

The Influence of Motivation to Watch Youtube Unboxing & Makeup Haul and The Mediating Role of Parasocial Interaction on Purchase Intention of Cosmetic Products in Women

Diandra Emery Kiyasatina¹ | Reza Safitri²

¹Brawijaya University

²Brawijaya University

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Abstract

The objective of this study is to examine the underlying motivations of YouTube users who watch unboxing and makeup haul videos on Tasya Farasya's YouTube channel. Additionally, the study aims to investigate the influence of these motivations on the intention to purchase cosmetic products, with the role of parasocial interaction as a mediator. This study employs the Uses and Gratifications theory as its principal theoretical framework. The research method employed is that of explanatory quantitative analysis, with data obtained from 271 respondents through a Google Form online survey. The data analysis techniques employed included descriptive analysis, exploratory factor analysis, path analysis, and the Sobel test. The findings revealed that the primary motivation for viewing unboxing and makeup haul videos by Tasya Farasya was to seek information. Furthermore, the findings of this study suggest that the role of parasocial interaction serves as a mediator between viewing motivation and purchase intention with regard to cosmetic products among women. The findings of this study indicate that parasocial interaction plays a mediating role in the relationship between viewing motivation and purchase intention with regard to cosmetic products among women. However, the generalisation of the results of this study is limited to the context of Tasya Farasya's YouTube unboxing videos, which are dominated by representations of Generation Z. It would be beneficial for future research to use a larger and more diverse sample in order to gain a more comprehensive understanding of the population and the diversity of responses and perceptions from various audience groups.

Keywords: Uses and Gratifications 2.0, Viewing Motivation, Youtube, Parasocial Interaction, Purchase Intention

Introduction:

In early 2023, the number of YouTube users in Indonesia reached 139 million, representing 50.3% of the population (Kemp, 2023). This increase gave rise to a new social phenomenon, namely the emergence of the YouTuber profession (Anggriani et al., 2022). A YouTuber is defined as an individual or group of individuals who create and

upload video content on YouTube channels. This occupation may be classified as a profession, as accounts with a minimum of 1,000 subscribers are eligible to activate AdSense, which permits the display of advertisements on their content (Meifitri, 2020). Consequently, those engaged in the digital media industry who utilise YouTube as a platform

for their work collaborate with businesses through the implementation of marketing communication strategies, which may include the utilisation of endorsements and product placement.

As Meifitri (2020) notes, businesses engage with YouTubers in marketing strategies due to their capacity to exert influence over their followers. Consequently, individuals engaged in the creation and dissemination of video content on YouTube are also referred to as "influencers." In the context of mass communication, influencers are positioned as idea or opinion leaders, capable of fostering specific forms of awareness. It is thought that they play a role in marketing communication through social media (Anjani & Irwansyah, 2020). Ligariaty and Irwansyah (2021) define influencers as individuals who exert a significant influence on social media with regard to a specific topic. One area of interest to the community is beauty, and thus those who exert influence in this domain are designated as beauty influencers.

Beauty influencers are individuals who possess expertise in the domain of beauty, including the areas of makeup and skincare, and disseminate information related to these topics on social media platforms (Angellina & Junaidi, 2023). The content uploaded by these influencers can include, for example, makeup tutorials, advice on the use of specific tools, and recommendations of particular products. As demonstrated by Fang and Jiang (2015), the capacity of influencers to convey persuasive messages can exert a significant influence on purchasing decisions. It is common practice for businesses to engage the services of influencers to promote their products on social media, including in the beauty industry. One of the most prominent beauty influencers in Indonesia is Tasya Farasya, who has the highest number of followers on social media (Lova & Setiawan, 2020). Since establishing her YouTube channel in 2016, Tasya has collaborated with a multitude of beauty brands, both local and international, and has amassed a following of 4.24 million subscribers as of 2024. Her slogan, 'Tasya Farasya Approved', serves to endorse products that are perceived to be

of a high quality. It has been adopted by the beauty enthusiast community as well as several brands, including Skintific and Luxcrime, which demonstrates its popularity.

Tasya Farasya's videos encompass a range of topics related to beauty, with a particular focus on cosmetics and skincare. The YouTube channel contains 10 playlists, grouped according to content theme. The most popular of these is the 'UNBOXING + HAUL' playlist. The playlist contains videos in which Tasya Farasya discusses the details of new beauty products, including the packaging, composition, and reviews of the product while it is being used. In her unboxing and makeup haul videos, Tasya provides detailed information about cosmetic products and offers evaluations of their use. The playlist contains 104 videos, with an average viewership of 891,300. The considerable number of views on this playlist is indicative of the audience's interest and engagement with the content.

The analysis of motivations in relation to media consumption can be approached through the Uses and Gratifications perspective, which posits that individuals have particular reasons for engaging with media content. Khan (2017) identifies four primary motivations for consuming YouTube content: seeking information, providing information, social interaction, and relaxation. The second category of motivations is that of seeking information. Users actively seek information, as evidenced by the popularity of unboxing videos that present product reviews (Ko, Cho, and Roberts, 2012). The second motivation for watching YouTube is the provision of information. Additionally, users contribute to the collective knowledge base by articulating their learning objectives (Khan, 2017). Furthermore, Syn (2015) demonstrated that users are motivated to learn and engage in the exchange of information with one another on YouTube. The second category of motivations for user engagement on YouTube is social interaction. The nature of interaction on YouTube differs from that observed on other social media platforms, with users engaging with one another in a more impersonal manner. The participatory culture of YouTube enables audiences

to engage actively with content, particularly in the context of unboxing videos, which have been shown to increase engagement (Khan, 2017; Kim, 2020). The provision of soothing entertainment is an important aspect of YouTube. Users access YouTube for entertainment purposes, in a manner similar to the consumption of television content (Haridakis & Hanson, 2009). Furthermore, entertainment motives are a significant factor in marketing strategies, as they can enhance brand evaluation (Ducoffe, cited in Kim, 2020). The objective of this study is to analyse the extent to which specific viewing motivation factors exert influence on purchase intention, and to determine whether these motivations are subject to the influence of other variables, such as parasocial interaction. Parasocial interaction, as defined by Astagini et al. (2017) as a one-way interaction between fans and celebrities, has the potential to reinforce purchase intention, particularly when audiences feel at ease sharing their opinions with influencers (Yuan and Lou, 2020; Lee and Lee, 2021).

A review of the literature reveals that parasocial interactions have been demonstrated to exert a considerable influence on purchase intention (Sokolova & Kefi, 2020). It is therefore important to consider parasocial interaction as a mediating variable in the relationship between motivation to watch unboxing and makeup haul videos and purchase intention. Additionally, this study seeks to ascertain the most prevalent viewing motivations of the audience, which can inform the development of effective marketing communication strategies for cosmetics businesses.

The influence of unboxing videos on purchasing decisions is becoming increasingly evident, offering businesses a valuable promotional opportunity (Kim, 2020). Mowlabocus (2018) identified unboxing videos as a novel promotional strategy, whereas Bhattacharya and Dhingra (2023) demonstrated that these videos exert an influence on purchase intention through parasocial interactions.

The present study will focus on female audiences,

in contrast to Kim's (2020) research, which focused on male subjects and gadget unboxing videos. The association between women and cosmetic products in Indonesia is supported by a Jakpat survey, which indicated that the majority of women use cosmetics on a daily basis (Kompas, 2023). The content on YouTube pertaining to beauty has a strong appeal to women, and thus the activities of beauty influencers, such as tutorials and reviews, have the potential to influence their decisions (Widiastuti in Putri, 2022). It is therefore crucial to gain insight into the relationship between women and makeup.

Previous research by Kim (2020) utilized the Uses and Gratifications theory, originally proposed by Katz, Blumler, and Gurevith in 1973. This study aims to investigate the motivations behind viewing unboxing and makeup haul videos on YouTube, specifically focusing on content created by Tasya Farasya. It adopts a more nuanced approach aligned with Khan's (2017) perspective on Uses and Gratifications in the context of YouTube media. This creates a research gap regarding the identification of viewing motivation indicators specific to YouTube social media.

In this context, the present study seeks to explore the motivations driving the consumption of unboxing and makeup haul videos, as well as the role of parasocial interactions in influencing women's purchase intentions for cosmetic products. The study is titled "The Effect of Motivation to Watch YouTube Unboxing & Makeup Haul and the Mediating Role of Parasocial Interaction on Purchase Intention of Cosmetic Products in Women."

Literature Review and Theoretical Basis:

Literature Review:

A study on the factors that drive people to watch unboxing videos on YouTube was conducted by Kim (2020) and published under the title 'Unpacking Unboxing Video-Viewing Motivations'. This study employs the Uses and Gratifications Perspective and the Mediating Role of Parasocial Interaction on Purchase Intent. This study examines the motivation to watch unboxing videos through the lens of the Uses and Gratifications theory, as well as the

potential mediating role of parasocial interaction on purchase intention. In this study, viewing motivation is the independent variable, purchase intention is the dependent variable, and parasocial interaction is the mediating variable. The motivation indicators employed are drawn from Katz's media typology, which encompasses entertainment, interpersonal utility, information seeking, and time filling. The methodology employed is quantitative, utilising a survey approach. The research subjects are predominantly male, reflecting the focus of the video content on unboxing toys and gadgets. The findings revealed that parasocial interaction fully mediated the influence of viewing motivation on purchase intention.

In a further study related to unboxing videos, Bhattacharya and Dhingra (2023) conducted a study entitled 'YouTube "Unboxing": An Influencer of Purchase Intent: A Quantitative Study.' The present study concentrated on the phenomenon of unboxing and explored the role of source characteristics, as well as the distinction between purposive and non-purposive motives. The findings indicated that parasocial interactions exert an influence on purchase intention in the context of unboxing videos. In a study published in 2021, Lee and Lee investigated the influence of parasocial interactions and vicarious experiences on consumer purchase intention in the context of beauty YouTube channels. Furthermore, the study examined the influence of parasocial interactions on purchase intention through virtual experiences. The findings indicate that parasocial interactions serve to enhance the audience's vicarious experience and mitigate risk perception, thereby increasing purchase intention. The findings of this research highlight the necessity of reinforcing parasocial interactions in order to enhance the efficacy of the beauty channel as a marketing instrument.

In their study, Sokolova and Kefi (2020) investigated the role of social media influencers in promoting products on Instagram and YouTube. The study, entitled 'How Credibility and Parasocial

Interaction Influence Purchase Intentions', explored the persuasive impact of beauty and fashion influencers on YouTube and Instagram. The findings of this study demonstrate that influencer credibility and parasocial interaction exert a considerable and positive impact on purchase intentions. In a similar vein, Lee and Watkins (2016) also examined the influence of vlogs on luxury brand perceptions and purchase intentions in a study titled 'YouTube Vloggers' Influence on Consumer Luxury Brand Perceptions and Intentions'. The application of parasocial interaction theory and social comparison theory to this study demonstrated that the consumption of influencer vlogs containing luxury product reviews resulted in enhanced brand perceptions and purchase intentions. The findings of these studies demonstrate that parasocial interaction has a favourable impact on purchase intentions, both in the context of unboxing and in interactions with influencers on YouTube.

Theoretical Foundation:

Uses & Gratifications Theory 2.0

The Uses and Gratifications 2.0 theory merely underscores the utilisation of mass media in the context of new media. The theory was introduced by Sundar and Limperos (2013) as a refinement of the previous Uses and Gratifications theory, which focused more on traditional media. The authors posit that technological advancements facilitate novel modes of media consumption, wherein users can proactively generate and disseminate their own content. Such a transformation is exemplified by applications for user-generated content, including YouTube, TikTok, Facebook, and Instagram.

Lathif and Sugandi (2020) observe that this theory is founded upon research subjects that apply the concept of Uses and Gratifications in the context of Web 2.0. Consequently, audiences are not merely consumers of content; they are also contributors who produce content. In this context, the term "use" in this theory denotes the utilisation of specific types of new media. Sundar and Limperos (2013) posit that new media engenders distinctive motives that diverge from those associated with other media platforms. Furthermore, they posit that user needs

will evolve in conjunction with the advancement of media technology, which can facilitate the emergence of new motives and gratifications, thereby enhancing the relevance of these media to current information needs.

YouTube Uses and Gratifications Theory

The typology of motives and gratifications associated with each medium, including YouTube, is contingent upon the characteristics inherent to that medium. The motivation behind the consumption of video content on YouTube is diverse. The motivation to view a particular show is driven by the individual's desire to fulfil specific needs (Albab, 2013). Setyawan and Putra (2022) further proposed that this motivation stems from an individual's self-awareness and the aspiration to achieve specific goals that can be fulfilled through the act of watching. In other words, viewing motivation on YouTube represents the rationale behind a user's selection of content.

Sundar and Limperos (2013) noted that the typology of YouTube motives and gratifications, initially proposed by Haridakis and Hanson, has been further developed by Khan (2017) to address identified research gaps by considering user participation in a range of forms. Khan's (2017) research not only examined viewing motivations, but also established a link between these motivations and user participation in various forms, including the act of liking, commenting, uploading, and sharing content. Consequently, Khan (2017) identified four motivational factors underlying the consumption of YouTube content: the pursuit of information, the provision of information, social interaction, and the seeking of relaxation.

New Media

The concept of new media was first proposed by Pierre Levy and subsequently defined by McQuail (2010, p. 148) as a diverse range of digital communication technologies that are accessible for individual use as a means of communication. McQuail (2010, p. 123) identifies seven distinctive characteristics of new media that differentiate it from traditional media from the perspective of its

users. These are interactivity, sociability, autonomy, playfulness, privacy, and personalisation.

Media Social

The advent of the Internet has transformed the manner in which individuals interact, particularly with the advent of new media, exemplified by the emergence of social media. The advent of social media has fundamentally altered the paradigm of communication in society, effectively abolishing the limitations imposed by distance, time, and space (Watie, 2011). In their seminal work, Kaplan and Haenlein (2010) proposed a typology of social media, which they divided into six distinct categories. One such category is content communities, which they defined as social media platforms that facilitate the sharing of content, such as videos and photos, among users. An exemplar of social media of the content communities type is YouTube.

YouTube

YouTube was established on 14 February 2005 by three former PayPal employees, namely Chad Hurley, Steve Chen, and Jawed Karim (Faiqah et al., 2016). YouTube represents one of the social media content communities. As a social media platform that falls into this category, YouTube is a website that facilitates the sharing of video content among users, who can upload, view, and share video clips free of charge. One of the key features of YouTube is its search functionality, which allows users to search for content according to specific categories.

Motivation to Watch

The motivation to watch can be defined as the driving force behind an individual's decision to view specific programmes in order to fulfil their needs (Albab, 2013). Moreover, Setyawan and Putra (2022) posit that viewing motivation is an impulse that arises from a need that must be fulfilled. This motivation is derived from self-awareness and is driven by the essential purpose obtained from watching something. In other words, the motivation to view YouTube can be defined as the reason behind the act of viewing YouTube in order to fulfil certain needs. Khan (2017) identifies four primary

motivations for engaging with YouTube: seeking information, providing information, social interaction, and relaxation.

Parasocial Interaction

The term 'parasocial interaction' is used to describe a temporary sense of connectedness that is associated with meeting or communicating with a media personality. In contrast, the term 'parasocial relationship' is used to describe a situation in which a shared feeling develops over time through multiple encounters (Penttinen et al., 2022). Furthermore, Pornsakulvanich and Tognok (2022) define parasocial interaction as a media user's perception of interpersonal involvement with a media personality through social media. This is based on the notion that social media users feel a sense of connection to a particular media personality through online interaction. The research conducted by Sokolova and Kefi (2020) identified three key indicators that influence parasocial interactions: social attractiveness, physical attractiveness, and attitude homophily.

Purchase Intention

Purchase intention is defined by Hendro and Keni (2020) as a form of consumer behaviour indicating a willingness to purchase a product based on experience, desire, and product utilisation. Moreover, Sokolova and Kefi (2020) posit that purchase intention is a desire to purchase a product based on the influence of a trusted source. In light of the aforementioned opinions, it can be posited that purchase intention can be defined as a person's desire to purchase a product from a specific brand. This is consistent with the assertion put forth by Li and Peng (2021), which posits that when an individual exhibits interest in a product and has the intention to purchase, they have already reached the stage of purchase intention. As posited by Ferdinand (cited in Hawila, 2017), purchase intention comprises four distinct types of interest: transactional interest, referential interest, preferential interest, and exploratory interest.

Research hypotheses:

In light of the operationalisation of the conceptual

framework devised, the following hypotheses have been formulated for this study:

H1a: The motivation to view YouTube unboxing and makeup haul videos has a notable impact on parasocial interaction.

H10: There is no significant effect of motivation to watch YouTube unboxing and makeup hauls on parasocial interactions.

H2a: It can be posited that parasocial interactions exert a significant influence on the formation of intention to purchase cosmetic products.

H20: There is no significant effect of parasocial interactions on the intention to purchase cosmetic products.

H3a: There is a significant direct effect of motivation to watch YouTube unboxing and makeup hauls on purchase intention of cosmetic products.

H30: There is no significant direct effect of motivation to watch YouTube unboxing and makeup hauls on purchase intention of cosmetic products.

H4a: The motivation to view YouTube unboxing and makeup hauls has been found to exert an indirect, significant influence on the intention to purchase cosmetic products, operating via parasocial interaction.

H40: There is no significant indirect effect of motivation to watch YouTube unboxing and makeup hauls on purchase intention of cosmetic products through parasocial interaction.

This research employs the interpretive paradigm as its theoretical framework. In accordance with Muslim (2008), the interpretive paradigm departs from the objective search for explanations for social or cultural events based on the views and experiences of the people studied. Consequently, the facts in this approach are flexible, as they are not fixed and unchanging.

The research approach employed in this study is qualitative and descriptive in type. As Denzin and Lincoln (Snape & Spencer, 2003, p. 2) posit, qualitative researchers engage in the process of understanding and interpretation of phenomena

based on the shared meaning of social reality as perceived by individuals. In contrast, descriptive qualitative research is a strategy for systematically, realistically, and accurately describing data, with the aim of exploring the meaning of social reality in greater depth (Kriyantono, 2020, p. 62).

The research employs in-depth interviews as the primary method for data collection. In-depth interviewing is a technique for collecting data or information by meeting informants in person to obtain comprehensive and detailed responses. Unlike other forms of interviewing, in-depth interviewing allows informants to respond freely, without the researcher exerting control over the content of the responses (Kriyantono, 2020, pp. 291-292).

The research informants were selected through a purposive sampling technique, with the research informant criteria applied to potential research informants. The research subjects were selected on the basis of certain characteristics that are believed to represent the subject under study and to have an understanding of the problem being studied (Ritchie, Lewis, & El am, 2003, p. 78).

The data analysis techniques et al. (2014, pp. 31-33) were applied in this study, with the application of three data analysis flows: data condensation, data presentation, and conclusion drawing or verification.

Research Methods:

This research employs a positivistic paradigm with an explanatory quantitative methodology to elucidate phenomena in accordance with the Uses and Gratifications theory. The population under investigation comprised female users of the YouTube platform who had viewed at least one of

the five unboxing and makeup haul videos created by Tasya Farasya. The sample size was determined based on Isaac and Michael's table, as the population was unknown, and consisted of 271 respondents. The study was conducted online with female YouTube users from a range of locations across Indonesia, including Java, Sumatra, Sulawesi and Kalimantan.

Primary data were collected via a survey utilising a questionnaire on Google Forms, employing a Likert measurement scale of 1–5. Prior to data analysis, the research team conducted validity and reliability tests, which demonstrated that all statement items were valid and reliable.

The data analysis comprised descriptive statistics, exploratory factor analysis (EFA), path analysis, t-tests and Sobel tests. Prior to conducting path analysis, all data were found to meet the requisite criteria for classical assumption tests, including tests for normality, heteroscedasticity, linearity, and multicollinearity.

**Result and discussion:
Descriptive Analysis of Respondents'
Demographic Statistics**

The 271 respondents were predominantly within the age range of 12-26 years old (84.87%), which aligns with the characteristics of Generation Z. The majority of respondents hail from Java Province (69.7%). The majority of respondents (52%) have completed secondary education, with the remainder having obtained an equivalent qualification. The majority of respondents are currently engaged in full-time studies (53.5%). Furthermore, 39.1% of respondents have a monthly income below IDR 2,500,000.

A descriptive analysis of the variables

Table 1. The descriptive analysis of the motivational variables associated with the act of watching (X)

Statement Item	z	Average	Statement Item	Average
1		4,32	10	3,52
2		4,29	11	3,60
3		4,49*	12	4,40
4		4,12	13	4,46
5		3,95	14	4,14

6		3,70	15	3,40
7		4,35	16	3,96
8		3,01	17	4,05
9		3,16		

The results of the descriptive analysis of the viewing motivation variable indicated that the highest level of motivation was observed in response to item number 3, which pertains to the desire to obtain information about new cosmetics. Conversely, the second highest mean value is observed for statement number 13, with a mean value of 4.46. This is in reference to the statement 'I watch Tasya Farasya's unboxing and makeup haul videos because I enjoy them'. Additionally, the third highest mean is statement 12, with a mean of 4.40, which states, "I watch Tasya Farasya's unboxing and makeup haul videos because I get entertainment." These two statements are included in the indicator of relaxation and entertainment.

Table 2. Descriptive Analysis of Parasocial Interaction Variables (Z)

Statement Item	Average
18	3,04
19	3,59
20	4,61*
21	4,54
22	3,44
23	3,56

The results of the descriptive analysis of parasocial interaction variables indicate that the highest average (mean) statement is statement number 20, with an average (mean) value of 4.61. This is followed by statement number 19, which has an average (mean) value of 4.57 and states, 'I feel that Tasya Farasya's appearance has a beautiful face.' Moreover, the second-highest average statement is statement number 21, with an average (mean) of 4.54, namely, "I feel that Tasya Farasya is

physically attractive." Additionally, the third highest average statement is statement number 19, with an average (mean) of 3.59. This is represented by the statement, "I consider Tasya Farasya to be able to have a friendly conversation."

Table 3. Descriptive Analysis of Purchase Intention Variables (Y)

Statement Item	Average
24	4,13
25	4,15
26	3,95
27	3,96
28	4,06
29	4,40*

The results of the descriptive analysis of the purchase intention (Y) variable indicate that the highest average (mean) statement is statement number 29, with an average (mean) of 4.40. This is followed by statement number 25, with an average (mean) of 4.15, and statement number 24, with an average (mean) of 4.13. The highest average (mean) statement is as follows: 'I want to find more information about cosmetic products after I watch Tasya Farasya's unboxing and makeup haul videos.' Moreover, the second highest average statement is statement number 25, with an average (mean) of 4.15. This states that respondents consider purchasing cosmetic products when watching Tasya Farasya's unboxing and makeup haul videos. Additionally, the third highest average statement is statement number 24, with an average (mean) of 4.13. This states that respondents want to purchase cosmetic products displayed by Tasya Farasya through unboxing and makeup haul videos.

Exploratory Factor Analysis (EFA) Test Results

Table 4. Results of EFA Test

Indicators	% Total Variance	% Cumulative of Total Variance
Seeking information	59,339%	59,339%
Providing information	17,665%	77,004%
Social interaction	14,932%	91,936%
Relaxing entertainment	8,064%	100%

The results of the Exploratory Factor Analysis indicate that the primary motivation for female

audiences to view Tasya Farasya's unboxing and makeup haul videos on YouTube is the desire to seek information.

Path Analysis Test Results

1. Model I

Influence of X → Z

$$KD = 0,700^2 = 0,490 \times 100\% = 49,0\%$$

In accordance with the coefficient of determination formula, the R Square value for Model I is 0.490, representing 49.0% of the total variance. The remaining 51% is explained by other variables beyond the viewing motivation variable. In other words, the contribution of viewing motivation (X) to parasocial interaction (Z) is 49.0%. In this regard, the structural model II path diagram is presented as follows:

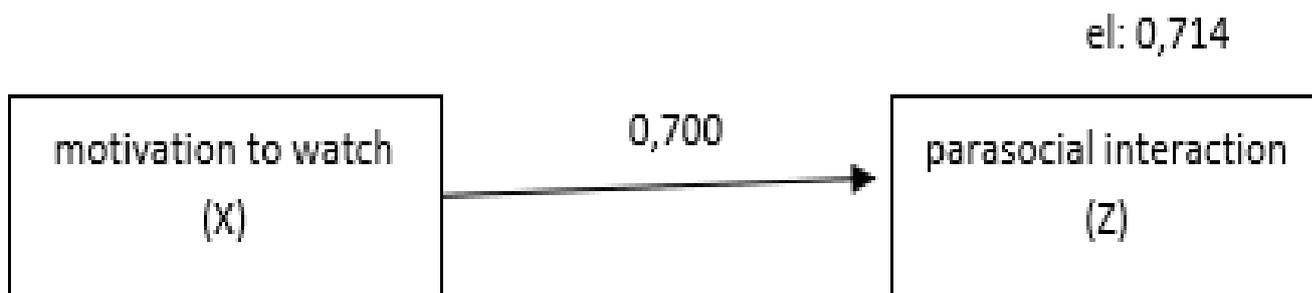


Figure 1. Path Diagram of Structure Model

2. Model II

Influence of X & Z → Y

$$KD = 0,889^2 = 0,790 \times 100\% = 79,0\%$$

The R-squared value for Model II is 0.790, representing 79% of the total variance. The remaining 21% is explained by other variables that are not included in the model, such as viewing motivation and parasocial interaction. In other words, the contribution of viewing motivation (X) and parasocial interaction (Z) to purchase intention (Y) is 79%. This figure demonstrates the combined contribution of two variables. Consequently, a Pearson correlation coefficient analysis is required to ascertain the extent of the contribution of each independent variable, namely viewing motivation (X) and parasocial interaction (Z).

The correlation coefficient between the viewing motivation variable (X) and the purchase intention variable (Y) yielded a value of 0.709. Moreover, the correlation coefficient test yielded a value of 0.879 for the parasocial interaction variable (Z) and the purchase intention variable (Y). Once the Pearson correlation value has been obtained, the contribution of the influence of each independent variable can be calculated individually on the dependent variable as follows:

- Motivation to Watch (X) → Purchase Intention (Y)
 $0,185 \times 0,709 = 0,131165 = 13,1\%$
- Parasocial Interaction (Z) → Purchase Intention (Y)
 $0,750 \times 0,879 = 0,65925 = 65,9\%$

The contribution of influence of variable X on

variable Y has been calculated at 13.1%, while the contribution of influence of variable Z on variable Y has been calculated at 65.9%. The sum of the two values yields a result identical to the R-squared value for Model II, which is 79%.

Conversely, the indirect effect is obtained by multiplying the beta value of variable X on variable Z by the beta value of variable Z on variable Y. Based on the aforementioned analysis, the direct effect exerted by variable X on variable Z is 0.700,

while the direct effect exerted by variable Z on variable Y is 0.750. Consequently, the product of the beta values of variable X on variable Z and variable Z on variable Y can be expressed as follows:

$$0.700 \times 0.750 = 0.525$$

The indirect effect of viewing motivation (X) on purchase intention (Y) through parasocial interaction (Z) can be calculated from the above multiplication results as 0.525. In this context, the path diagram of structure model II is presented as follows.

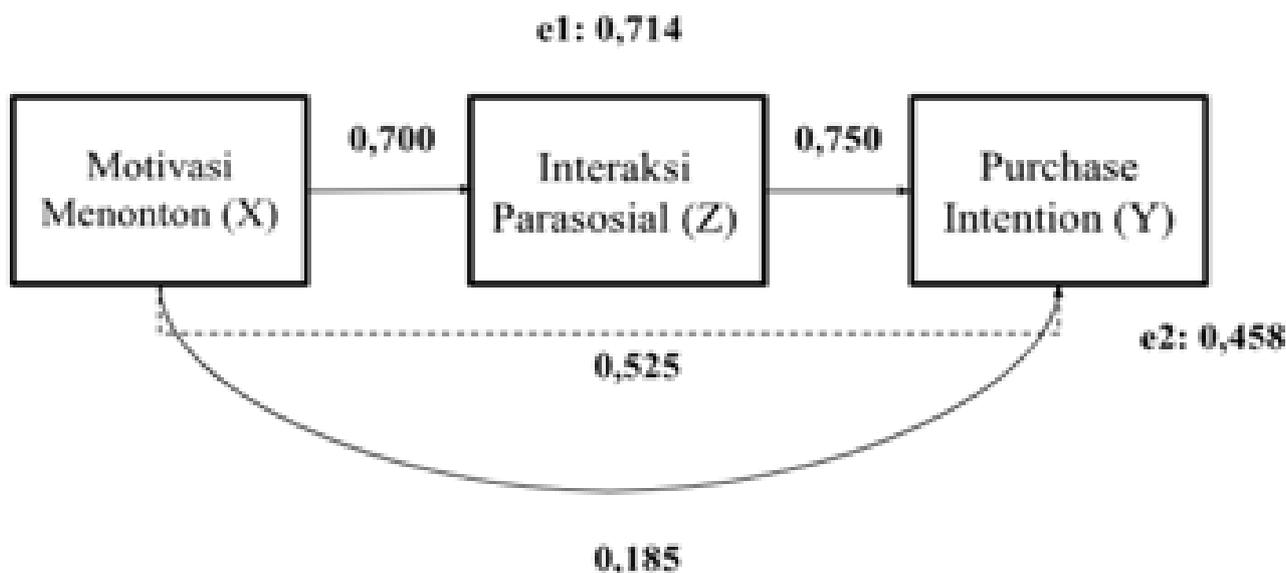


Figure 2. Path Diagram of Structure Model II

Hypothesis Test Results

1. Results of t Test (Partial)

Table 5 The results of the t test for variable X against Z

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.617	1.066		6.209	.000
motivation	.254	.016	.700	16.079	.000

b. dependent variable: Parasocial Interaction

“Table 5” indicates that the calculated t-value is 16.079 with a significance value of 0.000. In this instance, the calculated significance value is less

than the pre-established threshold value of 0.05. Furthermore, the calculated t-value of 16.079 exceeds the predetermined t-table value of 1.650. In

this study, the t-table value employed was 1.650, with a sample size of 271 respondents and a significance level of 5%. It can thus be concluded that there is a significant influence of the viewing motivation variable (X) on parasocial interaction

(Z). Therefore, the alternative hypothesis (Ha) can be accepted. H1: Motivation to watch Tasya Farasya's unboxing and makeup haul videos has a significant effect on parasocial interactions (**accepted**).

Table 6 The results of the t test of Variable Z on Y

Coefficients					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	.789	.773		1.021	.308
motivation	.071	.015	.185	4.704	.000
Parasocial Interaction	.790	.041	.750	19.105	.000
b. dependent variable: Purchase Intention					

“Table 6” reveals that the parasocial interaction variable (Z) has a beta coefficient value of 0.750 and a calculated t-value of 19.105, with a significance value of 0.000, with respect to purchase intention (Y). In other words, the significance value is less than the threshold value of 0.05, while the calculated t-value of 19.105 exceeds the predetermined t-table value of 1.650. In this

study, the t-table value employed was 1.650, with a sample size of 271 respondents and a significance level of 5%. It can therefore be concluded that there is a significant influence of the parasocial interaction variable (Z) on purchase intention (Y). Therefore, the alternative hypothesis (Ha) can be accepted. H2: Parasocial interaction has a significant effect on the purchase intention of cosmetic products (**accepted**).

Table 7. The results of the t test of the X variable on Y

Coefficients					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	.789	.773		1.021	.308
motivation	.071	.015	.185	4.704	.000
Parasocial Interaction	.790	.041	.750	19.105	.000
c. dependent variable: Purchase Intention					

“Table 7” indicates that the viewing motivation variable (X) has a beta coefficient value of 0.185 and a calculated t-value of 4.704 with a significance

value of 0.000, which suggests a positive correlation between the two variables. In this instance, the calculated significance value is less than the pre-

established threshold value of 0.05. Meanwhile, the calculated t-value of 4.704 exceeds the predetermined t-table value of 1.650. In this study, the t-table value employed was 1.650, with a sample size of 271 respondents and a significance level of 5%. It can thus be concluded that there is a significant influence of the viewing motivation variable (X) on purchase intention (Y). Therefore, the alternative hypothesis (H_a) can be accepted.

H3: The results demonstrate that viewing motivation has a significant direct effect on the purchase intention of cosmetic products. **(Accepted).**

4.5.2 Sobel Test Results

The Sobel Test Results Ghozali (2021, p. 276) states that the formula for the Sobel test is as follows:

$$Sab = \sqrt{b^2 Sa^2 + a^2 Sb^2 + Sa^2 Sb^2}$$

Description :

- Sab Large standard error of indirect effect
- a Path of independent variable (X) with mediating variable (Y1)
- b Path of the mediating variable (Y1) with the dependent variable (Y2)
- Sa Standard error of coefficient a
- Sb Standard error of coefficient b

Based on the sobel test formula, the following are the calculation results of the sobel test.

$$\begin{aligned} & \sqrt{0,790^2 \cdot 0,016^2 + 0,254^2 \cdot 0,041^2 + 0,016^2 \cdot 0,041^2} \\ & \sqrt{0,012640^2 + 0,0104114^2 + 0,000656^2} \\ & \sqrt{\left(\frac{79}{6250}\right)^2 + \frac{5207^2}{500000^2} + \left(\frac{41}{62500}\right)^2} \\ & = 0,0163 \end{aligned}$$

After obtaining the results of the standard error of the indirect effect (Sab), the significance test of the indirect effect can be carried out. Ghozali (2021, p. 277) says that testing the significance of indirect effects requires calculating the t value of the ab coefficient with the following formula:

$$\begin{aligned} t &= \frac{ab}{sab} \\ t &= \frac{(0,254)(0,790)}{0,0163} \\ t &= \frac{0,2006}{0,0163} \\ t &= 12,310 \end{aligned}$$

In accordance with the aforementioned results, the calculated t-value is 12.310. Moreover, if the calculated t-value is greater than the t-table value (t-count > t-table), it can be concluded that the parasocial interaction variable exerts a mediating effect. The t-table value for the 271 respondents is 1.650. Accordingly, the calculated t-value of 12.310 is greater than the critical t-value of 1.650. Therefore, the results indicate that the parasocial interaction variable (Z) mediates the effect of viewing motivation (X) on purchase intention (Y).

Discussion:

The distributed questionnaires not only yielded responses pertinent to the research question but also provided insight into the diverse characteristics of the respondents. These characteristics give rise to variations in responses that are crucial for addressing the research problem formulation. This research employs the Uses and Gratifications 2.0 theory, as proposed by Sundar and Limperos (2013), as the overarching theoretical framework. This theory posits that users' needs evolve in tandem with the advent of new media, thereby enabling the creation of novel motives and gratifications that align with the contemporary information landscape. Each new medium, including YouTube, is associated with a distinct set of motives and gratifications.

This study examines the motivations of the audience in watching unboxing and makeup haul videos by Tasya Farasya on YouTube. In accordance with the findings of Khan (2017), these motivations are classified into four categories: information seeking, information sharing, social interaction, and entertainment. The exploratory factor analysis (EFA) indicates that the information-seeking motivation represents the highest proportion of the total variance, accounting for 59%. The majority of

respondents indicated that they watch Tasya Farasya's videos for the purpose of seeking information about cosmetic products, including details on packaging, composition, and usage instructions. To illustrate, in one of her videos, Tasya provided guidance on utilising a lip cream product that can also serve as blush, showcasing the efficacy of multifunctional products.

The slogan "Tasya Farasya Approved" serves to reinforce her reputation as a credible beauty influencer. Sokolova and Kefi (2020) demonstrate that influencer credibility has a significant effect on purchase intention. In this context, Tasya is regarded as a reliable source of information regarding cosmetic products. This study also seeks to ascertain the direct effect of viewing motivation on purchase intention, the indirect effect through parasocial interaction, and the effect of viewing motivation on parasocial interaction. The findings indicate that parasocial interaction exerts a more pronounced influence on purchase intention, accounting for 65.9% of the total effect, compared to 13.1% attributed to viewing motivation. The Sobel test indicates that parasocial interactions exert a significant mediating influence.

The findings of the research indicate that parasocial interactions, as measured through social attractiveness, physical attractiveness and homophily, exert a significant mediating influence. The highest indicator of physical attractiveness is its capacity to establish an emotional connection with the audience, thereby encouraging active engagement with the content. Consequently, the data analysis demonstrates that the motivation to view Tasya Farasya's unboxing and makeup haul videos has a considerable impact on purchase intention through parasocial interaction. This finding emphasises the significance of employing marketing strategies that utilise influencers to enhance audience engagement. Furthermore, unboxing and makeup haul videos furnish detailed information about cosmetic products through live demonstrations, including reviews and recommendations. This facilitates a more nuanced comprehension of the product, which in turn affects

purchase intention.

In conclusion, it is of the utmost importance for influencers to gain a profound comprehension of the characteristics and preferences of their target audience in order to create content that is pertinent and appealing to them. By aligning content with the needs of the target audience, influencers can reinforce the bonds they have formed with their followers and increase their influence as opinion makers. Furthermore, they can expand the impact of marketing campaigns by creating content that is more closely aligned with the needs and preferences of their audience.

Conclusion:

The findings indicate that the primary motivation for viewing unboxing and makeup haul videos by Tasya Farasya is the pursuit of information. Additionally, data analysis reveals that this motivation significantly impacts the intention to purchase cosmetic products through parasocial interaction. These insights shed light on how parasocial interactions influence purchase intention and highlight the potential of influencers as a marketing communication strategy.

Understanding the characteristics and preferences of an influencer's audience is crucial. By gaining a comprehensive grasp of audience motivations for consuming content, businesses can design more targeted and relevant campaigns. This approach fosters the creation of persuasive messages and establishes strong connections with the audience, ultimately increasing the likelihood of favorable responses to promoted products.

This study is limited to the last five unboxing and makeup haul videos of Tasya Farasya, excluding other videos or influencers to avoid multiple interpretations and to focus the analysis. Tasya Farasya has 106 videos in this playlist. Furthermore, this research exclusively examines female audiences, predominantly from Generation Z, while the study by Sokolova and Kefi (2020) explored distinctive outcomes across various generations. Future research should investigate generational behaviors and further explore motivational

indicators for watching YouTube from the perspective of the Uses and Gratifications theory as proposed by Khan (2017).

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