the factor analysis and passed internal consistency criteria would be used in the second study.

In Branch and colleagues' work (2013), types of alternatives were believed to affect commitment to parasocial relationship differently. Even though this research did not focus on difference of alternative types, I conducted a CFA comparing model fit indices between a model of alternatives with 3 sub-dimensions and a model of alternatives with no sub-dimensions to check if types of alternatives also affect commitment to parasocial interaction differently in this research. Thus, items in alternative sub-scale would be parceled in Study 2, if Study 1 found no difference of alternative types in predicting commitment.

Bartlett's Test of Sphericity of $X^2(210) = 2076.74, p < .001$, and KMO's Measures of Sampling Adequacy = .86 showed that the items were appropriate for CFA. Corrected Item-Total Correlation (CITC) was further conducted and compared with the critical correction $r(261) = .10, \alpha = .05$ (one-tailed). All items had the CITC scores higher than the critical r value and thus remained in the scale. Then, CFA was conducted to compare models using Chi-Square Difference Test from stats package (R Core Team, 2021) and model fit indices from performance package (Lüdtke et al., 2021). Scores of the bases (i.e., satisfaction level, investment size, and quality of alternatives) and commitment were computed and analyzed separately.

Starting off with the bases, I compared a model of alternatives with 3 sub-dimensions and a model of alternatives with no sub-dimensions and found that the two models were significantly different at $p < .001$. Fit indices indicated that the model

with sub-dimensions of quality of alternative was better than the one-factor model considering that the model with 3-factor model had lower χ^2 and BIC. However, the 3-factor model with sub-dimensions had badness of fit indices (RMSEA) of 0.077 and goodness of fit indices (CFI) of 0.906 which could be interpreted as it did not pass the typical cutoff point of lower than .06 in badness of fit indices and over .95 for goodness of fit indices (Hair et al., 2014). So, the factor loading was checked to see if there were any mismatched items that loaded lower than .5 in designated factors (Hair et al., 2014). The result showed that item 10 “ตัวเลือกรึ้นนอกจากการติดตามเขา (เช่นการดูบิวต์บล็อกเกอร์คนอื่น) ใกล้เคียงกับความสัมพันธ์ในอุดมคติของฉัน” loaded only .190 in quality of alternatives (other youtubers) factor and thus was removed. Fit indices of the model that excluded item 10 indicated a good fit with χ^2 and degree of freedom ratio around 2 (Hair et al., 2014) and showed as the best fitted compared to the rest, as CFI and TLI values were above .9 and closer to 1, and RMSEA value closer to 0). Hair et al. (2014, p. 584) also suggested that goodness of fit could be determined based on number of observations and observed variables. For model with over 250 observations and observed variable between 12 to 30, CFI or TLI should be above .92 and RMSEA should be less than .07. After removing 1 item, the model contained 14 observed variables with 262 observations and had both CFI or TLI and RMSEA according to the suggested criterion. Thus, the bases of commitment to parasocial interaction with beauty Youtuber would be grouped as satisfaction level, investment size, quality of alternatives (other youtubers), quality of alternatives (friends) and quality of alternatives (no youtubers) for the main study. The model comparisons are presented in Table 4. The factor loadings of the bases of commitment items are presented in Table 5.

Table 4*Model comparison of the bases from Investment Model Scale*

Model	χ^2	df	χ^2/df	<i>p</i>	TLI	RMSEA	BIC	CFI
Without subscales	351.18 1	87	4.036563	< .001	.762	.108	9817.851	0.762
With subscales	205.43	80	2.567875	< .001	.877	.077	9711.079	0.906
With subscales (low loading item removed)	144.74 9	67	2.160433	< .001	.92	.067	9042.953	0.939

Table 5*Factor loadings of the bases from Thai Investment Model Scale*

No.	Items	M (SD)	Factor loading				
			1	2	3	4	5
Factor 1: Satisfaction level							
Sat_1	ฉันรู้สึกพึงพอใจเวลาได้ดู (Youtuber)	4.2(.63)	.683				
Sat_2	ฉันรู้สึกชอบที่ได้ติดตาม (Youtuber) มากกว่าที่คนอื่นรู้สึก เวลาติดตามบิวตี้บล็อกเกอร์ที่เขาชอบ	3.2(1.07)	.634				
Sat_3	แทบจะไม่มีอะไรทำให้ฉันชอบ (Youtuber) ได้มากกว่าที่ฉันชอบอยู่อีกแล้ว	3(1.01)	.618				
Sat_4	ทุกครั้งที่ได้ดู (Youtuber) มันทำให้ฉันรู้สึกมีความสุข	4.1(.67)	.679				
Factor 2: Investment size							
Inv_1	ฉันได้ทุ่มเททั้งเวลาและพลังงานกับการติดตาม (Youtuber) และฉันจะสูญเสียมันไปถ้าฉันไม่ได้ดู (Youtuber) แล้ว	2.1(1.05)	.866				

Table 5

Factor loadings of the bases from Thai Investment Model Scale (Continued)

No.	Items	M (SD)	Factor loading				
			1	2	3	4	5
Factor 2: Investment size							
Inv_2	หลายๆ แง่มุมในชีวิตฉันเกี่ยวพันกับ บิวตี้บล็อกเกอร์คนนี้ (เป็นงานอดิเรก เช่น แชร์คลิปกับเพื่อน ทำกิจกรรม ตามคลิป เป็นต้น) และฉันจะเสียมัน ไปทั้งหมดถ้า (Youtuber) เลิกทำ vlog	2.3(1.14)	.734				
Inv_3	ฉันรู้สึกว่ามีส่วนร่วม ได้ทุ่มเทให้กับ ความสัมพันธ์ที่มีกับ (Youtuber) มาก	2.6(1.11)	.795				
Inv_4	เทียบกับคนอื่น ๆ ที่ฉันรู้จักแล้ว ฉัน ลงทุนลงแรงกับ (Youtuber) มาก	2.5(1.17)	.811				
Factor 3: Quality of alternatives (other Youtubers)							
Alt_ot1	ถ้าฉันไม่ดู (Youtuber) ฉันก็คงไม่ เป็นไร ฉันจะดูบิวตี้บล็อกเกอร์คนอื่น ที่น่าสนใจไม่แพ้กัน	3.6 (.9)	.836				
Alt_ot3	ตัวเลือกอื่นนอกจากการติดตาม (Youtuber) (เช่นการดูบิวตี้บล็อก เกอร์คนอื่น) น่าดึงดูดใจสำหรับฉัน	3.6 (.76)	.534				
Factor 4: Quality of alternatives (Friends)							
Alt_fr1	บางครั้งฉันก็คิดว่า ฉันเอาเวลาไปอยู่ กับเพื่อนดีกว่าจะมาดู (Youtuber)	2.8 (1.03)	.864				
Alt_fr2	ฉันจะเลือกใช้เวลากับเพื่อนมากกว่าที่ จะดู (Youtuber)	3.8 (.96)	.573				
Factor 5: Quality of alternatives (no Youtubers)							
Alt_no1	บางทีฉันก็คิดว่าฉันไม่อยากจะติดตาม บิวตี้บล็อกเกอร์คนไหนเลย	2.3 (1.17)	.677				

Table 5*Factor loadings of the bases from Thai Investment Model Scale (Continued)*

No.	Items	M (SD)	Factor loading				
			1	2	3	4	5
Alt_ no2	ฉันมองว่าการที่ไม่ต้องดูบิวตี้บล็อกเกอร์ คนไหนบน Youtube เลย เป็นทางเลือกที่น่าดึงดูดใจ	2.2 (.95)					.867

Note. N = 262

For commitment scale, factor loading was also checked to see if there were any mismatched items that loaded lower than .5 (Hair et al., 2014). From the items in Appendix B, it was found that item 18 “ฉันคงไม่รู้สึกหงุดหงิดใจ หากเขาเลิกทำ vlog ในอนาคตอันใกล้” (reversed-score), item 19 “ภายในปีหน้า ฉันคงจะเปลี่ยนไปชอบบิวตี้บล็อกเกอร์คนอื่นแทนเขา” (reversed-score), item 20 “ฉันมองเห็นอนาคตในระยะยาวของเขา (เช่น ฉันพอจะจินตนาการออกว่า เขาจะทำอะไรต่อในหลายปีต่อจากนี้)” (see Table 6) had the loading of .133, .386, .372 respectively. And thus, they were removed from the scale. The remaining items and their loading scores were shown in Table 6. The observed and expected values in the model were equal as $\chi^2 = 0$. As the value was 0, model fit indices could not be observed.

Table 6*Factor loadings of Commitment from Thai Investment Model Scale*

No.	Items	M (SD)	Factor loading
Com_1	ฉันอยากจะได้ดู (Youtuber) ต่อไปอีกนาน ๆ	4.2 (.66)	.784
Com_2	ฉันตั้งมั่นที่จะติดตาม (Youtuber) ต่อไป	4.1 (.73)	.857
Com_6	ฉันตั้งใจจะคอยเป็นส่วนร่วมในพัฒนาการของ (Youtuber) ต่อไป	3.7 (.87)	.660

Factor correlations, mean and standard deviation, and alphas were shown in Table 7 below. Quality of alternatives (other Youtuber) and Quality of alternatives (Friends) demonstrated the alpha below the acceptable level. Only Investment size and Commitment had a high and acceptable level of internal reliability as suggested by Lance et al. (2006) to be over .80. While Satisfaction level and Quality of alternatives (no Youtuber) did not pass the set criteria of Lance et al. (2006), they showed the acceptable level of .70 as suggested by Kline (2011). Quality of alternatives (other Youtuber) and Quality of alternatives (Friends) demonstrated the alpha below the acceptable level. The subscales correlated according to the theory i.e., satisfaction level and investment size were positively correlated with commitment whilst quality of alternatives negatively correlated with commitment. Thus, this scale would be used in the main study.

Table 7

Descriptive Statistics and Correlations among the subscales of Investment Model Scale

Variables	1	2	3	4	5	6
1. Satisfaction	1					
2. Investment	.60**	1				
3. Alternatives (other Youtubers)	-.26**	-.29**	1			
4. Alternatives (Friends)	-.35**	-.23**	.21**	1		
5. Alternatives (no Youtubers)	-.16*	-.03	.02	.37**	1	
6. Commitment	.63**	.49**	-.26**	-.26**	-.19**	1
<i>M</i>	3.6	2.4	3.6	3.3	2.3	4
<i>SD</i>	.64	.95	.7	.86	.94	.64
α	.75	.88	.61	.66	.74	.81

Note. $N = 262$., * $p < .01$, ** $p < .001$

Purchase Intention of Endorsed Product

Descriptive statistics i.e., mean scores and SD were shown in Table 9. Then, the data were checked for suitability. Bartlett's Test of Sphericity of $\chi^2 (28) = 1398.35, p < .001$, and KMO's Measures of Sampling Adequacy = .86 showed that the items were appropriate for EFA. Results from parallel analysis suggested that the number of factors should be 3, while Kaiser criterion suggested 1-2 factors.

Even though the model with 3 factors demonstrated the best fit indices (see Table 8), items only loaded onto 2 factors on the basis of 2 types of endorsed products (i.e., make-up and skincare products) which were what the scale initially constructed from. No item had factor loading over .30 on the third factors (Hair et al., 2014). Thus, I decided to compare the 2-factor model with the one factor model instead. The 2-factor model was found to be better comparing to the one-factor, that the model with 2-factor model had lower BIC and χ^2 . The model fit indices were shown in Table 8. CFI higher than .90 indicated an acceptable model (Hair et al., 2014).

Table 8

Model comparison of Purchase intention scale

Model	χ^2	df	χ^2/df	p	TLI	RMSEA	BIC	CFI
1-factor	358.27	20	18.10	< .001	.65	.25	246.9	.75
2-factor	114.84	13	9.18	< .001	.84	.17	46.25	.93
3-factor	25.73	7	3.68	< .001	.94	.10	-13.25	.98

The 2 factors accounted for 66.93% ($\alpha = .91$) of the total variance of the data with Makeup = 35.51% ($\alpha = .91, M = 3.6, SD = .7$) and Skincare = 31.42% ($\alpha = .87, M = 3.6, SD = .68$), which reflected high level of internal reliability. Factors were positively correlated $r(261) = .61, p < .001$. Factor loadings were shown in Table 9 next page. No items cross-loaded.

Table 9

Factor loadings of the Thai version of Purchase intention with Beauty Youtubers
Scale

No.	Items	M (SD)	Factor loading	
			1	2
Factor 1: Skincare				
PSkincare_1	เมื่อ (Youtuber) ได้แนะนำผลิตภัณฑ์บำรุงผิวตัวใหม่ คุณมีความตั้งใจที่ซื้อสินค้าดังกล่าวในระดับใด : มี แนวโน้มต่ำ/มีแนวโน้มสูง	3.7 (.87)	.67	.06
PSkincare_2	เมื่อ (Youtuber) ได้แนะนำผลิตภัณฑ์บำรุงผิวตัวใหม่ คุณมีความตั้งใจที่ซื้อสินค้าดังกล่าวในระดับใด : เป็นไปได้/เป็นไปได้	3.7 (.87)	.68	.11
PSkincare_3	เมื่อ (Youtuber) ได้แนะนำผลิตภัณฑ์บำรุงผิวตัวใหม่ คุณมีความตั้งใจที่ซื้อสินค้าดังกล่าวในระดับใด : ไม่ มั่นใจ/มั่นใจ	3.4 (.77)	.81	.01
PSkincare_4	เมื่อ (Youtuber) ได้แนะนำผลิตภัณฑ์บำรุงผิวตัวใหม่ คุณมีความตั้งใจที่ซื้อสินค้าดังกล่าวในระดับใด : ไม่ อย่างแน่นอน/แน่นอน	3.4 (.71)	.91	-.06
Factor 2: Make-up				
PMakeup_1	เมื่อ (Youtuber) ได้แนะนำเครื่องสำอางตัวใหม่ คุณมี ความตั้งใจที่ซื้อสินค้าดังกล่าวในระดับใด : มีแนวโน้ม ต่ำ/มีแนวโน้มสูง	3.7 (.81)	-.04	.86
PMakeup_2	เมื่อ (Youtuber) ได้แนะนำเครื่องสำอางตัวใหม่ คุณมี ความตั้งใจที่ซื้อสินค้าดังกล่าวในระดับใด : เป็นไป ไม่ได้/เป็นไปได้	3.6 (.78)	-.03	.89
PMakeup_3	เมื่อ (Youtuber) ได้แนะนำเครื่องสำอางตัวใหม่ คุณมี ความตั้งใจที่ซื้อสินค้าดังกล่าวในระดับใด : ไม่มั่นใจ/ มั่นใจ	3.5 (.82)	.01	.85

Table 9

Factor loadings of the Thai version of Purchase intention with Beauty Youtubers Scale (Continued)

No.	Items	M (SD)	Factor loading	
			1	2
PMakeup_4	เมื่อ (Youtuber) ได้แนะนำเครื่องสำอางตัวใหม่ คุณมีความตั้งใจที่ซื้อสินค้าดังกล่าวในระดับใด : ไม่อย่างแน่นอน/แน่นอน	3.5 (.75)	.16	.70

Note. $N = 262$. The extraction method was principal axis factoring with an oblique (Oblimin) rotation. Factor loadings above .30 are in bold.

Discussion

This study aimed to validate the construct parasocial interaction with beauty Youtuber which had not been examined in Thailand yet. Moreover, this study also aimed develop the measurements for the main study to test the hypotheses. The results provided insight to the adapted measures to the beauty Youtuber context in Thailand.

Parasocial Interaction Scale was found to be constructed of 3 dimensions i.e., Friend, Influencer, and Idol/Fan which all reflected the definition of the original scale by Rubin et al. (1985). Friend was defined as seeing Youtuber as a close, charming, easy-going friend and included 9 items. It covered item 1 and 16 that reflected mutual understanding for viewers in Youtuber and for Youtuber in viewer. Item 2, 3 and 19 reflected viewers' perception that Youtuber was funny, easy going and charming. Item 7, 13, 14 and 18 reflected seeing Youtuber as a close friend. They demonstrated the definition of "seeing media personalities as friends" and "imagining being part of a favorite's program's social world" in Rubin et al. (1985, pp. 156-157). This dimension contained almost half of items from total scale, implying the importance of seeing persona as a friend to the parasocial interaction construct. This is unsurprising as theorists like Horton and Wohl (1956) and Levy (1979) proposed that parasocial

interaction could only be developed based on the fact that viewers “know such a persona in somewhat the same way they know their chosen friends” (Horton & Wohl, 1956; p. 216).

Influencer was defined as to interact and follow Youtuber’s recommendation, which included 4 items. It covered item 6 that reflected general comparison to what Youtuber said to viewers’ own thought and item 4 that reflected following Youtuber’s recommendation on products. Item 17 and 20 was constructed based on the same item of “I sometimes make remarks and/or forward their vlogs”. These items demonstrated the definition of “seeking guidance from a media persona” in Rubin et al. (1985, p. 156). The researcher added item 17 “บางที่ฉันก็พูด หรือตอบกลับเขาไประหว่างที่ดูคลิปเขา” and item 20 “บางที่ ฉันก็พิมพ์คอมเมนต์เข้าไปในระหว่างที่ดูคลิปของเขา” to reflect the original item of “I sometimes make remarks to my favorite vlogger during the clip.” in Ding and Qiu (2017). Both items remained in the scale and loaded onto the same factor: Influencer. This implies that interacting with Youtubers did not limited to the chat function available on the platform, but also by making remarks to themselves. This notion reflected the meaning of parasocial interaction as explained by previous researchers. Horton and Wohl (1956) mentioned that parasocial interaction was created as a result of intimacy curated by personae. This intimacy blurred the line between personae and viewers at home, making viewers feeling included and united with performers. Levy (1979) further confirmed this in the interview that viewers occasionally responded to newscaster’s greeting.

Idol/Fan was defined as to follow and keep up with Youtuber’s activities both online and in real life, which included 5 items. It could be comparable to the definition of “desiring to meet media performers” in Rubin et al. (1985, p. 157) that was demonstrated in item 12. This item also reflected Levy (1979)’s finding that television news audience looked forward to see their favorite newscaster both in real-life and on television. The rest (item 8, 9, 11, 15) reflected viewers’ anticipation for Youtuber’s updates and videos and willingness to switch the platform to follow their favorite Youtuber.

Parasocial Interaction Scale used in this research was adapted from Ding and Qiu (2017). The results in their study and this study partly aligned. On one hand, this study found the same number of factors as in Ding and Qiu (2017) of 3. The three factors from Ding and Qiu (2017) were genuineness (consisting 3 items that reflected viewers' understanding in persona, and persona being funny and easy-going), empathy (3 items that reflected following Youtuber's recommendation on news, comparison to what Youtuber said to viewers' own thought, and getting vicarious negative feelings), and companionship (5 items that reflected anticipating and keeping up with persona's update, willing to switch platforms for persona, wanting to meet persona in real life, and feeling close to persona). Just as in this study, Companionship factor found in Ding and Qiu (2017) and Friend factor had the most items from the whole scale, indicating that seeing media personalities as friends is the crucial part of parasocial interaction. The other two factors found in Ding and Qiu (2017) were not directly comparable to those found in this research, as the sense of 'genuineness' was blended in 'friend' that viewers saw Youtubers to be funny and charming, as well as keeping them company. This indicates that the sense of being 'friend' as found in this research extend the definition of that found as 'companion' in Ding and Qiu (2017). However, 'companion' was somewhat overlapped with 'idol/fan' with items assigned differently across two works. Companion in Ding and Qiu (2017)'s interpretation was more than keeping company and feeling close to persona but also anticipating and keeping up with persona's update, willing to switch platforms for persona, and wanting to meet persona in real life that fell in the 'idol/fan' factor in this analysis. The 'empathy' factor in Ding and Qiu (2017) was embedded in 'influencer' factor as they followed Youtuber's recommendation on news, and compared to what Youtuber said to viewers' own thought.

On the other hand, the differences could be found. Even though the number of factors was the same, items assigned in each factor were different. One of the reasons could be that this research used oblimin rotation with factor loading cutoff at .30, as opposed to varimax rotation with factor loading cutoff at .40. Item 5 that was removed (ฉันรู้สึกไม่สบายใจแทน เวลาที่เนื้อหาในคลิปของเธอไม่ค่อยเหมาะสมนัก) in this study

remained in their analysis with a moderate loading of .64. The item revolved around the notion of affective dimension of parasocial interaction that linked to the emphatic emotion viewers had to their favorite persona (Levy, 1979), as the persona violated social norms or public etiquette. This violation could trigger embarrassment in viewers, and called ‘vicarious embarrassment’ or ‘second-hand embarrassment’ as in popular media. Vicarious embarrassment, however, depended on other factors such as individual differences of trait empathy but also on the context, whether the persona intentionally transgressed the norm or not (Krach et al., 2011; Paulus et al., 2019). This information was not included in the item and could be another reason behind the elimination.

Overall, the scale exhibited the acceptable level of internal consistency across all factors for exploratory stage (Hair et al., 2019). And the finding seemed to support Dibble et al. (2015), as factors found in the analysis indicated that Parasocial Interaction Scale reflected a positive attitude toward media persona by viewing them as good friends, long-term involvement with persona and the media, but not much of an experience of mutual awareness between persona and viewers. Parasocial interaction examined in the new media persona such as influencers, Youtuber, and streamers also found the result in the same direction as of this study. For instances, Lueck (2012) found that Kim Kardashian used Facebook to create intimacy between herself and the fans to made them feel as if they were friends, which was in line with the Friend factor. Self-disclosure played an important role in creating intimacy in friendship (Bauminger et al., 2008), as well as maintaining the friendship itself (Pang, 2018). By considering media persona as a friend, this could be the reason why self-disclosure also played a role in predicting parasocial interaction (Chung & Cho, 2017) just as it was for normal friendship. It was found that parasocial interaction could predict purchase intention in viewers (e.g., Hwang & Zhang, 2018; Rybaczewska et al., 2020; Sokolova & Kefi, 2020). It might be partly because of the willingness to follow Youtuber’s recommendation as found in Influencer factor. The other items included in the Influencer factor were related to interacting with media personalities. Communicating with influencers was made easier in the interactive platforms compared to traditional medium, especially

in live streaming platforms where viewers can chat and streamer can directly address viewers and answer real-time, making it easier to break the fourth wall (Wulf et al., 2021). Verbal immediacy (or directly addressing viewers), in turn, created intimacy that reinforced the sense of parasocial interaction with streamers (Leith, 2021). Sometimes, people acted as if they could communicate with persona, even in their own spaces by making remarks to themselves while reading their favorite idol's tweets (Yuksel & Labrecque, 2016). Finally, parasocial interaction had been linked to loyalty in online community (Tsiotsou, 2015), reflecting items of viewers' anticipation for Youtuber's updates and videos and willingness to switch platforms in Idol/Fan factor.

Investment Model Scale used in this research was adapted from Branch et al. (2013). Items were analyzed using CFA. Numbers of the factors and items assigned were determined using the existing factors from Rusbult et al. (1998) and Branch et al. (2013). Bases of commitment and commitment to parasocial interaction with beauty Youtubers were inspected separately. For the bases, the researcher first compared models between grouping the type for quality of alternatives together as in the original Investment Model Scale of Rusbult et al. (1998) and by sub-typing them as quality of alternatives (other Youtubers), quality of alternatives (friends), quality of alternatives (no Youtubers) as in Branch et al. (2013). Model comparison using fit indices indicated that factoring quality of alternatives as in Branch et al. (2013) was better than factoring them together as one in the original scale (Rusbult et al., 2012; Rusbult et al., 1998). The result was not a surprise, as this scale was developed to measure the underlying constructs of quality of alternatives in media characters. Thus, the bases of commitment to parasocial interaction with beauty Youtubers consisted of 5 factors followed Branch et al. (2013) i.e., Satisfaction level (item 1-4) Investment size (item 5-8), Quality of alternatives: other Youtubers (item 9 and 11), Quality of alternatives: other Friends (item 12 and 13), and Quality of alternatives: no Youtubers (item 14 and 15). Nevertheless, some items were found to be different in this analysis. For example, “ตัวเลือกอื่นนอกจากการติดตามเขา (เช่นการดูบิวตี้บล็อกเกอร์คนอื่น) ใกล้เคียงกับความสัมพันธ์ในอุดมคติของฉัน” was removed. I speculated that it could be because the idea of ‘ideal relationship’ with celebrity was hard to grasp. Ideal relationships were examined and

used in the context of an exclusive romantic relationship, as opposed to a nonexclusive parasocial interaction that occurred through media in a one-to-many manner (Horton & Wohl, 1956). Thus, it could be the reason that comparing ideal relationship with media persona might not make sense to the participants in this study.

For commitment, only 3 items from 6 items remained in our analysis. The remaining items were item 16 “ฉันอยากจะได้ดูเขาต่อไปอีกนาน ๆ”, item 17 “ฉันตั้งมั่นที่จะติดตามเขาต่อไป”, and item 21 “ฉันตั้งใจจะคอยเป็นส่วนร่วมในพัฒนาการของเขาต่อไป”. Even though the components of commitment were not examined in Branch et al. (2013), the researcher observed the component of the items to see if it was the reason behind the elimination. As it turned out, 2 remaining items were from conative component of commitment (item 16 and 17) and one item from cognitive component of commitment (item 21). The items removed from the scale: item 18 “ฉันคงไม่รู้สึกหงุดหงิดใจ หากเขาเลิกทำ vlog ในอนาคตอันใกล้” (reversed-score) and item 19 “ภายในปีหน้า ฉันคงจะเปลี่ยนไปชอบวิวดีบล็อกเกอร์คนอื่นแทนเขา” (reversed-score) reflected psychological attachment, the affective component of commitment. Another item that was removed was item 20 “ฉันมองเห็นอนาคตในระยะยาวของเขา (เช่น ฉันพอจะจินตนาการออกว่า เขาจะทำอะไรต่อในหลายปีต่อจากนี้)” which reflected long-term orientation, the cognitive component of commitment. This is different than a personal relationship such as romantic relationship (Arriaga & Agnew, 2001) that cognitive component i.e., long-term orientation was found to be the strongest component of commitment. On the contrary, only one from two items reflected long-term orientation remained in our result. Moreover, it can be seen that commitment mechanism between Youtubers and traditional media characters were different, as items included in our result were different from those of Branch et al. (2013). This suggests that intent to persist is most likely the key to commitment to parasocial interaction with Youtubers and that commitment to parasocial relationship with beauty Youtubers is different from commitment to romantic relationships and to traditional media characters. Thus, the main study will examine commitment based on only 2 passing components i.e., intent to persist and long-term orientation.

Investment Model Scale exhibited an acceptable level of internal reliability except for Quality of alternatives. Quality of alternatives (other Youtubers) had the lowest alpha compared to the other subscales, just like in the original work (Branch et al., 2013, Study 2) of .66 for non-fictional character. One of the reasons could be that quality of alternatives subscales contained minimum numbers of indicators (2 each) could lead to small alpha values (Hair et al., 2019).

Purchase intention scale used in this research was adapted from Kim (2020) and found the same excellent level of Cronbach's alpha. The scale was constructed and proved to be consisted of 2 factors: intention to purchase skin care products and make-up.

In conclusion, following the findings from this study the 4 scales will be used in the main study. The parasocial interaction with beauty Youtuber scale with 3 sub-dimensions, indicating that followers saw them as a friend, an influencer, and an idol. The investment model scale of commitment to parasocial Interaction with beauty Youtuber scale that includes 3 sub-dimensions of quality of alternatives. The commitment with beauty Youtuber scale consisting of the conative component of commitment process. Lastly, purchase intention scale with 2 subscales for makeup and skincare products.

Chapter 3

Main Study

The second study is a cross-sectional research. It aimed to confirm the result from Study 1 and to examine the predictive power of 3 bases of investment model of commitment processes (i.e., satisfaction, quality of alternatives, and investment size) on commitment to parasocial interaction with beauty Youtuber, and whether commitment in turn predicts purchase intention of endorsed products, both directly and through parasocial interaction.

Sample

Sample size was initially calculated based on numbers of items proved as valid in Study 1 using A-priori Sample Size Calculator for Structural Equation Models (Soper, 2021). Data input were the number of observed variables of 8 latent variables with 43 observed variables i.e., 4 items for Satisfaction level, 4 items for Investment size, 2 items for Quality of alternatives (other Youtubers), 2 items for Quality of alternatives (Friends), 2 items for Quality of alternatives (no Youtubers), 3 items for Commitment to parasocial interaction, 18 items for Parasocial interaction, 8 items for Purchase intention, with anticipated medium effect size (0.3), power of 0.8, probability level at 0.05 (Cohen, 1988; Westland, 2010). The calculator recommended minimum sample size of 177. Another 10% was added in case of insufficient sample size due to missing data (Bennett, 2001). Thus, the statistically appropriate sample size for this study was 195.

Due to the use of non-probability purposive sampling (Hair et al., 2019; Whitley & Kite, 2013), participants were asked not to join this research if they had participated the first study, to increase the external validity of the research. To increase representativeness of the non-probability samples, participants were recruited from beauty Youtuber fans from a beauty-related Facebook group and pages i.e., ‘รีวิวเครื่องสำอางแพง’ and ‘ป้ายายาสกินแคร์’ และ ‘ChoiceChecker’, in addition to the researcher’s personal social media platforms and Facebook page of Social Psychology section, Chulalongkorn University used in Study 1.

‘รีวิวเครื่องสำอางแพง’ is a Facebook group that was founded by Jeban.com, as a beauty advocate community about luxury skincare and makeup product; defined as a product or service from a counter brand, with average price of 1000 baht. Founded in 2003, Jeban.com is Thailand’s renowned website and web board about beauty products and cosmetics, and is a platform for people with shared interest to connect online (Tarnittanakorn & Saipimpang, 2013), ranging from ‘newbies’ who just started doing make-up and solely consume the posted contents, ‘content creators’ who started to show off their favorite products and make-up skills, to ‘influencers’ or respectable content creators with their own fans (Krathinthong, 2018). Suitably, Jeban has become one of the sources people gain information about beauty products before making buying decisions (Deelers & Kaewwilai, 2019). I decided to recruit participants from Facebook group, instead of Jeban.com forum, because Facebook group was proved to be a good mean of communicating and providing information in several settings: including educational groups (O’ Bannon et al., 2013), health promotion/health support group (Zhang et al., 2013), and music fans groups (Karnik et al., 2013). Karnik and colleagues (2013) further addressed that Facebook groups allow people to make contribution of initiating conversations, to discover new things, to interact with other members even when they were strangers, and to entertain themselves. Moreover, even though this Facebook group was founded in October 2019, it now has over 200,000 members and actives daily. ‘ป้ายยาสกินแคร์’ is another well-received skincare related group, with almost 200,000 members. It also deemed as an appropriate source for participant recruitment. On the other hand, ‘ChoiceChecker’ is a beauty-advocate Facebook page, without specific media persona who acts as an influencer. Thus, recruiting participants on these channels could be a good mean to reach beauty lovers and internet users that are the target group of this study.

If the number of participants did not reach the target sample size within 2 weeks, the researcher would contact beauty Youtubers on Twitter and asked them to retweet the invitation to participate in the study, as it helped accelerate the data collection in the first study. It is important to note that the researcher would not offer the Youtubers any incentive as it would make them stakeholder and compromise

ethical practice of the study. Their responses would be completely autonomous. They could choose to ignore the message or respond. To prevent possible confounds from recruitment channels through beauty Youtubers, the link to questionnaire used in each channel were separated. Link separated would provide a possibility to compare if there is any difference between the different recruitment channels.

Procedure

The study was approved by The Research Ethics Review Committee for Research Involving Human Research Participants, Group 1, Chulalongkorn University, Protocol No. 154.1/64 on 6 October 2021 with the approval expire date of 5 October 2022. The document was shown in Appendix G.

This study employed a cross-sectional survey, using convenient sampling and snowball technique. The advertisement was posted on researcher's personal social media pages, the social psychology section Facebook page, faculty of psychology Facebook page, as well as the aforementioned beauty-related Facebook page and groups, which gathered potential participants who interested in beauty products. After the administrators had approved the research invitation, I posted the invitation, including the poster, research topic, inclusion criterion, contact information of the researcher, and the link and QR code to the questionnaire. Interested participants would be invited to Qualtrics to complete questionnaire. The poster used was shown in Appendix H.

However, the posts on beauty-related Facebook page and groups were not well-received as planned. Only a small number of participants were acquired through each page (less than 15). Thus, I relied on beauty Youtubers as in the preliminary study. I contacted 5 Thai beauty Youtuber that ran Twitter accounts, asking to help retweet the poster, invitation to participate the research, and the link to questionnaire that was post on the researcher's personal page. The Youtubers were under no obligation to respond to the tweets I sent. The content of messages used to contact beauty Youtubers were the same, but I intentionally changed some wordings to avoid being seen as a spam. The messages are as followed:

1. “mintchyy” with the message “สวัสดีค่ะคุณมิน్ พอดีเราทำธีสิสเกี่ยวกับบตบก.ค่ะ ยังต้องการคนช่วยตอบแบบสอบถามอีกเยอะมาก ถ้าไม่รบกวนจนเกินไป คุณมิน్ช่วยรีทวีตเพื่อประชาสัมพันธ์ได้ไหมคะ”
2. “vivienwonder” with the message “คุณวีค่ะ พอดีเราทำธีสิสเกี่ยวกับบตบก.เลยยังต้องการคนช่วยตอบแบบสอบถามอีกเยอะมาก ถ้าไม่รบกวนจนเกินไป คุณวีพอจะช่วยรีทวีตเพื่อประชาสัมพันธ์งานได้มั๊ยคะ”
3. “pureswann” with the message “สวัสดีค่ะคุณเพียว พอดีเราทำธีสิสป.โทเรื่องบตบก.ค่ะ เลยต้องการเก็บข้อมูลกับแฟน ๆ บตบก. ยังขาดคนเยอะมากเลยคะ ถ้าคุณเพียวสะดวก ช่วยรีทวีตเพื่อประชาสัมพันธ์งานได้ไหมคะ”
4. “soundtissst” with the message “คุณตุ้ค่ะ พอดีเราทำธีสิสเกี่ยวกับแฟน ๆ บตบก.แล้ว ยังขาดคนอีกเยอะมากเลยคะ ถ้าสะดวก ช่วยรีทวีตเพื่อประชาสัมพันธ์ได้ไหมคะ ขอขอบคุณมากค่ะ”
5. “ndmikkiholic” with the message “คุณนุกค่ะขออนุญาตรบกวนอีกรอบนะคะ พอดีต้องเก็บข้อมูลเรื่องแฟน ๆ บตบก.อีกรอบค่ะ ยังขาดคนอีกเยอะมาก รบกวนคุณนุกช่วยรีทวีตเพื่อประชาสัมพันธ์งานนี้ด้วยได้ไหมคะ ขอขอบคุณมากนะคะคุณนุก”

Only “mintchyy” and “ndmikkiholic” retweeted.

On the first page, participants were informed of; (1) the researcher information i.e., name, status (as a graduate student at Faculty of Psychology, Chulalongkorn University), and contact information, (2) information about the research i.e., background and significances, target sample, and benefits from joining the research. This research aimed to recruit participants over 18 years old who had a Youtuber account, followed a beauty Youtuber, can name one beauty Youtuber they subscribed, and did not participate in the first study of this research. Participants were informed of the structure of this questionnaire (which contained 49 items, divided into 4 pages), time to complete (approximately 10-15 minutes) and target sample size (195 participants). Participants were informed of their rights and privacy that the data would be kept anonymous and only accessible through a password known by the researcher. The data would be destroyed after 3 years. Even though the risk involved in this study was low, participants were informed of available counseling services in case of any uneasiness might occur i.e., Center for Psychological Wellness (Faculty of Psychology),

Chula Student Wellness (Chulalongkorn University), Department of Mental Health (Ministry of Public Health), Samaritans Thailand with the contact information provided. Participants were also informed that they were free to leave the research without having to state any reason. The contact information of the Research Ethics Review Committee for Research Involving Human (Group 1) was provided, in case the participants receive unjust treatment and want to file a complaint. The last section of the first page was to confirm that participants receive enough information and want to proceed with the rest of the questionnaire, to ensure that participants had read the information and willing to join this research. Participants were asked if they would join the research or not. By clicking 'accept' would be proceeded with the questionnaire, while clicking 'not accept' would redirect them to the end of survey.

Then, participants were asked 4 the screening questions i.e., (1) whether the participant was a Youtube user i.e., having a Youtube account, (2) whether the participant was subscribing to a channel that was run by a beauty Youtuber, (3) to name one beauty Youtuber that they subscribed, (4) whether they had participated in the preliminary study. The name of beauty Youtuber asked as a part of screening question 3 was used for question text piping, for the ease of reminding participants about their favorite influencer while completing the questionnaire. Only those who passed all the inclusion criterion would continue with the questionnaires. While those who did not pass one of the inclusion criteria would be redirected to the end the research, where they would be informed of the inclusion criterion and thank for their interest.

Participants who passed the screening questions would be completing the scales validated in Study 1 i.e., 18 items from Parasocial Interaction with Beauty Youtubers Scale, 17 items from Investment Model Scale for Commitment to Parasocial Interaction with beauty Youtuber, and 8 items from Purchase Intention of Endorsed Product Scale. All measures were on 5-point Likert scales (1 = completely disagree, 5 = completely agree), with high scores indicating high level of the construct. After participants completed the first two measures (Parasocial Interaction with Beauty Youtubers Scale, and Investment Model Scale for Commitment to Parasocial

Interaction with beauty Youtuber), they would proceed with Purchase Intention of Endorsed Product Scale in which they were instructed to imagine if two new beauty products (i.e., skincare and makeup) were endorsed by their nominated Youtuber, and to report their purchase intention using a the purchase intention measures. After completing purchase intention measures, participants answered demographic measures (age in years, gender, income range, highest level of education), relationship length (watching duration), frequency of watching (per week) for a supplementary analysis and as covariates (Branch et al., 2013; Sokolova & Kefi, 2020). Finally, they would be thanked for participation, and debrief.

The difference between this main study and the preliminary one was that lucky draw was not offered as compensation for participants to comply with the guideline of the beauty community on Facebook and to prevent any conflict of interests. Full questionnaires can be found in Appendix I.

Results

From 325 responses, 193 of them completed the whole survey as marked as complete only cases (59.38% answer rate). In addition to completion, participants needed to passed inclusion criterion. However, some participants ($n = 9$) gave more than one Youtubers name for the third inclusion criteria that asked for a beauty Youtuber name. Thus, they were removed, leaving 184 usable data. This number exceeded the proposed recommended minimum sample size of 177. Four participants did not provide their demographics information. Since the demographics were not main variables of this study, all responses were included in the analyses.

Data Screening

As in Study 1, all analyses were conducted in R Studio (R Core Team, 2021). Even though, I intended to compare if differences between recruitment channels would be found, the numbers of respondents obtained from each planned channels were small and not suitable for comparing means (De Winter, 2013). Therefore, the data from all channels were compiled.

It is important to note that there was a mistake with Parasocial Interaction Scale. One of the items that should have been included i.e., PSI4 was replaced by another item that should not have been included. This was due to my mistake. Therefore, this item was removed from the analysis to maintain the accuracy of model. This resulted in 17 items.

The data were first screened to check for outliers using the stats package (R Core Team, 2021). Using Mahalanobis distance was used to determine multivariate outliers (Tabachnick & Fidell, 2007) with the cutoff level to determine outliers to be at $\alpha = .001$, the result of the critical X^2 value was 76.08. The observations whose number exceeded this level were excluded ($n = 3$), leaving with 181 eligible observations. Then, the data were checked if they meet the multivariate assumptions, according to Hair et al. (2014) and Tabachnick and Fidell (2007). Assumption additivity was checked by looking at the pairwise-complete correlation among observed variables and found that no items correlated over .8 which would lead to multicollinearity. Assumption normality, linearity, homogeneity, and homoscedasticity were checked by looking at the chi-square distributed residual of the dataset. The standardized residuals were found to be normally distributed, by observing the histogram that most of them were centered over 0 between -2 and 2. The standardized residuals followed the linear direction within -2 and 2 in the QQ plot for the model, showing that it passed the assumption of linearity. For homogeneity, and homoscedasticity, the standardized residuals were plotted against the standardized predicted values. The plot showed that data were evenly spread between -2 and 2, and mostly around 0 vertically and horizontally, suggesting the assumption of homogeneity was met. Dots were also spread randomly and showed no shape or pattern, suggesting the assumption of homoscedasticity was met.

Participants

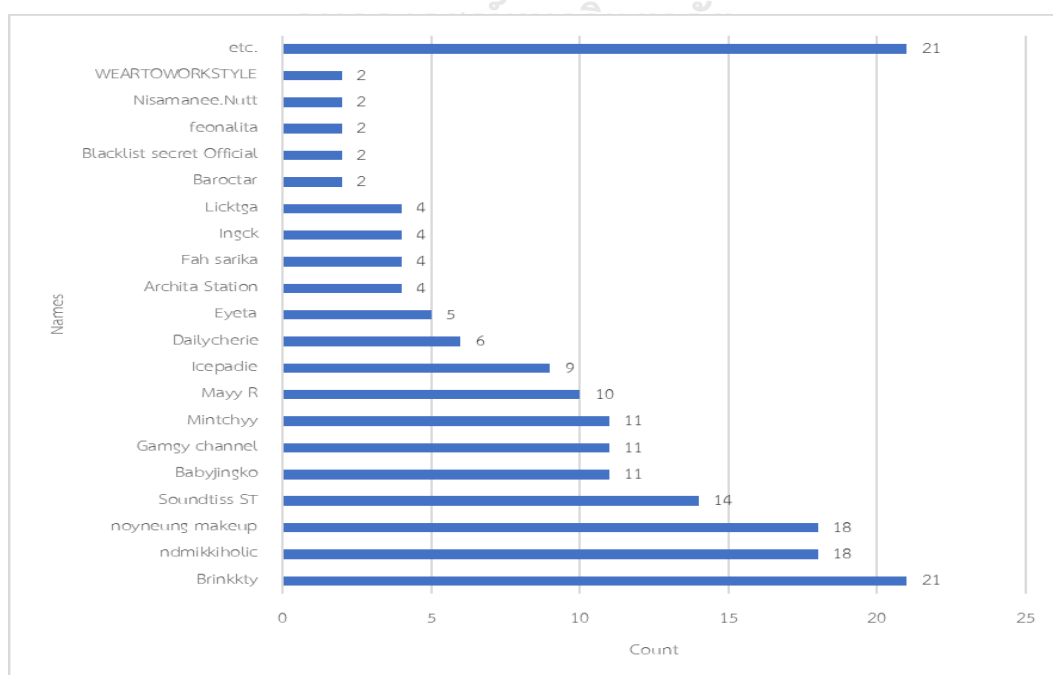
From 181 respondents from eligible observations, 173 of them were female, 2 of them were male, 2 of them identified themselves as gay and bisexual respectively,

and 4 of them did not indicate gender. Participants' age ranged from 18 – 52 ($Mdn = 25$). More than half of the participants had monthly income below 20,000 baht: 28% had monthly income between below 10,000 bath and 24.9% had monthly income between 10,000 – 20,000 baht. Most of them had bachelor's degree as highest level of education (76.2%). Participants had been following their nominated Youtubers were on average 39.09 months ($Mdn = 36$) and participants watched these Youtubers on average 5.53 times per month ($SD = 5.31$, $Mdn = 4$).

Youtubers nominated by the respondents were illustrated in Figure 6 **Error! Reference source not found.** below. As in the first study, the names given were rather scattered. Half of the names (11.6%, $n = 21$) were mentioned only once and marked as 'etc.' in the figure. The total number of names nominated was 41. Most of them were Thai (73.17%, $n = 30$), with 17.07% American/European ($n = 7$), and 9.76% ($n = 4$) Korean Youtubers. Top nominated Youtubers were quite consistent with the first study, as “brinkkty” (11.6%, $n = 21$) came in the first place, followed by “ndmikkiholic” at 9.94% as the second ($n = 18$) alongside ‘noyneung makeup’, and ‘Soundtiss ST’ as the third place at 7.73% ($n = 14$)

Figure 6

Nominated beauty Youtubers (Study 2)



Descriptive Statistics

Descriptive statistics and correlations among study variables were examined using psych package (Revelle, 2020) and apaTables package (Stanley, 2021). The results indicated that all study variables were significantly correlated at $p < .01$. The bases of commitment and commitment were correlated according to the theory (Rusbult, 1983; Rusbult et al., 1998), that Investment size and Satisfaction level were positively related with, but Quality of alternatives was negatively related with Commitment. Moreover, Quality of alternatives was also negatively related with Parasocial Interaction and Purchase intention. And Parasocial interaction, Commitment, and Purchase intention were positively correlated with one another. The full results were shown in Table 10 below.

Table 10

Descriptive Statistics and Correlations among Study Variables (Study 2)

Variables	1	2	3	4	5	6
1. Satisfaction	1					
2. Investment	.59*	1				
3. Alternatives	-.41*	-.42*	1			
4. Commitment	.61*	.44*	-.41*	1		
5. Parasocial Interaction	.70*	.67*	-.43*	.69*	1	
6. Purchase intention	.30*	.30*	-.26*	.34*	.40*	1
<i>M</i>	3.6	2.2	3	4	3.5	3.5
<i>SD</i>	.67	.88	.65	.69	.61	.7
α	.76	.87	.69	.84	.87	.93

Note. $N = 181$, * $p < .01$

Hypothesis Testing

The model was tested with structural equation modeling using lavaan package (Rosseel, 2012). The analysis initially included 8 latent variables as planned i.e., Satisfaction level, Investment size, Quality of alternatives (other Youtubers), Quality of alternatives (Friends), Quality of alternatives (no Youtubers), Commitment to parasocial interaction, Parasocial interaction, and Purchase intention, along with 2 manifest variables for covariates; Duration of viewing and Frequency of viewing (Branch et al., 2013) However, the model could not be run, as the value returned negative variance. Thus, I decided to merge the subscales of Quality of alternatives as one, leaving with 6 latent variables.

The hypothesized model examined the relationship between Commitment and Purchase intention, with Parasocial interaction as a mediator. Commitment was hypothesized to be predicted by Satisfaction level, Investment size, and Quality of alternatives. Duration of viewing and Frequency of viewing were added as covariates, similar to the model of Branch et al. (2013). Items that fell into the same sub-dimensions for Quality of alternatives were marked together as residual covariances. Using maximum likelihood estimator, the structural model was not well-fitted, $\chi^2(889) = 1760.22, p < .001, RMSEA = .07, CFI = .77, NNFI/TLI = .76, SRMR = .10, BIC = 17805.21$. Therefore, modification indices were examined in order to achieve a better-fitting model. Post hoc model modification was made by adding 7 residual covariances between items of Purchase intention.

As the evidence supporting the causal relationship between Commitment and Parasocial interaction was scarce (Eyal & Cohen, 2006; Eyal & Dailey, 2012), the alternative model using Commitment as a mediator was examined. Using maximum likelihood estimator, the model was not fitted enough, $\chi^2(886) = 1710.14, p < .001, RMSEA = .07, CFI = .79, NNFI/TLI = .77, SRMR = .10, BIC = 17770.66$. Post hoc model modification also was made by adding 7 residual covariances between items of Purchase intention. Fit indices of the two model after modification were shown in Table 11. The two models were compared using Chi-Square Difference Test from stats package (R Core Team, 2021) and model fit indices from performance package

(Lüdtke et al., 2021). It was found that the two models were significantly different at $p < .001$. Model of Commitment as a mediator was found to perform better with lower degree of freedom ratio and BIC, and higher goodness-of-fit indices i.e., TLI and CFI (Hair et al., 2014). Even though the model performed better, the only index passed the cut-off criterion (of less than 2) was the Chi-square and degree of freedom ratio.

Table 11

Comparison of Alternative Models

Model	χ^2	df	χ^2/df	p	TLI	RMSEA	BIC	CFI
Parasocial	1525.51	882	1.73	< .001	.82	.06	17606.74	.83
Commitment	1475.59	879	1.68	< .001	.83	.06	17572.34	.85

Note. Parasocial = Parasocial interaction as a mediator, Commitment = Commitment as a mediator

For this reason, the model used for hypothesis testing would be the model with Commitment to parasocial interaction with beauty Youtubers as mediator instead. To achieve better model fit, item parceling was used on a subset-item-parcel approach (Matsunaga, 2008). Latent variables with sub-scales were parceled based on factors i.e., Quality of alternatives, Parasocial interaction, and Purchase intention. Parceled model showed better fit, $\chi^2 (176) = 365.89$, $p < .001$, RMSEA = .08, CFI = .89, NNFI/TLI = .87, SRMR = .10, BIC = 7200.47. Post hoc model modification was made by adding 5 residual covariances between items and factors within the same sub-scale, resulting in the model with $\chi^2 (171) = 322.19$, $p < .001$, RMSEA = .07, CFI = .91, NNFI/TLI = .89, SRMR = .10, BIC = 7182.65. The measurement model was shown in Table 12 next page.

Table 12*Measurement model*

Items	Factor loading	z-value	p-value
Construct 1: Satisfaction			
Sat_1	.570	Fixed	Fixed
Sat_2	.513	5.578	<.001
Sat_3	.659	6.677	<.001
Sat_4	.724	8.572	<.001
Construct 2: Investment			
Inv_1	.820	Fixed	Fixed
Inv_2	.630	9.877	<.001
Inv_3	.854	12.552	<.001
Inv_4	.803	11.715	<.001
Construct 3: Quality of alternatives			
Other Youtubers	.644	Fixed	Fixed
Friends	.615	5.189	<.001
No Youtubers	.342	2.869	<.001
Construct 4: Commitment			
Com_1	.831	Fixed	Fixed
Com_2	.850	12.544	<.001
Com_6	.701	9.917	<.001

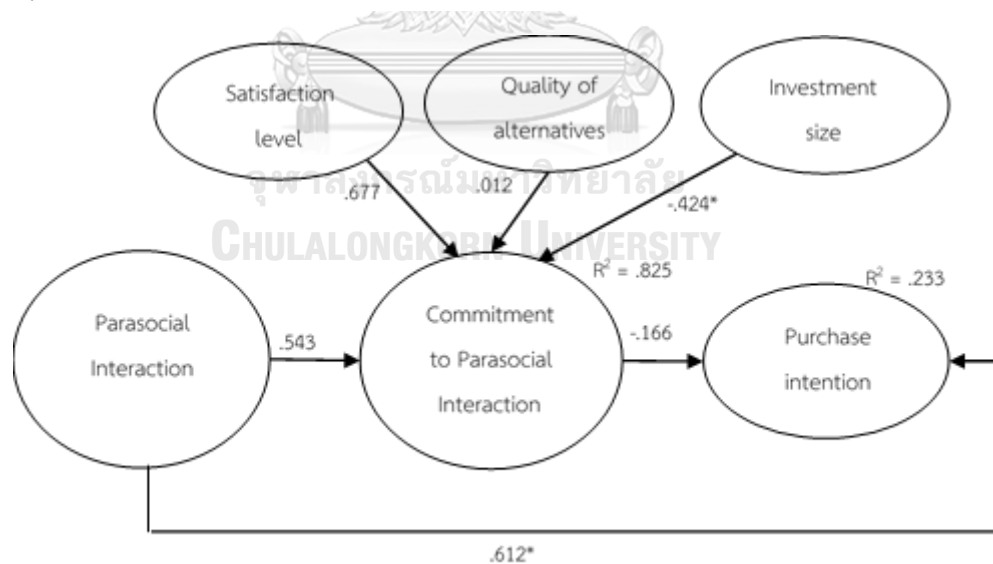
Table 12

Measurement model (Continued)

Items	Factor loading	z-value	p-value
Construct 5: Parasocial interaction			
Friend	.732	Fixed	Fixed
Influencer	.681	8.822	<.001
Idol/Fan	.847	11.036	<.001
Construct 6: Purchase intention			
Skincare	.966	Fixed	Fixed
Make-up	.720	5.982	<.001

Paths were tested for statistical significance to test the hypotheses. The final model along with the standardized result was depicted in Figure 7.

Figure 7

Final path model

The first hypothesis predicted that the three bases of the Investment Model of Commitment Processes (satisfaction level, quality of alternatives, investment size) would predict commitment to parasocial interaction with beauty Youtubers. The 2

covariates (Duration of viewing and Frequency of viewing) did not significantly contribute to predicting commitment with $\beta = -.002, p = .417$ for duration of viewing and $\beta = .005, p = .926$ for frequency of viewing. The result indicated that Quality of alternatives could not predict commitment significantly ($\beta = .012, p = .927$), as well as Satisfaction level ($\beta = .677, p = .221$). Investment size predicted commitment significantly, but the direction was negative ($\beta = -.424, p = .003$). Thus, H1 was rejected

The second hypothesis addressed the direct (H2a) and indirect effect (H2b) of the independent variable on purchase intention. Parasocial interaction was found to significantly predict purchase intention ($\beta = .612, p < .001$). The indirect effect of parasocial interaction on purchase intention was found to be insignificant ($\beta = -.090, p = .510$), while the total effect was significant ($\beta = .522, p < .001$). Thus, only H2a was supported.

The third hypothesis expected the predictive role of the mediator on purchase intention. However, Commitment to parasocial interaction did not significantly predict purchase intention ($\beta = -.166, p = .329$). Thus, H3 was rejected.

Discussion

This research studied the unestablished relationship between commitment, parasocial interaction and purchase intention, specifically in Thai beauty products consumer and reviewer community. Even though parasocial interaction is widely accepted in the academic field (e.g., Ding & Qiu, 2017; Knoll & Matthes, 2016; Quintero Johnson & Patnoe-Woodley, 2016), little is known about its claimed psychological characteristics. This study also aimed to investigate the causal relationship of possible related constructs: parasocial interaction and commitment – which could link the interdisciplinary knowledge between communication field and psychology field.

Nevertheless, the result was contrast to the hypothesis. Even though Eyal and Dailey (2012) found that parasocial interaction was predicted by commitment, the

present research find the predictive power of parasocial interaction on commitment was higher than that of the other way around. The different findings may have been due to the parasocial interaction in the studies. Eyal and Dailey (2012) studied parasocial interaction with fictional character as well as traditional celebrities, as opposed to internet celebrities in this research. The development of parasocial interaction with fictional and real characters may be different. As Giles (2002) explained, parasocial and social interactions set on different end of the continuum. Fictional characters are regarded as third-order parasocial interaction, with the lowest level of realism. On the other hand, traditional and internet celebrities are regarded as first-order parasocial interaction, with the highest level of realism among all types of media characters. Even when traditional and internet celebrities set themselves on the same level of parasocial interaction according to the model, it was shown that Youtube allows the internet personalities to be more interactive because of its features that cannot be found through offline channels (Rihl & Wegener, 2017). In this manner, the differences found could be due to the level of realism of beauty Youtubers as opposed to the literature. Moreover, commitment stems from parasocial interaction may have different developments than that of real relationship that the original theory of investment model focuses on. According to the data from the current research, for commitment with parasocial figure to be developed, it appears that parasocial interaction is required. In other words, parasocial interaction is an antecedent of commitment to parasocial interaction with beauty Youtubers. It is after commitment is developed that it leads to equivalence form of pro-relationship mechanisms in traditional research in the form of purchase intention.

According to H1, three bases of the Investment Model of Commitment Processes (satisfaction level, quality of alternatives, investment size) should predict commitment to parasocial interaction with beauty vlogger. H1 was not supported. The result indicated while quality of alternatives (rejected H1a) and level of satisfaction (rejected H1b) did not significantly predict commitment to parasocial interaction with

beauty Youtuber, but low size of investment predicted (rejected H1c) significantly predict commitment to parasocial interaction with beauty Youtuber. The results were against our expectation.

For H1a, quality of alternatives did not significantly predict commitment, therefore the hypothesis was rejected. Although the results contradicted the original work of Rusbult (1980), this was consistent with Branch et al. (2013) and Eyal and Dailey (2012). In their work, alternatives type of choosing not to follow any character was significant predictor for commitment with fictional character only, but not with non-fictional characters. Consistent with their speculation, it could be because of the possibility of meeting and watching beauty Youtubers on other platforms. Besides, the trend for influencers is shifting to shorter-video platforms such as TikTok and Instagram (Haenlein et al., 2020). Most Youtubers also use other social media platforms that fans can interact with closely (for instance, Twitter, where beauty Youtubers were asked to retweet the advertisement of this research). In addition, the number of nominated beauty Youtubers is high across both studies, implying that the viewers might already be aware of the alternatives to their favorite beauty Youtubers, and became desensitized of the availability of attractive alternatives, making it unrelated to prediction of commitment. Consistently, Thelwall (2021) found that viewers of lifestyle Youtubers were not committed to specific Youtuber, as most of them were commenting on a lot of multiple channels at the same time. This may have been the case for the audience of beauty Youtubers as well.

The result also rejected H1b, that satisfaction level did not significantly predict commitment. The result contradicted the existing research of the investment model. As the meta-analysis (Le & Agnew, 2003; Tran et al., 2019) shown, satisfaction is the strongest predictor of commitment. The result was also inconsistent with researches examining the relationship between fans' satisfaction and an array of behaviors indicating forms of commitment to traditional celebrities. For instance, Laverie and Arnett (2000) found that satisfaction was a strong predictor of whether fans would

attend a sport event or not. This pattern was observed in the context of singers/idols as well. Zhou (2021) and Zhao and Wu (2021) examined the fandom of idol singers and suggested that the main reason people became fans and join the community was out of the love or satisfaction they had for certain media figures. And after becoming a fan, satisfaction they gained from supporting their favorite idols reinforced them to be even more committed and loyal to the idols. I suspect that the difference found in this study was due to dissimilarity in relationship formation between Youtubers and traditional celebrity. Wohn et al. (2019) examine the subscribing behaviors of fans on a streaming platform Twitch, which offers the same service as Youtube. They identified 6 motivations behind subscription i.e., monetary support (contribute to income of the streamer), wanting attention (get recognition from other people in the stream), personal connection (become intimate with the streamer), wanting benefits (get exclusive contents), educational value (the content was educational), as well as enjoying the content (the satisfaction from watching video). However, only financial support and wanting benefits were significant predictors of subscription. In this manner, wanting to support their favorite Youtuber and know that they could gain benefits from subscribing deemed to be more important to predict subscription, than just satisfaction they get from watching the content.

Binge watching might be another reason behind this result. Binge watching had become prevalent due to the accessibility and availability of the streaming platform, compared to traditional media (Steiner & Xu, 2020). Compared to other streaming platforms, people tend to watch more videos (especially vlogs) on Youtube, as the number of available videos exceeded other platforms. Most people also get to watch videos on Youtube through browsing (Bentley et al., 2019). With how Youtube is set up to recommend related videos and the setting of autoplay, there is a possibility that people could binge watch easily. In this case, viewers might accidentally find the Youtuber through video suggestion/browsing page. They can immediately watch all

relevant videos and satisfy their need right on spot without the need to be committed with the Youtubers, or expecting their relationship with the Youtubers to last long.

For H1c, investment size significantly and negatively predicted commitment, therefore rejected H1c. The direction of investment size's predictive power contradicted the theory postulated that it should be in a positive direction (Rusbult et al., 2012). I assumed that it could be because this research was conducted during the spread of COVID-19. Buf and Ștefăniță (2020) stated that the main reasons people watched Youtubers for entertainment and for information. However, the situation might force people to change their way of living, as the world is new to this pandemic. In the time of uncertainty, people usually reach out the information sources to alleviate the anxiety (Keller et al., 2020). In Thailand, the situation was not looking good, as it was fueled by the fear of contacting disease itself, as well as the economical consequence of the pandemic (Srichannil, 2020). Consequently, social media became the main source for COVID-19 related information instead (Mongkhon et al., 2021). In this case, the beauty Youtuber might not provide the useful COVID-19 related information, that would relieve the anxiety they had. Moreover, the COVID-19 might make the leisure of investing time and effort in a beauty Youtubers became unimportant or inappropriate, ergo creating negative effect on commitment.

H2 was set to examine the predictive effect of commitment and parasocial interaction on purchase intention, both directly and indirectly. However, after the conclusion drawn from model comparison, commitment and parasocial interaction were swapped for better fit of data. Initially, commitment was planned to be an independent variable, and parasocial interaction to be a mediator. According to the result, the model with parasocial interaction as an independent variable and commitment as a mediator performed better. Thus, H2 was adjusted and predicted that parasocial interaction to beauty vlogger should predict purchase intention of endorsed products both directly, and mediately through commitment to parasocial interaction with beauty vlogger.

H2 was partly supported. Parasocial interaction predicted purchase intention significantly, only directly (supported H2a) and not indirectly (rejected H2b). This predictive power of parasocial interaction on purchase intention is consistent with the literature (Chung & Cho, 2017; Kim et al., 2015; Lou & Kim, 2019; Zhang & Hung, 2020), as well as in the specific domain of beauty Youtuber (Lee & Lee, 2021; Rasmussen, 2018; Sokolova & Kefi, 2020). However, the indirect effect via commitment was not significant. It could be because commitment could not predict purchase intention.

Respectively, H3 was also adjusted following the conclusion drawn from model comparison. H3 now predicted that commitment to beauty vlogger should positively predict purchase intention of endorsed product. However, H3 was rejected. Commitment could not purchase intention, which was dissimilar to the application of Investment model of commitment process in other context, such as brand commitment and purchase intention (Geyer et al., 1991; Sung & Campbell, 2007; Sung & Choi, 2010). However, this result was consistent with Dhanesh and Duthler (2019). They found that commitment with social media influencer did not predict purchase intention of endorsed product. Here, commitment was operationalized similarly to that of this research, in that commitment referred to intent to persist and importance of their relationship with influencer. Thus, the finding is not entirely surprising. Most of the research examining the role of celebrities endorsement or purchase intention in fandom conceptualized the bond fans had in the celebrities as attachment (Cheah et al., 2019; Huang et al., 2015; Ilicic & Webster, 2011), not the intent to persist and long-term orientation as of this study. The reconceptualization might offer a way to understand the mechanism of bonds between influencers and fans and whether it could lead to purchase intention.

The finding may be related to the previous findings that commitment to influencer itself has an indirect effect on purchase intention. Lyu and Kim (2020) found that commitment to influencers (specifically on a social media platform) led to purchase intention through a positive attitude toward brand that appeared on their

favorite influencers' pages. Furthermore, Khodabandeh and Lindh (2021) found that commitment to brand did not significantly predict purchase intention, because positive brand image (conceptualized as loyalty and trust toward brand) mediated the relationship. Therefore, commitment that viewers have with the influencer might not be the key factor of predicting purchase intention of beauty products, but the convincing characteristics of the influencers. For examples, Jiménez-Castillo and Sánchez-Fernández (2019) found that just the perception that the influencers were trustworthy and providing useful suggesting was enough to predict intention to purchase recommended brands. Wiedmann and von Mettenheim (2021) strengthened this finding, as their result indicated that the most important characteristics of influencers on brand image, brand satisfaction, brand trust and purchase intention was trustworthiness. For this reason, it might be advisable to examine other mediators in future researches, such as attractiveness and credibility toward brand (Aw & Labrecque, 2020), and toward vlogger (Reinikainen et al., 2020).

Commitment may have been a better predictor of other consumption outcomes. For instance, Khodabandeh and Lindh (2021) found that even when commitment could not predict purchase intention, it was a sole predictor of reported positive electronic words-of-mouth (eWOM) behavior and intention. The same result was demonstrated in Kim and Kim (2020)'s work, where commitment to celebrity (in terms of affective states of being committed and intent to persist in the relationship) could predict loyalty (defined as positive eWOM of products and celebrity, effort put in following celebrity's recommendation, as well as purchase intention). In this manner, commitment to parasocial interaction with beauty Youtuber might still be useful in understanding consumer behavior associated with influencers.

Implications

Theoretical implication

This research had contributed in its interdisciplinarity. It would enriched and filled the gap in literatures for both the Investment Model of Commitment Processes

– the theory from psychology field of interpersonal relationships, and Parasocial interaction – the construct from communication field, as well as the purchase intention mainly examined the marketing field. In the preliminary study, parasocial interaction was thoroughly tested and validated to gain the knowledge of its dimensions. Consequently, this research offered an insight for underlying mechanism based on psychological perspectives and a recommendation for an appropriate term and scales for future research. In addition, it extended the application of the Investment model in explaining a ‘one-sided’ interaction, specifically in the context of beauty Youtuber in Thailand, which had not been yet examined.

Specifically for the adapted Parasocial Interaction Scale, this research has provided more suitable and more convenient approach for examining parasocial interaction in the context of Youtuber. Originally, Rubin et al. (1985) has proposed a unidimensional scale, with all items necessary to measure parasocial interaction with traditional celebrities precisely. However, most practitioners decided to pick and choose only a few items to use in actual researches instead, as they had many constructs to observe and employing the full scale would make the questionnaire too long (e.g., Kim & Song, 2016; Sokolova & Kefi, 2020; Vazquez et al., 2020). This method might be affected with error from not covering all aspects of parasocial interaction. Our scales had been proved to be consisted of 3 dimensions, as the model was better comparing to the unidimensional one. Thus, parasocial interaction with beauty Youtuber should be examined as a multidimensional, not a unidimensional construct. Items used in future researches should cover all dimensions of parasocial interaction.

Apart from Parasocial Interaction Scale, the Investment Model Scale has also been adapted to match the context of beauty Youtuber and validated. This measure set apart from measures in existing literature examined commitment with different conceptualization (Cheah et al., 2019; Huang et al., 2015; Ilicic & Webster, 2011). Accordingly, it has offered a new conceptualization of commitment by adding a perspective to it, using the well-established theory. Employing this theory to this context, it has also laid a foundation in examining the relationship between parasocial interaction and commitment, that related literature are still limited.

Practical implication

For Youtubers and brand marketers, understanding the mechanisms of fans' purchase intention could be a good basis for their marketing and advertisement strategies, on what to emphasize, and what to avoid for the best results of the brand. The results shined a light on the mechanism of influencers-fans relationship, starting from parasocial interaction to commitment and lead to purchase intention of endorsed products. We now know that neither satisfaction nor numbers of alternatives available affected commitment. Therefore, Youtubers might need to find other ways to make fans committed, such as asking them to be empathize (as of to show the support) and subscribe the channel (Wohn et al., 2019). However, the key factor to induce purchase intention of products endorsed by beauty influencer is parasocial interaction. Hence, in terms of product advertisement, influencers should make fans view them as a good old attractive friend who interacts with them often, and someone whom the followers would want to see them both online and offline.

More importantly, the results of this research would increase the followers' awareness of parasocial interaction formed with their favorite internet celebrities, and how it turns into purchasing behaviors. Awareness would lead to prevention of vloggers' exploiting fans' love and support, or any manipulation placed to access subscribers' wallets. In this case, purchase intention was predicted by parasocial interaction. Thus, viewers should be aware that the more they enjoy their time watching their favorite celebrity friend, the more they are prone to be influenced by any advertisement placed by the influencer.

This result is especially relevant for a particular group of followers i.e., young female adults who probably just started their career with limited amount of income who made up the majority of the participants of this study. The result could be beneficial to the marketers and influencers who targeted this market segment, while also post an insight for viewers to be more cautious of their spending.

Limitations

This research is subjected to the following limitations that leave room for improvement in future studies. Firstly, the samples might have been subjected to volunteer bias, as participants were recruited on convenient and snowball sampling basis. The mean score of commitment was considerably high (4 out of 5), implying that the volunteer biases might come together with the inclusion criterion that participants needed to be subscribing to a beauty Youtuber.

Respondents were also mostly female young adults (median age of 25) with limited amount of income (20,000 baht or less), with bachelor's degree. Thus, the result might not be able to generalize to the total population in Thailand. According to National Statistical Office (2020), population in Thailand now is composed of roughly half and half ratio between male and female, with only 2% with bachelor's degree. In order to recruit a sample that resembles the total population, it might be advisable to use other data collection method, rather than the internet-based one. Even though most of Thai households have internet access (National Statistical Office, 2019), some people (especially adults) may choose not to complete the questionnaire, due to technical difficulties and perception of uninterest (Pew Research Center, 2015). Thus, future research may consider employing different approach in collecting data.

Moreover, the context of this research was related to beauty influencers. The result of this research might not reflect the parasocial interaction and commitment with other types of influencers, or even traditional celebrities. This research focused on beauty influencers on Youtube, and the endorsed products focused were skincare and make-up only. As mentioned earlier, influencers nowadays are also using different platforms for their product placements (Haenlein et al., 2020). This trend is also carried out in Thailand. For instance, Jansom and Pongsakornrungrungsilp (2021) examined the role of Instagram influencers on purchase intention of luxury fashion. However, they found that parasocial interaction with Instagram influencers did not predict purchase intention significantly, which differed from the result of this research. Thus, future

research may examine commitment and the other types of influencers based on their platforms, and whether it increased purchase intention of other types of endorsed products.



REFERENCES

- Agnew, C. R., Van Lange, P. A. M., Rusbult, C. E., & Langston, C. A. (1998). Cognitive interdependence: Commitment and the mental representation of close relationships. *Journal of Personality and Social Psychology, 74*(4), 939-954. <https://doi.org/10.1037/0022-3514.74.4.939>
- American Psychological Association. (n.d.). Relationship. In *APA dictionary of psychology*. Retrieved October 2, 2020, from <https://dictionary.apa.org/relationship>
- Arriaga, X. B., & Agnew, C. R. (2001). Being Committed: Affective, Cognitive, and Conative Components of Relationship Commitment. *Personality and Social Psychology Bulletin, 27*(9), 1190-1203. <https://doi.org/10.1177/0146167201279011>
- Auter, P. J., & Palmgreen, P. (2000). Development and validation of a parasocial interaction measure: The audience-persona interaction scale. *Communication Research Reports, 17*(1), 79-89. <https://doi.org/10.1080/08824090009388753>
- Aw, E. C.-X., & Labrecque, L. I. (2020). Celebrity endorsement in social media contexts: understanding the role of parasocial interactions and the need to belong. *Journal of Consumer Marketing, 37*(7), 895-908. <https://doi.org/10.1108/jcm-10-2019-3474>
- Bauminger, N., Finzi-Dottan, R., Chason, S., & Har-Even, D. (2008). Intimacy in adolescent friendship: The roles of attachment, coherence, and self-disclosure. *Journal of Social and Personal Relationships, 25*(3), 409-428. <https://doi.org/10.1177/0265407508090866>
- Bennett, D. A. (2001). How can I deal with missing data in my study? *Aust N Z J Public Health, 25*(5), 464-469.
- Bentley, F., Silverman, M., & Bica, M. (2019). *Exploring Online Video Watching Behaviors* Proceedings of the 2019 ACM International Conference on Interactive Experiences for TV and Online Video, Salford (Manchester), United Kingdom. <https://doi.org/10.1145/3317697.3323355>

- Bernaards, C. A., & Jennrich, R. I. (2005). Gradient Projection Algorithms and Software for Arbitrary Rotation Criteria in Factor Analysis. *Educational and Psychological Measurement*, 65(5), 676-696. <https://doi.org/10.1177/0013164404272507>
- Bolkan, S., Goodboy, A. K., & Bachman, G. F. (2012). Antecedents of Consumer Repatronage Intentions and Negative Word-of-Mouth Behaviors Following an Organizational Failure: A Test of Investment Model Predictions. *Journal of Applied Communication Research*, 40(1), 107-125. <https://doi.org/10.1080/00909882.2011.573569>
- Boon, S. D., & Lomore, C. D. (2001). Admirer-celebrity relationships among young adults. *Human Communication Research*, 27(3), 432-465. <https://doi.org/10.1111/j.1468-2958.2001.tb00788.x>
- Bosworth, K., Espelage, D. L., & Simon, T. R. (1999). Factors associated with bullying behavior in middle school students. *The Journal of Early Adolescence*, 19(3), 341-362. <https://doi.org/10.1177/0272431699019003003>
- Branch, S. E., Wilson, K. M., & Agnew, C. R. (2013). Committed to Oprah, Homer, or House: Using the investment model to understand parasocial relationships. *Psychology of Popular Media Culture*, 2(2), 96-109. <https://doi.org/10.1037/a0030938>
- Buf, D.-M., & Ștefăniță, O. (2020). Uses and Gratifications of YouTube: A Comparative Analysis of Users and Content Creators. *Romanian Journal of Communication and Public Relations*(2), 75-89%V 22. <https://doi.org/10.21018/rjcpr.2020.2.301>
- Chaisupamongkollap, N. (2020). The Accomplishment of Television Drama in Building Parasocial Relationship, in the case study of “Love Destiny”. *Dhurakij Pundit Communication Arts Journal*, 14(1), 158-198.
- Cheah, I., Liang, J., & Phau, I. (2019). Idolizing “My Love from the Star”: Idol attachment and fanaticism of luxury brands. *Psychology & Marketing*, 36(2), 120-137. <https://doi.org/https://doi.org/10.1002/mar.21163>
- Chen, C.-P. (2014). Forming digital self and parasocial relationships on YouTube. *Journal of Consumer Culture*, 16(1), 232-254. <https://doi.org/10.1177/1469540514521081>

- Chen, J.-L., & Dermawan, A. (2020). The Influence of YouTube Beauty Vloggers on Indonesian Consumers' Purchase Intention of Local Cosmetic Products. *International Journal of Business and Management*, 15(5), 100-116.
<https://doi.org/https://doi.org/10.5539/ijbm.v15n5p100>
- Cho, S. E., & Park, H. W. (2013). A qualitative analysis of cross-cultural new media research: SNS use in Asia and the West. *Quality & Quantity*, 47(4), 2319-2330.
<https://doi.org/10.1007/s11135-011-9658-z>
- Choi, W., & Lee, Y. (2019). Effects of fashion vlogger attributes on product attitude and content sharing. *Fashion and Textiles*, 6(1), 6. <https://doi.org/10.1186/s40691-018-0161-1>
- Chopra, A., Avhad, V., Jaju, & Sonali. (2021). Influencer Marketing: An Exploratory Study to Identify Antecedents of Consumer Behavior of Millennial. *Business Perspectives and Research*, 9(1), 77-91.
<https://doi.org/10.1177/2278533720923486>
- Chotipunyo, W., & Wongpinunwatana, N. (2015). Factors Affecting Positive Attitudes and Purchase Intention Towards Transgender Products via Facebook Social Network Website : Case Study www.facebook.com/toodsdiary. *Journal of information systems in Business JISB*, 1(1), 73-85.
- Chung, S., & Cho, H. (2017). Fostering Parasocial Relationships with Celebrities on Social Media: Implications for Celebrity Endorsement. *Psychology & Marketing*, 34(4), 481-495. <https://doi.org/10.1002/mar.21001>
- Cicero, D. C., Kerns, J. G., & McCarthy, D. M. (2010). The Aberrant Salience Inventory: A new measure of psychosis proneness. *Psychological Assessment*, 22(3), 688-701.
<https://doi.org/10.1037/a0019913>
- Clark, M. S., & Reis, H. T. (1988). Interpersonal Processes in Close Relationships. *Annual Review of Psychology*, 39(1), 609-672.
<https://doi.org/10.1146/annurev.ps.39.020188.003141>
- Cohen, J. (1988). *Statistical Power Analysis for the Behavioral Sciences* (2 ed.). Lawrence Erlbaum Associates.
- De Veirman, M., Hudders, L., & Nelson, M. R. (2019). What Is Influencer Marketing and How Does It Target Children? A Review and Direction for Future Research

[Review]. *Frontiers in psychology*, 10(2685).

<https://doi.org/10.3389/fpsyg.2019.02685>

De Winter, J. C. (2013). Using the Student's t-test with extremely small sample sizes. *Practical Assessment, Research, and Evaluation*, 18(1), 10.

Deelers, S., & Kaewwilai, K. (2019). The influence of online review factors affecting the decision process to purchasing cosmetic of Generation Y consumers in Bangkok. *Veridian E-Journal, Silpakorn University (Humanities, Social Sciences and arts)*, 12(1), 351-370.

Department of International Trade Promotion. (2020, 20 April). จับตาค่าการค้า กระแสนิยม 'Generation Z' กลุ่มกำลังซื้อสูง ผู้บริโภคผู้ทรงอิทธิพลรุ่นใหม่ในตลาดเครื่องประดับ.

<http://thinktradethinkditp.com/trade-watch-generation-z/>

Dhanesh, G. S., & Duthler, G. (2019). Relationship management through social media influencers: Effects of followers' awareness of paid endorsement. *Public Relations Review*, 45(3), 101765.

<https://doi.org/https://doi.org/10.1016/j.pubrev.2019.03.002>

Dibble, J. L., Hartmann, T., & Rosaen, S. F. (2015). Parasocial Interaction and Parasocial Relationship: Conceptual Clarification and a Critical Assessment of Measures. *Human Communication Research*, 42(1), 21-44.

<https://doi.org/10.1111/hcre.12063>

Digital Intelligence and Literacy Research Unit. (n.d.). ความผูกพันกับสื่อสังคมออนไลน์ของคนไทยในภาพรวม.

<http://www.diru.commarts.chula.ac.th/service/%e0%b8%84%e0%b8%a7%e0%b8%b2%e0%b8%a1%e0%b8%9c%e0%b8%b9%e0%b8%81%e0%b8%9e%e0%b8%b1%e0%b8%99%e0%b8%81%e0%b8%b1%e0%b8%9a%e0%b8%aa%e0%b8%b7%e0%b9%88%e0%b8%ad%e0%b8%aa%e0%b8%b1%e0%b8%87%e0%b8%84%e0%b8%a1/>

Ding, Y., & Qiu, L. (2017). The impact of celebrity-following activities on endorsement effectiveness on microblogging platforms. *Nankai Business Review International*, 8(2), 158-173. <https://doi.org/10.1108/nbri-11-2016-0043>

Eyal, K., & Cohen, J. (2006). When Good Friends Say Goodbye: A Parasocial Breakup Study. *Journal of Broadcasting & Electronic Media*, 50(3), 502-523.

https://doi.org/10.1207/s15506878jobem5003_9

Eyal, K., & Dailey, R. M. (2012). Examining Relational Maintenance in Parasocial Relationships. *Mass Communication and Society*, 15(5), 758-781.

<https://doi.org/10.1080/15205436.2011.616276>

Ferchaud, A., Grzeslo, J., Orme, S., & LaGroue, J. (2018). Parasocial attributes and YouTube personalities: Exploring content trends across the most subscribed YouTube channels. *Computers in Human Behavior*, 80, 88-96.

<https://doi.org/10.1016/j.chb.2017.10.041>

Finkel, E. J., Simpson, J. A., & Eastwick, P. W. (2017). The Psychology of Close Relationships: Fourteen Core Principles. *Annual Review of Psychology*, 68(1), 383-411. <https://doi.org/10.1146/annurev-psych-010416-044038>

Folkvord, F., Roes, E., & Bevelander, K. (2020). Promoting healthy foods in the new digital era on Instagram: an experimental study on the effect of a popular real versus fictitious fit influencer on brand attitude and purchase intentions. *BMC Public Health*, 20(1), 1677. <https://doi.org/10.1186/s12889-020-09779-y>

Forbes, K. (2016). Examining the beauty industry's use of social influencers.

Fournier, S. (1998). Consumers and Their Brands: Developing Relationship Theory in Consumer Research. 24(4), 343-353. <http://www.jstor.org/stable/10.1086/209515>

Fromm, J. (2018, 10 January). *How Much Financial Influence Does Gen Z Have?*

<https://www.forbes.com/sites/jefffromm/2018/01/10/what-you-need-to-know-about-the-financial-impact-of-gen-z-influence>

Gabriel, S., Paravati, E., Green, M. C., & Flomsbee, J. (2018). From Apprentice to President: The role of parasocial connection in the election of Donald Trump. *Social Psychological and Personality Science*, 9(3), 299-307.

<https://doi.org/10.1177/1948550617722835>

Gerstell, E., Marchessou, S., Schmidt, J., & Spagnuolo, E. (2020). *How COVID-19 is changing the world of beauty.*

<https://www.mckinsey.com/~media/McKinsey/Industries/Consumer%20Package>

[d%20Goods/Our%20Insights/How%20COVID%2019%20is%20changing%20the%20world%20of%20beauty/How-COVID-19-is-changing-the-world-of-beauty-vF.pdf](https://doi.org/10.1108/OurInsights-01-2020-0012)

- Geyer, P. D., Dotson, M., & King, R. H. (1991). Predicting Brand Commitment: An Empirical Test of Rusbult's. *The Mid-Atlantic Journal of Business*, 27(2), 129.
- 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
- Gleich, U. (1997). Parasocial Interaction with People on the Screen. In P. Winterhoff-Spurk & T. H. A. v. d. Voort (Eds.), *New horizons in media psychology: Research cooperation and projects in Europe* (pp. 35-55). Westdeutscher Verlag.
https://doi.org/10.1007/978-3-663-10899-3_3
- Gong, W. (2020). Effects of parasocial interaction, brand credibility and product involvement on celebrity endorsement on microblog. *Asia Pacific Journal of Marketing and Logistics*, ahead-of-print(ahead-of-print).
<https://doi.org/10.1108/APJML-12-2019-0747>
- Gong, W., & Li, X. (2017). Engaging fans on microblog: the synthetic influence of parasocial interaction and source characteristics on celebrity endorsement. *Psychology & Marketing*, 34(7), 720-732. <https://doi.org/10.1002/mar.21018>
- Grace, D., Ross, M., & King, C. (2020). Brand fidelity: Scale development and validation. *Journal of Retailing and Consumer Services*, 52, 101908.
<https://doi.org/10.1016/j.jretconser.2019.101908>
- Haenlein, M., Anadol, E., Farnsworth, T., Hugo, H., Hunichen, J., & Welte, D. (2020). Navigating the New Era of Influencer Marketing: How to be Successful on Instagram, TikTok, & Co. *California Management Review*, 63(1), 5-25.
<https://doi.org/10.1177/0008125620958166>
- Hair, J. F., Jr., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate Data Analysis* (7 ed.). Pearson.
- Hair, J. F., Jr., Gabriel, M. L. D. S., da Silva, D., & Braga Junior, S. (2019). Development and validation of attitudes measurement scales: fundamental and practical aspects. *RAUSP Management Journal*, 54(4), 490-507.
<https://doi.org/10.1108/RAUSP-05-2019-0098>

- Handrianaa, T., Dananjayab, D. I. T., Lestari, Y. D., & Aisyahd, R. A. (2019). Parasocial Interaction between Youtube Beauty Vlogger and Millennial Consumers in Indonesia. *International Journal of Innovation, Creativity and Change*, 9(8), 181-196.
- Hartmann, T., & Goldhoorn, C. (2011). Horton and Wohl Revisited: Exploring Viewers' Experience of Parasocial Interaction. *Journal of Communication*, 61(6), 1104-1121. <https://doi.org/10.1111/j.1460-2466.2011.01595.x>
- Hartmann, T., Schramm, H., & Klimmt, C. (2004). Personenorientierte Medienrezeption: Ein Zwei-Ebenen-Modell parasozialer Interaktionen. *Publizistik*, 49(1), 25. <https://doi.org/10.1007/s11616-004-0003-6>
- Hill, S. R., Troshani, I., & Chandrasekar, D. (2017). Signalling Effects of Vlogger Popularity on Online Consumers. *Journal of Computer Information Systems*, 60(1), 76-84. <https://doi.org/10.1080/08874417.2017.1400929>
- Horton, D., & Wohl, R. R. (1956). Mass Communication and Para-Social Interaction. *Psychiatry*, 19(3), 215-229. <https://doi.org/10.1080/00332747.1956.11023049>
- Huang, Y.-A., Lin, C., & Phau, I. (2015). Idol attachment and human brand loyalty. *European Journal of Marketing*, 49(7/8), 1234-1255. <https://doi.org/10.1108/EJM-07-2012-0416>
- Hwang, K., & Zhang, Q. (2018). Influence of parasocial relationship between digital celebrities and their followers on followers' purchase and electronic word-of-mouth intentions, and persuasion knowledge. *Computers in Human Behavior*, 87, 155-173. <https://doi.org/10.1016/j.chb.2018.05.029>
- Ilicic, J., & Webster, C. M. (2011). Effects of Multiple Endorsements and Consumer-Celebrity Attachment on Attitude and Purchase Intention. *Australasian Marketing Journal*, 19(4), 230-237. <https://doi.org/10.1016/j.ausmj.2011.07.005>
- Jansom, A., & Pongsakornrunsilp, S. (2021). How Instagram Influencers Affect the Value Perception of Thai Millennial Followers and Purchasing Intention of Luxury Fashion for Sustainable Marketing. *Sustainability*, 13(15), 8572. <https://www.mdpi.com/2071-1050/13/15/8572>

- Jeng, S.-P. (2016). The influences of airline brand credibility on consumer purchase intentions. *Journal of Air Transport Management*, 55, 1-8.
<https://doi.org/10.1016/j.jairtraman.2016.04.005>
- Jiménez-Castillo, D., & Sánchez-Fernández, R. (2019). The role of digital influencers in brand recommendation: Examining their impact on engagement, expected value and purchase intention. *International Journal of Information Management*, 49, 366-376. <https://doi.org/10.1016/j.ijinfomgt.2019.07.009>
- Karnik, M., Oakley, I., Venkatanathan, J., Spiliotopoulos, T., & Nisi, V. (2013). *Uses & gratifications of a facebook media sharing group* Proceedings of the 2013 conference on Computer supported cooperative work - CSCW '13,
<http://dx.doi.org/10.1145/2441776.2441868>
- Karnjanapoomi, N., Phaetlakfa, C., Inchan, N., & Wanichakorn, A. (2019). Fan Culture Phenomenon in Thai Cartoon Character. *Veridian E-Journal, Silpakorn University (Humanities, Social Sciences and arts)*, 12(2), 739-757.
- Kasikorn Bank. (21 November 2018). ตลาดบิวตี้ยังแจ๋ว เกาะเทรนด์ธุรกิจทำเงิน.
https://kasikornbank.com/th/business/sme/KSMEKnowledge/article/KSMEAnalyses/Documents/Beauty-Business_Trend.pdf
- Keller, A. M., Taylor, H. A., & Brunyé, T. T. (2020). Uncertainty promotes information-seeking actions, but what information? *Cognitive Research: Principles and Implications*, 5(1), 42. <https://doi.org/10.1186/s41235-020-00245-2>
- Kelley, H. H., & Thibaut, J. W. (1978). *Interpersonal relations: A theory of interdependence*. Wiley.
- Kessayanon, S. (2016). *Social Presence, Parasocial Interaction, Flow Experience, and Consumer-to-consumer Communication Affecting Purchase Decision through Social Commerce of Customers in Bangkok* [Master's independent studies, Bangkok University]. <http://dspace.bu.ac.th/jspui/handle/123456789/2112>
- Khodabandeh, A., & Lindh, C. (2021). The importance of brands, commitment, and influencers on purchase intent in the context of online relationships. *Australasian Marketing Journal*, 29(2), 177-186.
<https://doi.org/10.1016/j.ausmj.2020.03.003>

- Ki, C.-W., Cuevas, L. M., Chong, S. M., & Lim, H. (2020). Influencer marketing: Social media influencers as human brands attaching to followers and yielding positive marketing results by fulfilling needs. *Journal of Retailing and Consumer Services*, 55, 102133.
<https://doi.org/https://doi.org/10.1016/j.jretconser.2020.102133>
- Kim, A., McInerney, P., Smith, T. R., & Yamakawa, N. (2020, 29 June). *What makes Asia-Pacific's Generation Z different?* McKinsey.
<https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/what-makes-asia-pacifics-generation-z-different>
- Kim, H. (2020). Unpacking Unboxing Video-Viewing Motivations: The Uses and Gratifications Perspective and the Mediating Role of Parasocial Interaction on Purchase Intent. *Journal of Interactive Advertising*, 1-13.
<https://doi.org/10.1080/15252019.2020.1828202>
- Kim, H., Ko, E., & Kim, J. (2015). SNS users' para-social relationships with celebrities: social media effects on purchase intentions. *Journal of Global Scholars of Marketing Science*, 25(3), 279-294.
<https://doi.org/10.1080/21639159.2015.1043690>
- Kim, J., & Song, H. (2016). Celebrity's self-disclosure on Twitter and parasocial relationships: A mediating role of social presence. *Computers in Human Behavior*, 62, 570-577. <https://doi.org/10.1016/j.chb.2016.03.083>
- Kim, M., & Kim, J. (2020). How does a celebrity make fans happy? Interaction between celebrities and fans in the social media context. *Computers in Human Behavior*, 111, 106419. <https://doi.org/https://doi.org/10.1016/j.chb.2020.106419>
- Klimmt, C., Hartmann, T., & Schramm, H. (2006). Parasocial Interactions and Relationships. In *Psychology of entertainment*. (pp. 291-313). Lawrence Erlbaum Associates Publishers.
- Kline, R. B. (2011). *Principles and Practice of Structural Equation Modeling* (3rd ed.). Guilford Publications. <https://books.google.co.th/books?id=mGf3Ex59AX0C>
- Knoll, J., & Matthes, J. (2016). The effectiveness of celebrity endorsements: a meta-analysis. *Journal of the Academy of Marketing Science*, 45(1), 55-75.
<https://doi.org/10.1007/s11747-016-0503-8>

- Ko, H.-C., & Wu, W.-N. (2017). *Exploring the determinants of viewers' loyalty toward beauty YouTubers: a parasocial interaction perspective* Proceedings of the 2017 International Conference on Education and Multimedia Technology, Singapore, Singapore. <https://doi.org/10.1145/3124116.3124130>
- Krach, S., Cohrs, J. C., de Echeverría Loebell, N. C., Kircher, T., Sommer, J., Jansen, A., & Paulus, F. M. (2011). Your Flaws Are My Pain: Linking Empathy To Vicarious Embarrassment. *PLOS ONE*, 6(4), e18675. <https://doi.org/10.1371/journal.pone.0018675>
- Krathinthong, N. (2018). *Content Reviews on the Beauty Community Websites for the Purchase Decisions on Puff Powder* [Master's Independent Studies, Bangkok University]. <http://dspace.bu.ac.th/jspui/handle/123456789/3662>
- Kurtin, K. S., O'Brien, N., Roy, D., & Dam, L. (2018). The Development of Parasocial Interaction Relationships on YouTube [Parasocial interaction; new media; YouTube; attraction]. *The Journal of Social Media in Society*, 7(1), 20. <https://thejsms.org/index.php/TSMRI/article/view/304/160>
- L'Oréal. (n.d.). *L'Oréal and influencers*. <https://www.loreal.com/en/articles/group/loreal-and-influencers/>
- L'Oréal. (2019). *L'Oréal 2019 Annual Report: Cosmetic Market*. <https://www.loreal-finance.com/en/annual-report-2019/cosmetics-market-2-1-0/>
- Labrecque, L. I. (2014). Fostering Consumer–Brand Relationships in Social Media Environments: The Role of Parasocial Interaction. *Journal of Interactive Marketing*, 28(2), 134-148. <https://doi.org/10.1016/j.intmar.2013.12.003>
- Lance, C. E., Butts, M. M., & Michels, L. C. (2006). The Sources of Four Commonly Reported Cutoff Criteria: What Did They Really Say? *Organizational Research Methods*, 9(2), 202-220. <https://doi.org/10.1177/1094428105284919>
- Laverie, D. A., & Arnett, D. B. (2000). Factors Affecting Fan Attendance: The Influence of Identity Salience and Satisfaction. *Journal of Leisure Research*, 32(2), 225-246. <https://doi.org/10.1080/00222216.2000.11949915>
- Le, B., & Agnew, C. R. (2003). Commitment and its theorized determinants: A meta-analysis of the Investment Model. *Personal Relationships*, 10(1), 37-57. <https://doi.org/10.1111/1475-6811.00035>

- Ledbetter, A. M., & Meisner, C. (2021). Extending the personal branding affordances typology to parasocial interaction with public figures on social media: Social presence and media multiplexity as mediators. *Computers in Human Behavior*, *115*, 106610. <https://doi.org/10.1016/j.chb.2020.106610>
- Ledbetter, A. M., & Redd, S. M. (2016). Celebrity Credibility on Social Media: A Conditional Process Analysis of Online Self-Disclosure Attitude as a Moderator of Posting Frequency and Parasocial Interaction. *Western Journal of Communication*, *80*(5), 601-618. <https://doi.org/10.1080/10570314.2016.1187286>
- Lee, J. E., & Watkins, B. (2016). YouTube vloggers' influence on consumer luxury brand perceptions and intentions. *Journal of Business Research*, *69*(12), 5753-5760. <https://doi.org/10.1016/j.jbusres.2016.04.171>
- Lee, M., & Lee, H.-H. (2021). Do parasocial interactions and vicarious experiences in the beauty YouTube channels promote consumer purchase intention? *International Journal of Consumer Studies*, *00*, 1-14. <https://doi.org/https://doi.org/10.1111/ijcs.12667>
- Leith, A. P. (2021). Parasocial cues: The ubiquity of parasocial relationships on Twitch. *Communication Monographs*, *88*(1), 111-129. <https://doi.org/10.1080/03637751.2020.1868544>
- Levy, M. R. (1979). Watching TV news as para-social interaction. *Journal of Broadcasting*, *23*(1), 69-80. <https://doi.org/10.1080/08838157909363919>
- Li, X., & Petrick, J. F. (2008). Examining the Antecedents of Brand Loyalty from an Investment Model Perspective. *Journal of Travel Research*, *47*(1), 25-34. <https://doi.org/10.1177/0047287507312409>
- Liebers, N., & Schramm, H. (2019). Parasocial Interactions and Relationships with Media Characters - An Inventory of 60 Years of Research. *Communication Research Trends*, *38*(2).
- Lin, J.-S., Sung, Y., & Chen, K.-J. (2016). Social television: Examining the antecedents and consequences of connected TV viewing. *Computers in Human Behavior*, *58*, 171-178. <https://doi.org/10.1016/j.chb.2015.12.025>

- Liu, M. T., Liu, Y., & Zhang, L. L. (2019). Vlog and brand evaluations: the influence of parasocial interaction. *Asia Pacific Journal of Marketing and Logistics*, 31(2), 419-436. <https://doi.org/10.1108/apjml-01-2018-0021>
- Lou, C., & Kim, H. K. (2019). Fancying the New Rich and Famous? Explicating the Roles of Influencer Content, Credibility, and Parental Mediation in Adolescents' Parasocial Relationship, Materialism, and Purchase Intentions. *Frontiers in psychology*, 10, 2567-2567. <https://doi.org/10.3389/fpsyg.2019.02567>
- Lüdecke, D., Ben-Shachar, M. S., Patil, I., Waggoner, P., & Makowski, D. (2021). performance: An R package for assessment, comparison and testing of statistical models. *Journal of Open Source Software*, 6(60).
- Lueck, J. A. (2012). Friend-zone with benefits: The parasocial advertising of Kim Kardashian. *Journal of Marketing Communications*, 21(2), 91-109. <https://doi.org/10.1080/13527266.2012.726235>
- Lyu, J., & Kim, J. (2020). Antecedents of Social Media-Induced Retail Commerce Activities: Impact of Brand-Consumer Relationships and Psychological Sense of Community. *Journal of Interactive Advertising*, 20(2), 119-132. <https://doi.org/10.1080/15252019.2020.1769513>
- Madison, T. P., & Porter, L. V. (2015). The People We Meet: Discriminating Functions of Parasocial Interactions. *Imagination, Cognition and Personality*, 35(1), 47-71. <https://doi.org/10.1177/0276236615574490>
- Maier, M. J. (2015). *Companion Package to the Book 'R: Einführung durch angewandte Statistik'*. In (Version R package version 0.9.3) <http://CRAN.R-project.org/package=REdaS>
- Matsunaga, M. (2008). Item Parceling in Structural Equation Modeling: A Primer. *Communication Methods and Measures*, 2(4), 260-293. <https://doi.org/10.1080/19312450802458935>
- McGuire, W. J. (1996). The Yale communication and attitude-change program in the 1950s. *American communication research: The remembered history*, 39-59.
- Miller, R. (2018). *Intimate Relationships* (8th ed.). McGraw Hill.

- Möller, K., & Halinen, A. (2000). Relationship Marketing Theory: Its Roots and Direction. *Journal of Marketing Management*, 16(1-3), 29-54.
<https://doi.org/10.1362/026725700785100460>
- Mongkhon, P., Ruengorn, C., Awiphan, R., Thavorn, K., Hutton, B., Wongpakaran, N., Wongpakaran, T., & Nochaiwong, S. (2021). Exposure to COVID-19-Related Information and its Association With Mental Health Problems in Thailand: Nationwide, Cross-sectional Survey Study. *J Med Internet Res*, 23(2), e25363.
<https://doi.org/10.2196/25363>
- Morning Consult. (n.d.). *The influencer report: Engageing Gen Z and Millennials*.
<https://morningconsult.com/wp-content/uploads/2019/11/The-Influencer-Report-Engaging-Gen-Z-and-Millennials.pdf>
- National Statistical Office. (2019). *Number and Percentage of Household have Access to Internet by Region and Province: 2010 - 2019*.
<http://statbbi.nso.go.th/staticreport/page/sector/en/16.aspx>
- National Statistical Office. (2020). *Number of Population from Registration by Age, Sex and Province: 2020*. <http://statbbi.nso.go.th/staticreport/page/sector/en/01.aspx>
- O'Bannon, B. W., Beard, J. L., & Britt, V. G. (2013). Using a Facebook Group As an Educational Tool: Effects on Student Achievement. *Computers in the Schools*, 30(3), 229-247. <https://doi.org/10.1080/07380569.2013.805972>
- Osuna Ramírez, S. A., Veloutsou, C., & Morgan-Thomas, A. (2017). A Systematic Literature Review of Brand Commitment: Definitions, Perspectives and Dimensions. *Athens Journal of Business & Economics*, 3(3), 305-332.
<https://doi.org/10.30958/ajbe.3.3.5>
- Palmatier, R. W., Dant, R. P., Grewal, D., & Evans, K. R. (2006). Factors Influencing the Effectiveness of Relationship Marketing: A Meta-Analysis. *Journal of Marketing*, 70(4), 136-153. <https://doi.org/10.1509/jmkg.70.4.136>
- Pang, H. (2018). Microblogging, friendship maintenance, and life satisfaction among university students: The mediatory role of online self-disclosure. *Telematics and Informatics*, 35(8), 2232-2241.
<https://doi.org/https://doi.org/10.1016/j.tele.2018.08.009>

- Park, J. H., & Lennon, S. J. (2004). Television Apparel Shopping: Impulse Buying and Parasocial Interaction. *Clothing and Textiles Research Journal*, 22(3), 135-144. <https://doi.org/10.1177/0887302x0402200304>
- Paulus, F. M., Müller-Pinzler, L., Meshi, D., Peng, T.-Q., Martinez Mateo, M., & Krach, S. (2019). The Politics of Embarrassment: Considerations on How Norm-Transgressions of Political Representatives Shape Nation-Wide Communication of Emotions on Social Media [Hypothesis and Theory]. *Frontiers in Communication*, 4(11). <https://doi.org/10.3389/fcomm.2019.00011>
- Pew Research Center. (2015). *Coverage Error in Internet Surveys*. <https://www.pewresearch.org/methods/2015/09/22/coverage-error-in-internet-surveys/>
- Phua, J., Lin, J.-S., & Lim, D. J. (2018). Understanding consumer engagement with celebrity-endorsed E-Cigarette advertising on Instagram. *Computers in Human Behavior*, 84, 93-102. <https://doi.org/10.1016/j.chb.2018.02.031>
- Purnamaningsih, P., & Rizkalla, N. (2020). The Role of Parasocial Interaction on Consumers' Intention to Purchase Beauty Products. *Revista CEA*, 6(12), 13-27. <https://doi.org/10.22430/24223182.1617>
- Quintero Johnson, J. M., & Patnoe-Woodley, P. D. (2016). Exploring the Influence of Parasocial Relationships and Experiences on Radio Listeners' Consumer Behaviors. *Communication Research Reports*, 33(1), 40-46. <https://doi.org/10.1080/08824096.2015.1117440>
- R Core Team. (2021). *R: A language and environment for statistical computing*. In R Foundation for Statistical Computing. <https://www.R-project.org/>
- Rasmussen, L. (2018). Parasocial Interaction in the Digital Age: An Examination of Relationship Building and the Effectiveness of YouTube Celebrities [parasocial interaction; YouTube; social media; influencers]. *The Journal of Social Media in Society*, 7(1), 15. <https://thejsms.org/index.php/TSMRI/article/view/364>
- Reinikainen, H., Munnukka, J., Maity, D., & Luoma-aho, V. (2020). 'You really are a great big sister' – parasocial relationships, credibility, and the moderating role of audience comments in influencer marketing. *Journal of Marketing Management*, 36(3-4), 279-298. <https://doi.org/10.1080/0267257x.2019.1708781>

- Revelle, W. (2020). *psych: Procedures for Personality and Psychological Research*. In (Version 2.1.3) Northwestern University. <https://CRAN.R-project.org/package=psych>
- Revilla, M. A., Saris, W. E., & Krosnick, J. A. (2014). Choosing the number of categories in agree–disagree scales. *Sociological Methods & Research*, 43(1), 73-97. (Sociological Methods & Research)
- Rihl, A., & Wegener, C. (2017). YouTube celebrities and parasocial interaction: Using feedback channels in mediatized relationships. *Convergence: The International Journal of Research into New Media Technologies*, 25(3), 554-566. <https://doi.org/10.1177/1354856517736976>
- Rosseel, Y. (2012). lavaan: An R Package for Structural Equation Modeling. 2012, 48(2), 36. <https://doi.org/10.18637/jss.v048.i02>
- Rubin, A. M., Perse, E. M., & Powell, R. A. (1985). LONELINESS, PARASOCIAL INTERACTION, AND LOCAL TELEVISION NEWS VIEWING. *Human Communication Research*, 12(2), 155-180. <https://doi.org/10.1111/j.1468-2958.1985.tb00071.x>
- Ruggiero, T. E. (2000). Uses and Gratifications Theory in the 21st Century. *Mass Communication and Society*, 3(1), 3-37. https://doi.org/10.1207/S15327825MCS0301_02
- Rusbult, C. E. (1980). Commitment and satisfaction in romantic associations: A test of the investment model. *Journal of Experimental Social Psychology*, 16(2), 172-186. [https://doi.org/10.1016/0022-1031\(80\)90007-4](https://doi.org/10.1016/0022-1031(80)90007-4)
- Rusbult, C. E. (1983). A longitudinal test of the investment model: The development (and deterioration) of satisfaction and commitment in heterosexual involvements. *Journal of Personality and Social Psychology*, 45(1), 101-117. <https://doi.org/10.1037/0022-3514.45.1.101>
- Rusbult, C. E., Agnew, C. R., & Arriaga, X. B. (2012). The Investment Model of Commitment Processes. In *Handbook of Theories of Social Psychology* (pp. 218-231). SAGE Publications Ltd. <https://doi.org/10.4135/9781446249222.n37>
- Rusbult, C. E., Martz, J. M., & Agnew, C. R. (1998). The Investment Model Scale: Measuring commitment level, satisfaction level, quality of alternatives, and

investment size. *Personal Relationships*, 5(4), 357-387.

<https://doi.org/10.1111/j.1475-6811.1998.tb00177.x>

Rusbult, C. E., Olsen, N., Davis, J. L., & Hannon, P. A. (2001). Commitment and relationship maintenance mechanisms. In *Close romantic relationships: Maintenance and enhancement*. (pp. 87-113). Lawrence Erlbaum Associates Publishers.

Rybaczewska, M., Chesire, B. J., & Sparks, L. (2020). YouTube Vloggers as Brand Influencers on Consumer Purchase Behaviour. *Journal of Intercultural Management*, 12(3), 117-140. <https://doi.org/10.2478/joim-2020-0047>

Schiappa, E., Allen, M., & Gregg, P. B. (2007). Parasocial Relationships and Television: A Meta-Analysis of the Effects. In *Mass media effects research: Advances through meta-analysis*. (pp. 301-314). Lawrence Erlbaum Associates Publishers.

Schramm, H. (2008). Parasocial Interactions and Relationships. In *The International Encyclopedia of Communication*. John Wiley & Sons, Ltd.

<https://doi.org/10.1002/9781405186407.wbiecp006>

Schramm, H., & Hartmann, T. (2008). The PSI-Process Scales. A new measure to assess the intensity and breadth of parasocial processes. *Communications*, 33(4).

<https://doi.org/10.1515/comm.2008.025>

Schramm, H., & Wirth, W. (2010). Testing a Universal Tool for Measuring Parasocial Interactions Across Different Situations and Media. *Journal of Media Psychology*, 22(1), 26-36. <https://doi.org/10.1027/1864-1105/a000004>

Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions.

Journal of Retailing and Consumer Services, 53.

<https://doi.org/10.1016/j.jretconser.2019.01.011>

Soper, D. S. (2021). *A-priori Sample Size Calculator for Structural Equation Models* In [Software]. <https://www.danielsoper.com/statcalc>

Srichannil, C. (2020). The COVID-19 pandemic and Thailand: A psychologist's viewpoint. *Psychological Trauma: Theory, Research, Practice, and Policy*, 12(5), 485-487.

<https://doi.org/10.1037/tra0000808>

- Stanley, D. (2021). *apaTables: Create American Psychological Association (APA) Style Tables*. In <https://CRAN.R-project.org/package=apaTables>
- Steiner, E., & Xu, K. (2020). Binge-watching motivates change: Uses and gratifications of streaming video viewers challenge traditional TV research. *Convergence*, 26(1), 82-101. <https://doi.org/10.1177/1354856517750365>
- Sung, Y., & Campbell, W. K. (2007). Brand commitment in consumer–brand relationships: An investment model approach. *Journal of Brand Management*, 17(2), 97-113. <https://doi.org/10.1057/palgrave.bm.2550119>
- Sung, Y., & Choi, S. M. (2010). “I won't leave you although you disappoint me”: The interplay between satisfaction, investment, and alternatives in determining consumer-brand relationship commitment. *Psychology & Marketing*, 27(11), 1050-1073. <https://doi.org/10.1002/mar.20373>
- Susarla, A., Oh, J.-H., & Tan, Y. (2012). Social Networks and the Diffusion of User-Generated Content: Evidence from YouTube. *Information Systems Research*, 23(1), 23-41. <https://doi.org/10.1287/isre.1100.0339>
- Suwannachote, P. (2008). *Communication, parasocial interaction and pro-social value learning of Korean star singers' fanclub* [Master's thesis, Chulalongkorn University]. <http://cuir.car.chula.ac.th/handle/123456789/58821>
- Tabachnick, B. G., & Fidell, L. S. (2007). Multivariate analysis of variance and covariance. In B. G. Tabachnick & L. S. Fidell (Eds.), *Using multivariate statistics* (5th ed., pp. 243-310). Pearson.
- Tabellion, J., & Esch, F.-R. (2019). Influencer Marketing and its Impact on the Advertised Brand. In E. Bigne & S. Rosengren (Eds.), *Advances in Advertising Research X: Multiple Touchpoints in Brand Communication* (pp. 29-41). Springer Fachmedien Wiesbaden. https://doi.org/10.1007/978-3-658-24878-9_3
- Tarnittanakorn, N., & Saipimpang, P. (2013). Beauty Blogger: An Online Beauty Influencer. *Suthiparithat Journal*, 27(81), 109-124.
- The International Trade Administration (ITA) U.S. Department of Commerce. (August 9, 2019). *Thailand - Personal Care and Beauty Products*. <https://www.export.gov/apex/article?id=Thailand-personal-care-and-beauty-products>

- The Nation Thailand. (2016, October 11). *Thailand is still number one for YouTube viewers in Southeast Asia*. <https://www.nationthailand.com/business/30297423>
- Thelwall, M. (2021). Lifestyle information from YouTube influencers: some consumption patterns. *Journal of Documentation*, 77(6), 1209-1222. <https://doi.org/10.1108/JD-02-2021-0033>
- Tran, G. A., & Strutton, D. (2014). Has Reality Television Come of Age as a Promotional Platform? Modeling the Endorsement Effectiveness of Celebrealty and Reality Stars. *Psychology & Marketing*, 31(4), 294-305. <https://doi.org/10.1002/mar.20695>
- Tran, P., Judge, M., & Kashima, Y. (2019). Commitment in relationships: An updated meta-analysis of the Investment Model. *Personal Relationships*, 26(1), 158-180. <https://doi.org/10.1111/per.12268>
- Tsiotsou, R. H. (2015). The role of social and parasocial relationships on social networking sites loyalty. *Computers in Human Behavior*, 48, 401-414. <https://doi.org/10.1016/j.chb.2015.01.064>
- Tukachinsky, R. (2011). Para-Romantic Love and Para-Friendships: Development and Assessment of a Multiple-Parasocial Relationships Scale. *American Journal of Media Psychology*, 3(1/2), 73-94.
- Vazquez, D., Wu, X., Nguyen, B., Kent, A., Gutierrez, A., & Chen, T. (2020). Investigating narrative involvement, parasocial interactions, and impulse buying behaviours within a second screen social commerce context. *International Journal of Information Management*, 53, 102135. <https://doi.org/10.1016/j.ijinfomgt.2020.102135>
- Verma, V., Sharma, D., & Sheth, J. (2015). Does relationship marketing matter in online retailing? A meta-analytic approach. *Journal of the Academy of Marketing Science*, 44(2), 206-217. <https://doi.org/10.1007/s11747-015-0429-6>
- Vettese, A. (2019, 2019, June 5). *Exploring the beauty industry through an independent project*. <https://www.hbs.edu/mba/blog/post/exploring-beauty-industry-through-independent-project-curriculum-hbs>

- Wang, Q., Fink, E. L., & Cai, D. A. (2008). Loneliness, Gender, and Parasocial Interaction: A Uses and Gratifications Approach. *Communication Quarterly*, 56(1), 87-109.
<https://doi.org/10.1080/01463370701839057>
- Wattanatorn, P. (2009). *The Communication between Lifestyle Television Program "Martha" and the Audience* [Master's thesis, Chulalongkorn University].
<http://cuir.car.chula.ac.th/handle/123456789/19647>
- Wattenhofer, M., Wattenhofer, R., & Zhu, Z. (2012). The YouTube Social Network. In J. G. Breslin, N. B. Ellison, J. G. Shanahan, & Z. Tufekci (Eds.), *Proceedings of the sixth international conference on weblogs and social media*. The AAAI Press.
<https://www.aaai.org/ocs/index.php/ICWSM/ICWSM12/paper/view/4581>
- Weijters, B., Cabooter, E., & Schillewaert, N. (2010). The effect of rating scale format on response styles: The number of response categories and response category labels. *International Journal of Research in Marketing*, 27(3), 236-247.
 (International Journal of Research in Marketing)
- Westland, C. J. (2010). Lower bounds on sample size in structural equation modeling. *Electronic Commerce Research and Applications*, 9(6), 476-487.
<https://doi.org/10.1016/j.elelap.2010.07.003>
- Whitley, B. E., & Kite, M. E. (2013). *Principles of research in behavioral science*. Routledge.
- Wiedmann, K.-P., & von Mettenheim, W. (2021). Attractiveness, trustworthiness and expertise – social influencers' winning formula? *Journal of Product & Brand Management*, 30(5), 707-725. <https://doi.org/10.1108/JPBM-06-2019-2442>
- Wieselquist, J., Rusbult, C. E., Foster, C. A., & Agnew, C. R. (1999). Commitment, pro-relationship behavior, and trust in close relationships. *Journal of Personality and Social Psychology*, 77(5), 942-966. <https://doi.org/10.1037/0022-3514.77.5.942>
- Wohn, D. Y., Jough, P., Eskander, P., Siri, J. S., Shimobayashi, M., & Desai, P. (2019). Understanding digital patronage: Why do people subscribe to streamers on Twitch? *Proceedings of the Annual Symposium on Computer-Human Interaction in Play*,

- Woo, J., Ahn, J., Lee, J., & Koo, Y. (2015). Media channels and consumer purchasing decisions. *Industrial Management & Data Systems*, 115(8), 1510-1528.
<https://doi.org/10.1108/imds-02-2015-0036>
- Wulf, T., Schneider, F. M., & Queck, J. (2021). Exploring Viewers' Experiences of Parasocial Interactions with Videogame Streamers on Twitch [Advance online publication]. *Cyberpsychology, Behavior, and Social Networking*.
<https://doi.org/10.1089/cyber.2020.0546>
- Xiang, L., Zheng, X., Lee, M. K. O., & Zhao, D. (2016). Exploring consumers' impulse buying behavior on social commerce platform: The role of parasocial interaction. *International Journal of Information Management*, 36(3), 333-347.
<https://doi.org/10.1016/j.ijinfomgt.2015.11.002>
- Yilmazdoğan, O. C., Doğan, R. Ş., & Altıntaş, E. (2021). The impact of the source credibility of Instagram influencers on travel intention: The mediating role of parasocial interaction. *Journal of Vacation Marketing*, 1356766721995973.
<https://doi.org/10.1177/1356766721995973>
- Yuan, C. L., Kim, J., & Kim, S. J. (2016). Parasocial relationship effects on customer equity in the social media context. *Journal of Business Research*, 69(9), 3795-3803. <https://doi.org/10.1016/j.jbusres.2015.12.071>
- Yuksel, M., & Labrecque, L. I. (2016). "Digital buddies": parasocial interactions in social media. *Journal of Research in Interactive Marketing*, 10(4), 305-320.
<https://doi.org/10.1108/jrim-03-2016-0023>
- Zhang, H. (2018). Evoking presence in vlogging: A case study of U. K. beauty blogger Zoe Sugg. *First Monday*. <https://doi.org/10.5210/fm.v23i1.8107>
- Zhang, K., & Hung, K. (2020). The Effect of Natural Celebrity–Brand Association and Parasocial Interaction in Advertising Endorsement for Sustainable Marketing. *Sustainability*, 12(15), 6215. <https://www.mdpi.com/2071-1050/12/15/6215>
- Zhang, Y., He, D., & Sang, Y. (2013). Facebook as a Platform for Health Information and Communication: A Case Study of a Diabetes Group. *Journal of Medical Systems*, 37(3). <https://doi.org/10.1007/s10916-013-9942-7>

Zhao, S., & Wu, X. (2021). Motivations and consumption practices of fostered idol fans: a self-determination theory approach. *Journal of Consumer Marketing*, 38(1), 91-100. <https://doi.org/10.1108/JCM-08-2019-3370>





Appendices

จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

Appendix A

Primary Content validity of Parasocial Interaction with Beauty Youtubers Scale

Table 13

Content Evaluation of Parasocial Interaction with Beauty Youtubers Scale

ข้อ	ข้อความ	ความเห็น			ข้อเสนอแนะ
		ไม่ สอดคล้อง	ไม่ แน่ใจ	สอดคล้อง	
1	ฉันรู้ว่าเขาเป็นใครจากเนื้อหาในคลิป			✓ ^{a, b}	
2	การที่เขาเล่นมุกตลก ทำให้คลิปสนุก ชวนติดตามมากขึ้น			✓ ^{a, b}	
3	ฉันคิดว่าเขาเป็นคนที่ง่าย ๆ สบาย ๆ			✓ ^{a, b}	
4	เมื่อเขารีวิว ให้ความเห็นเกี่ยวกับสินค้า ไหน ก็ช่วยให้ฉันตัดสินใจได้ว่าตัวเองคิด อย่างไรกับสินค้านั้น			✓ ^{a, b}	
5	ฉันรู้สึกไม่สบายใจแทน เวลาที่เนื้อหาใน คลิปของเขาไม่ค่อยเหมาะสมนัก			✓ ^{a, b}	
6	ฉันชอบเทียบสิ่งที่ฉันคิดกับสิ่งที่เขาพูด			✓ ^{a, b}	
7	เขาคอยอยู่เป็นเพื่อนฉันระหว่างฉันดูคลิป		✓ ^a	✓ ^b	ฉันรู้สึกว่าเขายู่ใกล้ๆ ขณะที่ดูคลิปของเขา ^a
8	ฉันฝันอที่จะได้ดูคลิปใหม่ของเขา			✓ ^{a, b}	
9	ถ้าเขาเลิกใช้ YouTube แล้วไปใช้ เว็บไซต์อื่นในการโพสต์วิดีโอ ฉันก็จะตาม ไปใช้เช่นกัน			✓ ^{a, b}	
10	ถ้ามีเรื่องเกี่ยวกับเขาออกในคลิปของ Youtuber ท่านอื่น ฉันก็จะตามไปดูคลิป นั้น			✓ ^{a, b}	
11	ฉันคิดถึงเขาเวลาที่เขาจู่ ๆ ก็หายไป ไม่ โพสต์คลิปใหม่			✓ ^{a, b}	
12	ฉันอยากเจอเขาตัวจริง			✓ ^{a, b}	

Table 13

Content Evaluation of Parasocial Interaction with Beauty Youtubers Scale

(Continued)

ข้อ	ข้อความ	ความเห็น			ข้อเสนอแนะ
		ไม่ สอดคล้อง	ไม่ แน่ใจ	สอดคล้อง	
13	เวลาที่ฉันดูคลิปของเขาฉันรู้สึกเหมือนเป็นเพื่อนกับเขาด้วย		✓ ^a	✓ ^b	เวลาที่ฉันดูคลิปของเขา ฉันรู้สึกเหมือนเป็นส่วนหนึ่งของกลุ่มของเขา ^a
14	เขาทำให้ฉันสบายใจ เหมือนอยู่กับเพื่อน			✓ ^{a, b}	
15	ฉันคอยเช็คว่าเขาโพสต์อะไรใหม่ๆ บ้างในช่องของเขา			✓ ^{a, b}	
16	เขาดูจะเข้าใจฉัน เพราะคลิปที่เขาโพสต์มีเนื้อหาสะท้อนสิ่งที่ฉันอยากรู้			✓ ^{a, b}	
17	บางที่ฉันก็กดไลค์ กดแชร์ให้คลิปของเขา		✓ ^b	✓ ^a	บ่อยครั้งฉันก็กดไลค์ กดแชร์ให้คลิปของเขา ^b
18	ฉันคิดว่าเขาเป็นเหมือนเพื่อนเก่าเพื่อนเก่าของฉัน			✓ ^{a, b}	
19	ฉันคิดว่าเขามีเสน่ห์			✓ ^{a, b}	
20	บางที่ฉันก็พูด หรือตอบเขาไป ระหว่างที่ดูคลิปเขา		✓ ^a		บางที่ฉันก็พิมพ์คอมเมนต์เข้าไปในระหว่างที่ดูคลิป (หรือวอล็อก) ของเขา ^a

Note. The comments and rating from are combined and marked respectively.

^a The comment and rating by Associate Professor Dr. Saravudh Anantachart from Faculty of Communication Arts, Chulalongkorn University.

^b The comment and rating by Lecturer Dr. Yokfah Isaranon from Faculty of Psychology, Chulalongkorn University.

Appendix B

Thai version of Parasocial Interaction with Beauty Youtubers Scale

Table 14

Thai version of Parasocial Interaction with Beauty Youtubers Scale

ข้อ	ข้อความ	ไม่เห็นด้วย อย่างยิ่ง (1)	ไม่เห็น ด้วย (2)	ไม่เห็นด้วย และเห็นด้วย พอ ๆ กัน (3)	เห็น ด้วย (4)	เห็นด้วย อย่างยิ่ง (5)
1	ฉันรู้ว่า (Youtuber) เป็นคนอย่างไรจาก เนื้อหาในคลิป					
2	การที่ (Youtuber) เล่นมุกตลก ทำให้คลิป สนุก ขวนติดตามมากขึ้น					
3	ฉันคิดว่า (Youtuber) เป็นคนง่าย ๆ สบายๆ					
4	เมื่อ (Youtuber) รีวิว ให้ความเห็น เกี่ยวกับสินค้าไหน ก็ช่วยให้ฉันตัดสินใจได้ ว่าตัวเองคิดอย่างไรกับสินค้านั้น					
5	ฉันรู้สึกไม่สบายใจแทน เวลาที่เนื้อหาใน คลิปของ (Youtuber) ไม่ค่อยเหมาะสม นัก					
6	ฉันชอบเทียบสิ่งที่ฉันคิดกับสิ่งที่ (Youtuber) พูด					
7	ฉันรู้สึกว้าว (Youtuber) อยู่ใกล้ๆ ขณะที่ดู คลิปของเขา					
8	ฉันเฝ้ารอที่จะได้ดูคลิปใหม่ของ (Youtuber)					
9	ถ้า (Youtuber) เลิกใช้ YouTube แล้วไป ใช้เว็บไซต์อื่นในการโพสต์วิดีโอ ฉันก็จะ ตามไปใช้เช่นกัน					

Table 14

Thai version of Parasocial Interaction with Beauty Youtubers Scale (Continued)

ข้อ	ข้อความ	ไม่เห็นด้วย อย่างยิ่ง (1)	ไม่เห็น ด้วย (2)	ไม่เห็นด้วย และเห็นด้วย พอ ๆ กัน (3)	เห็น ด้วย (4)	เห็นด้วย อย่างยิ่ง (5)
10	ถ้ามีเรื่องเกี่ยวกับ (Youtuber) ออกในคลิปของ Youtuber ท่านอื่น ฉันก็จะตามไปดูคลิปนั้น ^a					
11	ฉันคิดถึง (Youtuber) เวลาที่เขาจู่ ๆ ก็หายไป ไม่โพสต์คลิปใหม่					
12	ฉันอยากเจอ (Youtuber) ตัวจริง					
13	เวลาที่ฉันดูคลิปของ (Youtuber) ฉันรู้สึกเหมือนเป็นส่วนหนึ่งของกลุ่มของเขา					
14	(Youtuber) ทำให้ฉันสบายใจ เหมือนอยู่กับเพื่อน					
15	ฉันคอยเช็คคว่า (Youtuber) โพสต์อะไรใหม่ ๆ บ้างในช่องของเขา					
16	(Youtuber) ดูจะเข้าใจฉัน เพราะคลิปที่โพสต์มีเนื้อหาสะท้อนสิ่งที่ฉันอยากรู้					
17	บางทีฉันก็พูด หรือตอบกลับ (Youtuber) ไประหว่างที่ดูคลิปเขา					
18	ฉันคิดว่า (Youtuber) เป็นเหมือนเพื่อนเก่าเพื่อนแก่ของฉัน					
19	ฉันคิดว่า (Youtuber) มีเสน่ห์					
20	บางที ฉันก็พิมพ์คอมเมนต์เข้าไปในระหว่างที่ดูคลิปของ (Youtuber)					

Note. The name of beauty Youtuber that was given by participants will be piped in the measure as (Youtuber).

^a Item 5 and 10 were removed from the scale after EFA analysis in Study 1.

Appendix C

Thai version of Investment Model Scale for Commitment to Parasocial
Interaction with Beauty Youtubers

Table 15

*Thai version of Investment Model Scale for Commitment to Parasocial Interaction
with Beauty Youtubers with sub-dimensions*

Dimensions	ข้อ	ข้อความ	ไม่เห็น ด้วย อย่าง ยิ่ง (1)	ไม่ เห็น ด้วย (2)	ไม่เห็น ด้วยและ เห็นด้วย พอ ๆ กัน (3)	เห็น ด้วย (4)	เห็น ด้วย ยิ่ง (5)
Satisfaction	1	ฉันรู้สึกพึงพอใจเวลาได้ดู (Youtuber)					
	2	ฉันรู้สึกชอบที่ได้ติดตาม (Youtuber) มากกว่าที่คนอื่นรู้สึก เวลาติดตามบิวตี้ บล็อกเกอร์ที่เฝ้าชอบ					
	3	แทบจะไม่มีอะไรทำให้ฉันชอบ (Youtuber) ได้มากกว่าที่ฉันชอบอยู่อีก แล้ว					
	4	ทุกครั้งที่ได้ดู (Youtuber) มันทำให้ ฉันรู้สึกมีความสุข					
Investments	5	ฉันได้ทุ่มเททั้งเวลาและพลังงานกับการ ติดตาม (Youtuber) และฉันจะสูญเสีย มันไปถ้าฉันไม่ได้ดู (Youtuber) แล้ว					
	6	หลายๆ แง่มุมในชีวิตฉันเกี่ยวพันกับบิวตี้ บล็อกเกอร์คนนี้ (เป็นงานอดิเรก เช่น แชร์คลิปกับเพื่อน ทำกิจกรรมตามคลิป เป็นต้น) และฉันจะเสียมันไปทั้งหมดถ้า (Youtuber) เลิกทำ vlog					
	7	ฉันรู้สึกว่ามีส่วนร่วม ได้ทุ่มเทให้กับ ความสัมพันธ์ที่มีกับ (Youtuber) มาก					
	8	เทียบกับคนอื่น ๆ ที่ฉันรู้จักแล้ว ฉัน ลงทุนลงแรงกับ (Youtuber) มาก					

Table 15

Thai version of Investment Model Scale for Commitment to Parasocial Interaction with Beauty Youtubers with sub-dimensions (Continued)

Dimensions	ข้อ	ข้อความ	ไม่เห็น		เห็น	
			ไม่เห็นด้วย อย่าง ยิ่ง (1)	ไม่เห็นด้วย (2)	ด้วย และ เห็น ด้วย พอ ๆ กัน (3)	เห็น ด้วย อย่าง ยิ่ง (4)
Alternatives (Different Youtubers)	9	ถ้าฉันไม่ดู (Youtuber) ฉันก็คงไม่ เป็นไร ฉันจะดูบิวตี้บล็อกเกอร์คนอื่นที่ น่าสนใจไม่แพ้กัน				
	10	ตัวเลือกอื่นนอกจากการติดตาม (Youtuber) (เช่นการดูบิวตี้บล็อก เกอร์คนอื่น) ใกล้เคียงกับความสัมพันธ์ ในอุดมคติของฉัน ^a				
Alternatives (Different Youtubers)	11	ตัวเลือกอื่นนอกจากการติดตาม (Youtuber) (เช่นการดูบิวตี้บล็อก เกอร์คนอื่น) น่าดึงดูดใจสำหรับฉัน				
Alternatives (Friends)	12	บางครั้งฉันก็คิดว่า ฉันเอาเวลาไปอยู่ กับเพื่อนดีกว่าจะมาดู (Youtuber)				
	13	ฉันจะเลือกใช้เวลากับเพื่อนมากกว่าที่ จะดู (Youtuber)				
Alternatives (No Youtubers)	14	บางทีฉันก็คิดว่าฉันไม่อยากจะติดตาม บิวตี้บล็อกเกอร์คนไหนเลย				
	15	ฉันมองว่าการที่ไม่ต้องดูบิวตี้บล็อก เกอร์คนไหนบน Youtube เลย เป็น ทางเลือกที่น่าดึงดูดใจ				
Commitment	16	ฉันอยากจะได้ดู (Youtuber) ต่อไปอีก นาน ๆ				
	17	ฉันตั้งมั่นที่จะติดตาม (Youtuber) ต่อไป				

Table 15

Thai version of Investment Model Scale for Commitment to Parasocial Interaction with Beauty Youtubers with sub-dimensions (Continued)

Dimensions	ข้อ	ข้อความ	ไม่เห็น ด้วย อย่าง ยิ่ง (1)	ไม่ เห็น ด้วย (2)	ไม่เห็น ด้วยและ เห็นด้วย พอ ๆ กัน (3)	เห็น ด้วย (4)	เห็น ด้วย ยิ่ง (5)
Commitment	18	ฉันคงไม่รู้สึกรงุหงุดหงิดใจ หาก (Youtuber) เลิกทำ vlog ในอนาคตอันใกล้นี้ (R) ^a					
	19	ภายในปีหน้า ฉันคงจะเปลี่ยนไปชอบบิวตี้บล็อกเกอร์คนอื่นแทน (Youtuber) (R) ^a					
	20	ฉันมองเห็นอนาคตในระยะยาวของ (Youtuber) (เช่น ฉันพอจะจินตนาการออกว่า (Youtuber) จะทำอะไรต่อในหลายปีต่อจากนี้) ^a					
	21	ฉันตั้งใจจะคอยเป็นส่วนร่วมในพัฒนาการของ (Youtuber) ต่อไป					

Note. The name of beauty Youtuber that was given by participants will be piped in the measure as (Youtuber). Reverse-scored items are denoted with an (R).

^a Item 10, 18, 19, 20 were removed from the scale after CFA analysis in Study 1.

Appendix D

Thai version of Purchase Intention of Endorsed Product Scale

Table 16

Thai version of Purchase Intention of Endorsed Product Scale with questions

“เมื่อ (Youtuber) ได้แนะนำผลิตภัณฑ์บำรุงผิวตัวใหม่ คุณมีความตั้งใจที่ซื้อสินค้าดังกล่าวในระดับใด”							
ข้อ							
1	มีแนวโน้มต่ำ						มีแนวโน้มสูง
2	เป็นไปได้						เป็นไปได้
3	ไม่มั่นใจ						มั่นใจ
4	ไม่แน่นอน						แน่นอน
“เมื่อ (Youtuber) ได้แนะนำเครื่องสำอางตัวใหม่ คุณมีความตั้งใจที่ซื้อสินค้าดังกล่าวในระดับใด”							
ข้อ							
1	มีแนวโน้มต่ำ						มีแนวโน้มสูง
2	เป็นไปได้						เป็นไปได้
3	ไม่มั่นใจ						มั่นใจ
4	ไม่แน่นอน						แน่นอน

Note. The name of beauty Youtuber that was given by participants will be piped in the measure as (Youtuber).

Appendix E

Preliminary Study's Poster

ขอเชิญเข้าร่วมงานวิจัยเรื่อง
**ความล้มพันธ์ระหว่าง
 BEAUTY YOUTUBER
 และผู้ติดตาม**

หากคุณมีคุณสมบัติต่อไปนี้

- อายุ 18 ปีขึ้นไป
- มีบัญชีผู้ใช้งาน (account) และใช้งานยูทูปอยู่ในปัจจุบัน
- กดติดตาม (subscribe) บิวตี้บล็อกเกอร์บน Youtube อย่างน้อยหนึ่งคน
- สามารถระบุชื่อของบิวตี้ยูทูปเบอร์ที่ติดตามได้อย่างน้อยหนึ่งคน

scan here!



มีข้อสงสัยติดต่อ

นางสาวพริมา โทษาคาร
 นิสิตหลักสูตรศิลปศาสตรมหาบัณฑิต สาขาจิตวิทยา
 สังคมพื้นฐานและประยุกต์
 คณะจิตวิทยา จุฬาลงกรณ์มหาวิทยาลัย
 Ins. 090-5511194
 6270018838@student.chula.ac.th



Appendix F

Preliminary Study's Questionnaires

ข้อมูลเกี่ยวกับงานวิจัย

แบบสอบถามนี้เป็นส่วนหนึ่งของการทำวิทยานิพนธ์ของผู้วิจัย โดยเป็นการศึกษานำร่องเพื่อพัฒนาเครื่องมือสำหรับใช้ในการวิจัย ซึ่งมีจุดประสงค์เพื่อศึกษาการมีปฏิสัมพันธ์ระหว่างผู้ติดตาม (subscriber) กับบิวตี้ยูทูเบอร์ (beauty Youtuber) หรือผู้ที่มีช่องนำเสนอวิดีโอที่มีเนื้อหาเกี่ยวกับความสวยงามเป็นหลัก และผลของการปฏิสัมพันธ์ดังกล่าวต่อพฤติกรรมการซื้อสินค้าที่ได้รับการแนะนำจากบิวตี้ยูทูเบอร์ของผู้ติดตาม แม้ว่าจะมีการศึกษาประเด็นดังกล่าวในประเทศไทยบ้างแล้ว แต่ยังไม่มีการศึกษาในเชิงลึกถึงกระบวนการทางจิตวิทยาที่เกี่ยวข้อง ดังนั้น การเข้าร่วมงานวิจัยชิ้นนี้จะช่วยขยายองค์ความรู้เกี่ยวกับกระบวนการดังกล่าวให้มากขึ้น ซึ่งจะเป็นประโยชน์ไม่เพียงแต่ในวงการวิชาการ แต่รวมถึงนักการตลาด ยูทูเบอร์ รวมถึงผู้ติดตามด้วย แบบสอบถามนี้ต้องการผู้ตอบแบบสอบถามจำนวนทั้งสิ้น 264 คน

คุณสมบัติของผู้ที่สามารถเข้าร่วมงานวิจัยได้

1. อายุ 18 ปีขึ้นไป
2. มีความเข้าใจและใช้ภาษาไทยอ่านและเขียนได้เป็นอย่างดี
3. มีบัญชีผู้ใช้งาน (account) และใช้งานยูทูบอยู่ในปัจจุบัน
4. กดติดตาม (subscribe) บิวตี้บล็อกเกอร์บน Youtube อย่างน้อยหนึ่งคน
5. สามารถระบุชื่อของบิวตี้ยูทูเบอร์ที่ติดตามได้อย่างน้อยหนึ่งคน

ข้อมูลเกี่ยวกับแบบสอบถาม

คุณสามารถเข้าร่วมงานวิจัยได้โดยการตอบแบบสอบถามออนไลน์นี้ ซึ่งเป็นการตอบแบบสอบถามเพียงครั้งเดียว ใช้เวลาทั้งสิ้นประมาณ 15 นาที หากตกลงเข้าร่วมตอบแบบสอบถาม คุณจะได้ตอบคำถามทั้งหมด 4 หน้า แบ่งเป็น

หน้าที่ 1 ความรู้สึกของคุณกับบิวตี้ยูทูเบอร์

หน้าที่ 2 ความสัมพันธ์ของคุณที่มีต่อบิวตี้ยูทูเบอร์

หน้าที่ 3 ความตั้งใจซื้อสินค้าที่ได้รับการแนะนำจากบิวตี้ยูทูเบอร์

และหน้าที่ 4 ข้อมูลทางประชากรศาสตร์ ประกอบด้วยอายุ เพศ ระดับรายได้ และระดับการศึกษาสูงสุด

สิทธิของผู้ตอบแบบสอบถาม

ข้อมูลทั้งหมดจากแบบสอบถามนี้จะถูกเก็บเป็นความลับ มีเพียงผู้วิจัยและอาจารย์ที่ปรึกษาเท่านั้นที่สามารถเข้าถึงข้อมูลได้ โดยคอมพิวเตอร์ของผู้วิจัยทุกเครื่องใส่รหัสผ่านซึ่งมีเพียงผู้วิจัยเท่านั้นที่ทราบ ข้อมูลจะถูกใช้เพื่อการวิจัยนี้เท่านั้นและจะถูกเก็บไว้เป็นเวลา 3 ปีก่อนทำลาย

แบบสอบถามเป็นแบบสอบถามออนไลน์ คุณสามารถตอบได้อย่างอิสระ ปราศจากการกดดันจากผู้วิจัย คุณสามารถปฏิเสธที่จะเข้าร่วมหรือถอนตัวจากการวิจัยได้ทุกขณะ โดยไม่ต้องให้เหตุผล ไม่สูญเสียประโยชน์ที่พึงได้รับ และไม่มีผลกระทบใด ๆ ต่อคุณ แม้แบบสอบถามชุดนี้จะมีความเสี่ยงต่ำหากการทำแบบสอบถามก่อนให้เกิดความไม่สบายใจ สามารถติดต่อหน่วยงานทางสุขภาพจิต เช่น ศูนย์สุขภาพทางจิต คณะจิตวิทยา โทร 02-2181171 สายด่วนสุขภาพจิต โทร 1323 (ฟรีตลอด 24 ชั่วโมง), สมาริตันส์ โทร 02-7136793 และบริการการปรึกษาออนไลน์ทาง Facebook page ของกรมสุขภาพจิต ตั้งแต่เวลา 17.00 น. – 22.00 น. (facebook.com/pg/helpline1323) สำหรับนิสิตจุฬาลงกรณ์มหาวิทยาลัย สามารถติดต่อหน่วยส่งเสริมสุขภาพะนิสิต จุฬาลงกรณ์มหาวิทยาลัย โทร 02-2180540 หรือ 08-50422626

เพื่อเป็นการตอบแทนสำหรับการสละเวลาในการทำแบบสอบถาม ผู้ที่ตอบแบบสอบถามครบทุกหน้าสามารถเข้าร่วมรับการสุมของที่ระลึกเป็นบัตรกำนัล Sephora มูลค่า 500 บาท จำนวน 10 ใบได้ ซึ่งหากคุณสนใจเข้าร่วมการสุมคุณต้องกรอกข้อมูล ได้แก่ ชื่อและช่องทางติดต่อของคุณในตอนท้ายของแบบสอบถาม โดยข้อมูลนี้จะถูกทำลายหลังจากผู้วิจัยสุมผู้โชคติครบ 10 ท่านแล้ว

เกณฑ์คัดเข้า

1. คุณเป็นผู้ใช้งาน Youtube ใช่หรือไม่
 - ใช่
 - ไม่ใช่

2. คุณกตติดตาม (subscribe) บิวตี้บล็อกเกอร์บน Youtube อย่างน้อยหนึ่งคนใช่หรือไม่ โดยบิวตี้บล็อกเกอร์หรือบิวตี้ยูทูบเบอร์ หมายถึง บุคคลที่มีชื่อเสียงบนอินเทอร์เน็ต ซึ่งผู้ติดตามเป็นจำนวนมากทั้งบน Youtube และช่องทางอื่น ๆ จากการทำคลิปเกี่ยวกับเครื่องสำอาง ผลิตภัณฑ์บำรุงผิว น้ำหอม (ไม่รวมถึงอาหารเสริม เครื่องดื่มเสริมความงาม) Youtube แม้ว่าจะมีดารานักแสดงหลายคนทำคลิปเกี่ยวกับเครื่องสำอางและความงามบน Youtube แต่ความต่างระหว่างทั้งสองกลุ่มก็คือ บิวตี้บล็อกเกอร์เป็น ‘คนธรรมดา’ ที่มีชื่อเสียงขึ้นมาจากการทำคลิปเกี่ยวกับความสวยความงามลงบนสื่อสังคมออนไลน์ต่าง ๆ ต่างกับดารานักแสดงที่มีชื่อเสียงอยู่แล้ว จึงค่อยมาทำคลิปภายหลัง ตัวอย่างของบิวตี้บล็อกเกอร์ เช่น Mayy R, Archita Station และ icepadie

ใช่

ไม่ใช่

3. กรุณาพิมพ์ชื่อของบิวตี้ยูทูบเบอร์หนึ่งคนที่คุณติดตามอยู่และสามารถระบุชื่อได้ และนึกถึงบิวตี้ยูทูบเบอร์คนนี้ตลอดการทำแบบสอบถามนี้

ตอนที่ 1 มุมมองต่อบิวตี้ทูบเบอร์

คำชี้แจง โปรดพิจารณาข้อความต่อไปนี้และเลือกคำตอบที่ตรงกับความเห็นของคุณมากที่สุด

ข้อ	ข้อความ	ไม่เห็น	ไม่เห็นด้วย		
		ด้วย อย่างยิ่ง (1)	ไม่เห็น ด้วย (2)	ไม่เห็น และเห็น ด้วยพอ ๆ กัน (3)	เห็น ด้วย (4)
1	ฉันรู้ว่า (Youtuber) เป็นคนอย่างไร จากเนื้อหาในคลิป				
2	การที่ (Youtuber) เล่นมุกตลก ทำ ให้คลิปสนุก ชวนติดตามมากขึ้น				
3	ฉันคิดว่า (Youtuber) เป็นคนง่าย ๆ สบาย ๆ				
4	เมื่อ (Youtuber) รีวิว ให้ความเห็น เกี่ยวกับสินค้าไหน ก็ช่วยให้ฉัน ตัดสินใจได้ว่าตัวเองคิดอย่างไรกับ สินค้านั้น				
5	ฉันรู้สึกไม่สบายใจแทน เวลาที่ เนื้อหาในคลิปของ (Youtuber) ไม่ ค่อยเหมาะสมนัก				
6	ฉันชอบเทียบสิ่งที่ฉันคิดกับสิ่งที่ (Youtuber) พูด				
7	ฉันรู้สึกว่า (Youtuber) อยู่ใกล้ ๆ ขณะที่ดูคลิปของเขา				
8	ฉันเฝ้ารอที่จะได้ดูคลิปใหม่ของ (Youtuber)				
9	ถ้า (Youtuber) เลิกใช้ YouTube แล้วไปใช้เว็บไซต์อื่นในการโพสต์ วิดีโอ ฉันก็จะตามไปใช้เช่นกัน				

ข้อ	ข้อความ	ไม่เห็น	ไม่เห็น	ไม่เห็นด้วย	เห็น	เห็นด้วย
		ด้วย	ด้วย	และเห็น	ด้วย	อย่างยิ่ง
		อย่างยิ่ง	(2)	ด้วยพอ ๆ	(4)	(5)
		(1)		กัน		
				(3)		
10	ถ้ามีเรื่องเกี่ยวกับ (Youtuber) ออกในคลิปของ Youtuber ท่านอื่น ฉันก็จะตามไปดูคลิปก่อน					
11	ฉันคิดถึง (Youtuber) เวลาที่เขาจู่ ๆ ก็หายไป ไม่โพสต์คลิปใหม่					
12	ฉันอยากเจอ (Youtuber) ตัวจริง					
13	เวลาที่ฉันดูคลิปของ (Youtuber) ฉันรู้สึกเหมือนเป็นส่วนหนึ่งของกลุ่มของเขา					
14	(Youtuber) ทำให้ฉันสบายใจเหมือนอยู่กับเพื่อน					
15	ฉันคอยเช็คว่า (Youtuber) โพสต์อะไรใหม่ ๆ บ้างในช่องของเขา					
16	(Youtuber) ดูจะเข้าใจฉัน เพราะคลิปที่เขาโพสต์มีเนื้อหาสะท้อนสิ่งที่ฉันอยากรู้					
17	บางทีฉันก็พูด หรือตอบกลับ (Youtuber) ไประหว่างที่ดูคลิปเขา					
18	ฉันคิดว่า (Youtuber) เป็นเหมือนเพื่อนเก่าเพื่อนแก่ของฉัน					
19	ฉันคิดว่า (Youtuber) มีเสน่ห์					
20	บางที ฉันก็พิมพ์คอมเมนต์เข้าไปในระหว่างที่ดูคลิปของ (Youtuber)					

ตอนที่ 2 ความสัมพันธ์กับบิวตี้ยูทูเบอร์

คำชี้แจง โปรดพิจารณาข้อความต่อไปนี้และเลือกคำตอบที่ตรงกับความเห็นของคุณมากที่สุด

ข้อ	ข้อความ	ไม่เห็นด้วย อย่างยิ่ง (1)	ไม่เห็นด้วย (2)	ไม่เห็นด้วย และเห็น ด้วยพอ ๆ กัน (3)	เห็นด้วย (4)	เห็นด้วย อย่างยิ่ง (5)
1	ฉันรู้สึกพึงพอใจเวลาได้ดู (Youtuber)					
2	ฉันรู้สึกชอบที่ได้ติดตาม (Youtuber) มากกว่าที่คนอื่นรู้สึก เวลาติดตามบิวตี้บล็อกเกอร์ที่เขาชอบ					
3	แทบจะไม่มีอะไรทำให้ฉันชอบ (Youtuber) ได้มากกว่าที่ฉันชอบอยู่ อีกแล้ว					
4	ทุกครั้งที่ฉันได้ดู (Youtuber) มันทำให้ฉันรู้สึกมีความสุข					
5	ฉันได้ทุ่มเททั้งเวลาและพลังงานกับการติดตาม (Youtuber) และฉันจะสูญเสียมันไปถ้าฉันไม่ได้ดู (Youtuber) แล้ว					
6	หลายๆ แง่มุมในชีวิตฉันเกี่ยวพันกับบิวตี้บล็อกเกอร์คนนี้ (เป็นงานอดิเรก เช่น แชร์คลิปกับเพื่อน ทำกิจกรรมตามคลิป เป็นต้น) และฉันจะเสียมันไปทั้งหมดถ้า (Youtuber) เลิกทำ vlog					

ข้อ	ข้อความ	ไม่เห็น ด้วย อย่างยิ่ง (1)	ไม่เห็น ด้วย (2)	ไม่เห็นด้วย		
				และเห็น ด้วยพอ ๆ กัน (3)	เห็น ด้วย (4)	เห็นด้วย อย่างยิ่ง (5)
7	ฉันรู้สึกว่ามีส่วนร่วม ได้ทุ่มเทให้กับ ความสัมพันธ์ที่มีกับ (Youtuber) มาก					
8	เทียบกับคนอื่น ๆ ที่ฉันรู้จักแล้ว ฉัน ลงทุนลงแรงกับ (Youtuber) มาก					
9	ถ้าฉันไม่ดู (Youtuber) ฉันก็คงไม่ เป็นไร ฉันจะดูบิวตี้บล็อกเกอร์คน อื่นที่น่าสนใจไม่แพ้กัน					
10	ตัวเลือกอื่นนอกจากการติดตาม (Youtuber) (เช่นการดูบิวตี้บล็อก เกอร์คนอื่น) ใกล้เคียงกับ ความสัมพันธ์ในอุดมคติของฉัน					
11	ตัวเลือกอื่นนอกจากการติดตาม (Youtuber) (เช่นการดูบิวตี้บล็อก เกอร์คนอื่น) น่าดึงดูดใจสำหรับฉัน					
12	บางครั้งฉันก็คิดว่า ฉันเอาเวลาไปอยู่ กับเพื่อนดีกว่าจะมาดู (Youtuber)					
13	ฉันจะเลือกใช้เวลากับเพื่อนมากกว่าที่ จะดู (Youtuber)					
14	บางทีฉันก็คิดว่าฉันไม่อยากจะติดตาม บิวตี้บล็อกเกอร์คนไหนเลย					
15	ฉันมองว่าการที่ไม่ต้องดูบิวตี้บล็อก เกอร์คนไหนบน Youtube เลย เป็น ทางเลือกที่น่าดึงดูดใจ					

ข้อ	ข้อความ	ไม่เห็น	ไม่เห็น	ไม่เห็นด้วย	เห็น	เห็นด้วย
		ด้วยอย่างยิ่ง (1)	ด้วย (2)	และเห็น ด้วยพอ ๆ กัน (3)	ด้วย (4)	อย่างยิ่ง (5)
16	ฉันอยากจะได้ดู (Youtuber) ต่อไป อีกนาน ๆ					
17	ฉันตั้งมั่นที่จะติดตาม (Youtuber) ต่อไป					
18	ฉันคงไม่รู้สึกหงุดหงิดใจ หาก (Youtuber) เลิกทำ vlog ในอนาคต อันใกล้					
19	ภายในปีหน้า ฉันคงจะเปลี่ยนไปชอบ บิวตี้บล็อกเกอร์คนอื่นแทน (Youtuber)					
20	ฉันมองเห็นอนาคตในระยะยาวของ (Youtuber) (เช่น ฉันพอจะ จินตนาการออกว่า (Youtuber) จะ ทำอะไรต่อในหลายปีต่อจากนี้)					
21	ฉันตั้งใจจะคอยเป็นส่วนร่วมใน พัฒนาการของ (Youtuber) ต่อไป					

ตอนที่ 3 พฤติกรรมการซื้อ

คำชี้แจง โปรดจินตนาการว่า (Youtuber) ได้แนะนำผลิตภัณฑ์บำรุงผิวและเครื่องสำอางตัวใหม่ คุณคิดว่าจะมีความตั้งใจจะซื้อสินค้าทั้งสองชนิดดังกล่าวอย่างไร โปรดพิจารณาข้อความต่อไปนี้และเลือกคำตอบที่ตรงกับความเห็นของคุณมากที่สุด

“เมื่อ (Youtuber) ได้แนะนำผลิตภัณฑ์บำรุงผิวตัวใหม่ คุณมีความตั้งใจที่ซื้อสินค้านี้ในระดับใด”							
ข้อ							
1	มีแนวโน้มต่ำ						มีแนวโน้มสูง
2	เป็นไปได้						เป็นไปได้
3	ไม่มั่นใจ						มั่นใจ
4	ไม่แน่นอน						แน่นอน
“เมื่อ (Youtuber) ได้แนะนำเครื่องสำอางตัวใหม่ คุณมีความตั้งใจที่ซื้อสินค้านี้ในระดับใด”							
ข้อ							
1	มีแนวโน้มต่ำ						มีแนวโน้มสูง
2	เป็นไปได้						เป็นไปได้
3	ไม่มั่นใจ						มั่นใจ
4	ไม่แน่นอน						แน่นอน

ข้อมูลทางประชากรศาสตร์

1. อายุของคุณ ปี
2. เพศของคุณ
 - ชาย
 - หญิง
 - อื่น ๆ โปรดระบุ
3. ระดับรายได้เฉลี่ยต่อเดือน
 - 0 – 9,999 บาท 10,000 – 19,999 บาท
 - 20,000 – 29,999 บาท 30,000 – 49,999 บาท
 - มากกว่า 50,000 บาท
4. ระดับการศึกษาสูงสุด
 - มัธยมศึกษาหรือเทียบเท่า ปริญญาตรีหรือเทียบเท่า
 - ปริญญาโทหรือสูงกว่า
5. ฉันทดู หรือ ติดตาม (Youtuber) คนนี้มาเป็นเวลา... (โปรดระบุเป็นตัวเลขจำนวนเดือนและปีที่ดูและติดตาม เช่น หากติดตามเป็นเวลา 8 เดือน ควรระบุในช่องเป็น 0 ปี 8 เดือน)

ปี เดือน
6. ฉันทดู (Youtuber) โดยเฉลี่ยเดือนละ ครั้ง

Debriefing Sheet

สิ้นสุดการทำแบบสอบถาม ขอขอบคุณที่กรุณาสละเวลามาร่วมตอบแบบสอบถาม ประกอบการวิจัยในครั้งนี้ หากมีข้อสงสัยหรือต้องการสอบถามข้อมูลเพิ่มเติมสามารถติดต่อผู้วิจัย นางสาวพริมา โกษาคาร นิสิตชั้นปริญญาโท สาขาจิตวิทยาสังคม คณะจิตวิทยา ผ่านช่องทางต่อไปนี้ คณะจิตวิทยา จุฬาลงกรณ์มหาวิทยาลัย อาคารบรมราชชนนีศรีศตพรรษ ซอยจุฬาฯ12 ถนนพระราม1 แขวงวังใหม่ เขตปทุมวัน กทม. 10330 โทรศัพท์ 090-5511194

E-mail: 6270018838@student.chula.ac.th

ข้อมูลที่ได้จากการตอบแบบสอบถามนี้ จะเป็นประโยชน์อย่างมากต่อการศึกษาเกี่ยวกับปฏิสัมพันธ์กึ่งเสมือนในบริบทสังคมไทยกับบิวตี้ยูทูบเบอร์ โดยเฉพาะอย่างยิ่งในด้านกระบวนการสร้างความสัมพันธ์ระหว่างยูทูบเบอร์กับผู้ชม และเพื่อเป็นการตอบแทนสำหรับการสละเวลาในการทำแบบสอบถาม ผู้วิจัยจะมีการสุ่มผู้โชคดีเพื่อรับของตอบแทนคือบัตรกำนัล Sephora มูลค่า 500 บาท จำนวน 10 ใบ คนละ 1 ใบ หากคุณสนใจเข้าร่วมการสุ่มสามารถแสดงความสนใจได้ด้านล่าง

คุณสนใจเข้าร่วมการสุ่มหรือไม่

- ใช่ ฉันสนใจ
- ไม่ใช่ ฉันไม่สนใจ

โปรดกรอกข้อมูลและช่องทางติดต่อที่ผู้วิจัยสามารถติดต่อคุณได้ ข้อมูลนี้จะไม่ถูกเผยแพร่ให้ผู้อื่นหรือใช้เพื่อจุดประสงค์อื่น รวมถึงจะไม่ถูกใช้เป็นส่วนหนึ่งของการวิเคราะห์ เมื่อเก็บข้อมูลครบแล้ว ผู้วิจัยจะสุ่มผู้โชคดีจำนวน 10 ท่าน โดยใช้ Google Random Tools จากนั้นจะติดต่อกลับไปตามช่องทางที่คุณระบุไว้ หากไม่มีการตอบกลับเพื่อรับของภายในหนึ่งสัปดาห์ ผู้วิจัยจะติดต่อผู้ที่ได้รับการสุ่มเป็นรายชื่อถัดไป ข้อมูลนี้จะถูกทำลายหลังจากผู้วิจัยได้ส่งมอบรางวัลครบ 10 ท่านแล้ว

ชื่อ

เบอร์โทรศัพท์

E-mail

Appendix G

Certificate of Ethical Approval



The Research Ethics Review Committee for Research Involving Human Research Participants,
Group I, Chulalongkorn University
Jamjuree 1 Building, 2nd Floor, Phayathai Rd., Patumwan district, Bangkok 10330, Thailand,
Tel: 0-2218-3202, 0-2218-3049 E-mail: eccu@chula.ac.th

AF 02-12

COA No. 209/2021

Certificate of Approval

Study Title No. 154.1/64 : INVESTMENT MODEL OF COMMITMENT TO PARASOCIAL INTERACTION
AND PURCHASE INTENTION AMONG YOUTUBE VIEWERS

Principal Investigator : MISS PARIMA KOSAKARN

Place of Proposed Study/Institution : Faculty of Psychology,
Chulalongkorn University

The Research Ethics Review Committee for Research Involving Human Research Participants, Group I, Chulalongkorn University, Thailand, has approved constituted in accordance with Belmont Report 1979, Declaration of Helsinki 2013, Council for International Organizations of Medical Sciences (CIOM) 2016, Standards of Research Ethics Committee (SREC) 2017, and National Policy and guidelines for Human Research 2015.

Signature: *Prida Tasanapradit*
(Associate Prof. Prida Tasanapradit, M.D.)
Chairman

Signature: *Raveenan Mingpakane*
(Assistant Prof. Raveenan Mingpakane, Ph.D.)
Secretary

Date of Approval : 6 October 2021

Approval Expire date : 5 October 2022

The approval documents including:

- 1) Research proposal
- 2) Participant Information Sheet and Consent Form
- 3) Researcher
- 4) Questionnaire
- 5) Advertising leaflet



Protocol No. 154.1/64
Date of Approval..... - 6 OCT 2021
Approval Expire Date..... - 5 OCT 2022

The approved investigator must comply with the following conditions:

1. It's unethical to collect data of research participants before the project has been approved by the committee.
2. The research/project activities must end on the approval expired date. To renew the approval, it can be applied one month prior to the expired date with submission of progress report.
3. Strictly conduct the research/project activities as written in the proposal.
4. Using only the documents that bearing the RECCU's seal of approval: research tools, information sheet, consent form, invitation letter for research participation (if applicable).
5. Report to the RECCU for any serious adverse events within 5 working days.
6. Report to the RECCU for any amendment of the research project prior to conduct the research activities.
7. Report to the RECCU for termination of the research project within 2 weeks with reasons.
8. Final report (AF 01-15) and abstract is required for a one year (or less) research/project and report within 30 days after the completion of the research/project.
9. Research project with several phases; approval will be approved phase by phase, progress report and relevant documents for the next phase must be submitted for review.
10. The committee reserves the right to site visit to follow up how the research project being conducted.
11. For external research proposal the dean or head of department oversees how the research being conducted.

Appendix H

Main Study's Poster

ขอเชิญเข้าร่วมงานวิจัยเกี่ยวกับ
**ความล้มพันธ์ระหว่าง
 BEAUTY YOUTUBER
 และผู้ติดตาม**

หากคุณมีคุณสมบัติต่อไปนี้

- อายุ 18 ปีขึ้นไป
- ไม่เคยเข้าร่วมงานวิจัยชิ้นนี้มาก่อน
- เป็นผู้ใช้งาน Youtube
- กดติดตาม (subscribe) บิวตี้บล็อกเกอร์บน Youtube อย่างน้อยหนึ่งคน
- สามารถระบุชื่อของบิวตี้ยูทูปเบอร์คนโปรดหนึ่งคนได้

scan here!



มีข้อสงสัยติดต่อ

นางสาวพริมา โทษาการ
 นิสิตหลักสูตรศิลปศาสตรมหาบัณฑิต สาขาจิตวิทยา
 สังคมพื้นฐานและประยุกต์
 คณะจิตวิทยา จุฬาลงกรณ์มหาวิทยาลัย
 โทร. 090-5511194
 6270018838@student.chula.ac.th



Appendix I

Main Study's Questionnaires

เอกสารข้อมูลสำหรับผู้มีส่วนร่วมในการวิจัยและหนังสือแสดงยินยอมเข้าร่วมการวิจัย

ชื่อโครงการวิจัย	โมเดลการลงทุนในการผูกมัดกับปฏิสัมพันธ์กึ่งเสมือนและความตั้งใจซื้อของกลุ่มผู้รับชมยูทูป
ผู้วิจัย	นางสาวพริมา โกษาคาร นิสิตบัณฑิตศึกษา แขนงจิตวิทยาสังคม คณะจิตวิทยา
สถานที่ติดต่อผู้วิจัย	คณะจิตวิทยา จุฬาลงกรณ์มหาวิทยาลัย อาคารบรมราชชนนีศรีศตพรรษ ซอยจุฬาฯ 12 ถนนพระราม 1 แขวงวังใหม่ เขตปทุมวัน กทม. 10330 โทรศัพท์ 090-5511194 E-mail : 6270018838@student.chula.ac.th

สวัสดีค่ะ ผู้วิจัยมีความยินดีเป็นอย่างยิ่งในการเรียนเชิญคุณเข้าร่วมการวิจัยนี้ ก่อนตัดสินใจเข้าร่วมในการวิจัย โปรดทำความเข้าใจว่างานวิจัยนี้เกี่ยวข้องกับอะไรและทำไมเพราะเหตุใด กรุณาใช้เวลาในการอ่านข้อมูลต่อไปนี้อย่างรอบคอบ หากมีข้อสงสัยที่อ่านแล้วไม่เข้าใจหรือไม่ชัดเจน โปรดสอบถามเพิ่มเติมกับผู้วิจัยหลักผ่านอีเมลได้ตลอดเวลา ผู้วิจัยจะอธิบายจนกว่าจะเข้าใจอย่างชัดเจน

ข้อมูลเกี่ยวกับงานวิจัย

แบบสอบถามนี้เป็นส่วนหนึ่งของงานวิจัยซึ่งมีจุดประสงค์เพื่อศึกษาความสัมพันธ์ระหว่างบิวตี้ยูทูปเบอร์ (beauty Youtuber) กับผู้ติดตาม และเจตนาในการซื้อสินค้าที่ได้รับการแนะนำจากบิวตี้ยูทูปเบอร์ แม้ว่าจะมีการศึกษาประเด็นดังกล่าวในประเทศไทยบ้างแล้ว แต่ยังไม่มีการศึกษาในเชิงลึกถึงกระบวนการทางจิตวิทยาภายในที่เกิดขึ้นกับความสัมพันธ์นี้ ดังนั้นการเข้าร่วมงานวิจัยชิ้นนี้จะช่วยขยายองค์ความรู้เกี่ยวกับกระบวนการดังกล่าวให้มากขึ้น ซึ่งจะประโยชน์ไม่เพียงแต่ในวงการวิชาการ แต่รวมถึงนักการตลาด ยูทูปเบอร์ รวมถึงผู้ติดตามด้วย

คุณสมบัติของผู้ที่สามารถเข้าร่วมงานวิจัยได้

1. อายุ 18 ปีขึ้นไป
2. มีความเข้าใจและใช้ภาษาไทยอ่านและเขียนได้เป็นอย่างดี
3. เป็นผู้ใช้งาน Youtube
4. กดติดตาม (subscribe) บิวตี้บล็อกเกอร์บน Youtube อย่างน้อยหนึ่งคน
5. สามารถระบุชื่อของบิวตี้ยูทูปเบอร์หนึ่งคนที่ชื่นชอบ

ข้อมูลเกี่ยวกับแบบสอบถาม

คุณสามารถเข้าร่วมงานวิจัยได้โดยการตอบแบบสอบถามออนไลน์นี้ ซึ่งเป็นการตอบแบบสอบถามเพียงครั้งเดียว ใช้เวลาทั้งสิ้นประมาณ 10-15 นาที หากตกลงเข้าร่วมตอบแบบสอบถาม คุณจะได้ออกคำตอบทั้งสิ้น 49 ข้อ แบ่งเป็น 4 หน้า ประกอบด้วย

คำถามเกี่ยวกับมุมมองของคุณที่มีต่อบิวตี้ทูบเบอร์ จำนวน 18 ข้อ

คำถามเกี่ยวกับความสัมพันธ์ของคุณกับบิวตี้ทูบเบอร์ จำนวน 17 ข้อ

คำถามเกี่ยวกับพฤติกรรมการซื้อ จำนวน 8 ข้อ

ข้อมูลทางประชากรศาสตร์ ประกอบด้วยอายุ เพศ ระดับรายได้ ระดับการศึกษาสูงสุด ระยะเวลาในการดู และความถี่ในการดู จำนวน 6 ข้อ

เมื่อตอบทุกคำถามเรียบร้อยแล้ว จะปรากฏข้อความแสดงความขอบคุณสำหรับการเข้าร่วมการวิจัย โครงการนี้ต้องการผู้ตอบแบบสอบถามอย่างสมบูรณ์จำนวนทั้งสิ้น 195 คน

สิทธิของผู้ตอบแบบสอบถาม

ข้อมูลทั้งหมดจากแบบสอบถามนี้จะถูกเก็บเป็นความลับ มีเพียงผู้วิจัยเท่านั้นที่สามารถเข้าถึงข้อมูลได้ โดยคอมพิวเตอร์ของผู้วิจัยทุกเครื่องใส่รหัสผ่านซึ่งมีเพียงผู้วิจัยเท่านั้นที่ทราบ ข้อมูลจะถูกใช้ในการวิจัยนี้เท่านั้น ข้อมูลจะถูกเก็บไว้เป็นเวลา 3 ปีก่อนทำลาย

แบบสอบถามเป็นแบบสอบถามออนไลน์ซึ่งไม่มีคำตอบแทน การตอบแบบสอบถามเป็นไปด้วยความสมัครใจ คุณสามารถตอบได้อย่างอิสระ ปราศจากการกดดันจากผู้วิจัย แม้แบบสอบถามชุดนี้จะมีความเสี่ยงต่ำ แต่หากเริ่มทำแบบสอบถามแล้วมีส่วนใดส่วนหนึ่งของแบบสอบถามที่ทำให้คุณเกิดความไม่สบายกายหรือไม่สบายใจ **คุณสามารถปฏิเสธที่จะเข้าร่วมหรือถอนตัวจากการวิจัยได้ทุกขณะ โดยไม่ต้องให้เหตุผล ไม่สูญเสียประโยชน์ที่พึงได้รับ และไม่มีผลกระทบใด ๆ ต่อคุณ** หากแบบสอบถามนี้ทำให้คุณไม่สบายใจ ขอให้แจ้งมายังผู้วิจัยและสามารถติดต่อหน่วยงานทางสุขภาพจิต เช่น ศูนย์สุขภาพจิต คณะจิตวิทยา โทร 02-2181171 สายด่วนสุขภาพจิต โทร 1323 (ฟรีตลอด 24 ชั่วโมง), สมะรัตน์ส์ โทร 02-7136793 และบริการการปรึกษาออนไลน์ ทาง Facebook page ของกรมสุขภาพจิต ตั้งแต่เวลา 17.00 น. – 22.00 น. (facebook.com/pg/helpline1323) สำหรับนิสิตจุฬาลงกรณ์มหาวิทยาลัย สามารถติดต่อหน่วยส่งเสริมสุขภาพจิต จุฬาลงกรณ์มหาวิทยาลัย โทร 02-2180540 หรือ 08-50422626

ข้อมูลที่ได้จากการตอบแบบสอบถามนี้ จะเป็นประโยชน์อย่างมากต่อการศึกษาเกี่ยวกับปฏิสัมพันธ์ที่เหมือนในบริบทสังคมไทยกับชีวิตยูทูปเบอร์ โดยเฉพาะอย่างยิ่งในด้านกระบวนการสร้างความสัมพันธ์ระหว่างยูทูปเบอร์กับผู้ชม

หากคุณได้รับการปฏิบัติไม่ตรงตามข้อมูลดังกล่าวสามารถร้องเรียนได้ที่ คณะกรรมการพิจารณาจริยธรรมการวิจัยในคน กลุ่มสหสถาบัน ชุดที่ 1 จุฬาลงกรณ์มหาวิทยาลัย 254 อาคารจามจุรี 1 ชั้น 2 ถนนพญาไท เขตปทุมวัน กรุงเทพฯ 10330 โทรศัพท์ 0-2218-3202, 0-2218-3409

E-mail: eccu@chula.ac.th

โปรดยืนยันว่าคุณได้รับข้อมูลเกี่ยวกับงานวิจัยเพียงพอและต้องการเข้าร่วมแบบสอบถามนี้

ยืนยัน

ไม่ยืนยัน



เกณฑ์คัดเข้า

1. คุณเป็นผู้ใช้งาน Youtube ใช่หรือไม่
 - ใช่
 - ไม่ใช่
2. คุณกดติดตาม (subscribe) บิวตี้บล็อกเกอร์บน Youtube อย่างน้อยหนึ่งคนใช่หรือไม่

โดยบิวตี้บล็อกเกอร์หรือบิวตี้ยูทูบเบอร์ หมายถึง บุคคลที่มีชื่อเสียงบนอินเทอร์เน็ต ซึ่งผู้ติดตามเป็นจำนวนมากทั้งบน Youtube และช่องทางอื่น ๆ จากการทำคลิปเกี่ยวกับเครื่องสำอาง ผลิตภัณฑ์บำรุงผิว น้ำหอม (ไม่รวมถึงอาหารเสริม เครื่องดื่มเสริมความงาม) Youtube แม้ว่าจะมีดารานักแสดงหลายคนทำคลิปเกี่ยวกับเครื่องสำอางและความงามบน Youtube แต่ความต่างระหว่างทั้งสองกลุ่มก็คือ บิวตี้บล็อกเกอร์เป็น ‘คนธรรมดา’ ที่มีชื่อเสียงขึ้นมาจากการทำคลิปเกี่ยวกับความสวย ความงามลงบนสื่อสังคมออนไลน์ต่าง ๆ ต่างกับดารานักแสดงที่มีชื่อเสียงอยู่แล้ว จึงค่อยมาทำคลิปภายหลัง ตัวอย่างของบิวตี้บล็อกเกอร์ เช่น Mayy R, Archita Station และ icepadie

 - ใช่
 - ไม่ใช่
3. กรุณาพิมพ์ชื่อของบิวตี้ยูทูบเบอร์หนึ่งคนที่คุณติดตามอยู่และสามารถระบุชื่อได้ และนี่ถึงบิวตี้ยูทูบเบอร์คนนี้ตลอดการทำแบบสอบถามนี้
4. คุณเคยร่วมงานวิจัยชิ้นนี้มาก่อนหรือไม่
 - ใช่
 - ไม่ใช่

ตอนที่ 1 มุมมองต่อบิวตี้ทูเบอร์

คำชี้แจง โปรดพิจารณาข้อความต่อไปนี้และเลือกคำตอบที่ตรงกับความเห็นของคุณมากที่สุด

ข้อ	ข้อความ	ไม่เห็นด้วย อย่างยิ่ง (1)	ไม่เห็นด้วย (2)	ไม่เห็นด้วย		
				และเห็น ด้วยพอ ๆ กัน (3)	เห็น ด้วย (4)	เห็นด้วย อย่างยิ่ง (5)
1	ฉันรู้ว่า (Youtuber) เป็นคนอย่างไร จากเนื้อหาในคลิป					
2	การที่ (Youtuber) เล่นมุกตลก ทำให้ ให้คลิปสนุก ชวนติดตามมากขึ้น					
3	ฉันคิดว่า (Youtuber) เป็นคนง่าย ๆ สบาย ๆ					
4	เมื่อ (Youtuber) รีวิว ให้ความเห็น เกี่ยวกับสินค้าไหน ก็ช่วยให้ฉัน ตัดสินใจได้ว่าตัวเองคิดอย่างไรกับ สินค้านั้น					
5	ฉันชอบเทียบสิ่งที่ฉันคิดกับสิ่งที่ (Youtuber) พูด					
6	ฉันรู้สึกว่่า (Youtuber) อยู่ใกล้ ๆ ขณะที่ดูคลิปของเขา					
7	ฉันเฝ้ารอที่จะได้ดูคลิปใหม่ของ (Youtuber)					
8	ถ้า (Youtuber) เลิกใช้ YouTube แล้วไปใช้เว็บไซต์อื่นในการโพสต์ วิดีโอ ฉันก็จะตามไปใช้เช่นกัน					

ข้อ	ข้อความ	ไม่เห็น ด้วยอย่าง ยิ่ง (1)	ไม่เห็น ด้วย (2)	ไม่เห็นด้วย และเห็น ด้วยพอ ๆ กัน (3)	เห็น ด้วย (4)	เห็นด้วย อย่างยิ่ง (5)
9	ฉันคิดถึง (Youtuber) เวลาที่เขา จู่ ๆ ก็หายไป ไม่โพสต์คลิปใหม่					
10	ฉันอยากเจอ (Youtuber) ตัว จริง					
11	เวลาที่ฉันดูคลิปของ (Youtuber) ฉันรู้สึกเหมือนเป็น ส่วนหนึ่งของกลุ่มของเขา					
12	(Youtuber) ทำให้ฉันสบายใจ เหมือนอยู่กับเพื่อน					
13	ฉันคอยเช็คว่า (Youtuber) โพสต์อะไรใหม่ ๆ บ้างในช่อง ของเขา					
14	(Youtuber) ดูจะเข้าใจฉัน เพราะคลิปที่เขา โพสต์มีเนื้อหาสะท้อนสิ่งที่ฉัน อยากรู้					
15	บางทีฉันก็พูด หรือตอบกลับ (Youtuber) ไประหว่างที่ดูคลิป เขา					
16	ฉันคิดว่า (Youtuber) เป็น เหมือนเพื่อนเก่าเพื่อนแก่ของฉัน					
17	ฉันคิดว่า (Youtuber) มีเสน่ห์					
18	บางที ฉันก็พิมพ์คอมเมนต์เข้าไป ในระหว่างที่ดูคลิปของ (Youtuber)					

ตอนที่ 2 ความสัมพันธ์กับบิวตี้ทูเบอร์

คำชี้แจง โปรดพิจารณาข้อความต่อไปนี้และเลือกคำตอบที่ตรงกับความเห็นของคุณมากที่สุด

ข้อ	ข้อความ	ไม่เห็น	ไม่เห็น	ไม่เห็นด้วย	เห็น	เห็นด้วย
		ด้วย	ด้วย	และเห็น	ด้วย	ด้วย
		อย่างยิ่ง	(2)	ด้วยพอ ๆ	(4)	อย่างยิ่ง
		(1)		กัน		(5)
				(3)		
1	ฉันรู้สึกพึงพอใจเวลาได้ดู (Youtuber)					
2	ฉันรู้สึกชอบที่ได้ติดตาม (Youtuber) มากกว่าที่คนอื่น รู้สึก เวลาติดตามบิวตี้บล็อกเกอร์ ที่เขาชอบ					
3	แทบจะไม่มีอะไรทำให้ฉันชอบ (Youtuber) ได้มากกว่าที่ฉัน ชอบอยู่อีกแล้ว					
4	ทุกครั้งที่ได้ดู (Youtuber) มันทำให้ฉันรู้สึกมีความสุข					
5	ฉันได้ทุ่มเททั้งเวลาและพลังงาน กับการติดตาม (Youtuber) และ ฉันจะสูญเสียมันไปถ้าฉันไม่ได้ดู (Youtuber) แล้ว					
6	หลายๆ แง่มุมในชีวิตฉันเกี่ยวพัน กับบิวตี้บล็อกเกอร์คนนี้ (เป็น งานอดิเรก เช่น แชร์คลิปกับ เพื่อน ทำกิจกรรมตามคลิป เป็น ต้น) และฉันจะเสียมันไปทั้งหมด ถ้า (Youtuber) เลิกทำ vlog					

ข้อ	ข้อความ	ไม่เห็น	ไม่เห็น	ไม่เห็นด้วย	เห็น	เห็นด้วย
		ด้วย	ด้วย	และเห็น	ด้วย	ด้วย
		อย่างยิ่ง	(2)	ด้วยพอ ๆ	(4)	อย่างยิ่ง
		(1)		กัน		(5)
				(3)		
7	ฉันรู้สึกว่ามีส่วนร่วม ได้ทุ่มเท ให้กับความสัมพันธ์ที่มีกับ (Youtuber) มาก					
8	เทียบกับคนอื่น ๆ ที่ฉันรู้จักแล้ว ฉันลงทุนลงแรงกับ (Youtuber) มาก					
9	ถ้าฉันไม่ดู (Youtuber) ฉันก็คง ไม่เป็นไร ฉันจะดูบิวตี้บล็อกเกอร์ คนอื่นที่น่าสนใจไม่แพ้กัน					
10	ตัวเลือกอื่นนอกจากการติดตาม (Youtuber) (เช่นการดูบิวตี้ บล็อกเกอร์คนอื่น) น่าดึงดูดใจ สำหรับฉัน					
11	บางครั้งฉันก็คิดว่า ฉันเอาเวลาไปอยู่ กับเพื่อนดีกว่าจะมาดู (Youtuber)					
12	ฉันจะเลือกใช้เวลากับเพื่อนมากกว่าที่ จะดู (Youtuber)					
13	บางทีฉันก็คิดว่าฉันไม่อยากจะติดตาม บิวตี้บล็อกเกอร์คนไหนเลย					
14	ฉันมองว่าการที่ไม่ต้องดูบิวตี้บล็อก เกอร์คนไหนบน Youtube เลย เป็น ทางเลือกที่น่าดึงดูดใจ					
15	ฉันอยากจะได้ดู (Youtuber) ต่อไป อีกนาน ๆ					

ข้อ	ข้อความ	ไม่เห็น	ไม่เห็น	ไม่เห็นด้วย	เห็น	เห็นด้วย
		ด้วยอย่างยิ่ง (1)	ด้วย (2)	และเห็นด้วยพอ ๆ กัน (3)	ด้วย (4)	อย่างยิ่ง (5)
16	ฉันตั้งมั่นที่จะติดตาม (Youtuber) ต่อไป					
17	ฉันตั้งใจจะคอยเป็นส่วนร่วมในพัฒนาการของ (Youtuber) ต่อไป					



ตอนที่ 3 พฤติกรรมการซื้อ

คำชี้แจง โปรดจินตนาการว่า (Youtuber) ได้แนะนำผลิตภัณฑ์บำรุงผิวและเครื่องสำอางตัวใหม่ คุณคิดว่าจะมีความตั้งใจจะซื้อสินค้าทั้งสองชนิดดังกล่าวอย่างไร โปรดพิจารณาข้อความต่อไปนี้และเลือกคำตอบที่ตรงกับความเห็นของคุณมากที่สุด

“เมื่อ (Youtuber) ได้แนะนำผลิตภัณฑ์บำรุงผิวตัวใหม่ คุณมีความตั้งใจที่ซื้อสินค้านี้ในระดับใด”							
ข้อ							
1	มีแนวโน้มต่ำ						มีแนวโน้มสูง
2	เป็นไปได้						เป็นไปได้
3	ไม่มั่นใจ						มั่นใจ
4	ไม่แน่นอน						แน่นอน
“เมื่อ (Youtuber) ได้แนะนำเครื่องสำอางตัวใหม่ คุณมีความตั้งใจที่ซื้อสินค้านี้ในระดับใด”							
ข้อ							
1	มีแนวโน้มต่ำ						มีแนวโน้มสูง
2	เป็นไปได้						เป็นไปได้
3	ไม่มั่นใจ						มั่นใจ
4	ไม่แน่นอน						แน่นอน

ข้อมูลทางประชากรศาสตร์

1. อายุของคุณ ปี
2. เพศของคุณ
 - ชาย
 - หญิง
 - อื่น ๆ โปรดระบุ
3. ระดับรายได้เฉลี่ยต่อเดือน
 - 0 – 9,999 บาท
 - 10,000 – 19,999 บาท
 - 20,000 – 29,999 บาท
 - 30,000 – 39,999 บาท
 - 40,000 – 49,999 บาท
 - มากกว่าหรือเท่ากับ 50,000 บาท
4. ระดับการศึกษาสูงสุด
 - มัธยมศึกษาหรือเทียบเท่า
 - ปริญญาตรีหรือเทียบเท่า
 - ปริญญาโทหรือสูงกว่า
5. ฉันทดู หรือ ติดตาม (Youtuber) คนนี้มาเป็นเวลา... (โปรดระบุเป็นตัวเลขจำนวนเดือนและปีที่ดูและติดตาม เช่น หากติดตามเป็นเวลา 8 เดือน ควรระบุในช่องเป็น 0 ปี 8 เดือน)

ปี เดือน
6. ฉันทดู (Youtuber) โดยเฉลี่ยเดือนละ ครั้ง

Debriefing Sheet

สิ้นสุดการทำแบบสอบถาม ขอขอบคุณที่กรุณาสละเวลามาร่วมตอบแบบสอบถาม ประกอบการวิจัยในครั้งนี้ หากมีข้อสงสัยหรือต้องการสอบถามข้อมูลเพิ่มเติมสามารถติดต่อผู้วิจัย นางสาวพรินา โภษาการ นิสิตชั้นปริญญาโท สาขาจิตวิทยาสังคม คณะจิตวิทยา ผ่านช่องทางต่อไปนี้ คณะจิตวิทยา จุฬาลงกรณ์มหาวิทยาลัยอาคารบรมราชชนนีศรีศตพรรษ ซอยจุฬาฯ12 ถนนพระราม1 แขวงวังใหม่ เขตปทุมวัน กทม. 10330 โทรศัพท์ 090-5511194 E-mail:

6270018838@student.chula.ac.th

ข้อมูลที่ได้จากการตอบแบบสอบถามนี้ จะเป็นประโยชน์อย่างมากต่อการศึกษาเกี่ยวกับ ปฏิสัมพันธ์กึ่งเสมือนในบริบทสังคมไทยกับบิวตี้ยูทูบเบอร์ โดยเฉพาะอย่างยิ่งในด้านกระบวนการ การสร้างความสัมพันธ์ระหว่างยูทูบเบอร์กับผู้ชม สิ่งที่ต้องการศึกษาในงานชิ้นนี้คือการที่เรามีความผูกพัน (commitment) กับปฏิสัมพันธ์กึ่งเสมือนต่อบิวตี้ยูทูบเบอร์ จะเพิ่มปฏิสัมพันธ์กึ่งเสมือนและนำไปสู่ ความตั้งใจในการซื้อได้สินค้าที่ยูทูบเบอร์แนะนำหรือไม่

ปฏิสัมพันธ์กึ่งเสมือน (parasocial interaction) หมายถึงปฏิสัมพันธ์ระหว่างผู้แสดงและ ผู้ชมในสื่อใด ๆ ก็ตาม สิ่งที่แตกต่างกันจากปฏิสัมพันธ์ทั่วไปในสังคม คือมันเป็นสิ่งที่เกิดขึ้นด้านเดียว เท่านั้น ถูกกำหนดด้วยผู้แสดงเป็นหลัก ผู้ที่ได้รับชมสื่ออาจแสดงความรู้สึก ความคิด หรือพฤติกรรมที่ เป็นการตอบรับ โต้ตอบกับบุคคลในสื่อ ในที่นี้พบว่า เหล่าแฟนคลับจะมองบิวตี้ยูทูบเบอร์ที่ตนชื่นชอบ เป็นเหมือนเพื่อนที่สนิท มีเสน่ห์ น่าคบหาด้วย มองเป็นผู้ที่มีอิทธิต่อความเห็น และการตัดสินใจของตน ไปจนถึงต้องคอยติดตามและอัปเดตความเป็นไปของยูทูบเบอร์ที่ตนชื่นชอบทั้งออนไลน์และออฟไลน์

VITA

NAME Parima Kosakarn

DATE OF BIRTH 17 March 1996

PLACE OF BIRTH Bangkok, Thailand

INSTITUTIONS ATTENDED Bachelor of Arts in German Language, Chulalongkorn University



จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY