How can brands inspire consumers to purchase intentions through Parasocial relationship?

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Abstract

This study examines the brand marketing strategy of building influencer and follower relationships. It explores the marketing economy of Parasocial relationships (PSR) and brand building from the consumer's perspective, differentiating between the two in the minds of consumers. This approach achieves continuous sales growth through marketing actions and resource allocation focused on creating brand value and generating profits. Effective brand building has a direct impact on the development of the entire enterprise.In this article, we briefly explain the composition, formulation steps, and significance of PSR and brand building. We also summarize the PSR and brand marketing economy. Our findings provide theoretical guidance for marketers operating in the new media environment. By studying and exploring the relationship between PSR and brand building, and analyzing the communication literature, we explain the connection between the two concepts.

Keywords: *Brand building, Brand marketing, PRS, Brand loyalty, Brand credibility, Brand awareness*

1.0 INTRODUCTION

The marketing economy of Parasocial relationships and brand building is a marketing tool (Steenkamp, 2017). Celebrity endorsement is a better option for brand marketing, which can build deep and lasting relationships with customers in the market (Draganska & Hartmann & Stanglein, 2013). Brands can benefit from cooperation with influencers, improve Brand loyalty, Brand credibility and awareness, and positively impact brand promotion (King & So, 2013). Followers have established intimate relationships with influencers through social media, which has been widely used in the economic market of notable brands. PSR can make consumers trust their friends' suggestions, which is more convincing (Lou, 2021). Brand loyalty, Brand credibility and Brand awareness are often important factors affecting consumers' Purchase Intention. Follower interactions (likes, shares, and comments) have a particular impact on the products promoted by the influencer (Thanh et al., 2020). When followers see words that will resonate or have opposite opinions, it may affect some of the followers' thoughts, thus changing the validity of the influencer's approval (Jeong&Lee&Kim, 2018).

Brand marketing has become one of the main ways people consume today. In purchasing activities, consumers have more Purchase Intention based on brand preference, so brand marketing has become a critical factor in stimulating consumers' psychology (Dwivedi & McDonald, 2018). However, the relationship between influencers and followers is getting closer, and the traditional theory of brand communication has lagged slightly (Dwivedi & McDonald, 2018; Spence & Hamzaoui Essoussi, 2010). Therefore, the brand communication strategy in the new media era is explored. Due to the increasing number of social media users, consumers' expectations for brands are also increasing. Some research scholars have shown that more than half of consumers' consumption is caused by brand products recommended by influencers (Chung & Jin & Jeong et al., 2019). The number of influencer and follower interactions in social media has steadily increased. Companies are gradually utilising internal and external social media teams and software to automate engagement (Mueller & Taylor, 2013). Although not yet at a mature level, the software can be programmed to respond automatically and intelligently to consumers' information, which can integrate a large number of custom variables to achieve personalised interactions (Perez-Vega et al., 2021). This brand-replacing influencer-reply-follower (consumer) program is being applied to social media messages, making it increasingly challenging to distinguish machine responses from human responses (Jeong&Lee&Kim,2018; Parker& Grote,2020).In an environment where interactions are constantly escalating, it is essential for brand marketers to obtain followers' intimacy through new media platforms and, at the same time, satisfy followers' responses (Stavros et al., 2014; Dwivedi & McDonald, 2018).

To explore the theoretical basis behind the consumer-to-brand relationship and the value of PSR to the brand, this paper conducts a quantitative study on the consumer-to-brand marketing relationship under social media. According to a large number of references, branding under social media is based on close-knit relationships with consumers, providing a theoretical perspective on how to maintain intimacy based on automatic replies from traditional environments to new media, and perceptual brand marketing has been tested (Perez- Vega et al., 2021). PSR is similar to genuine interpersonal relationships. This paper assumes that PSR can establish positive interpersonal relationships. Specifically, it will increase brand marketing and consumers' Purchase Intention.

1.1 Research hypothesis

Brand loyalty

Brand loyalty refers to the extent to which consumers continue to purchase and consume the same brand. It is the ultimate objective of brand management because higher brand loyalty results in repeat purchases and positive recommendations, despite better product features, more convenience, lower prices, or external influences. This creates continuous operating income and safe development prospects for enterprises (Nikhashemi & Paim & Osman et al., 2015).Social media interactions provide an opportunity for brands to conveniently engage with their audience. Influencers actively interact with consumers to showcase the brand personality and attract more audience attention (He & Li & Harris, 2012). Additionally, followers can address complaints on social media. Building customer trust requires providing them with the comfort they seek and communicating with them in a relevant tone (Kuenzel & Halliday, 2010). H1. Brand loyalty and PSR positively influence Purchase Intention.

Brand credibility

Brand credibility is one of the components of brand power. It is the degree of favorability and trust of people in the market for a particular brand. It is essential to modern corporate image building (Hwang et al., 2021). Brand credibility refers to the degree to which a brand has gained public trust, support, and praise, that is, consumers' overall impression and evaluation of a product (Han & Nguyen & Lee, 2015). Brand credibility must be established through long-term brand management and maintaining a good brand image (Khatoon & Rehman, 2021). The asset value of brand credibility is reflected in the honesty effect, and through people's verbal praise, one spreads ten, ten spreads hundreds, triggering a steady stream of sales (Loureiro & Sarmento & Le Bellego, 2017). It includes everything related to integrity, such as quality reputation, service reputation, contract reputation, warranty reputation, etc. (Khatoon & Rehman, 2021).

The brand story of LOUIS VUITTON At the end of the last century, there was a legend that an LV customer's home caught fire, and most of his clothes were burned. Only one LV box was deformed on the outside, but the items in the box were intact. The more legendary movie "Titanic" did not capture the footage: In 1911, the British luxury cruise ship Titanic sank to the bottom of the sea. An LV hard suitcase salvaged from the bottom of the sea did not seep into half a drop of seawater. LOUIS Therefore, the VUITTON brand became famous (Gupta, 2022).
H2. Brand credibility and PSR positively influence Purchase Intention.

Brand awareness

Brand awareness refers to the degree to which a brand is known and understood by the public; that is, consumers can recognise a brand when they think of a specific category of products (Huang & Sarigöllü, 2012). Influencer endorsements to improve brand awareness are used in traditional advertising and on the Internet. Influencers usually have their fans and popularity. Although the cost will be higher, a new brand can be recognised quickly with the help of a celebrity aura. Of course, this is inseparable from excellent products, and focusing on quality is the key to establishing a brand image (Bilgin Y, 2018).
H3. Brand awareness and PSR positively influence Purchase Intention.

Brand culture

Brand culture is the synthesis of shared beliefs, values, rituals, norms, and traditions among owners, buyers, users, or aspirations of a particular brand (Chung & Jin & Jeong et al., 2019; Fan&Zhou,2020; Lin et al., 2021). Brand culture also refers to establishing a distinctive brand positioning by endowing the brand with profound and rich cultural connotations and making full use of various effective internal and external communication channels to form consumers' high spiritual recognition of the brand (Fulgoni, 2018; Zhang et al., 2021; Gill et al.,2021). Create brand beliefs and eventually form a strong Brand culture (Schembri&Latimer,2016; Fan&Zhou,2020). The cultural accumulation gradually formed in the brand's operation represents the brand's values and worldview (Lin et al., 2021). Brand culture reflects the pursuit of the concept that consumers identify with, resonate with, and make them believe in the brand for a long time. It is a tangible brand culture (Schembri & Latimer, 2016; Bilgin Y, 2018).
H4. Brand culture and PSR positively influence Purchase Intention.

2.0 SIGNIFICANCE OF THE STUDY

This study employs quantitative research to validate the research objectives and hypotheses. The survey research method is used to explore the consumer-to-brand relationship in network marketing brands. Through quantitative research experiments, we verify the ideas and research objectives, and propose brand marketing content methods to achieve the operation of PSR in communication.Brand research and analysis are conducted by professional market research companies and institutions that use scientific market index evaluation and value evaluation methods to gain insight into consumers' comprehensive experience, feelings, and evaluation of brand marketing (Duque Oliva et al., 2022). The purpose of this research is to understand the health status of the brand, changes in customer attitudes, market development trends, and to help companies make marketing management decisions. It aims to feel the pulse of the brand, help customers understand their brand image, and determine or re-determine the brand image and value, providing continuous development power for products or services (Duque Oliva et al., 2022).PSR theory is integral to the market economy (Reinikainen & Munnukka & Maity et al., 2020). This paper innovatively applies a new perspective, combines the characteristics of brand building, improves previous research on PSR, proposes a new type of research on PSR and brand building, and broadens the scope of traditional PSR theoretical research. The findings of this paper provide academic guidance for marketers to cultivate brand-consumer relationships in social media environments.

3.0 THEORETICAL FRAMEWORK

The theory of PSR explains the relationship between consumers and mass media, such as radio and television. PSR is characterized as an illusory experience where consumers interact with others as if in a reciprocal relationship (Masuda et al., 2022). In essence, individuals perceive that they are engaging in direct two-way communication mediated by the PSR with the person they are talking to (Reinikainen & Munnukka & Maity et al., 2020). PSR can develop as consumers become aware of being intermediated as if by a "true friend". Verbal and nonverbal interactions can foster PSR through careful construction of mechanisms and cues,

and PSR can also be transmitted to subsequent individuals (Masuda et al., 2022). While some studies have suggested that PSR is a relationship formed through multiple interactions, others believe that PSR has no direct connection and that PSR arises from initial contact (Leite & Baptista & de, 2021). Although ongoing interactions build ongoing relationships and reinforce the feeling, PSR is created through isolated interactive relationships. Furthermore, traditional PSR research has focused on the relationship with others, but recent research suggests that it may be extended to other fields (Chung & Cho, 2017).

PSR can also develop in the online environment, where the information available can create a sense of proximity between the audience and intermediaries like brands and influencers (Vrontis & Makrides & Christofi et al., 2021). However, online interactions between consumers and brands tend to be more one-way, as brand representatives typically respond using pre-approved lines or response outlines (Tsao & Hsieh, 2015). Although these representatives may not always be identifiable, they typically do not provide information directly from the brand to support the perception of a direct two-way communication (in contrast to employees who represent the brand) (Masuda et al., 2022). Moreover, when there are multiple interactions with a brand, replies may come from different employees, while consumers may be communicating with a single responder (e.g., the brand) (Husain & Ahmad & Khan, 2022).

The development of social media has led to the emergence of new technologies that can help marketers manage consumer interactions more efficiently (Chung & Cho, 2017; Masuda et al., 2022). Social media autoresponder software enables marketers to standardize responses to consumer comments and even generate personalized responses dynamically by scanning message content or geolocation data (Vrontis & Makrides & Christofi et al., 2021). Whether these responses are generated by human agents or pre-programmed algorithms, they tend to be one-way communications, similar to traditional PSR. Like verbal and nonverbal cues used in other media, these information cues can help maintain a two-way interactive relationship between individuals and brands, thereby fostering PSR (Reinikainen & Munnukka & Maity et al., 2020; Husain & Ahmad & Khan, 2022).

In researching the determinants of the PSR interaction relationship, it has been discovered that the speed of reply and the ability to respond to consumers' previous information can enhance PSR interaction (Husain & Ahmad & Khan, 2022). Moreover, it has been found that PSR has a positive effect on brand effectiveness, including brand loyalty, credibility, and awareness, among others (Chung & Cho, 2017). PSR is specifically dependent on two-way communication between consumers and mediated individuals (Masuda et al., 2022). In this context, PSR pertains to the cues provided by consumers' purchase intentions, which can create an impression of listening and prompt interaction with the audience (Jeong & Lee & Kim, 2018). This definition and viewpoint of consumer PSR interaction are more important than objectively defining media characteristics (Masuda et al., 2022). Consumers take note of the individual and develop a feeling of personal attention to the audience. Thus, PSR creates the impression of private listening and direct response, which can be achieved through direct two-way messaging and timely responses (Masuda et al., 2022).
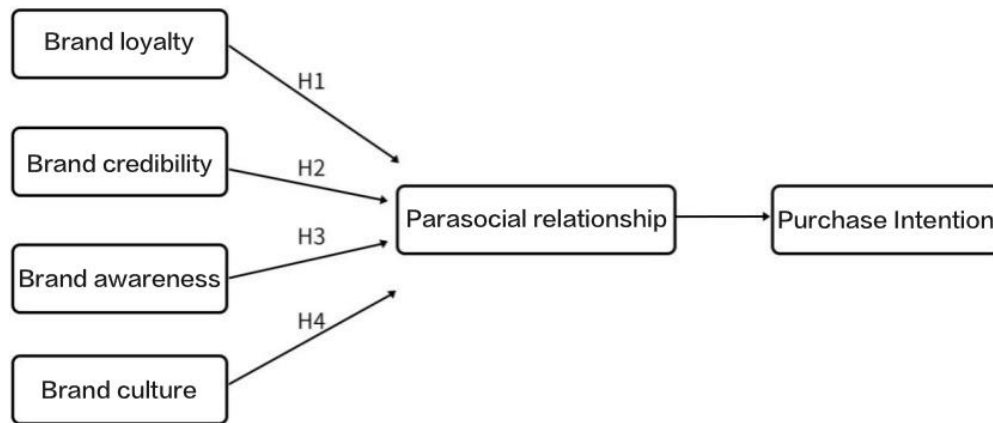
Figure 2：theoretical model

4.0 LITERATURE REVIEW

In a market economy, a brand not only represents the external image and promotion of a product, but also reflects the internal value of the product. Building a strong brand can lead to increased market sales and overall competitiveness of a company's products, as well as value-added benefits. Therefore, competition between companies is often characterized as a competition between product brands (Centeno & Hart & Dinnie, 2012). A brand represents a product's concept, value, entrepreneurial spirit, core competitiveness, and serves as a symbol of an enterprise's identity (Steenkamp, 2017).

This study aims to explore the relationship between PSR and brand building and loyalty, which has gained significant attention from researchers due to its importance in understanding the consumer-brand relationship. By understanding this relationship, it can help meet consumer needs and improve brand engagement. The concept of branding originates from the discipline of psychology, while engagement comes from a different marketing field, such as a service-led logical perspective (Centeno & Hart & Dinnie, 2012).

Brand building is the process by which an enterprise uses its brand to continuously influence consumers, establish a brand image in the public's mind, and increase brand recognition when consumers choose products (Draganska & Hartmann & Stanglein, 2013). A brand represents crucial information about the enterprise and needs to transform the company's culture, products, reputation, technology, and other important information into a brand symbol that can deeply impress the audience (Upadhyay & Paul & Baber, 2022). To create a successful brand, it is crucial to pay attention to the characteristics of the product audience and shape the brand's personality to match the consumers' personalities (Kim & Chao, 2019).

Brand communication is a long-term process that subtly affects consumers' minds and decision-making. A brand must sort out its ideas and make long-term preparations to effectively communicate its brand information to stimulate consumer purchases and conversions (Zoltners & Sinha & Lorimer, 2012).

With the rise of social media, brands are no longer limited to traditional distribution models. This has given smaller brands more opportunities to directly communicate and interact with consumers, receive feedback, and sell products, making brands more approachable for

consumers (Draganska & Hartmann & Stanglein, 2013). More and more brands are now focusing on consumer needs and utilizing the Internet to co-create brands with consumers, resulting in a win-win situation and driving the operation of the entire industry. Brand building cannot be achieved without the close cooperation of the market. In today's environment where channels and media are intertwined, marketing and channel sales must work together to contribute to brand building and provide a consistent user experience throughout the life cycle (Husain & Ahmad & Khan, 2022).

Moreover, with the growing diversity, fragmentation, and dedication of customers, brand organization is becoming increasingly important, and product teams must collaborate with various departments (Arrigo E, 2018). As consumer demand becomes more detailed and faster with the advancement of consumption upgrading and the development of the Internet, understanding consumers and their characteristics has become crucial for brand building (Jeong & Lee & Kim, 2018). Therefore, brands need to provide a complete consumer experience, and the ability to interact with consumers is an essential goal of brand building (Husain & Ahmad & Khan, 2022). Consumers can obtain the latest fashion styles and product designs from brands at any time and on any platform, from the stage of cognition to purchase (Jeong & Lee & Kim, 2018). The brand connects consumers in different decision-making stages and channels. Only by building a brand with new thinking can the efficiency and consistency of communication between the brand and consumers be maintained (Duque Oliva et al., 2022).

5.0 METHODOLOGY

This study aimed to investigate the relationship between brand building and consumer loyalty by conducting a follow-up survey on brand loyalty, credibility, and awareness. The study analyzed the changing trends of consumers' brand loyalty compared to competing brands, established a relationship model between brand orientation and consumer attributes, and proposed corresponding solutions such as marketing strategies and brand maintenance recommendations (Duque Oliva et al., 2022). Quantitative research methods were used to investigate brand building, as brands can influence consumers' attitudes and views on products and services. The study used a questionnaire method to collect data, which is a common way to describe the nature of a current situation and determine the relationship between particular events. The survey method used was online questionnaires and data analysis, which measured how brands stimulated consumers' purchase intentions through parasocial relationships and evaluated their effectiveness. The online survey collected data on brand loyalty, credibility, awareness, culture, and purchase awareness, and analyzed the relationship between parasocial relationship intermediaries and brand building.

5.1 Analysis Result

The survey tool measures the relationship with the brand in the PSR through the participants' reflection on the situation encountered in reality. At the beginning of the survey, study participants thought about the Brand loyalty, Brand credibility, or Brand awareness they were connected to through Brand loyalty while also remembering the interactive connection when answering the survey questions. Participants spoke about their Purchase awareness of branded products and then briefly described their memories of social media interactions. The

researchers were asked to maintain this memory throughout the study, so PSR about past specific brands was significant throughout the survey implementation. A total of 203 valid samples were collected in this paper. Table 1 describes and analyses the basic situation of the respondents.

Factor	Item	Frequency	Percentage
Age	Under 18	19	9.4
	18-24 years old	45	22.2
	25-30 years old	98	48.3
	over 30 years old	41	20.2
Gender	Male	105	51.7
	Female	98	48.3
Education	below high school	76	37.4
	Junior College/Undergraduate	100	49.3
	Postgraduate	27	13.3
Income	$2000 and below	64	31.5
	$2001-4000	67	33
	$4001-7000	41	20.2
	$7001-10000	19	9.4
	$10001-20000	9	4.4
	$20001 and above	3	1.5
Profession	Unemployed, Unemployed, Retirees	10	4.9
	student	54	26.6
	Private employees	83	40.9
	Self-operated	15	7.4
	Civil servants	41	20.2

Table 1: Questions about demographics

5.2 Method

For proof-of-concept hypotheses, measures were made on a reflective multi-item scale ranging from "strongly disagree" to "strongly agree". The scale is selected from marketing and communication research (see Table 2), and some items have been fine-tuned to be more suitable for this research. Following the two-step procedure proposed by Anderson and Gerbing (1988), we evaluated the measurement model before validating the relationship of variables in the study model.

5.2.1 Reliability Analysis

The reliability of the research scale refers to the degree of consistency of the results obtained when the same method is used to repeatedly measure the same scale item, which is the variance ratio with the actual score of the latent variable, which can be measured by stability, equivalence and internal consistency. indicators to represent. Usually, the reliability test is also called the reliability test and consistency test, which is generally expressed by measuring the internal consistency of each scale item, that is, Cronbach's α coefficient. In addition, the CITC coefficient is not less than 0.50 as the evaluation standard. The larger the Cronbach's α value, the higher the internal consistency of each item of the variable scale and the better the reliability. According to the statistical experience of many scholars, Cronbach's α coefficient refers to the

following judgment criteria: when Cronbach's α>or=0.80, the reliability of the scale is very good; when 0.80>Cronbach's α>or=0.70, the reliability of the scale is average; When Cronbach's α<0.60, the reliability of the scale is insufficient.

Therefore, this study uses Cronbach's α coefficient and CITC coefficient to evaluate the internal consistency and reliability of the scale and uses SPSS 26.0 software to test the coefficient; the results are shown in Table 2.

Table 2: Trust level analysis

Latent Variable	Item	Corrector Total Correlation (CITC coefficient)	After the item has been deleted Cronbach's alpha coefficient	Cronbach's alpha coefficient
	BL1	0.722	0.812	
	BL2	0.598	0.843	
Brand loyalty	BL3	0.711	0.814	0.855
	BL4	0.667	0.825	
	BL5	0.65	0.83	
	BR1	0.658	0.847	
	BR2	0.77	0.82	
Brand credibility	BR3	0.697	0.837	0.867
	BR4	0.707	0.835	
	BR5	0.624	0.856	
	BA1	0.723	0.862	
	BA2	0.716	0.865	
Brand awareness	BA3	0.69	0.87	0.886
	BA4	0.715	0.864	
	BA5	0.79	0.846	
	BC1	0.764	0.884	
	BC2	0.705	0.896	
Brand culture	BC3	0.843	0.868	0.905
	BC4	0.722	0.893	
	BC5	0.785	0.879	
	PR1	0.746	0.847	
	PR2	0.752	0.845	
Parasocial relationship	PR3	0.732	0.851	0.88
	PR4	0.683	0.861	
	PR5	0.658	0.868	
	PA1	0.733	0.848	
	PA2	0.68	0.86	
Purchase Intention	PA3	0.654	0.867	0.879
	PA4	0.777	0.837	
	PA5	0.726	0.852	

It can be seen from Table 2 that the Cronbach's α coefficients of each variable are more significant than 0.70, the reliability is excellent, the CITC values are all greater than 0.50, and

the Cronbach's α values of all items that have been deleted are lower than the Cronbach's α reliability coefficients of the corresponding variables. Therefore, the research data has a high level of reliability, all items should be retained, and there is a good correlation between the analysis items.

5.2.2 Exploratory Factor Analysis

Table 3 uses SPSS26.0 to conduct exploratory factor analysis to carry out KMO and Bartlett's sphericity test on the scale.

Table 3: KMO and Bartlett's test

Kaiser-Meyer-Olkin measure of sampling adequacy		**0.916**
Bartlett's test of sphericity	Approximate chi-square	3658.846
	df	435
	Sig.	.000

It can be obtained from the above table that KMO=0.916, more significant than 0.7, and Bartlett's sphericity test value is substantial (Sig.<0.001), indicating that the questionnaire data meet the prerequisite requirements of factor analysis. Table 3 further analysis, the principal component analysis method is used for factor extraction; the common factor is extracted with the characteristic root greater than 1. The factor analysis uses the maximum variance orthogonal rotation for factor rotation.

Table 3:Factor Analysis Results

	Composition					
	BC	BA	PA	BR	BL	PR
BC3	**0.856**	-0.048	-0.145	-0.175	-0.108	-0.175
BC4	**0.819**	-0.104	-0.126	-0.061	-0.113	-0.022
BC5	**0.810**	-0.199	-0.131	-0.156	-0.078	-0.120
BC1	**0.806**	-0.076	-0.105	-0.197	-0.023	-0.161
BC2	**0.754**	-0.119	0.036	-0.236	-0.060	-0.169
BA5	-0.075	**0.805**	0.255	0.165	0.105	0.127
BA2	-0.161	**0.779**	0.157	-0.023	0.072	0.193
BA4	-0.117	**0.776**	0.095	0.106	0.058	0.225
BA1	-0.060	**0.772**	0.208	0.158	0.150	0.066
BA3	-0.142	**0.735**	0.152	0.201	0.090	0.140
PA4	-0.077	0.237	**0.790**	0.124	0.119	0.205
PA1	-0.061	0.185	**0.772**	0.089	0.079	0.235
PA2	-0.142	0.141	**0.750**	0.010	0.130	0.170
PA3	-0.133	0.090	**0.742**	0.203	0.114	0.067
PA5	-0.070	0.251	**0.736**	0.261	0.061	0.107
BR2	-0.218	0.090	0.157	**0.776**	0.167	0.166
BR3	-0.151	0.043	0.149	**0.760**	0.228	0.064
BR5	-0.113	0.166	0.068	**0.743**	-0.091	0.190
BR4	-0.204	0.181	0.070	**0.732**	0.146	0.193
BR1	-0.165	0.116	0.201	**0.723**	0.163	0.042

BL3	-0.070	0.127	0.189	0.096	**0.802**	0.084
BL5	-0.070	0.116	-0.193	0.117	**0.775**	0.163
BL1	-0.066	0.105	0.130	0.111	**0.775**	0.236
BL4	-0.068	-0.023	0.138	0.112	**0.726**	0.287
BL2	-0.098	0.117	0.223	0.107	**0.674**	0.108
PR3	-0.193	0.168	0.175	0.095	0.275	**0.729**
PR2	-0.103	0.245	0.187	0.188	0.268	**0.720**
PR1	-0.249	0.192	0.269	0.112	0.235	**0.694**
PR4	-0.095	0.195	0.213	0.319	0.165	**0.683**
PR5	-0.287	0.230	0.171	0.168	0.294	**0.563**
Eigenvalues	3.781	3.601	3.573	3.427	3.417	2.974
Percent variance	12.602	12.002	11.91	11.424	11.392	9.914
Cumulative %	12.602	24.604	36.515	47.939	59.33	69.244

It can be seen from Table 3 that the factor analysis results obtained a total of 6 factors, and the total explanatory power reached 69.244%, greater than 50%, indicating that the six factors screened out have good representativeness. The factor loadings of each measurement item are more significant than 0.5, and each thing falls into the corresponding factor, indicating that the scale has good structural validity.

5.2.3 Validation factor analysis

This study has six variables and a total of 30 measurement items. AMOS 26.0 software is used for model fitting analysis; the analysis results are shown in *Table 4*.

Table 4:Confirmatory factor model fit

Model Fit Metrics	Optimal standard value	Statistics
Chi-square fit statistics（CMIN）	——	472.908
Degrees of Freedom（DF）	——	390
Chi-square fit statistics/Degree of freedom （CMIN/DF ）	<3	1.213
Standardized Root Mean Square Residual（SRMR）	<0.08	0.047
Goodness of Fit Index（GFI）	>0.8	0.87
Adjusted Goodness of Fit Index（AGFI）	>0.8	0.846
Incremental Fit Index（IFI）	>0.9	0.976
Tucker-Lewis Index（TLI）	>0.9	0.973
Comparative Fit Index（CFI）	>0.9	0.976
Root Mean Square Error of Approximation（RMSEA）	<0.08	0.032

It can be seen from Table 4 that CMIN/DF is 1.213, which is less than 3, and GFI and AGFI are both greater than 0.8. Within the acceptable range, TLI, IFI, and CFI are all above 0.9, SRMR is 0.047, less than 0.08, and RMSEA is 0.032 and less than 0.08, each fitting index is in line with the general research standards, so it can be considered that this model has a good fit.

Table 5:Validation factor analysis results

Latent Variable	Item	Normalized factor loadings	CR	AVE
	BL1	0.812		
	BL2	0.649		
Brand loyalty	BL3	0.775	0.856	0.546
	BL4	0.748		
	BL5	0.698		
	BR1	0.723		
	BR2	0.854		
Brand credibility	BR3	0.761	0.869	0.572
	BR4	0.773		
	BR5	0.658		
	BA1	0.778		
	BA2	0.759		
Brand awareness	BA3	0.752	0.888	0.613
	BA4	0.765		
	BA5	0.857		
	BC1	0.811		
	BC2	0.756		
Brand culture	BC3	0.902	0.908	0.663
	BC4	0.764		
	BC5	0.831		
	PR1	0.808		
	PR2	0.809		
Parasocial relationship	PR3	0.777	0.882	0.599
	PR4	0.744		
	PR5	0.729		
	PA1	0.78		
	PA2	0.723		
Purchase Intention	PA3	0.694	0.881	0.598
	PA4	0.859		
	PA5	0.801		

It can be seen from Table 5 that the factor loadings of each measurement index are more significant than 0.60, and the combined reliability values of each latent variable are more critical than 0.7, indicating that the items of the scale can significantly converge on common factors, and the convergent validity is good.

5.2.4 Discriminant validity

This study uses the rigorous AVE method to evaluate the discriminant validity. Fornell and Larcker, 1981, the square root of each factor AVE must be greater than the correlation coefficient of each pair of variables, indicating that the factors have discriminant validity. The root sign of AVE of each element in *Table 6* is greater than the standardised correlation coefficient off the diagonal, so this study still has discriminant validity, and the lower diagonal triangle is the correlation coefficient.

Table 6:discriminant validity

Latent Variable	Brand loyalty	Brand credibility	Brand awareness	Brand culture	Parasocial relationship	Purchase Intention
Brand loyalty	0.739					
Brand credibility	.357**	0.756				
Brand awareness	.309**	.384**	0.783			
Brand culture	-.262**	-.448**	-.334**	0.814		
Parasocial relationship	.567**	.501**	.530**	-.463**	0.774	
Purchase Intention	.333**	.403**	.482**	-.314**	.535**	0.773

6.0 Structural Equation Modeling

AMOS26.0 is used to perform the calculation, and the maximum likelihood method is used for estimation, and the results are shown in *Figure 3*.
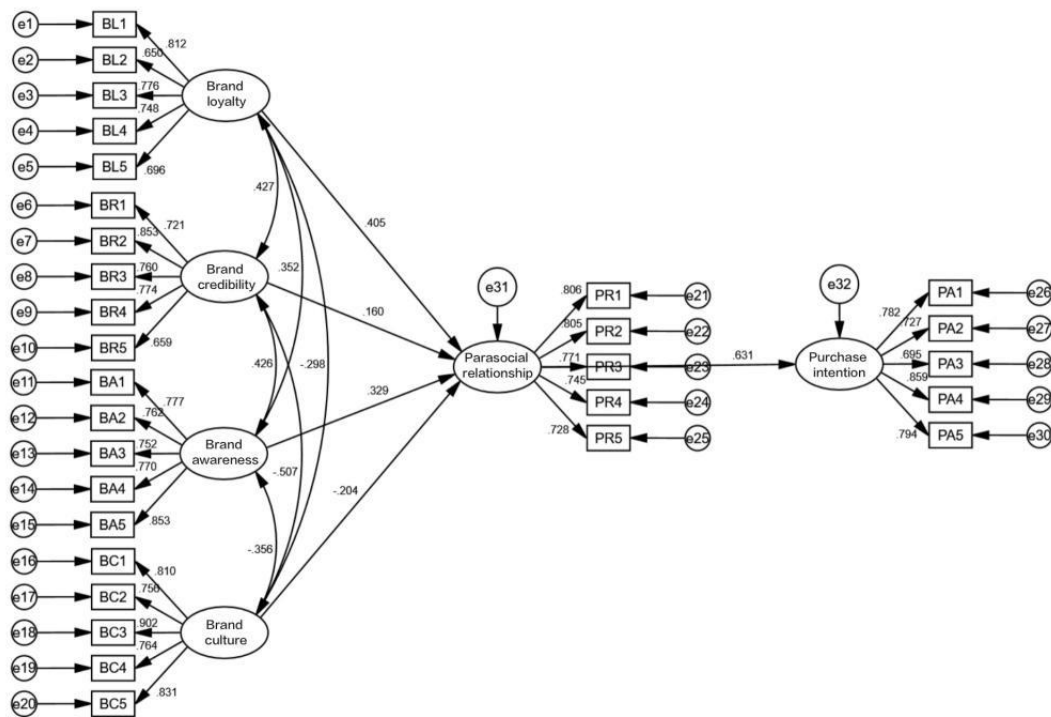

Figure 3：Structural Equation Modeling Analysis

6.1 Model Fit

It can be seen from Table 7 that CMIN/DF is 1.241, which is less than 3, and GFI and AGFI are both greater than 0.8. Within the acceptable range, TLI, IFI, and CFI are all above 0.9, SRMR is 0.054, less than 0.08, and RMSEA is 0.035 and less than 0.08, each fitting index is in line with the general research standards, so it can be considered that this model has a good fit.

Table 7: Confirmatory factor model fit

Model Fit Metrics	Optimal standard value	Statistics
Chi-square fit statistics（CMIN）	——	488.781
Degrees of Freedom（DF）	——	394
Chi-square fit statistics/Degree of freedom （CMIN/DF ）	<3	1.241
Standardized Root Mean Square Residual（SRMR）	<0.08	0.054
Goodness of Fit Index（GFI）	>0.8	0.866
Adjusted Goodness of Fit Index（AGFI）	>0.8	0.842
Incremental Fit Index（IFI）	>0.9	0.973
Tucker-Lewis Index（TLI）	>0.9	0.970
Comparative Fit Index（CFI）	>0.9	0.972
Root Mean Square Error of Approximation（RMSEA）	<0.08	0.035

6.2 Analysis and results

It can be obtained from Table 8 that Brand loyalty has a significant positive impact on Parasocial relationships (β=0.405, p<0.05), Hypothesis testing results Supported. Brand credibility has a significant positive effect on Parasocial relationships (β=0.16, p<0.05), Hypothesis testing results Supported. Brand awareness positively affects Parasocial relationships (β=0.329, p<0.05), assuming Supported. Brand culture significantly negatively impacts Parasocial relationships (β=-0.204, p<0.05), Hypothesis testing results were Rejected. The parasocial relationship has a significant positive effect on Purchase awareness (β=0.631, p<0.05), Hypothesis testing results Supported.

Table 8: Path Coefficients

Construct			Standardized coefficient	Unstandardized coefficient	S.E.	C.R.	P	Hypothesis
Parasocial relationship	<-	Brand loyalty	0.405	0.435	0.074	5.868	***	Supported
Parasocial relationship	<-	Brand credibility	0.16	0.167	0.076	2.212	0.027	Supported
Parasocial relationship	<-	Brand awareness	0.329	0.327	0.067	4.91	***	Supported
Parasocial relationship	<-	Brand culture	-0.204	-0.159	0.051	-3.118	0.002	Rejected
Purchase awareness	<-	Parasocial relationship	0.631	0.535	0.068	7.867	***	Supported

Through the structural equation modelling in AMOS26.0, we verified the hypothesised relationship. Separate structural model validation was performed for the independent variable since adding a second independent variable as an antecedent of the mediator variable changes the focused mediating path coefficients in the mediation analysis in the structural equation model (Iacobucci, Saldanha and Deng 2007).In the two models, brand loyalty, brand reputation and brand awareness in providing information are used as dependent variables, and Parasocial Relationship is used as an intermediary variable.

7.0 Mediation

The results show that the total effect of PSR on Brand loyalty, Brand credibility and Brand awareness is positive and significant. Brand culture has no meaningful relationship to PSR and consumers' purchasing awareness. PSR has a significant indirect effect on Purchase Intention and loyalty through Brand credibility and Brand awareness. It shows that PSR completely mediates between consumers' Purchase Intention and dependent variables. PSR is positively significant with the total effect of dependent and independent variables. The direct relationship between PSR and Brand cult, but the direct relationship with Brand loyalty, Brand credibility and Brand awareness is significant. PSR has a significant indirect effect on Brand loyalty, Brand credibility and Brand awareness through Consumer Purchase Intention. Purchase Intention and a partial mediating role between PSR and having understanding (Zhao, Lynch, and Chen 2010). The results support hypotheses H1, H2 and H3.

8.0 Discussion

Through the analysis of the mediation effect of the survey method and structural equation model, this study shows the role of PSR in the relationship between social media information prompts and focus output variables; that is, the brand can create PSR by displaying Purchase Intention through information reminders. The sense of connection with the brand established through PSR has gone beyond the interaction but drives the brand marketing and Purchase Intention.

These functions help to clarify the role of PSR in developing the brand relationship of consumers' Purchase Intention and provide support for the intermediary mechanism. However, this approach is considered more suitable for mining correlations and measuring mediation (Iacobucci, Saldanha, and Deng 2007) but does not allow for the exploration of causality. Therefore, methodologically based research provides support for identifying causal relationships. Research evidence shows that PSR is useful for understanding consumers' consumer-to-brand relationships through social media. The premises and results of the PSR are tested for reliability and validity. Survey studies have provided sufficient evidence for the relationship between consumers' Purchase Intention and brands. Therefore, PSR has a brand marketing effect on Consumer Purchase Intention.

This study provides a theory for understanding the processes underlying the development of consumer-brand marketing relationships in a social media environment. As social media continues to increase and marketers turn their attention to such investment channels, it becomes increasingly important to understand the psychological basis of customer relationships. Using this diverse approach, the current study provides a theoretical explanation for how consumer-brand relationships develop in these environments. In addition, for the results of PSR, the structural equation model analysis and experiments found a positive relationship between the purchase intention relationship variables, Brand loyalty, Brand credibility and Brand awareness. Furthermore, mediation analysis revealed a positive effect of PSR creation. Brands can create a perception of PSR by crafting messages to summarise factors; brands are listening and responding to customers and creating content for communication. Ultimately, the PSR connection to brand interactions, rather than just the interactions themselves, contributed to

these results, providing a richer medium for building and strengthening consumer-brand relationships.

Additionally, this research supports social media costs, an ROI that some marketers still need to determine. By establishing PSR with consumers, businesses strengthen their relationships and increase Brand loyalty, credibility and Brand awareness. As the world becomes more transparent thanks to the Internet, marketers must be aware of these channels' potential pitfalls and opportunities. Understanding the basis of their relationship with customers will be critical.

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