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Brand-User Imagery Fit: Connecting Parasocial Bond to Purchase Intent

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ABSTRACT:

Purpose – The purpose of this paper is to assess the influence of the parasocial interaction with social media influencers on the purchase intention. It is further hypothesized that the influence of parasocial interaction on purchase intention is impacted by the mediating effect of brand-user imagery fit. Empirical study has been carried out. Responses have been collected by circulating an online form. The responses are then analyzed. The purpose of this study is also to initiate further research in this area in the Indian context.

Design/Methodology/Approach – A quantitative study has been carried out using purposive sampling. The focus of this study was to collect opinions of extensive internet users, who are consistently exposed to social media and social media influencers in particular. Due to this, it was necessary to use purposive sampling instead of random sampling. Purposive sampling is frequently used in this type of researches as characteristics of a particular set of respondents specifically match the study purpose. (Etikan et al., 2016)

Findings – Parasocial interaction is driven by attractiveness, entertainment value and reliability of a social media influencer. Parasocial interaction has significant effect on brand-user imagery fit or how well a consumer thinks that the brand fits his self-image as a user of that brand. Brand-user imagery fit has a significant effect on purchase intention of the brand that is promoted by the influencer. Hence it is concluded based on the analysis of the responses that the relationship between parasocial interaction and the purchase intention is fully mediated by brand-user imagery fit.

Research Limitations – The study is cross-sectional study and does not take longitudinal approach and hence long-term influence is not considered. The study does not focus on specific social media platform but considers presence of the respondent on multiple social media platforms.

Practical Implications – This paper is expected to lay a foundation for several further studies in this area in the Indian context. This paper concludes full mediation effect of ‘Brand-User Imagery Fit’ to strengthen the relationship between ‘Parasocial Interaction’ and ‘Purchase Intention’.

Originality/Value – The paper is original and based on the collection of primary data from the respondents specifically collected for this study.

INTRODUCTION

On 15th August 1995, Videsh Sanchar Nigam Limited, a public sector undertaking in India started consumer internet services in India. This internet was accessible via the fixed line telephone connections under TCP/IP protocol. Over the years the protocols for the transmission of the internet evolved globally as well as in India. With every changed protocol, the speed of the data interchange is becoming faster and faster. This speedy internet is also serving as a medium to stay connected and it is also acting as a handy entertainment. Several social media platforms have been launched in the past two decades and have been playing a significant role in the life of a person, who has access to internet. Some of the popular social media platforms and their founding years are, Facebook – 2004, Twitter – 2006, LinkedIn – 2006, YouTube – 2007, Tumblr – 2007, Concept of hashtag was launched by Twitter – 2007, China's own social media, Weibo – 2009, Emojis have been adopted in Unicode in 2010, Instagram – 2010, Snapchat – 2011, Facebook Live – 2016 and Instagram Stories – 2016. These can be considered as the milestones in the evolution of the social media. All social media buzz with user-generated content. The people involved in creating the content or showcasing their talent or involved in a marketing effort on social media are known as bloggers, YouTubers, Instagrammers and are collectively termed as social media influencers. They are the new age celebrities. Even sports discussions and updates are extensively appearing on the platform like twitter (Boehmer & Tandoc, 2015). Millennials and Generation Z follow these internet celebrities in large numbers. Marketers have exploited this opportunity and these celebrities, market a lot of brands via their internet presence. Internationally, Daniel Middleton a.k.a. DanTDM (computer games), Felix Arvid Ulf Kjellberg a.k.a. PewDiePie (computer games and comedy shows), Dude Perfect (American Sports Entertainment Conglomerate) are some of the famous names online. In India, T-Series (Music Company) and Bhuvan Bam (BB ki Vines) are very widely followed names online. The followers of these celebrities usually have accounts on multiple social media platforms. The followers 'connect' with the social media personalities and develop a kind of 'friendship and affinity' towards them. This type of relationship with online personalities has been defined as 'parasocial interaction'. The term was first coined in 1956, in the context of TV Stars (Horton and Wohl, 1956). In the past decade, this term is also used in the context of internet celebrities. Lot of researchers have dwelled into areas like what drives this parasocial interaction and what is the outcome of this interaction. Dibble et al., 2016 have tried to clarify the concepts of parasocial interaction and parasocial relationship and have developed a scale to measure them. These influencers get following from the other users on the same social media and their subscribers increase in numbers. More the subscriber base, more is the reach of the social media influencer. Various social media platforms recognize these influencers based on their subscriber base and have created payment programmes to incentivize these influencers. This paper will try to assess the influence of the parasocial interaction on the purchase intention of the follower. This paper will also try to assess that the relationship between purchase intention of a follower and parasocial interaction is mediated by brand-user imagery fit.

THEORETICAL BACKGROUND AND HYPOTHESES DEVELOPMENT

One of the foremost questions would be why people develop a connection with people inside a machine. Man is a social animal and he has a need to belong. Loneliness, need to belong and social anxiety are identified as some of the drivers (Rosaen and Dibble, 2016). New age youngsters develop a stronger connection with internet persons. It is also observed that they are more likely to learn from the internet person with whom they develop parasocial interaction and parasocial relationship (Bond, 2016). One of the studies reveals that celebrities' self-disclosure on personal social media accounts, particularly Twitter, affects followers' perception about them positively. They tend to retweet the tweets of these celebrities, which substantiates their influence on the followers (Kim and Song, 2016). One of the research projects used a social TV series, where user could add the protagonist of the series as a Facebook friend. This fictitious character actively communicated with the audience. This Facebook friendship had a positive impact on parasocial interaction. Another study substantiated the positive perceptions, recall of brands and intention to purchase the brands, products and services recommended by audience's favorite radio personalities. The study revealed parasocial relationships and experiences of parasocial interaction with radio personalities positively affecting the audience's intention to purchase as well as engage in to social media platforms (Quintero Johnson and Patnoe-Woodley, 2016). Not only on the regular purchase intention but the parasocial interaction also exerts a positive impact on impulse buying behavior. Mogujie is one of the most popular images sharing platforms in China. A study was conducted on this site. The results of this research substantiated that parasocial interaction positively impacts the impulse buying behavior of the user. It also enhances the perceived usefulness and perceived enjoyment of the user (Xiang et al., 2016). The research has also proved that the parasocial interactions can be fostered by an organization with the help of their branded social media accounts (Labrecque, 2014). Another study proves that the parasocial interactions can not only be fostered by the branded social media pages but also by anyone related to the

brand, for e.g. sport celebrity (Yuksel & Labrecque, 2016). What happens when celebrities endorse brands? An empirical study was carried out in Korea and data was collected from Korean Wave fans. The study was intended to understand the mechanism through which the use of social media affects celebrity effectiveness. The results of this study revealed that “consumers’ parasocial interactions with celebrities through social media have a positive impact on celebrity endorsement” (Chung and Cho, 2017).

Parasocial Interaction

Horton and Richard Wohl explained the parasocial interaction in 1956 in the context of television personalities. It is explained as friendliness and affinity the viewer develops towards the television personality (Horton and Wohl, 1956). In this parasocial interaction, audience considers the media persona of an influencer sometimes as a friend, as a counselor, as a comforter, or sometimes as a role model (Gleason et al., 2017; Perse and Rubin, 1989). Parasocial interaction happens as a psychological response to the exposure to media personality. A series of such exposures leads to parasocial relationships with the media personality (Schmid and Klimmt 2011; Rasmussen, 2018). It is a “... pseudo-intimate relationship between the audience and the media personalities” (Lim and Kim, 2011). A study has substantiated that parasocial interaction positively influences the purchase intention of brands endorsed by an influencer (Hung et al., 2011). In the context of internet and social media, parasocial interaction happens in online communities (Ballantine & Martin, 2005). Parasocial interaction also takes place in online consumer behavior (Labrecque, 2014). Social media are interactive and they are also reciprocal in nature. Due to this parasocial interaction has also changed its form and can be observed in the context of the social media influencer (Labrecque, 2014; Yuan et al., 2016; Chung and Cho 2017). Several other studies have acknowledged parasocial interaction as an effective construct influencing followers’ behavior (Powell et al., 2011; Xiang et al., 2016; Colliander and Dahlen, 2011; Lueck, 2015). Based on the ample literature available following is hypothesized:

H4. PSI positively influences purchase intention

Entertaining

Motivation for using the media can affect the parasocial interaction of the user (Rubin et al., 1985). Entertainment makes people feel more connected with the influencer transmitting the message (Yuan et al., 2016; Utz, 2015). Attention will be provided by people to any message that satisfies their motive (Rubin & Step, 2000). In the recent era, internet is greatly used for entertainment purpose. The social media influencers are often seen to disseminate their message in an entertaining way (Arshi, 2023). Thus, we hypothesize:

H1. The entertaining aspect of influencer positively affects parasocial interaction

Attractive

Attractiveness has two dimensions, physical attractiveness and social attractiveness. This construct is designed to incorporate both to arrive at overall attractiveness of the influencer. Physical attractiveness deals with likable physical characteristics of the influencer and his personality (Sokolova and Kefi, 2020). The physical attractiveness of the influencer is perceived as an indicator of his intelligence and integrity (Till and Busler, 2000). It influences the follower’s perception about the influencer (Gong and Li 2017). Many research publications have successfully attributed physical attractiveness as a contributor to parasocial interaction (Lee and Watkins, 2016; Sokolova and Kefi, 2020). Owing to this we hypothesize:

H2. Attractiveness of the influencer positively affects parasocial interaction

Reliable

Reliability is an attribute of a person, which makes one trustworthy. Trustworthiness is linked to truth and honesty. When a source is considered to be true and honest, the source is perceived as trustworthy (Hovland et al., 1953; Moorman et al., 1993). Since several internet personalities, celebrities disseminating information online, their reliability becomes a significant attribute. One of the past research projects substantiated the significant link between acceptance of information disseminated orally and its effect on attitude and purchase intention of the listener (Park, 2009). Thus, we hypothesize:

H3. Reliability of the influencer positively affects parasocial interaction

Brand-User Imagery Fit: Mediating Variable

Brand-user imagery is considered to be an intangible asset that can enhance consumer and brand relationships (Aaker, 1999; Parker, 2009). It has more to do with the traits of the brand user. The more the user finds the likeness in the imagery the more he feels that the brand is a right fit for him. The follower getting exposed to the content of influencer needs to develop brand-user imagery fit inside his mind for him to develop a purchase intention. Brand-user imagery fit is explained in one of the earlier research projects as the “overall assessment of the compatibility or match between themselves and users of the brand” (Miller and Mills, 2012). Brand-user imagery fit has a full mediating effect in the model. It defines the relationship between parasocial interaction and purchase intention of the brand endorsed by the influencer (Kumar, 2025).

H5a. and H5b. Brand-user imagery fit has mediating effect on relationship between parasocial interaction and purchase intention

Purchase Intention

When luxury brands are marketed on social media, it increases consumers' perceptions about luxury and also affects purchase intentions positively (Chu et al., 2013; Kim & Ko, 2012; Phan et al., 2011). Researched literature has repeatedly reported that positive attitude about a brand and positive perceptions about the brand increase the consumer's intention to purchase (Bian and Forsythe, 2012; Zhang and Kim, 2013; Kim and Ko, 2012). Another study about the fashion and beauty influencers operating on Instagram and Youtube substantiated that parasocial interaction that a user has with the influencer influences the purchase intention of users positively (Sokolova and Kefi 2020). Kim, Ko, and Kim (2015) showed that purchase decisions can be affected due to parasocial relationships with influencers. Research in China showed that parasocial interaction with influencers on social media positively affects purchase intention of the users (Hwang and Zhang 2018). Thus, we hypothesize:

H4. Parasocial interaction positively affects purchase intention

RESEARCH METHODOLOGY

Sample Selection Method

The support of past researches has been taken to select the sampling method. Khurniasari and Rahyadi (2021) used purposive sampling in their study of mediation effect of customer experience on customer loyalty in e-CRM and technology innovation. The Effect of Service Quality, Price and Promotion on Customer Satisfaction in PegiPegi.com (Lesnussa et al., 2021) used purposive sampling as the respondents were required to have booked rooms using the PegiPegi.com website. For this study, purposive sampling, a non-probability sampling method, is used. “Purposive sampling is the most appropriate sampling technique to use when the scope of the study requires specific criteria to be met” (Hair et al. 2015). Several other researches in the area of online shopping behavior (Mahmood et al., 2021); impact of eWOM on brand love (Pillay, 2021); intention to use m-payment in an online shopping transaction (Zhu et al., 2021); electronic loyalty in fashion e-commerce (Tinezia et al., 2021) have successfully used purposive sampling method. It was a requirement of this study that the sample needed to have certain characteristics as pre-requisite. Without those characteristics being present, they couldn't have formed part of the sample. Two of the measure characteristics that were needed was continued presence on social media and regular consumption of social media content. The sample requirements fitted a certain age group of respondents and the sampling has been done from that age group.

Conceptual Model

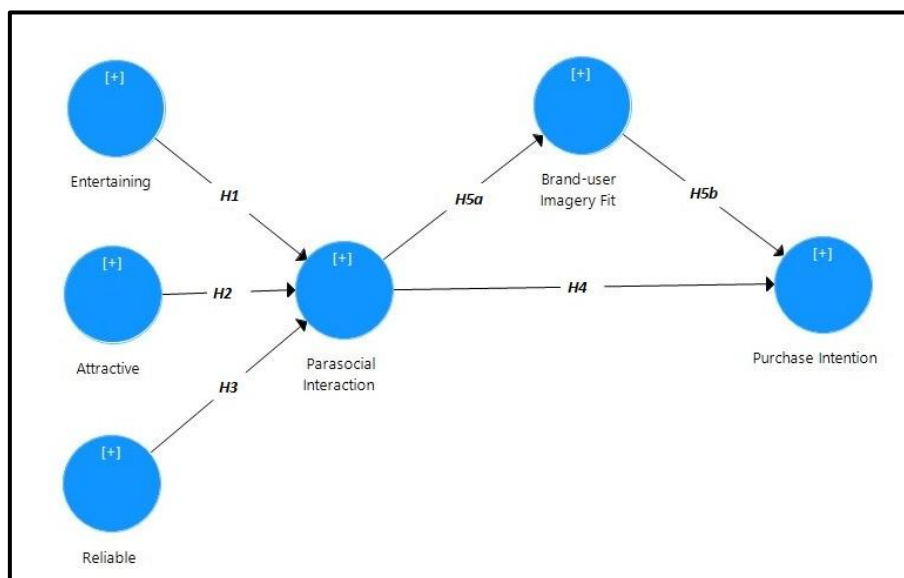


Figure 1: Conceptual Model

The structural models in social sciences define relationships between entities or constructs. Sometimes these relationships are not direct relationships. Figure 1 explains the hypothetical relationships in the constructs selected to devise this structural model based on original primary research. The directions of the arrows show the direction of the effect that independent variables exert on the dependent variables. The constructs used for devising the structural model have been explained earlier. The conceptual model for this study has three independent variables, viz., entertaining, attractive and reliable and they are defining a dependent variable, parasocial interaction. The relationship between parasocial interaction and purchase intention is mediated by the brand-user imagery fit.

Survey Instrument and measurement

Survey instrument used in this study was an online google form. It was mailed to a population sample of over 500 plus respondents. A filtering question was incorporated to qualify the responses. 520 responded to the form. After applying filtering question, 21 responses were removed from the purview of the study and 499 responses qualified for the study. To validate the model, the survey instrument was either adopted or adapted from the already established scales with minor modifications to maintain the consistency with the context of the study. Scales for entertaining, attractive and parasocial interaction were adopted from Liu et al. (2018). Scale of reliability is adapted from trustworthiness and credibility scale by Choi & Lee (2019) and Fitriani (2020) respectively. Scales for Brand-user imagery fit and purchase intention were adopted from Lee (2016). Scale items were measured on 6-point Likert scale (where 1 = strongly disagree and 6 = strongly agree).

Data Analysis

The table below shows the respondents' demographics. Total 520 responses were collected. 21 responses were filtered out in data cleaning. 499 responses were qualified for the data analyses. Out of qualified responses, 90.4% of the respondents belong to generation Z (respondents born in or after 1995) and 9.6% generation y (respondents born between 1980 – 1995). The entire pool of respondents is Indian.

Table: Respondent Characteristics

Sample Profile	Sample %
Gender (N = 499)	
Male	50.5
Female	49.1
Prefer not to say	0.4

Sample Profile	Sample %
Age	
16-25	90.4
26-35	9.6
Education Level	
10 th grade or equivalent	3.0
12 th grade or equivalent	18.2
Bachelor's degree	47.9
Post-graduate or above	30.9
Number of Social Media Accounts	
One	9.0
Two	8.4
More than two	82.6

Table 1: Respondent Characteristics

Respondent characteristics explain the demographic and other pertinent traits of the sample selected. This particular study uses purposive sampling and the respondent characteristics underline the significance of use of purposive sampling for this study. The sample size has balanced gender representation. Almost 78% respondents have graduate degree or post-graduate qualification substantiating the informed responses. 82.6% respondents have substantial internet presence having 3 or more social media accounts. Overall, the sample strongly represents the population intended to be studied (Sohaib, et al., 2026).

Model Analysis

Detailed analysis of the data is carried out using Structural Equation Modeling (SEM) using SmartPLS 4.1 software. Bootstrapping method was employed for precise estimates of standard errors and confidence intervals. SEM-PLS technique is effective in research because it estimates the multiple and interrelated dependence of constructs in a single analysis. The technique has been used in the context of parasocial interaction in various earlier researches (Sakib et al., 2020; Sokolova and Kefi, 2020; Xiang et al. 2016).

The present study shall first establish the reliability and validity of the survey instrument and then the relationships using the structural model.

Reliability and Validity of the Instrument

Reliability and validity of the instrument is checked by carrying out statistical analyses. Cronbach's alpha values for all constructs are greater than 0.7. Values for Average variance extracted are above 0.5 and values for composite reliability are above 0.7 in case of all the constructs. Discriminant validity as per Fornell-Larcker Criterion and Heterotrait-Monotrait Ratio (HTMT) substantiates sufficient divergence in the constructs. After running these tests, it can be safely stated that the instrument used for this study is sufficiently reliable and valid.

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Attractive	0.903	0.909	0.922	0.573
Brand-user Imagery Fit	0.921	0.921	0.940	0.759

Entertaining	0.797	0.833	0.852	0.461
Parasocial Interaction	0.880	0.885	0.907	0.582
Purchase Intention	0.908	0.912	0.927	0.645
Reliable	0.905	0.910	0.924	0.637

Table 2: Construct Reliability and Validity

Measurement Model

Convergent Validity

When items in a particular scale converge to represent the underlying construct, convergent validity is established. The Average Variance Extracted is calculated as the mean of the squared loadings of each indicator associated with a construct. This is established by the AVE value being equal to or greater than 0.5. Even though the AVE value for 'Entertaining' is lower than 0.5, it is still between 0.4 and 0.5 and more importantly the composite reliability for it is above 0.8, thereby increasing the acceptability of AVE value. The table below clearly shows that the convergent validity of the model is established.

	Average variance extracted (AVE)
Attractive	0.573
Brand-user Imagery Fit	0.759
Entertaining	0.461
Parasocial Interaction	0.582
Purchase Intention	0.645
Reliable	0.637

Table 3: Convergent validity

Discriminant Validity

The discriminant validity assessment ensures that a reflective construct has the strongest relationships with its own indicators (e.g., when compared with any other construct) in the PLS path model (Hair et al., 2022). HTMT value of less than 0.9 establishes discriminant validity between two reflective constructs.

Path	Heterotrait-monotrait ratio (HTMT)
Brand-user Imagery Fit -> Attractive	0.625
Entertaining -> Attractive	0.473
Entertaining -> Brand-user Imagery Fit	0.472
Parasocial Interaction -> Attractive	0.640
Parasocial Interaction -> Brand-user Imagery Fit	0.716
Parasocial Interaction -> Entertaining	0.657
Purchase Intention -> Attractive	0.507
Purchase Intention -> Brand-user Imagery Fit	0.751
Purchase Intention -> Entertaining	0.459

Purchase Intention -> Parasocial Interaction	0.691
Reliable -> Attractive	0.484
Reliable -> Brand-user Imagery Fit	0.560
Reliable -> Entertaining	0.429
Reliable -> Parasocial Interaction	0.767
Reliable -> Purchase Intention	0.690

Table 4: Discriminant Validity (HTMT Ratio)

Structural Model

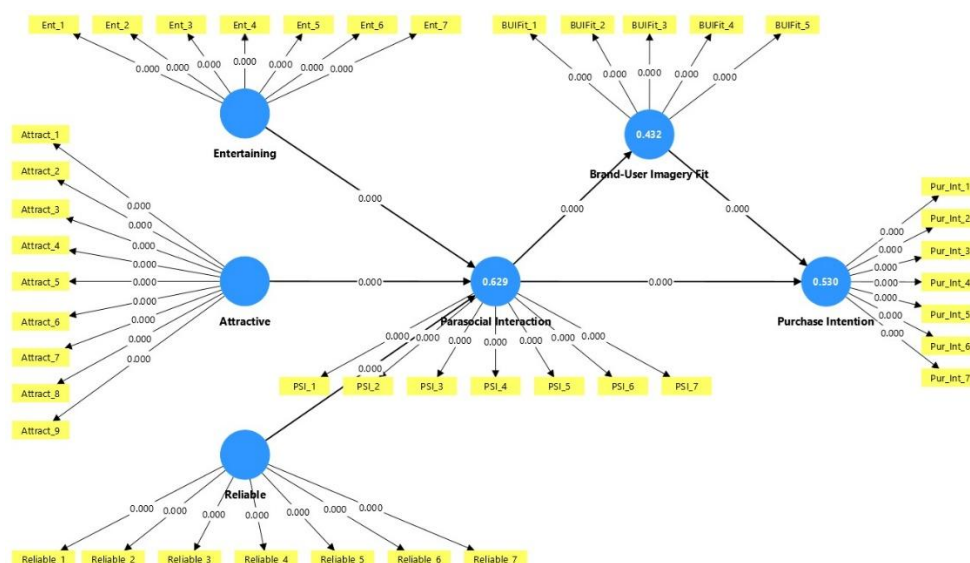


Figure 2: Structural Model

Structural model is a detailed diagrammatic representation of the conceptual model after the data analysis is completed. Questions in a questionnaire survey or observations are indicators that define the constructs. Structural model describes the significance of the indicators in defining a particular construct. These constructs are either dependent or independent variables that have relationships with each other. The structural model also defines the significance of relationships between independent and dependent variables. In this case it also exhibits the mediating effect of the mediating variable.

Hypotheses Testing and Path Analysis

Hypotheses	f-square	P values	Interpretation
H1. Entertaining -> Parasocial Interaction	0.177	0.002	Significant
H2. Attractive -> Parasocial Interaction	0.133	0.001	Significant but small impact
H3. Reliable -> Parasocial Interaction	0.440	0.000	Significant
H4. Parasocial Interaction -> Purchase Intention	0.105	0.013	Significant but small impact
H5a. Parasocial Interaction -> Brand-user Imagery Fit	0.760	0.000	Significant
H5b. Brand-user Imagery Fit -> Purchase Intention	0.301	0.000	Significant

Table 5: Hypotheses Testing and Path Analysis

As can be observed from the above table that the f-square value for **H4** is 0.105, which indicates very small effect of parasocial interaction on purchase intention. Even the p-value for **H4** is 0.013 and highest among all the hypotheses tested. The relationship is positive but not significant. The relationship is established by mediating effect of Brand-user Imagery Fit as the values for both **H5a** and **H5b** are significant at 0.000. Also, the f-square values for **H5a** and **H5b** are 0.760 and 0.440 respectively indicating very large impact on the relationships that these hypotheses indicate. Remaining all relationships are interpreted as significant. Even for **H2** the impact is positive but small.

Mediation Effect

In a mediating relationship there is no direct causal relationship between the independent variable and the dependent variable. There is a third variable, which acts as an intermediary between the independent variable and the dependent variable. The independent variable significantly influences this mediating variable with large effect and in turn this mediating variable significantly influences the dependent variable, purchase intention with large effect. In this study the direct relationship between parasocial interaction and purchase intention is weak. Whereas, parasocial interaction is observed to have significant effect on brand-user imagery fit. Brand-user imagery fit further has a significant effect on purchase intention. The effect sizes can be observed in the Table 5 above. Therefore, it can be deduced from the data analysis that brand-user imagery fit has partial but significant mediating effect on the relationship of parasocial interaction and purchase intention.

DISCUSSION

General Discussion

This study has been carried out in India. The dominant response group in the sample selected belonged to generation Z. The study tested three parameters for the parasocial interaction, viz., entertaining, attractive and reliable. It could be sufficiently established that entertainment value of influencer positively and significantly affects parasocial interaction. This has been established by the earlier researches (Utz, 2015; Yuan et al., 2016) and could be sufficiently established in the Indian context as well. Earlier researches had established that physical characteristics make the influencer attractive (Sokolova and Kefi 2020) and physical attractiveness of the influencer is perceived as indicator of his intelligence and integrity (Till and Busler, 2000). These could be well established in the Indian context in this study. When a source is considered to be true and honest, the source is perceived as trustworthy (Hovland et al. 1953; Moorman et al. 1993). Trustworthiness of an influencer makes him reliable. This reliability influences the parasocial interaction positively. This could be established by this present study in the Indian context. One of the earlier research projects had established that parasocial interaction positively influences the purchase intention of brands endorsed by an influencer (Hung et al., 2011). This study establishes that even though parasocial interaction influences purchase intention positively, it alone is not sufficient to influence it significantly. For parasocial interaction to influence purchase intention significantly, brand-user imagery fit needs to be sensed by the follower. In other words, a follower will not develop purchase intention unless he feels that the brand is a right fit for him. Hence in this study construct 'brand-user imagery fit' is established as powerful mediating variable establishing relationship between parasocial interaction and purchase intention.

Implications for Researchers

The present study has been conducted in India with Indian respondents. The model under study establishes the parasocial interaction between followers and influencers on the internet. The most significant aspect of this study is mediating effect of 'brand-user imagery fit' between parasocial interaction and purchase intention. That means, this study establishes the fact that there is no direct causal relationship between parasocial interaction and the purchase intention. The relationship between the two is mediated by the brand-user imagery fit. This study establishes that mere parasocial interaction does not have significant relationship with the purchase intention as consumer needs to feel the brand-user imagery fit before his intention to buy is influenced.

Implications for Practitioners

It is observed in this study that parasocial interaction has significant effect on brand-user imagery fit. Social media is flooded with influencers. These influencers have as low as few hundred followers to as high as millions of followers. Every new influencer debuting on the social media tries to carve his own niche in the audience. Eventually these influencers following becomes a considerable market segment, which has homogeneous traits. Modern day marketers can spot the right influencers with parasocial interaction with their audience pool and use them for creating brand-user imagery fit for their brands. This

study substantiates that parasocial interaction has significant effect on brand-user imagery fit. This study further confirms that brand-user imagery fit has significant effect on purchase intention of the customer. Hence parasocial interaction can be a good tool to be used in integrated marketing communication for the brands.

Limitations and Opportunities for Future Research

The study was dominantly conducted on generation Z respondents. Various age groups were not made part of the study considering that the generation Z has the highest and continued presence on social media. Owing to the fact that people from various age groups are using smartphones and have presence on the social media, similar study can be conducted using a different purposive sample. The respondents were from urban population. This study didn't collect any responses from semi-urban or rural parts and hence it becomes another limitation of the study and also provides opportunity for further research. Also, this study did not focus on a particular social media and considered the internet presence of the respondents as a whole. It would be interesting to investigate if one social media is more significant than the other and a study may be initiated in this area. This study also creates an opportunity to verify if gender has any specific role on parasocial interaction. It would be also interesting to find out what categories of products where parasocial interaction works better.

Conclusion

This is a cross-sectional study. This study establishes that strong parasocial interaction with the influencer alone does not lead to a stronger purchase intention of the brand that is being promoted by the influencer. Brand-user imagery fit, i.e., the likeness the customer feels between himself and the brand has a significant influence on his purchase intention. That is the reason brand-user imagery fit has full mediation effect on the relationship between parasocial interaction and purchase intention. It is important to note that parasocial interaction has significant impact in creating brand-user imagery fit.

DECLARATIONS:

- Availability of Supporting Data: The authors declare that no separate supporting data is needed for this publication.
- Employment: No employments are financially gaining or losing by this publication
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