

THE MEDIATING ROLE OF HEDONIC AND UTILITARIAN BEHAVIOR IN THE INFLUENCE OF PARASOCIAL INTERACTION ON YOUTUBE ON A FEMALE BEAUTY PRODUCT PURCHASE INTENTION

Peran Mediasi Perilaku Hedonis dan Utilitarian dalam Pengaruh Interaksi Parasosial di YouTube terhadap Niat Beli Produk Kecantikan Wanita

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Abstract

The beauty product sector in Indonesia is currently experiencing intensifying competition. Recent research indicate that a beauty product is highly susceptible to problems within the cosmetics sector, particularly in Indonesia. This consistently elucidates that there are factors influencing the intensity of beauty product acquisitions. The objective of this study is to examine the factors influencing the frequency of Maybelline cosmetic product purchases among women in Indonesia. The characteristics that quantify buying intensity include parasocial interaction, hedonic behavior, and utilitarian conduct. This research employs a quantitative methodology via a survey with a questionnaire. This study had a total of 145 individuals. This study used purposive sampling by establishing criteria for participant selection, specifically targeting women residing in Jabodetabek, who are YouTube users and have viewed Maybelline beauty product review video on the platform. This study employs PLS-SEM modeling utilizing SmartPLS as the analytical tool. This study's results indicate that social interaction greatly affects hedonic, utilitarian, and purchasing intentions. Conversely, hedonic and utilitarian outcomes yield distinct results in elucidating their impact on buying intensity. This is also pertinent to the outcomes of the indirect effect. This study enhances the Unified Theory of Acceptance and Use of Technology by incorporating hedonic motivation as a significant factor in comprehending consumer technology uptake.

Keywords: Purchase intention; parasocial interaction; hedonic behavior; utilitarian behavior; beauty product.

Abstrak

Industri produk kecantikan di Indonesia saat ini semakin menunjukkan persaingan yang semakin ketat. Dalam hal ini, studi-studi terkini menunjukkan bahwa suatu produk kecantikan sangat mungkin menghadapi tantangan di pasar kosmetik, khususnya di Indonesia. Hal ini secara berkelanjutan menjelaskan bahwa terdapat determinan faktor pendorong intensi pembelian produk kecantikan. Dengan demikian, tujuan penelitian ini yaitu menganalisis determinan intensi pembelian produk kecantikan Maybelline bagi perempuan di Indonesia. Adapun variabel-variabel yang dilibatkan untuk mengukur intensi pembelian yaitu interaksi parasosial, perilaku hedonis dan utilitarian. Penelitian ini merupakan penelitian kuantitatif yang menggunakan survey dengan kuesioner. Sebanyak 145 partisipan dilibatkan pada penelitian ini. Penelitian ini juga menggunakan purposive sampling dengan menerapkan kriteria-kriteria pada partisipan yang dikumpulkan, yaitu perempuan, berdomisili di Jabodetabek, pengguna YouTube, dan pernah melihat konten review produk kecantikan Maybelline di YouTube. Selanjutnya, penelitian ini menggunakan pemodelan PLS-SEM dengan SmartPLS sebagai alat analisisnya. Hasil penelitian ini menjelaskan bahwa interaksi parasosial secara signifikan berpengaruh terhadap perilaku hedonis, utilitarian, dan intensi pembelian. Di sisi lain, hasil perilaku hedonis dan utilitarian memiliki hasil yang berbeda dalam menjelaskan pengaruhnya terhadap intensi pembelian. Hal ini juga berlaku sama dengan hasil pada efek tidak langsung. Penelitian ini

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memberikan kontribusi pada konsep Unified Theory of Acceptance and Use of Technology yang diperluas telah memasukkan motivasi hedonis sebagai konstruk penting dalam memahami adopsi teknologi konsumen.

Kata Kunci: *Intensi pembelian; interaksi parasosial; perilaku hedonis; perilaku utilitarian; produk kecantikan*

Introduction

The beauty product sector in Indonesia is currently experiencing intensifying competition. Notable women's beauty product brands in Indonesia encompass Wardah, Mustika Ratu, Emina, Make Over, Somethinc, and Maybelline. A recent survey indicates that Maybelline is seeing difficulties in the Indonesian cosmetics sector. Despite being a global brand, Maybelline's competitiveness in Indonesia is affected by multiple variables. Halal certification, celebrity endorsements, and price strategies affect purchasing decisions, with brand image serving as a mediating factor (Wulandari & Yudiana, 2022). The quality of the product and the aspects of the marketing mix significantly influence consumer purchasing decisions with Maybelline goods (Orivia, 2023). The prevalence of imported cosmetics in Indonesian e-commerce is significant, at 66%, reflecting intense competition for domestic brands (Canover & Kartikasari, 2021). To enhance competitiveness, organizations must prioritize product quality, marketing tactics, and market entry speed (Ferdinand & Ciptono, 2022).

The purchasing behavior of cosmetic products among Indonesian women is affected by multiple factors. Individual variables, product quality, pricing, and discounts significantly influence consumer behavior (Joelle et al., 2017). Social media, television, and the Korean wave have also influenced evolving beauty standards (Nagara & Nurhajati, 2022). Obstacles to acquiring eco-friendly cosmetics encompass concerns regarding value, utility, risk, tradition, and perception (Kurnia & Mayangsari, 2020). Numerous research have investigated the determinants affecting women's purchasing intentions for beauty items. Brand, product quality, and price continually appear as critical determinants (Janany & Shanmugathas, 2017; Kittikowit et al., 2018; Kusumawati & Rahmawan, 2021). Additional influences encompass packaging, promotion, and the retail environment (Izani et al., 2023). The significance of these elements may differ across various circumstances. Previous research has examined the impact of YouTube beauty content on purchase intention, particularly emphasizing hedonic and utilitarian aspects as well as parasocial interactions.

Parasocial interactions with beauty vloggers significantly influence the propensity to acquire cosmetic items (Kuswati et al., 2024; Purnamaningsih et al., 2024). Hedonic (perceived enjoyment) and utilitarian (credibility) responses to product reviews affect purchase intention. The physical allure and social charm of beauty influencers enhance parasocial interactions and their believability (Purnamaningsih & Rizkalla, 2020). The attributes of videos, including views, likes, and comments, significantly affect purchase intention (Chan et al., 2022). Furthermore, enjoyment motivation and interpersonal value for viewing unboxing videos are mediated by parasocial interactions, which affect purchase intention (Kim, 2020). Consequently, utility and hedonic values exert the most significant impact on purchase intention in the context of endorsements, such as those by YouTubers.

Given the multitude of beauty product brands in Indonesia and the intensifying competition within the beauty industry, particularly the emergence of new brands challenging established ones, along with the growing diversity in factors influencing women's purchasing decisions, further research is essential to analyze the determinants of beauty product purchases among women. This also represents a necessity for periodic studies, particularly those examining personal incentive factors and the influence of social media platforms like YouTube. This study attempts to investigate the purchasing intentions of women in Indonesia about cosmetic products.

Parasocial interactions and their effects

Parasocial interactions refer to the deceptive perception of a face-to-face relationship between an individual and a media figure or character, as articulated by Horton & Wohl (1956) in their definition of the word. Recent studies investigate the correlation between parasocial interactions and hedonic motivation across many circumstances. Parasocial ties with media figures can evolve over time and affect consumer behavior, especially in social media marketing (Zhong et al., 2021). Longitudinal studies have investigated the effects of parasocial interactions on health-related outcomes (Siegenthaler et al., 2021) and the elimination of bias (Bond, 2020). Parasocial relationships can work as a viable social alternative, especially for media figures that elicit parasocial responses (Bond, 2022). In social commerce, hedonic value affects consumer trust and purchasing intentions over time (Laradi et al., 2024). Hedonic hunger is associated with unhealthy dietary consumption among teenagers (Mason et al., 2020). The frequency of viewing reality television programs enhances multiple dimensions of participation, such as parasocial interactions and enjoyment (Kühne & Oprea, 2020). The persuasive impact of social media influencers is shaped by parasocial interactions, irrespective of the date of sponsorship disclosure (Forster et al., 2022).

Previous research has examined parasocial interactions in diverse environments. Research indicates that parasocial interactions markedly affect hedonic and utilitarian reactions to YouTube product evaluations, therefore impacting purchase intentions (Silaban et al., 2022). Within streaming platforms, goals for amusement and self-presentation have been demonstrated to affect parasocial relationships among Netflix audiences (Aulia et al., 2023). While parasocial interactions may not directly correspond with learning progress, they have been associated with heightened learning motivation, especially among female participants (Beautemps & Bresges, 2022). Parasocial interactions have been associated with intrinsic motivation in virtual training contexts (Frost et al., 2012). Social media platforms increasingly foster emotional connections between superstars and their fans, as seen by Taylor Swift and the "Swifties" (Zafina & Sinha, 2024).

Moreover, recent studies have consistently demonstrated a positive correlation between parasocial contacts and purchase intentions across many circumstances. Parasocial interactions facilitate the connection between social media engagement and purchase intentions for products advocated by celebrities (Shariffadeen & Manaf, 2020). Content features and engagement tactics enhance parasocial interactions, resulting in increased purchase intentions (Aw et al., 2023). Parasocial interactions enhance emotional engagement and purchasing intentions during a hotel webcast (Shen et al., 2022). Moreover, parasocial contacts favourably affect purchasing intentions and electronic word-of-mouth behaviors (Hwang & Zhang, 2018). Parasocial contacts affect vicarious expression, electronic word of mouth, and bandwagon effects, which eventually shape online purchasing intentions (Nadroo et al., 2024). This investigation underscores the following hypothesis (H) based on the explanations:

- H1: Parasocial interaction affects hedonic behavior.
- H2: Parasocial interaction affects utilitarian behavior.
- H3: Parasocial interaction affects purchase intention.

The effect of hedonic and utilitarian motivations on buying intention

Multiple prior studies have examined the correlation between hedonic motivation and purchase intention in online and smart retail contexts. Hedonic motivation, defined by emotional and experiential elements, strongly impacts impulsive buying behaviors and purchase intentions (Chang et al., 2023; Indrawati et al., 2022). Theoretical frameworks including the Technology

Acceptance Model (TAM) (Christian & Agung, 2020), Theory of Reasoned Action (Agung et al., 2020), and the extended Unified Theory of Acceptance and Use of Technology (UTAUT2) have integrated hedonic motivation as a significant element in comprehending consumer technology adoption (Christian, Gularso, et al., 2023; Tamilmani et al., 2019). Some research have identified a robust correlation between hedonic motivation and behavioral intention (Wibowo et al., 2020), whereas others have presented inconclusive findings (Novela et al., 2020). The interaction between hedonic and utilitarian incentives remains a crucial focus of research in comprehending customer behavior in both conventional and digital retail settings (Ekawati et al., 2021; Hausman, 2000).

Conversely, prior research has examined the correlation between utilitarian motivation and purchase intention across several retail environments. Utilitarian incentives substantially affect purchasing behavior in shopping malls (Atulkar, 2020) and regarding luxury handbags (Cholifaturrosida et al., 2018). In intelligent retail environments, both utilitarian and hedonic incentives influence purchase intentions, with utilitarian considerations encompassing price, quality, convenience, and product recommendations (Chang et al., 2023). In the context of green products, utilitarian value positively affects purchase intention, with environmental concern exerting a greater influence on utilitarian green items compared to hedonic green products (Zhang et al., 2019). Perceived value, encompassing functional value, affects different motivations and subsequently impacts green buying intention (Ng et al., 2024). Measuring purchase intention can enhance its correlation with actual behavior due to the self-generated validity effect (Chandon et al., 2005). Longitudinal studies indicate that utility value, in conjunction with hedonic value and perceived privacy or security, strongly affects trust and buy intention in social commerce environments over time (Laradi et al., 2024).

Moreover, hedonic and utilitarian motivations significantly impact purchase intention in online contexts, with parasocial interactions frequently serving as a mediating factor. Hedonic motives, including pleasure and enjoyment, with utilitarian motivations, such as knowledge acquisition, have been shown to affect purchase intentions via parasocial interactions (Flecha-Ortiz et al., 2023; Kim, 2020). Nevertheless, results are inconclusive, as several research indicate no substantial impact of hedonic incentives on attitudes towards online purchasing (Novela et al., 2020). Parasocial interactions have been recognized as a significant determinant of consumer behavior, especially within the realms of social media and live-streaming commerce (Cai et al., 2018; Silaban et al., 2022). The legitimacy of content providers and their physical appeal significantly influence parasocial interactions and purchasing inclinations (Astarini & Sumardi, 2021). These research elucidate the intricate relationship among motivation, parasocial interactions, and purchase intentions across various online platforms, offering significant insights for marketers and e-commerce strategists (Fülöp et al., 2023; Martín-Consuegra et al., 2019). The explanations prompt this study to emphasize the following hypotheses:

H4: Hedonic behavior affects purchase intention.

H5: Utilitarian behavior affects purchase intention.

H6: Hedonic behavior mediates the effect of parasocial interaction on purchase intention.

H7: Utilitarian behavior mediates the effect of parasocial interaction on purchase intention.

Drawing from the aforementioned hypotheses, a conceptual framework can be established, as seen in Figure 1, wherein this study utilizes the framework proposed by Silaban et al. (2022).

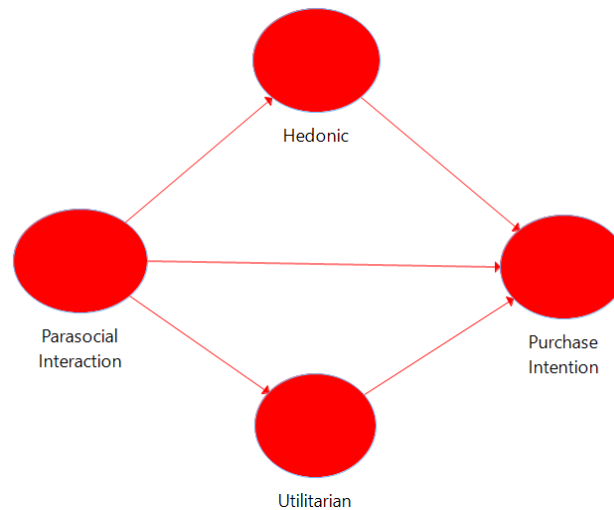


Figure 1. Conceptual framework
Source: Data Processed by Researchers, 2023

Research Method

This quantitative study employed a survey using a questionnaire structured with a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). This study has 22 items, as indicated in the list of operational variables in Table 1. buy intention comprises 2 items, hedonic encompasses 8 items, utilitarian includes 10 items, and buy intention again consists of 2 items. The study comprised a sample size of 145 people, calculated by multiplying the number of items by a factor of 5 to 10 (Hair et al., 2017; Wolf et al., 2013). This method can be utilized to ascertain the minimal requisite number of samples. This study employed purposive sampling by establishing criteria for participant selection, specifically targeting women residing in Jabodetabek, who are YouTube users and have viewed Maybelline beauty product review video on the platform. This research employs PLS-SEM modeling analysis utilizing SmartPLS as the analytical instrument. This modeling and analytic method is utilized for its capability to elucidate intricate relationships between independent and dependent variables, even with a restricted sample size. This study comprises two components: the inner model and the outer model. The internal model is implemented for the reliability testing procedure (composite reliability > 0.7) and validity (average variance extracted > 0.5 and loading factor > 0.7) (Christian, Wibowo, et al., 2023). During this testing procedure, objects that fail to match the criteria will be discarded. Simultaneously, the external model is implemented for the significance testing procedure (p-value < 0.05 and t-statistic > 1.96) (Christian et al., 2024) and the coefficient of determination (R-squared).

Table 1. Variable Indicators

| Variable | Definition | Item | Source |
|---------------------------|--|---|---|
| Purchase intention | The propensity or likelihood of consumers to acquire a thing. | I will purchase a product endorsed by a YouTuber in the future. | Silaban et al. (2022); Sokolova & Kefi (2020) |
| | | I will encourage others to purchase a product endorsed by a YouTuber. | |
| Hedonic behavior | Individual motivating behavior for shopping is driven by the inherent pleasure of the activity, often leading to a disregard for the advantages of the purchased things. | Upon viewing a YouTube review on Maybelline beauty products... | Fitriani et al. (2020); Silaban et al. (2022) |
| | | The elucidations provided by the YouTuber are easily comprehensible. | |
| | | The YouTuber's explanations employ colloquial terminology. | |
| | | The YouTuber's explanations are concise. | |
| | | The YouTuber avoids use jargon or complex terminology. | |
| | | I comprehend the YouTuber's message. | |
| | | I appreciate viewing the YouTuber's evaluations. | |
| | | I appreciate the YouTuber's review videos. | |
| | | I am keen about viewing the YouTuber's evaluations. | |
| | | Upon viewing a YouTube review on Maybelline beauty products... | |
| Utilitarian | A type of motivation wherein consumers engage in buying activities due to a genuine need or desire for the practical advantages of a product. | I seek to view reviews from YouTubers. | Fitriani et al. (2020); Silaban et al. (2022) |
| | | I can ascertain the physical form of the goods under review. | |
| | | One can ascertain the nature or qualities of the goods under review. | |
| | | One can ascertain the quality of the goods under review. | |
| | | Determine the function or advantages of the product under review. | |
| | | I comprehend the application of the evaluated product. | |
| | | One can rely on the information disseminated by YouTubers. | |

| | | | |
|-------------------------------|---|---|--|
| | | Believes that the information disseminated by YouTubers aligns with reality. | |
| | | Believes that the information disseminated by YouTubers is impartial. | |
| | | Information from YouTubers can be trusted. | |
| | | Anticipating the viewing of videos and perusal of comments from a YouTuber's channel. | |
| Parasocial interaction | A social connection between an individual and an artist or media figure that resembles a direct engagement. | Will engage with YouTubers on alternative social media platforms. | de Bérail et al. (2019; Sakib et al. (2020); Silaban et al. (2022); Sokolova & Kefi (2020) |

Source: Data Processed by Researchers, 2023

Results and Discussion

Profile of the Participant

Table 2 illustrates that the participant profile was predominantly composed of young women under the age of 23, exceeding 50 individuals, followed by women aged 23-30 and those beyond 30 years. Moreover, most participants in this study reside in Jakarta, accounting for over fifty percent of the total participants. Conversely, other residential regions including Bogor, Depok, Tangerang, and Bekasi exhibit an even distribution of participants. The predominant occupation among research participants was students, followed by employees, entrepreneurs, and housewives. The participants in this study predominantly viewed YouTube 2–5 times daily (over 50%), followed by those who watched it at least once day (under 34%). Concerning YouTube, it was elucidated that the predominant portion of participants in this survey viewed less than one hour daily (almost 45%), succeeded by those who watched 2-3 hours each day.

Table 2. Profile of the Participant

| Profile | Frequency | % |
|---|-----------|--------|
| Age | | |
| <23 | 84 | 57.93% |
| 23-30 | 47 | 32.41% |
| >30 | 14 | 9.66% |
| Domicile | | |
| Jakarta | 85 | 58.62% |
| Bogor | 14 | 9.66% |
| Depok | 12 | 8.28% |
| Tangerang | 15 | 10.34% |
| Bekasi | 19 | 13.10% |
| Job | | |
| Student | 84 | 57.93% |
| Employee | 42 | 28.97% |
| Entrepreneur | 11 | 7.59% |
| Housewife | 8 | 5.52% |
| How often do you watch YouTube in a day? | | |
| 1 time a day | 49 | 33.79% |

| | | |
|--|----|--------|
| 2–5 times a day | 80 | 55.17% |
| 6–9 times a day | 7 | 4.83% |
| >9 times a day | 9 | 6.21% |
| How long do you watch YouTube for in one day? | | |
| ≤ 1 hour | 64 | 44.14% |
| 2-3 hours | 59 | 40.69% |
| 4-5 hours | 17 | 11.72% |
| >5 hours | 5 | 3.45% |

Source: Data Processed by Researchers, 2023

PLS-algorithm

The PLS algorithm, a typical method for determining components or factors, will present the analysis results in the outer model as illustrated in Table 3. All variables and items in this study are deemed trustworthy and valid as they fulfill the established criteria. Moreover, the R-square value of 0.369 in the hedonic analysis indicates that the parasocial interaction variable accounts for 36.9% of the variance in hedonic outcomes in this study. The R-square value of 0.427 indicates that the parasocial interaction variable accounts for 42.7% of the variance in the utilitarian variable. The R-square value of 0.603 in buy intention indicates that parasocial interaction, hedonic, and utilitarian variables account for 60.3% of its influence on purchase intention.

Table 3. Profile of the Participant

| Variable | Item | OL | CA | CR | AVE |
|------------------------|--------------|-------|-------|-------|-------|
| Parasocial interaction | Parasocial1 | 0.912 | 0.708 | 0.871 | 0.771 |
| | Parasocial2 | 0.842 | | | |
| | Hedonic1 | 0.781 | | | |
| Hedonic behavior | Hedonic3 | 0.776 | 0.91 | 0.928 | 0.649 |
| | Hedonic4 | 0.722 | | | |
| | Hedonic5 | 0.785 | | | |
| | Hedonic6 | 0.854 | | | |
| | Hedonic7 | 0.875 | | | |
| | Hedonic8 | 0.836 | | | |
| | Utilitarian1 | 0.753 | | | |
| Utilitarian behavior | Utilitarian2 | 0.828 | 0.922 | 0.937 | 0.65 |
| | Utilitarian3 | 0.867 | | | |
| | Utilitarian4 | 0.851 | | | |
| | Utilitarian5 | 0.789 | | | |
| | Utilitarian6 | 0.830 | | | |
| | Utilitarian7 | 0.727 | | | |
| | Utilitarian9 | 0.795 | | | |
| Purchase intention | Purchase1 | 0.927 | 0.813 | 0.914 | 0.842 |
| | Purchase2 | 0.908 | | | |

Source: Data Processed by Researchers, 2023

Hypothesis testing

Out of the seven hypotheses in this study, five were accepted and two were rejected, as indicated in the results of the hypothesis test presented in Table 4. Additionally, it is indicated that the relationship between parasocial interaction and the hedonic behavior path yields a p-value of less than 0.05, thereby confirming that parasocial interaction significantly influences hedonic behavior outcomes, which validates H1. The analysis of parasocial interaction on the utilitarian

behavior path reveals a p-value of less than 0.05, indicating that parasocial interaction significantly influences utilitarian behavior outcomes; thus, H2 is accepted. Moreover, the relationship between parasocial interaction and buy intention exhibits a p-value <0.05, indicating that parasocial interaction significantly influences purchase intention; hence, H3 is affirmed. The analysis of the hedonic behavior to purchase intention pathway reveals a p-value over 0.05, indicating that hedonic behavior factors do not influence purchase intention; hence, hypothesis H4 is rejected. The utilitarian behavior path demonstrates a p-value of less than 0.05, indicating that utilitarian behavior significantly influences purchasing intention; thus, H5 is affirmed. Moreover, the mediation effect of the path from parasocial interaction to hedonic behavior to purchase intention has a p-value over 0.05, indicating that parasocial interaction mediated by hedonic behavior does not influence purchase intention; hence, H6 is rejected. The parasocial interaction path leading to utilitarian and subsequently to purchase intention demonstrates a p-value of less than 0.05, indicating that parasocial interaction, mediated by utilitarian behavior, significantly influences purchase intention; hence, H7 is affirmed.

Table 4. Output General Model Elements Result

| Path | OS | T-statistics | P-value | Remark |
|--|--------|--------------|---------|--------------|
| Parasocial interaction → Hedonic behavior | 0.608 | 9.664 | 0.000 | H1: accepted |
| Parasocial interaction → Utilitarian behavior | 0.654 | 10.246 | 0.000 | H2: accepted |
| Parasocial interaction → Purchase intention | 0.509 | 6.415 | 0.000 | H3: accepted |
| Hedonic behavior → Purchase intention | -0.129 | 1.168 | 0.243 | H4: rejected |
| Utilitarian behavior → Purchase intention | 0.865 | 7.908 | 0.000 | H5: accepted |
| Parasocial interaction → Hedonic behavior → Purchase intention | -0.078 | 1.149 | 0.251 | H6: rejected |
| Parasocial interaction → Utilitarian behavior → Purchase intention | 0.566 | 6.279 | 0.000 | H7: accepted |

Source: Data Processed by Researchers, 2023

Discussion

Effects of parasocial interaction

This study's results indicate that parasocial interaction greatly affects hedonic behavior. The findings of this study align with those of previous research (Ratulangi & Kuswati, 2024; Silaban et al., 2022), indicating that parasocial interaction can elicit both hedonic and utilitarian responses in consumers, with hedonic elements, particularly perceived pleasure, significantly influencing purchasing decisions. This study revealed that participants expressed a preference for anticipating video content and reading comments from the YouTuber's channel in the context of parasocial interaction. Participants highlighted the enjoyment derived from YouTuber review videos in the context of hedonic behavior. YouTube beauty vloggers have emerged as a significant source of information for customers seeking beauty product reviews and audiences regard YouTube influencers as reliable and trustworthy sources. This aligns with the findings highlighted by Purnamaningsih & Rizkalla (2020) and Rasmussen (2018). Parasocial contacts may enhance the inclination to disseminate information and improve the alignment of the brand user image (Handriana et al., 2019). Moreover, the fun and advantages derived from beauty vlogs stimulate impulsive purchasing behavior (Zulfa, 2020).

The subsequent findings of this study indicate that parasocial contacts elucidate utilitarian conduct among the participants. The findings of this study align with the research conducted by Silaban et al. (2022). Participants prioritized the utilitarian component, wherein the reviews provided by YouTubers enable them to discern the nature or qualities of the products under review. YouTube beauty vloggers are regarded as reliable sources, hence cultivating viewer trust (Rasmussen, 2018). This enhances the platform's ability to provide utilitarian replies to product reviews, where perceived enjoyment and credibility significantly influence purchase intentions (Silaban et al., 2022). In the beauty market, women's buying intention and behavior are influenced by flow experience, hedonic value, and utilitarian value (Rehman & Mian, 2021).

This study further elucidates that parasocial interaction strongly influences purchasing intention. These findings corroborate the conclusions of prior investigations, including those by Kuswati et al. (2024), Purnamaningsih & Rizkalla (2020), and Silaban et al. (2022). This study highlighted the elements influencing participants' future purchasing decisions regarding products reviewed by YouTubers. Influencer credibility and product-influencer congruence serve as significant mediators in the association between parasocial interaction and purchase intention (Gopakumar & Dananjayan, 2024). Moreover, parasocial interactions can enhance the legitimacy of supporters and directly affect purchase intentions (Anindyasari & Kusumasondjaya, 2019). The findings hold substantial significance for marketers in formulating effective influencer marketing strategies within the beauty sector (Purnamaningsih et al., 2024).

Discrepancies in outcomes between hedonic and utilitarian approaches

This study elucidates that hedonic behavior does not substantially influence buying intention. This outcome contradicts the findings of this study (Ho et al., 2020; Silaban et al., 2022). The dismissal of this outcome aligns with the findings of the study, which indicate that hedonic shopping motivation is positively correlated with consumer behavior regarding makeup products (Kusumaningrum et al., 2018) and serves as the primary factor influencing impulsive purchases of beauty products (Wen-Kuo et al., 2020). Conversely, additional research findings corroborate the study conducted by Najib et al. (2021). This study also elucidates that utilitarian conduct strongly influences buying intention. This outcome aligns with prior research, including that of Silaban et al. (2022). Furthermore, these findings corroborate the study by Ho et al. (2020), which elucidates that utilitarian value affects male consumers' purchasing intentions for cosmetics, with brand

dependability, facial attractiveness, and health care value as the primary determinants. Electronic reviews, particularly those emphasizing competence and visual characteristics, affect purchase intention by fostering confidence (Park & Jung, 2013). Experience enhances positive purchase behavior in the context of utilitarian conduct (Rehman & Mian, 2021). Moreover, characteristics such as brand, price, and product quality are critical determinants of purchase intention (Janany & Shanmugathas, 2017; Kittikowit et al., 2018).

The findings of this study indicate that hedonic behavior does not regulate the relationship between parasocial contacts and purchase intention. The findings of this study align with prior research indicating that parasocial contacts positively affect purchase intention (Kuswati et al., 2024; Septiani, 2021), however other studies have indicated no direct influence (Sudirgo & Cahyadi, 2024). The association between parasocial interaction and purchase intention may be mediated by the comprehension of the information presented or social values. Additionally, other findings from this study indicate that utilitarian conduct impacts parasocial interaction regarding purchase intention. These results reaffirm the findings of Maharani & Suprayogo, (2024), which indicated that parasocial interaction positively influences purchase intention, often mediated by trust, credibility, and social values. Nevertheless, alternative research have yielded inconclusive findings, indicating that parasocial interaction does not consistently influence purchase intention (Purnamaningsih & Rizkalla, 2020). Moreover, the attributes of influencers, such as their communication abilities, experience, and physical appeal, have a significant role in fostering parasocial interactions and influencing purchase intentions (Purnamaningsih et al., 2024; Taher et al., 2022). Moreover, in this instance, the alignment between the product and the influencer significantly influences consumer perceptions and purchasing intentions (Gopakumar & Dananjayan, 2024). Additional research highlights that parasocial interactions affect the connection between social media usage and purchasing intentions (Shariffadeen & Manaf, 2020).

Conclusion

This study elucidates the disparities in outcomes between hedonic and utilitarian behaviors among women about their intention to purchase beauty goods. The study elucidates that parasocial interaction markedly affects hedonic, utilitarian, and purchasing intention behaviors. This study also elucidates that hedonic behavior does not influence buying intention. Nonetheless, it differs from utilitarian behavior, which has effectively demonstrated its importance in influencing purchase intention. This study revealed that, for parasocial interaction, participants expressed a preference for anticipating video content and reading comments on the YouTuber's channel. Participants highlighted the enjoyment derived from YouTuber review videos in the context of hedonic behavior. Participants highlighted the utilitarian component wherein YouTuber reviews enable them to discern the nature or attributes of the things being evaluated. I intend to purchase things reviewed by YouTubers in the future. Simultaneously, the indirect effect demonstrated that hedonic behavior did not modulate the impact of parasocial interaction on purchase intention. Varied outcomes regarding utilitarian behavior elucidate its function as a mediator in the impact of parasocial interaction on purchasing intention. This study indicates that women's purchase intention for Maybelline cosmetic products is predominantly influenced by utilitarian behavioral characteristics, wherein they evaluate these products based on their advantages or functions. This study underscores the significance of interaction among YouTubers who evaluate cosmetic goods for their audience. This will cultivate a positive perception, trust, and connection between YouTubers and their viewers or followers. This study has limitations, specifically that the variables examined are solely human ones, encompassing hedonic and utilitarian behavior, without consideration of purchasing power or pricing determinants. Consequently, these elements may be regarded as a framework for subsequent

study recommendations. Furthermore, the participation criteria in this study do not distinctly categorize individuals into generational groups associated with user reliance and commitment to social media platforms like YouTube. This also serves as a suggestion for additional research.

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