

# Antecedents and Consequences of Credibility and Parasocial Interaction on Food Shopping Intentions

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## Abstract

**Objective:** In recent years, vlogging or a trending term, especially among YouTube viewers, has increasingly bombarded content on Google's video site. This study examines the antecedents and consequences of credibility and parasocial interactions on food shopping intentions.

**Design/Methods/Approach:** The data was obtained through a survey of 117 followers of one of the five favorite food vlogger accounts of the Indonesian people based on a survey conducted by CNBC Indonesia (2020) and who have shopped for food products at least three times in the last six months. Data analysis is performed using the Structural Equation Model- Partial Least Square (SEM-PLS) to test the suitability of the hypothesized model.

**Findings:** The findings of this study suggest that food stall owners can consider choosing celebrities or ambassadors to have their products reviewed to attract wider consumers.

**Originality:** This study explores the attractiveness of celebrities on social media, especially YouTube, which can influence the purchase intention of their followers and the role of parasocial interaction and credibility in these interactions and results.

**Practical/Policy implication:** The results of this study indicate that company management pays attention to who is right to promote their products. Influencers who will be used as promotional materials must also be in line with the products produced by the company so that there is no mistake in getting a wider consumer.

**Keywords:** Credibility, Parasocial Interaction, Food Shopping Intention, Vlogger

**JEL Classification:** M3, M31



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## I. Introduction

Arguably, the emergence of social media has had an impact on consumers and celebrities and the nature of celebrity endorsements. Through social media, consumers can develop a stronger relationships with celebrities. The ability and frequency with which celebrities interact with fans have grown dramatically. Many marketers turn to celebrities (both traditional celebrities and emerging social media influencers) to spread awareness of less intrusive and more trustworthy products. Previously, several studies discussed social media, especially YouTube, which examined many aspects, such as the study of Frobenius (2014), which explains how Youtube celebrities or vloggers engage their viewers through monologues. Lee & Watkins's (2016) research explains how YouTube vloggers influence consumer perceptions of luxury products. On the other hand, research by Sarna & Bhatia (2017) tries to connect one discourse with another in the digital profession through YouTube tutorials. Given the increase in celebrities using social media to develop and maintain relationships with their fans and the increase in celebrity endorsement on social platforms, it is important to understand the impact of celebrities on consumers and their consumption choices.

The study conducted by (Kapoor et al. (2018) also explain a series of promotional interests in online social media, such as Facebook, Twitter, Instagram, and Youtube. The presence on social networks has become an important part of the marketing strategy. The promotion of products online through business accounts and advertising on social networking platforms has proven efficient (Gensler et al., 2013). Sokolova & Kefi (2019) shows that credibility and parasocial interactions have a positive effect on consumers' purchase intentions. The credibility of bloggers also influences before consumers make purchasing decisions (Hui, 2017). However, Sokolova & Kefi's (2019) study regarding physical attractiveness and homophilic attitudes are predictors that affect the credibility of vloggers who focus on fashion products.

In Indonesia, a survey conducted by the Katadata Insight Center from April 29 to May 1, 2020, collected as many as 56.5 percent of YouTube users who played selected content with culinary themes or food recipes. This proves that of the many contents that can be watched via YouTube, culinary theme content is the most viewed by the Indonesian people. This means that business actors in the culinary field must still actively promote through social media to keep their consumers coming to enjoy culinary delights, even though they are only given a stimulus through YouTube content. Research conducted by Aw & Labrecque (2020) states that for the younger generation, namely generations Y and Z, parasocial relationships are most likely associated with 'addictive' content. Therefore, this research is aimed at the millennial generation (gen Y) and Z respondents. This is because, from the Indonesian population census data, the Central Statistics Agency (2020) states that the largest population in Generation Z is 27.94 percent, and generation Y by 25.87 percent. Among studies involving YouTube (Sarna & Bhatia, (2017); Lee & Watkins (2016); Sokolova & Kefi, 2019), only a few discuss how vloggers influence potential consumers to buy products or intend to buy. This study aims to fill out research suggestions from Sokolova & Kefi (2019) to examine the effect of celebrity attractiveness on credibility and parasocial interactions using products other than fashion. This study builds on the ideas of audience participation. It examines the role of credibility and parasocial interaction in influencer marketing. Therefore, this study uses the research object of followers of several YouTube accounts in Indonesia, which are the favorites of the Indonesian people in the context of food content. In this case, the food product was chosen to confirm the influence of attractiveness on choice and parasocial interaction. This research can be a reference for culinary tourism activists to ensure celebrity influencers promote their products and get more consumers.

## 2. Literature Review and Hypotheses Development

### *Theory of Parasocial Interaction*

Parasocial relationships are governed by little or no sense of duty, effort, or responsibility on the part of the audience (Horton & Richard Wohl, 1956). This relationship is free to withdraw at any time. If the relationship between audience and performer remains engaged, this parasocial relationship provides a comprehensive framework to which fantasy can add. The important difference in an experience lies in the lack of effective feedback and that the audience usually cannot hide from themselves. The audience is free to choose between the relationships offered but cannot create new relationships. These interactions are one-sided, non-dialectical, controlled by actors, and not prone to co-development. The parasocial interaction theory discovered by Horton & Richard Wohl (1956) also suggests that there are ways in which viewers can express their feelings to the performers and technicians who design programs. However, these lie outside of parasocial interaction itself. Anyone who finds the experience unsatisfactory only has the option of withdrawing. Therefore, in this study, there is a relationship between physical attractiveness, attitude homophily, and social attractiveness as predictors of parasocial interaction, which is indicated to have an influence on shopping intentions.

### *The Relationship between Physical Attractiveness and Credibility*

Physical attractiveness describes how attractive or pleasing a person's physical features and aesthetic beauty are. Research conducted by Onu et al. (2019) states that the physical attractiveness of celebrities is a force that influences

efforts to direct customer behavior. The study recommended a supporting predictor of being physically attractive. In this study, credibility refers to how consumers perceive YouTube vloggers as trustworthy influencers. YouTube vloggers can gain credibility (intentionally or unintentionally) by influencing consumers' perceptions or their followers simply by how they appear, behave, and communicate with them (Kouzes & Posner, 2011). Thus, the audience or followers can form expectations about the credibility of their YouTube vlogger based on the emotional connection driven by the vlogger's perceived attractiveness.

**H1: Physical attractiveness has a positive effect on the credibility**

*Relationship between Physical attractiveness and Parasocial Interaction*

Physically attractive people have preferred personality traits such as intellectual competence, social competence, and integrity (Till & Busler, 2000). Those considered physically attractive are also considered socially engaging (Rubin & McHugh, 1987). It was found that a supporter's physical attractiveness was associated with consumers' preferred attitudes towards advertisements and brands and stronger purchase intentions (Tingchi Liu & Brock, 2011). The research conducted by Phang et al. (2009) emphasized the critical role of usefulness (task attractiveness) and sociability (social attractiveness) in online communities. The results show that physical attraction plays an important role only when social or task attraction is present. However, research conducted by Sokolova & Kefi (2019) confirms that the relationship between influencers on Instagram, YouTube or Facebook cannot be in the same direction. This is because influencers cannot really respond to all the requests of their followers and engage fully in real discussions due to the extremely high number of followers and reactions they may have on their blogs. This study extends the findings of previous research by proposing a relationship between the social attractiveness of vloggers and parasocial interactions within the same conceptual framework. Based on the narrative, the following hypotheses were formulated:

**H2: Physical attractiveness has not a positive effect on parasocial interactions**

*The Relationship between Attitude Homophily and Credibility*

Social homophiles can be derived from demographic characteristics such as gender, age, education level, and occupation or perceived attributes such as preferences, values, and beliefs (Lis, 2013). For example, in online reviews, individuals seek values and experiences consistent with their character and ideas; where the review consists of the same type of information and readers share the same values and preferences, the perceived homophily will increase (Blanton, 2013). Attitude homophily is a determining factor of credibility because it refers to the perception of similarity between influencers and followers in terms of values (Sokolova & Kefi, 2019). The internalization process does refer to similar values found in other people. Therefore, Research findings by Djafarova & Rushworth (2017) argue that attitude homophily will also be positively related to influencer credibility. Based on the narrative, the following hypotheses were formulated:

**H3: Attitude Homophily has a positive effect on credibility.**

*The Relationship between Attitude Homophily and Parasocial Interactions*

Research conducted by Lee & Watkins (2016) provides findings that vloggers who are seen as similar to the audience or display traits desired by the audience are more likely to lead to parasocial interactions. The research conducted by Sokolova & Kefi (2019) found that attitude homophily is a predictor of parasocial interaction. This study explains a significant relationship between attitude homophily towards parasocial interactions. The more users see similarities between their beliefs and media personalities in parasocial interactions, the more likely they are to continue the interaction (Lee & Watkins, 2016). Parasocial interaction research has identified homophily as an antecedent to increasing identification with television characters (Eyal & Rubin, 2003). Because vloggers have similarities with television characters, this study proposes that attitude homophily will positively affect parasocial interactions. Based on the narrative, the following hypotheses were formulated:

**H4: Attitude Homophily has a positive effect on parasocial interactions**

*The Relationship between Social Attractiveness and Parasocial Interaction*

Along with physical attractiveness, social attractiveness has also been shown to be a predictor of parasocial interactions regarding traditional (television, newspapers) or new media (social media) (Kurtin et al., 2018; Lee & Watkins, 2016). YouTube provides a platform for individuals to develop personalities who may successfully create parasocial interactions with viewers (Chen, 2018). Knowing how physical and social attraction's collective impact affects parasocial relationships can be helpful for individuals who want to be successful, like YouTube content creators. The research conducted by Sokolova & Kefi (2019) found evidence that social attractiveness is related to parasocial interactions, especially for a young population that also seems not to appreciate. It may mean that the concept of parasocial interaction has changed. More research in the context of attraction and parasocial interactions could reveal what drives audiences to follow bloggers and what binds young people to influencers. Based on the narrative, the following hypotheses were formulated:

**H5: Social attractiveness has a positive effect on parasocial interactions**

### *The Relationship between Credibility and Food Shopping Intentions*

Credibility is defined as expertise, reliability, intention, liveliness, and personal attractiveness. The findings from Hui's research (2017) found that the credibility of the vlogger influences purchase intention. This study examines the impact of YouTube vlogger credibility generated by influencers on their followers' preference to shop for products featured on a channel. In a study conducted by Sokolova & Kefi (2019), it is stated that credibility and parasocial interaction with bloggers impact followers' purchase intentions. This means that followers go through affective and internalization processes when influenced to buy products. The analysis of the global sample used in the Sokolova & Kefi (2019) study highlights a slightly more substantial impact of credibility on purchase intention. Therefore, the credibility of the vlogger can have a positive relationship with food shopping intentions. Based on the narrative, the following hypothesis is formed:

**H6: Credibility has a positive effect on food shopping intentions**

### *Relationship between Parasocial Interactions and Food Shopping Intentions*

Parasocial interaction involves a one-sided process in which media users (viewers) perceive media personas during their experience with the media (Hsu, 2020). Parasocial relationships differ in that they are long-term responses to media personas that involve cross-situational connections in which the user embraces the persona. Certain affective and cognitive elements come into play (Schramm, 2015). Putnam (1995) suggests that social interaction can increase social efficiency by facilitating coordinated action, expanding the group's sense of purchasing decisions. Zheng et al. (2020) revealed that parasocial interaction is an essential antecedent in predicting shopping intentions through e-commerce. These findings confirm that parasocial interactions lead to shopping intentions through e-commerce in social trading communities (Li et al., 2014). Thus, given the study results, marketers should consider encouraging individuals to release more content by providing incentives. For example, celebrities and experts who are influential people in online communities can introduce new content and attract inactive users. Based on the narrative, the following hypothesis is formed:

**H7: Parasocial interactions have a positive effect on food shopping intentions**

### *Mediation Effect of Credibility*

Hughes et al. (2019) inspected the mediation role of the attitude over the relationship between credibility perceived and the UK customers' penchant to buy service brands. Their results reported that sponsored blogging impacts online engagement (e.g., like a brand). Attractiveness is considered a decisive determinant in promoting valuable messages, as Wang and Scheinbaum (2018) reported. Nevertheless, other authors reported that although attractiveness positively affects evaluation, it does not clearly affect purchase intention (AlFarraj et al., 2021). Meanwhile, Mansour & Diab (2016) show that attractiveness is a dimension of credibility that has a significant influence on buying behavior. Sokolova & Kefi (2019) also show that physical attractiveness and attitude homophily are antecedents of celebrity credibility. There is still limited research exploring the mediating role of physical attractiveness and attitude Homophily towards Credibility and Purchase Intention in the current literature. Based on the narrative, the following hypothesis is formed:

**H8: Credibility will mediate the significant influence of physical attractiveness on food purchase intention.**

**H9: Credibility will mediate the significant influence of attitude Homophily on food purchase intention**

### *Mediation Effect of Parasocial Interactions*

Several studies have found that parasocial interactions mediate the effect of trust, expertise, and similarity with influencers on viewers' purchase intentions (Lee & Watkins, 2016). Research conducted by Masuda et al. (2022) investigated the consideration of three personal attributes (attitude homophily, physical attractiveness, and social attractiveness) and three characterizations (trustworthiness, perceived expertise, and parasocial interaction) as antecedents of purchase intention. The results show that parasocial interactions included in the perceived mediating characteristics have a significant relationship to the effect of three personal attributes and purchase intention. Based on the narrative the following hypothesis is formed:

**H10: Parasocial interactions will mediate the significant influence of physical attractiveness on food purchase intention.**

**H11: Parasocial interactions will mediate the significant influence of attitude homophily on food purchase intention.**

**H12: Parasocial interactions will mediate the significant influence of social attractiveness on food purchase intention.**

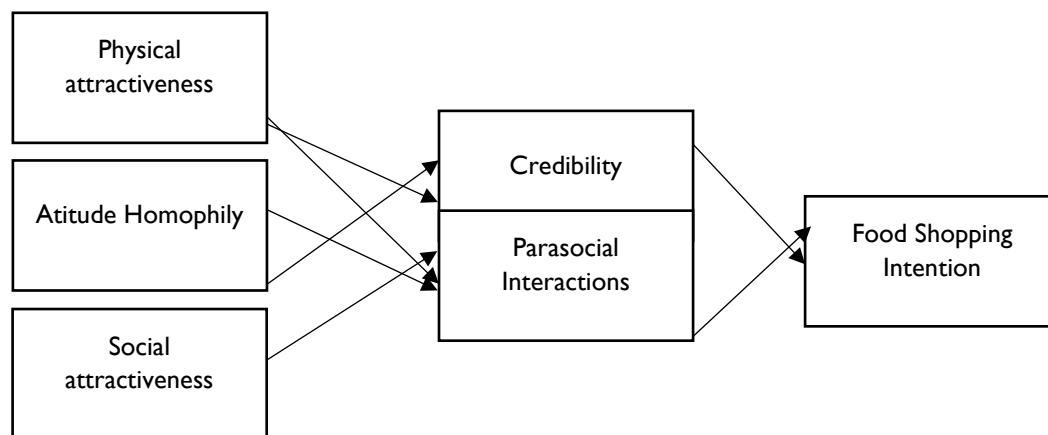


Figure 1. Research Framework

### 3. Method

The research design used in this study used a quantitative approach. This research was conducted using a survey method using a questionnaire as a measuring tool. This research uses a non-probability sampling method of data sampling. Non-probability sampling is a sampling technique where the probability of each population element is unknown to be selected as a sample (Sekaran & Bougie, 2016). The sample selection method used in this research is purposive sampling. The sample unit in this study is consumers in Indonesia who have purchased food products at least three times in the last six months. In determining the sample unit, there are criteria used, namely: food products (meatballs, fried rice, tengkleng, squid rice, chicken satay, etc.); Gender Male or Female; are generations Y and Z (born 1981 to 2012); followers of one of the YouTube accounts of Tanboy Kun, Ria SW, Nex Carlos, Mgdalenaf, and Farida Nurhan. It is known that according to CNBC Indonesia (2020), the five YouTube accounts are included in the list of the top 5 vloggers in the food sector. They are successful and popular in Indonesia, as evidenced by the most subscribers or followers. Researchers determine the number of samples following the rule of thumbs according to (Hair et al., 2014), which says that the minimum number of samples used in research using SEM-PLS is ten times the number of structural paths that lead to a particular construct in the structural model. The highest number of structural paths that lead to a construct in this study were seven paths, so the minimum number of samples was seventy respondents. The data collection process was carried out by distributing questionnaires through online media to obtain as many as 131 respondents. Of all the questionnaires distributed through online media, the researchers received a full response because they used the mandatory feature of the online questionnaire as well as direct confirmation on the offline questionnaire, 14 questionnaires could not be used in the processing because the respondent's criteria did not match the existing screening questions.

#### 3.1 Validity and Reliability Test

The validity test is how well an instrument measures a certain concept that you want to measure (Sekaran & Bougie, 2016). Convergent validity is related to items measuring the same construct associated or converged with each other (Neuman, 2014). The convergent validity test is determined by looking at the Average Variance Extracted (AVE) value must be 0.50 or more (Hair et al., 2014), and by looking at the factor loading value of more than 0.5 (Hair et al., 2019). According to Sekaran & Bougie (2016), the reliability test is how stable and consistent a measuring instrument measures whatever concept it measures. Internal consistency testing is used because this test measures the uniformity between measurement instruments that reflect the construct. Internal consistency testing in this study using Composite Reliability (CR). According to Hair et al. (2014), reliability between 0.60 and 0.70 is acceptable, while the reliability of 0.70 or more is good.

The convergent validity results can be seen in Table 1, which explains that the AVE value of each variable construct in the study is above 0.5. Detailed data regarding the calculation of composite reliability are listed in Table 1. All constructs in this study have a composite reliability value of  $> 0.7$ , which indicates that all of the proposed constructs have good reliability.

### 4. Result and Discussion

The results showed that respondents who lived in Yogyakarta dominated the research results, as much as 30.7 percent of the total respondents. The female respondents, as much as 68.5 percent with the age of 21 years to 30 years or as much as 93.7 percent of the total respondents, also dominate the results of this study. As many as 58 respondents still hold student status. Therefore, respondents' most chosen monthly expenditure is Rp. 1,000,001 - Rp. 2,000,000 or

as much as 27.9 percent. The frequency of respondents searching for food products through Vloggers on social media, Youtube, ranges from 3 to 5 times as much as 31.5 percent and more than 12 times with the same result, which is 31.5 percent of the total 117 respondents. Respondents with a frequency of more than ten times which made purchases of food products in the last six months dominated the research results, as much as 55 percent or 61 of the total 117 respondents.

The coefficient of determination (adjusted  $R^2$ ) in the parasocial interaction variable indicates a value of 0.405. This value shows that 40.5 percent of vloggers' parasocial interactions with consumers are physical attractiveness, attitude homophily, and social attractiveness. Other factors outside the research model influence the remaining 59.5 percent. The value of 0.426 indicates that 42.6 percent of vloggers' credibility to consumers is influenced by physical attractiveness and social attractiveness. Other factors outside the research model influence the remaining 57.4 percent. The coefficient of determination of 0.340 or 34 percent of food shopping intention is influenced by credibility and parasocial interaction. Other factors outside the research model influence the remaining 66 percent.

The next test is to test the accuracy of the model (Goodness of Fit Model) using the SRMR (Standardized Root Mean Square Residual). Referring to the analysis results, the SRMR value is 0.07 then the model is declared fit. This is because, in accordance with the conditions suggested by Hu & Bentler (1998), the model's suitability is obtained if the SRMR analysis has a p-value below 0.1 or 0.08. The results of the SRMR value of this study are 0.075. The model can be accepted, and the analysis can be continued.

#### 4.1 Hypothesis Test Result

To find out whether a hypothesis is significant and supported or not, it can be seen from the p-value and t-statistics. The hypothesis is supported if the p-value  $< 0.1$  (significance at the 10% level), p-value  $< 0.05$  (significance at the 5% level), and p-value  $< 0.01$  (significance at the 1% level) (Hair et al., 2014). This study used a p-value  $< 0.05$  (significance at the 5% level). To see whether the hypothesis is supported or not, it can also be seen from the t-statistical value, where the t-statistical value is  $> 1.96$ . The summary of the results of hypothesis testing in this study can be seen in table 3.

#### 4.2 Discussion

Physical attractiveness has an effect on credibility. This study confirms that the physical attractiveness of food YouTube influencers used as objects in this study can perceive the credibility assessment of their followers. In this case, it can be used to consider that a company that wants to use a brand ambassador for a product does not only look at the physical appearance of an influencer or celebrity on social media. The results of this study are in line with the research conducted by Rifon et al. (2016), which states that celebrity character traits are more important than physical attractiveness in predicting credibility and expertise. The findings of Rifon et al. (2016) also pointed out that advertisers should consider the character traits of celebrities more than their physical beauty. It is stated that the character traits referred to in the research of Rifon et al. (2016), i.e., celebrities are down-to-earth and care about explaining more variants of celebrity credibility than being tactful and socially responsible. Therefore, advertisers or product owners should be careful when using celebrity endorsers who are considered arrogant and do not care to gain credibility.

Physical attractiveness does not have a positive effect on parasocial interactions. The influencer's physical beauty or looks do not guarantee good parasocial interaction with the audience or viewers. Sokolova & Kefi's research (2019) showed that the results were the same as this study for the relationship between physical attractiveness and parasocial interaction. The study results also stated that there was no significant effect of physical attractiveness on parasocial interactions. According to Sokolova & Kefi (2019), shared values are certainly important for young respondents when they decide to regularly follow a vlogger, unlike the attractiveness of a presenter. Attitude homophily has a positive effect on credibility. When a person feels more homophilic toward an icon (celebrity) that matches the gender of the audience or viewers, so they are more likely to follow similar celebrities. The homophily built by the food vloggers as the object of this research can be said to be successful so that the audience's perception of their idol is credible to follow.

The results of this study are in line with the results of previous studies conducted by Wang et al. (2008) showed that studying the evaluative mechanisms of users of online health information and reported that homophily plays an important role in determining perceived credibility and influencing persuasive processes on websites and online discussion groups. Homophily affects people's intention to seek consumer opinion and resonance on social networking sites. This study also shows that attitude homophily has a significant influence on credibility. Meanwhile, the social attractiveness built by the food vlogger in the object of this research succeeded in positively influencing his parasocial interactions with his audience or viewers. The results of this study are in line with previous research conducted by Sokolova & Kefi (2019), finding evidence that social attractiveness is associated with parasocial interactions, especially for a young population who also appears to be unappreciative, may mean that the concept of parasocial interaction has changed. More research in the context of attraction and parasocial interaction could reveal what drives audiences to follow bloggers and what binds young people to influencers.

Attitude homophily does not have a positive effect on parasocial interactions. It can be concluded that when a vlogger tries to build an audience that feels a strong bond with the vlogger through social media, this relationship may

not necessarily increase the vlogger's popularity and perceived audience engagement. Therefore, vloggers must be able to find other platforms or media to increase interaction with their audiences in order to make consumers feel close. In this study, credibility has a positive influence on food shopping intentions reviewed by the food vlogger, who is the object of this research. The opinion on celebrity credibility expressed in Townsend's (2015) research states that where a celebrity evaluates a particular brand or product, their followers tend to have the same opinion. Research conducted by Djafarova & Rushworth (2017) found that interviewees responded that if she had never tried a product, she would have done so, trusting the opinion of a celebrity who supported it, as 'surely good' to warrant posting by that celebrity. In this case, it can be concluded that when influencers are seen as credible, product endorsements tend to have higher value for consumers, which increases purchase intention.

Table 1. Operational Definition of Variables

Variable name	Measurement Items	Variables' Operational Definition	Source	Average Variance Extracted (AVE)	Composite Reliability
Physical attractiveness	DF1	I found the vlogger very physically attractive	Sokolova & Kefi (2019) and Liu et al., (2018)	0,609	0,739
	DF2	In my opinion, the vlogger is quite beautiful/handsome			
	DF3	In my opinion, the vlogger has a good voice in conveying information			
Attitude Homophily	SH1	The YouTube vlogger thinks like me	Sokolova & Kefi (2019)	0,606	0,821
	SH2	The YouTube vlogger shares my values			
	SH3	The YouTube vlogger shares something I want			
Social attractiveness	DS1	I think this vlogger has a lot in common with me	Sokolova & Kefi (2019) and Liu et al., (2018)	0,537	0,823
	DS2	I think this vlogger behaves like me			
	DS3	I think he can be my friend			
	DS4	I want to have a friendly chat with him/her			
Credibility	K1	I found this YouTube vlogger in its domain (its environment)	Sokolova & Kefi (2019)	0,549	0,856
	K2	I found this YouTube vlogger efficient in its work			
	K3	I think this YouTube vlogger is trustworthy			
	K4	I think this YouTube vlogger cares about its followers			
	K5	I think this vlogger updates its content regularly			
Parasocial interaction	IP1	I hope that by watching videos from vloggers, I get appropriate information	Sokolova & Kefi (2019) and Liu et al., (2018)	0,508	0,823
	IP2	I will follow him and interact with him on other social networking sites			
	IP3	I am looking forward to watching vlogger videos on his YouTube channel			
	IP4	If the vlogger's video appears on another channel, I will watch the video			
	IP5	When I watch the vlogger video, I feel as if I am part of the group			

Food shopping intentions	NB1	I will buy products promoted by vloggers in the future	Sokolova & Kefi (2019)	0,625	0,833
	NB2	I will encourage those closest to me to buy products promoted by vloggers			
	NB3	I will shop for food often in the future			

Source: Author (2021)

Table 2. Mediation Test Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
<b>PA-&gt; CR -&gt; FPI</b>	0,054	0,049	0,037	1,46	<b>0,145</b>
<b>PA -&gt; PSI -&gt; FPI</b>	0,011	0,017	0,034	0,326	<b>0,744</b>
<b>HA-&gt; CR -&gt; FPI</b>	0,101	0,102	0,054	1,856	<b>0,064</b>
<b>HA -&gt; PSI -&gt; FPI</b>	0,038	0,042	0,033	1,141	<b>0,254</b>
<b>SA -&gt; PSI -&gt; FPI</b>	0,114	0,112	0,061	1,863	<b>0,063</b>

Notes: PA = Physical Attractiveness; CR = Credibility; FPI = Food Purchase Intention; HA = Attitude Homophily; SA = Social Attractiveness.

Table 3. Hypothesis Test Result

Hypothesis	Hypothesis Statement	Sample Mean	Standard Deviation	T Statistics	P-Values	Notes
H1	Physical attractiveness has a positive effect on the credibility	0,247	0,104	2,500	<b>0,013</b>	Supported
H2	Physical attractiveness has not a positive effect on parasocial interactions	0,033	0,105	0,418	<b>0,676</b>	Supported
H3	Attitude Homophily has a positive effect on the credibility	0,488	0,085	5,501	<b>0,000</b>	Supported
H4	Attitude Homophily have a positive effect on parasocial interactions	0,174	0,103	1,587	<b>0,113</b>	Not Supported
H5	Social attractiveness has a positive effect on parasocial interactions	0,503	0,096	5,001	<b>0,000</b>	Supported
H6	Credibility has a positive effect on food shopping intention	0,299	0,106	2,836	<b>0,005</b>	Supported
H7	Parasocial interactions have a positive effect on food shopping intention	0,377	0,105	3,503	<b>0,001</b>	Supported
H8	Credibility will mediate the significant influence of physical attractiveness on food shopping intention	0,049	0,037	1,460	<b>0,145</b>	Not Supported



H9	Credibility will mediate the significant influence of Attitude Homophily on food shopping intention	0,102	0,054	1,856	<b>0,064</b>	Not Supported
H10	Parasocial interactions will mediate the significant influence of physical attractiveness on food shopping intention	0,017	0,034	0,326	<b>0,744</b>	Not Supported
H11	Parasocial interactions will mediate the significant influence of Attitude Homophily on food shopping intention.	0,042	0,033	1,141	<b>0,254</b>	Not Supported
H12	Parasocial interactions will mediate the significant influence of social attractiveness on food shopping intention	0,112	0,061	1,863	<b>0,063</b>	Not Supported

Parasocial interactions have a positive effect on food shopping intentions. When influencers or social media celebrities have good interactions with their followers, the audience feels that their idols are trustworthy and can be imitated. The parasocial exchange built by the food vlogger, the object of this research, can influence the audience's desire to have food shopping intentions. This can make new insights for food shop activists to make influencers with good parasocial interactions their promotional material.

This study indicates that the mediating effect of credibility does not have a significant effect on physical attractiveness and food shopping intentions. The other results of the mediating effect of credibility also have no significant effect on attitude homophily and shopping intentions. This is in line with Sokolova & Kefi's (2019) research that physical attractiveness and homophilic attitudes are antecedents or predictors of credibility. So that the indirect relationship on food shopping intentions results in no significant effect. This is clarified by Masuda et al.'s (2022) research, which states that physical attractiveness and attitude homophily are attributes of social media influencers or celebrities. The mediating effect of parasocial interactions on the relationship between physical attractiveness and food shopping intentions in this study had no effect. The mediation of parasocial interactions in this study also measured the relationship between homophilic attitudes and food shopping intentions, which did not have a significant relationship. Finally, the results of this study measure the mediating effect of parasocial interactions on the relationship between social attractiveness and food shopping intentions, which results also have no significant effect. The results of the mediation test in this study did not have a significant effect because it was in line with several previous studies, such as Mansour & Diab (2016) and Masuda et al. (2022) which explain that physical attractiveness, social attractiveness, and homophilic attitudes are dimensions of an attribute of social media celebrities. So it is more accurate to say that physical attractiveness, social attractiveness, and homophilic attitude are predictors of parasocial interactions.

## 5. Conclusion

This study aims to determine whether the physical attractiveness, social attractiveness, and attitude homophily of vloggers have an influence on credibility and parasocial interactions on food shopping intentions. After researching in Indonesia, it was found that physical attractiveness variables influence credibility, attitude homophily influence credibility, social attractiveness influences parasocial interactions, credibility, and parasocial interactions have an influence on food shopping intentions. However, the attitude homophily variable does not affect parasocial interaction. The following are some implications that can be applied to this research: Respondents in Indonesia do not care about their idols' beauty or physical appearance. This can be used as input for company management, who will indeed make today's celebrities a way of promoting their products. A good consideration does not only look at his physical appearance and beauty because the results of this study provide new insights into that physical attractiveness does not affect credibility.

In this study, physical attractiveness did not affect the audience's parasocial interaction on food shopping intentions. However, physical attractiveness is very important for the audience to influence the purchase intention of clothing products. For company management to pay attention to who is right to promote their products, this needs to be considered. Influencers who will be used as promotional materials must also be in line with the products produced by the company. So that there is no mistake in getting a wider consumer. Some of the limitations and future studies of this research are: This research focuses on local vloggers who only review food or culinary content. If this research is applied to other types of products purchased by respondents offline, the study results may be different.

Meanwhile, the data processing results in this study required deleting several research items because the factor loads from the respondents' answers did not match the criteria. Another weakness is that this questionnaire is distributed online. Bias may occur because the author cannot provide supervision if the respondent fills out the questionnaire more than once. If this study uses international brands, it is not necessarily the same as the deletion of items.

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## Author Contribution

Dea Farahdiba: conceptualization, writing, data curation, formal analysis, investigation, methodology.

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## Conflict of Interest

The authors declare that the research was conducted without any commercial or financial relationships that could be construed as a potential conflict of interest.

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