

Impulse Buying in Social Commerce: The Role of Interaction Communication, Expertise, Self-Congruity and Parasocial Relationships

^{1,2}Triyoga, Muhammad, ², Sri Hartini
^{1,2}Airlangga University, Indonesia

ABSTRACT: Social commerce is becoming a trend to shop online now. Social commerce is the development of social media, characterized as a combination of commercial activity online and interaction social media mediated by social media platforms. Research Objectives: This tests relationships between interaction communication, expertise knowledge, Self-congruity parasocial relationships, and Impulse Buying. One hundred seventy samples were used, of which the Retrieval sample used purposive sampling. Research results show that the five hypotheses are accepted: interaction communication, self-congruity, and parasocial relationships influence impulse buying. Interaction communication and self-congruity are influential towards parasocial relationships. One hypothesis is rejected: expertise knowledge does not impact parasocial relationships. Contribution study This is a marketing strategy model for e-commerce live streaming.

KEYWORDS: Impulse buying; Parasocial interaction; Expertise; self-congruity Interaction communication

I. INTRODUCTION

In the 5.0 era, society has made it easy with technology, information, and communication. The community doesn't need to start advancing directly in communication but rather with various media. Social media is one of the main means of communicating, even actualizing self. *Social commerce* become a trend in online shopping; *social commerce* is marked by existing integration technology on social media and *e-commerce* (Miao et al 2020). Studies previously show that celebrity followers or influencers on Internet platforms tend to do impulse buying because of connection parasocial (Ek, Steven, et al, 2017; Graham & wilder 2020; Xiang et al 2016). However, studies that discuss impulse buying online are still limited. Behavior consumer external and internal factors are determined (Koler and Keller 2016). As for research regarding parasocial relationships, there is no hook between internal and external factors. One research uses internal and external factors of consumers. External factors used are the characteristics of streamers' interaction, communication, and expertise knowledge. There are internal consumer factors, such as *self-congruity*. *Self-congruity* is the suitability of a consumer with an object (Lindquist and Sirgy, 2009). Urgency study This fills *the research gap* about the lack of study *impulse buying* in online purchases with a *life-streaming* model. Apart from filling *the research gap*, the study explains behavioral models of *impulse buying* with a more comprehensive that adds internal consumer factors, namely the *self-congruity* variable. Research Objectives This is a test *relationship* connection between *Interaction communication, Expertise Knowledge, Self-Congruity, Parasocial relationships, and Impulse Buying*. Contribution study This is a marketing strategy model for *e-commerce live streaming*.

Theoretical Background and Hypotheses Parasocial relationships are defined as long-term feelings of friendship and closeness viewers feel towards media characters (Hartmann and Goldhoorn, 2011). One element differentiating parasocial relationships from genuine interpersonal relationships is that they are illusory and imaginary in that the audience perceives a reciprocal relationship. In contrast, the media characters are unaware of the audience's participation and emotional involvement (Horton and Wohl, 1956). The audience's sense of reciprocity is established through verbal and non-verbal cues from media characters, such as tone of voice, movements, attitudes, and facial expressions. Through this communication mechanism, the audience can feel involved with the characters as if they were talking to them in person or meeting them. Despite relational differences, the strength of parasocial relationships can be compared to interpersonal relationships. Viewers are committed to following their media characters because they remain emotionally engaged (Branch et al., 2013). Although originating from traditional media [such as television (TV) and radio], over time, parasocial relationships have been used to understand online communication channels, including engagement with avatars (Jin and Park, 2009), celebrities (Baek et al., 2013) and brands through social networking sites (Labrecque, 2014). Labrecque (2014) argues that brand-consumer relationships in social media parallel parasocial relationships in traditional media, as consumers may perceive interrelated relationships even though brand communications are largely regimented and impersonal.

In hospitality and tourism, the concept of parasocial relationships has recently been adopted by several studies on social media marketing (Kim and Kim, 2017; Lee and Lee, 2017). These studies have shown that consumers can develop parasocial relationships with brands on social media, and consumer characteristics and motivations are essential in this process. Sanz-Blas et al. (2017) found that consumers' need for understanding, orientation, and play had a positive influence on their parasocial interactions with brands on social media, while Lee and Lee (2017) found the significance of consumers' relationships with services, brands, and other customers. Additionally, Kim and Kim (2017) found that older consumers' age identity and attitudes toward innovation are essential factors for parasocial interactions with travel websites. Older consumers' online parasocial interactions positively affect their well-being and conscience intentions. However, what brand actions can help foster consumers' parasocial relationships remains to be seen. Social commerce is becoming a trend to shop online now. Social commerce is the development of social media, characterized as a combination of commercial activity online and interaction social media mediated by social media platforms. Social commerce is tagged with existing integration technology on social media and e-commerce (Miao et al., 2022). Increasing the popularity of live streaming is a new online sales model that relies on live streaming. This model is called live-streaming commerce (Sun et al., 2019). In live streaming commerce, live streaming has free access to audience and promotion products (Tod and Melancon 2018, The study previously explained that the method the seller communicates with the consumer is crucial in influencing the behavior of purchase customers (William and Spiro, 1985). Little is known about the influence of style communication sellers to intention buy in live streaming commerce. Study This fills in the gap by investigating the impact of style streamer communications. For objective this, the researcher uses communication style interaction from the celebrity, that is, predilection celebrity To communicate through a combination unique from pattern or code, content, and rules communication. Content social media marketing can inspire them To be involved like the expression self, bait reverse, and search assistance (Izogo and Mpinganjira, 2020). Celebrities who have a style communicative in interacting with an audience will generate impulse buying from the audience

H1 Communication interaction has a positive significant effect on impulse buying.

Sheth et al. (1975) proposed three dimensions of style salesperson-audience communication: orientation assignments, orientation self, and orientation interaction. Remember, a feature unique from live streaming commerce is the interaction between streamers and viewers; research This only focuses on orientation interaction from streamers. An interaction-oriented communication style can be shown when a live streamer actively interacts with the audience and delivers help to them. Direct dialogue and interaction with the audience on social media contribute to improving proximity between streamers and viewers (Phua and Ahn, 2016; Qin, 2020). Interaction-oriented salespersons can show that they are warm, friendly, and quickly approached by improving verbal and nonverbal behavior proximity physical and psychological (Darian et al., 2005; Mehrabian, 2010). Interaction parasocial happens when the viewer communicates with media characters, develops a sense of immediacy, and defines them as "friend true" (Williams and Spiro, 1985). Streamers with orientation strong interaction _ can communicate and interact with viewers so that viewers and streamers create awareness and attention to each other simultaneously. For example, streamers adopt the conversation or movement physique style to start two-way communication, which triggers a sense of parasocial interaction (Dibble et al., 2016).

H2 Communication interaction has a positive effect on parasocial relationships

Internet celebrities or influencers with expertise and knowledge increase credibility public (Bao and Wang, 2021). Therefore, expertise and knowledge become factors critical in forming connections between personal. By following the advice of experts, inclined followers agree and are willing to change attitudes (Yuan et al., 2016). Internet celebrities are considered expert knowledge, and the audience is looked at and affected by that validation to make effective claims (Ferchaud et al., 2018) then followers admire the Internet celebrity, so followers want to become celebrities, and the The latest source credibility theory shows that a message with a credible source is considered more persuasive than a message from others, so it influences cognition. Internet celebrities have good skills and knowledge, and the audience affects the product/service by the persuasion of the celebrity (Yuan et al., 2016). Audiences from celebrities consider sources more credible, and strong from celebrity professionals, and then audiences share messages and post them on social media (Graham and Wilder, 2020). Social media users can share positive opinions, explain details, comment, and answer questions in messages exchanged on Instagram, YouTube, or Facebook because the connection between Internet celebrities and their followers is close. Therefore, the exchange of frequent information _ promotes connection interaction between Internet celebrities and their audiences, and the knowledge skills of celebrities influence the formation of connection interaction (Xiang et al., 2016).

H3 Expertise Knowledge has a positive significant effect on Parasocial Relationships.

A preliminary study about self-congruity focused on consistency between the description of consumers and the choice of product (Lindquist and Sirgy, 2009). Sirgy (2018) proposes that individuals use brands or products to express themselves and often choose brands or products to increase their image. Self-congruity is both a psychological process and an outcome of activity psychology, where consumers compare two factors. This expanded to become a connection influence between self-congruity and behavior consumers (Sirgy et al., 1991). Draft self-consumer as size personality brand or Power appeal, and consumers are also considering it is personality brand suitable with image self they moment make decision purchase (Sirgy, 2018), leading to a shift from comparison with behavior somebody become comparison with characteristics external. Interaction is parasocial and appears when viewers on television programs have similar attitudes. Likewise, viewers of live-streaming programs can form attitudes and even connections with their hosts __ considering their image and similar self with them. Xu et al. (2019) studied the interaction between company broadcasting and audiences. Through the use of different social media platforms and live streaming, host fans are constantly exposed to details of the lives of individuals, and they even Possibly have a chance To interact directly with individuals (Dahlen & Colliander, 2011).

H4 Self-congruity has an effect positively significant towards Parasocial Relationship

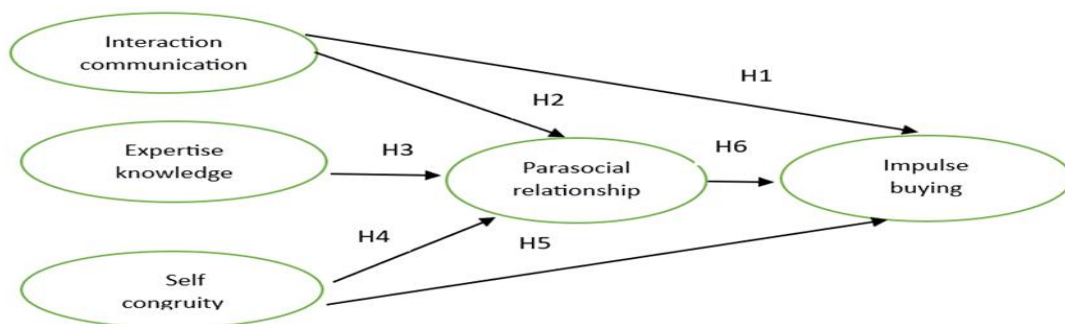
Suitability self and encouragement heart purchase play essential roles in thought consumers Because they motivate them to make purchases that are not planned. Consumers associate themselves with products that will. There is a possibility of purchasing impulsively. Consumers who feel enthusiastic, emotional, unstable, and have a sense of sameness will purchase impulsively. That shows that increasing the social status economy in something public stimulates preference consumers, which causes more Lots purchase Plans. Therefore, increasingly Lots harmony will produce enthusiasm between personality and concept of self, actual or ideal, when a brand helps reach or required image self consumers (Kukar-Kinney et al., 2012). Next, Yu (2010) discusses the positive connection between impulsive purchases and various hedonistic behaviors consumers like fun, novelty, pairing with others, and escape interaction.

H5 Self-congruity has an effect positively significant towards impulse buying

Research results This shows that parasocial relationships have an influence significant to impulse buying. Celebrity followers or influencers on Internet platforms tend to do impulse buying because the connection is parasocial (Oak Steven et al, (2017); Graham and Wilder (2020); Xiang et al (2016). However, existing studies _ about online impulse purchases are limited when describing inner follower behavior connection parasocial as factor connection social (Chung and Cho, 2017; Gong and Li (2017). Parasocial interactions also significantly influence the impulse buying behavior of followers, imitating the style of internet celebrities, following recommendations in parasocial interactions, and ultimately, promoting impulse buying (Bao and Wang, 2021). The internet celebrity then develops an intimate relationship with the host that convinces the audience, who make more unplanned purchases of the commodity (Munnukka *et al.* , 2019). The relationship results in parasocial interactions with the provider, which convinces followers to purchase the product impulsively (Ferchaud *et al.* , 2018; Lee and Watkins, 2016).

H6 Parasocial relationships have a positive impact on impulse buying.

Conceptual Research Model



II. METHOD

Form style communication carried out by celebrities who actively interact with the audience and deliver help to viewers on live streaming, measured with six indicators (Liaou et al., 2023) Expertise knowledge is skill celebrity referring to skills, knowledge, or abilities demonstrated at the time currently performed measured live streaming with four indicators (Babalanis and Chatzopoulou, 2019). Self-congruity is the suitability image consistent with celebrities doing the live streaming activity with four indicators. Parasocial interaction is An experience illusion of interacting consumers with stars who do live streaming as if they are present and involved in a reciprocal relationship; measurement of this variable used eight indicators (Rubin 2000). Impulse buying is behavior spontaneous, without reflection, and directness is overriding considerations. This variable was measured with 4 question items for purchasing products in Live streaming. All interaction orientation, expertise knowledge, self-efficacy, and parasocial interaction variables were measured with a Likert scale. Population in study This is user TikTokshop Study This use method taking non-probability sampling methods samples, namely No give the same opportunities for all over member population For taken as sample. Amount sample in study This is a minimum of 300 people, appropriate with criteria size sample in study marketing Retrieval techniques sample using purposive sampling with consideration or judgment sampling, i.e., election sample with consideration specific and not random. Consideration For the election sample, among others, every TikTok shop user sees celebrity life streaming on Tiktokshop in the last 7 days. Research instruments that have been arranged based on the study's previous intended To measure each variable. Before being used For data collection, validity, and reliability tests were carried out on this instrument on 30 respondents. After the instrument is declared valid and reliable, data collection on samples is selected. Data collection was carried out with surveys. Instrument research uses a questionnaire or questionnaire in the form of Google form that will spread to respondents by using social media.

III. RESULTS AND DISCUSSION

Total sample in study This amounts to 170 samples. The majority of respondents were aged 23-27 years 52.4% of the total 170 samples or as many as 89 people. Then For aged 28-32 years 24.7% or as many as 42 people. Furthermore for aged 33-37 years 13.5% or as many as 23 people. Those aged 17-22 years own the same percentage as age over 37 years old which is 4.7% or as many as 8 people. The majority of respondents own education lastly S1 i.e. 67.6% or as many as 115 people. Whereas respondents with a master's degree were 21.2% or as many as 36 people. Respondents with D3 education amounted to 6.5% or as many as 11 people. Respondents with doctoral and high school education have the same amount which is 2.4% or as many as 4 people. The majority of respondents in the research own work as employees private, amounting to 62.4% or as many as 106 people out of a total of 170 respondents. Sorted second is respondents with work Businessman that is 20% or as many as 34 people, in order third with BUMN work, namely as much as 10.6% or as many as 18 people. Sorted fourth with the amount is 4.7% or as many as 8 people. And sorted fifth as Student of 2.4% or as many as 4 people. The majority of respondents in the study have Their income between Rp. 6,000,000 – Rp. 10,000,000 ie 34.1% or as many as 58 people. Whereas For income above Rp. 15,000,000 occupies position second the most that is of 32.4% or as many as 55 people. For income Rp. 11,000,000 – Rp. Rp. 15,000,000 by 30% or as many as 51 people. Respondents with income Rp. 1,000,000 – Rp. 5,000,000 at 3.5% or as many as 6 people.

Tabel 1 Loading Factor and AVE values

Variable	Indicator	Loading Factor	AVE
<i>Interaction Communication</i>	IC 1	0.864	0.607
	IC 2	0.785	
	IC 3	0.794	
	IC 4	0.854	
	IC 5	0.561	
<i>Expertise</i>	EX 1	0.840	0.714
	EX 2	0.850	
	EX 3	0.870	
	EX 4	0.840	
<i>Self Congruity</i>	TR 1	0.890	0.802
	TR 2	0.862	
	TR 3	0.912	
	TR 4	0.906	

Parasocial Relationships	PR 1	0.819	0.679
	PR 2	0.855	
	PR 3	0.886	
	PR 4	0.881	
	PR 5	0.773	
	PR 6	0.786	
	PR 7	0.848	
	PR 8	0.732	
Impulse Buying	IB 1	0.880	0.749
	IB 2	0.917	
	IB 3	0.880	
	IB 4	0.779	

The loading factor value of each indicator on the Interactive orientation variable. Expertise, self-congruity, parasocial relationship, and impulse buying > 0.5, with AVE value > 0.5. This result concludes that the indicators used in the study have met convergent validity, so all indicators can be used for further analysis. Each indicator on the variable study has its mark. The largest *cross-loading* is on the variable it forms compared to variables others. This result concludes that the indicators used in the survey have fulfilled *discriminant validity*.

Tabel 2 Composite Reliability and Cronbach's Alpha

Variable	Composite Reliability	Cronbach's Alpha
Interaction Orientation	0.883	0.833
Expertise	0.926	0.901
Self Congruity	0.953	0.938
Parasocial Relationships	0.944	0.932
Impulse Buying	0.922	0.887

Variable Interaction communication, expertise, self-congruity, parasocial relationships, and impulse buying have composite reliability value > 0.7 and a value Cronbach's alpha > 0.7. This result concludes that indicators in the variable study are reliable.

Table 3 Hypothesis Testing

Hypothesis	Coefficient Influence	T-Statistics	Information
H1 Interaction Communication → impulse buying	0.632	12,718	Accepted
H2 Interaction Communication → Parasocial Relationship	0.225	2,398	Accepted
H3 Expertise → Parasocial Relationship	0.097	0.786	Rejected
H4 Self-congruity → Parasocial Relationship	0.382	3,605	Accepted
H5 Self-congruity → impulse buying	0.584	10,121	Accepted
H6 Parasocial Relationship → Impulse buying	0.675	15,818	Accepted

Hypotheses testing is shown in Table 3, where there are nine hypotheses, with seven accepted and two rejected. The next step of the analysis is to measure the hypothesized correlations among the latent variables through path coefficients (β) and t-statistic value; (t) must be greater than 1.96, and significance levels (p) are less than 0.05 (Hair et al., 2014 Research results show that interaction communication has a positive effect significant against impulse buying (β 0.632 T 12.718). This result shows that interaction communication from Celebrities /influencers is an important factor determining consumer impulse buying when purchasing on social commerce. In live streaming commerce, live streaming has free access to audience and promotion products (Tod & Melancon 2018). Interactive communication style _ from important influencers For creating positive emotion that leads to impulse buying. The seller's way of communicating with the consumer is key For influencing behavior purchase customers (William and Spiro, 1985). Research results support research by William and Sipro (1985) and research by Izogo and Mpinganjira (2020) in studies that explain that celebrities with the style of interactive communication with an audience will generate impulse buying from the audience. The viewer experiences interactive parasocial and can see the streamer as a Friend close and develop a sense of intimacy with them Xiang et al, 2016. A sense of intimacy This can reduce uncertainty among users and concerns

consumption, which positively influences intention consumption. Intimacy between them will increase, and uncertainty will be reduced. With So, the audience will wish for impulse buying. Communication orientation influences parasocial relationships. This can be seen as path coefficient and T-test values (β 0.225; T 2.398). Live streaming commerce is the Interaction between the streamer and the audience; an oriented communication style can show that a live streamer actively interacts with an audience and delivers help to them. Direct dialogue and Interaction with an audience on social media contribute to improving proximity between streamers and viewers (Phua and Ahn, 2016; Qin, 2020). Interaction-oriented salespersons can show that they are warm, friendly, and easily approached by improving verbal and nonverbal physical and psychological (Darian et al., 2005; Mehrabian, 2010). Streamers with orientation strong Interaction _ can communicate and interact with viewers so that viewers and streamers create awareness and attention to each other at the same time. Research results This supports Dibble et al. 2016, which explains that style communication or movement physique starts two-way communication, which triggers a sense of parasocial Interaction.

The research results prove an insignificant positive on the variable expertise towards parasocial relationships. In this research, consumers feel that celebrity expertise exists, but this expertise needs to strengthen parasocial relationships. This means Viewers prefer to avoid being influenced by your expertise and celebrity/influencers To decide to buy that product offered in social commerce. This follows research conducted by Hwang (2018), which stated that the level of influence consumers to digital celebrities will be different. Consumers see endorsers as representations from various descriptions created by self _ and interactions between consumers and digital celebrities. Digital celebrity expertise is not important For creating parasocial relationships. A preliminary study on self-congruity focuses on consistency between self-image consumers and choice products (Lindquits and Sirgy 2009). Draft self-consumer as size from personality brand or Power appeal, and consumers are also considering it is personality brand suitable with image self they when making decision purchase (Sirgy, 2018). In studies, self-congruity has an effect of positive significance on parasocial relationships (β 0.382; T 3.605) and impulse buying 9 (0.584; T 10.121). The Interaction was parasocial appears when viewers on television programs and viewers own similar attitudes. Likewise, viewers of livestreaming programs can form attitudes and even connections with their hosts _ _ who consider their image similar to theirs. Study This supports Xu et al. (2020), who studied Interaction between company broadcasting and audiences.

Study results This study shows that Parasocial relationships significantly influence behavior impulse buying (β 0.675 T 15.818). Study results This support Bao and Wang's (2021) findings show that Parasocial relationships are high will make followers imitate style Internet celebrities, follow recommendation in Interaction parasocial, and finally, do purchase impulsive product offered (Bao and Wang, 2021). Internet celebrities then develop intimate relationships with a later host convincing audience, who purchase commodities that are not planned (Hwang and Zhang, 2018; Munnukka et al., 2019). Parasocial interactions are also crucial follower behavior _ namely imitating the style of internet celebrities, following recommendations in parasocial interactions, and triggering impulse buying (Bao and Wang, 2021). The internet celebrity then develops an intimate relationship with the host, which then reassures the audience, who make more unplanned purchases of the commodity (Munnukka et al ., 2019). Communication skills and expertise in knowledge encourage audiences to develop and maintain parasocial interaction relationships with providers, and these relationships convince followers to purchase products impulsively (Ferchaud et al ., 2018; Lee and Watkins, 2016).

Limitations and further research : Study This was conducted on social commerce TikTokshop. Research forward needs to be implemented in other social commerce like Instagram, Facebook, etc. Research results show that expertise as endorser credibility does not impact parasocial relationships credibility endorser According to Ohanian, there are three dimensions: trustworthiness, attractiveness, and expertise. In studies, This only expertise used, going forward, needs added dimensions from the credibility of other endorsers like attractive activeness and trustworthiness.

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