

The Impact of Chinese Social Media on the Purchasing Intention of Dog Owners in Indonesia

Selly Avril Fonda¹, Dahlia Darmayanti²

^{1,2}BINUS Business School International Undergraduate Program, Bina Nusantara University, Jakarta, Indonesia 11480

ABSTRACT

Purpose of the study - This study aims to examine the influence of Rednote, Chinese Social Media, on purchasing intentions of dog owners in Indonesia. It specifically investigates the influence of psychological and social factors such as attitude homophily, social attractiveness, use of anthropomorphism, entrepreneurial value toward parasocial relationships and purchase intention.

Data and Methodology - The research adopts a quantitative approach to examine Rednote influence on purchase intention of dog owners. Convenience and snowball samplings were employed. There were 162 Indonesian respondents participated in this study through survey. Data was analysed using Partial Least Square - Structural Equation Modelling (SEM).

Findings - The findings showed that purchase intention is highly influenced by parasocial interaction. The development of an emotional bond between influencers and followers was also found to be strongly predicted by attitude homophily and social attractiveness.

KEYWORDS: attitude homophily, social attractiveness, use of anthropomorphism, purchase intention, parasocial interaction.

INTRODUCTION

The rapid evolution of social media has transformed the global digital marketing landscape. With billions of active users worldwide, social media platforms are essential for businesses to promote products, engage with consumers, and influence purchasing decisions (Haenlein & Kaplan, 2021). In China, platforms like WeChat, Weibo, Douyin, and Rednote have used Generative Artificial Intelligent and influencer to shape global purchasing trends (Haenlein & Kaplan, 2021).

Besides Douyin and WeChat, one of the most significant innovations in digital marketing in China is Xiaohongshu or Rednote, a platform that blends social media with e-commerce. Users could share their shopping experiences, product reviews, and recommendations. Its uniqueness lies in its community-driven, user-generated content (UGC) approach, which prioritizes authenticity and trust-building through Key Opinion Leaders (KOLs). Rednote offers a visually appealing marketing approach, combining high-quality images, short videos, and detailed product descriptions. This model has proven highly effective in driving impulse purchases and fostering brand loyalty and product recommendations for pets' owners (Liu, et al., 2024). Rednote provides a more personal and interactive shopping experience through its community-driven approach and influencer marketing strategies than conventional e-commerce platforms. Rednote employed advanced algorithms and Generative artificial intelligent to personalize content and optimize marketing strategies.

Chinese social media platforms continue expanding their influence across Southeast Asia, including Indonesia. The use of social media platforms for marketing purpose is not only for the goods needed for humans, but also for pet and plants. According to a report by Indonesia's market is experiencing significant pet growth it was likely to surpass 5,883.2 million by 2033 at a CAGR of 9.5% from 2023 to 2033.

The increase of pet ownership affects the growth of pet industry in terms of pet welfare and lifestyle a well. Many pet owners, especially in cities, use social media to find product recommendations, making them a key audience for marketers.

Although Rednote is not yet widely adopted in Indonesia, its influence is increasingly felt through content adaptations on platforms like TikTok, YouTube Shorts, and Instagram Reels. Indonesian creators often refer to Rednote trends or repurpose its content style, effectively creating a "bridge" between local users and Chinese digital trends without requiring direct use of the original app (Su et.al, 2021). Rednote is gaining traction among Indonesian consumers, especially those seeking high-quality Indonesian pet owners have become more reliant on social media platforms, especially those from China, for product recommendations and reviews. This aligns with the rise of Rednote in which its platform blends social networking and e-commerce, where users share detailed product reviews and recommendations (Duan & Dholakia, 2015). Indonesian consumers engage with similar content formats, highlighting the potential for Chinese-style digital marketing strategies in the Indonesian market.

The Impact of Chinese Social Media on the Purchasing Intention of Dog Owners in Indonesia

However, there is still limited research to investigate Chinese social media affects consumer behavior in Indonesia's pet industry. Most studies focus on Western platforms and general audiences. This study addresses the gap by examining the marketing factors like Attitude Homophily, Social Attractiveness, Anthropomorphism, and Entertainment Value influence Parasocial Interaction and Purchase Intention among Indonesian dog owners. The research focuses on those exposed to Chinese social media and aims to understand how emotional and psychological elements in marketing shape their buying decisions. Therefore, this study examines the role of parasocial interaction, particularly as a mediator that links attitude homophily, social attractiveness, use of anthropomorphism, and entertainment value to followers' purchase intention.

LITERATURE REVIEW

Social Media

Social media platforms are online tools or websites that enable users to create, share, and exchange content with others in a virtual community or network (Bleire et.al, 2024). These platforms are designed to allow people to interact with each other through various forms of media, such as text, images, videos, and live broadcasts and also serve as a space for individuals, brands, and organizations to connect with a broad audience, build relationships, and engage in discussions (Zimba & Gasparyan, 2021).

Social media enables real-time communication, fostering interaction through comments, likes, shares, and direct messages. It also provides the opportunity for users to create profiles, join groups, and follow others to stay updated on specific topics or interests (Aichner et al., 2021).

In addition to personal use, social media platforms have become essential for businesses, as they offer a valuable channel for marketing and customer engagement. Companies can leverage these platforms to promote products, interact with customers, gather feedback, and conduct market research (Rosario & Dias, 2023). With advanced algorithms and targeted advertising, social media platforms allow businesses to reach specific audiences, track performance, and optimize their marketing strategies. This dynamic digital environment has transformed traditional communication methods, allowing for both individual and professional growth in the online space (Pricopoaia & Susanu, 2022).

The effectiveness of Chinese social media marketing lies in its ability to foster trust, authenticity, and engagement. Unlike traditional advertising, which often feels impersonal, Chinese platforms leverage user-generated content, influencer collaborations, and interactive features to create a more relatable and credible experience (Yang et al., 2020). By incorporating real-life testimonials, product reviews, and behind-the-scenes insights, brands can establish a sense of authenticity that resonates with consumers. This approach not only builds trust but also encourages users to participate in discussions and share their experiences, further amplifying brand reach (Denizci et al., 2016).

One of the most impactful strategies is live-streaming sales, which has revolutionized e-commerce by merging entertainment with real-time purchasing opportunities. Platforms such as Douyin, Rednote, and Taobao Live allow influencers and brand representatives to showcase products in action, answer audience questions instantly, and offer exclusive deals (Liu et al., 2019). This level of interactivity creates a sense of urgency and social proof, making it easier for potential buyers to make informed decisions. For Indonesian pet owners, watching live demonstrations of pet products, such as food, grooming tools, or accessories, can significantly influence their purchase choices as they gain firsthand insights into product quality and effectiveness (Choosawat, P., & Pankham, S., 2023)

Consumer behavior, particularly in the pet care sector, is shown to be significantly influenced by a combination of emotional connection, social proof, and cultural values. Factors such as the strong human-animal bond, increasing awareness of pet well-being, and a rising preference for premium and sustainable pet products are all critical (Madhavan & Kaliyaperumal, 2015; Ramya & Ali, 2016; Qazzafi, S., 2020). Social media platforms offer consumers access to reviews, peer recommendations, and influencer endorsements that shape their purchase behavior across all stages of the decision-making process—from discovery to conversion (Mrisha, S. H., & Xixiang, S., 2024). Emotional and community-driven marketing, reinforced through real-time engagement, makes platforms an indispensable tool in shaping consumer perception and trust (Cheung et al., 2021).

Parasocial interaction and parasocial relationships further deepen the psychological connection between consumers and influencers. While parasocial interaction is a temporary illusion of connection formed during media consumption, parasocial relationships are long-term emotional attachments that develop over repeated exposure to influencers' content (Lou & Kim, 2019). These relationships foster a sense of familiarity and trust, leading followers to internalize influencers' opinions and recommendations as if they came from personal acquaintances. In the context of pet care, this can drive purchase intent by making product endorsements feel more genuine and emotionally resonant. As Zhang et al. (2024) explain, parasocial interactions serve as mediators that enhance the persuasive power of influencer marketing, ultimately shaping how consumers, especially pet owner, make purchase decisions in a social-media-driven landscape.

THEORY AND HYPOTHESIS BACKGROUND

Theory of Anthropomorphism

According to Wan and Chen (2021), anthropomorphism involves giving human traits to non-human entities to fulfill psychological

The Impact of Chinese Social Media on the Purchasing Intention of Dog Owners in Indonesia

needs—such as emotional comfort, self-identity, and control. When these needs are met, individuals develop positive feelings and stronger attachments. However, if these needs are threatened, negative emotional responses can reduce the sense of attachment.

Theory of Persuasion

This study applies the Elaboration Likelihood Model (ELM), which explains persuasion through two routes: central and peripheral (Cacioppo et al., 1986). The peripheral route, common in social media, relies on cues like the influencer's credibility, attractiveness, and relatability. Followers are more influenced by traits such as trustworthiness, perceived expertise, and parasocial connection (Masuda et al., 2022).

Parasocial Interaction

First introduced by Horton and Wohl (2016), parasocial interaction refers to a one-sided emotional connection between audiences and media figures. These interactions can feel real and intimate, often growing into lasting parasocial relationships over time—even though the influencer remains unaware of the follower's existence.

HYPOTHESIS DEVELOPMENT

Attitude Homophily

Attitude homophily refers to the perceived similarity in beliefs and values between an influencer and their followers. When followers feel that the influencer shares their views or experiences, it builds trust and connection, leading to stronger emotional bonds (Zhang et al., 2021). This connection increases the chance of parasocial interaction, as followers feel understood and emotionally engaged (Eyal & Rubin, 2003).

H1: Attitude Homophily positively influences Parasocial Interaction.

Social Attractiveness

Social attractiveness is the likability or charm followers see in influencers. Influencers who seem friendly and relatable can create a sense of closeness, encouraging followers to interact more with their content (Liu et al., 2019). This makes the parasocial bond stronger (Zheng et al., 2020).

H2: Social Attractiveness positively influences Parasocial Interaction

Use of Anthropomorphism

Anthropomorphism means giving human traits to non-human figures, like virtual influencers or mascots. When these characters express emotions or act like humans, people feel more connected and emotionally involved (Maeda & Quan-Haase, 2024). This feeling boosts parasocial interactions and makes the figure seem more real and relatable (Peng et al., 2024).

H3: Use of Anthropomorphism positively influences Parasocial Interaction.

Entertainment Value

Entertainment value is how enjoyable and engaging an influencer's content is. Fun or interesting content increases followers' emotional connection and makes them want to interact more often (Klimmt et al., 2013). The more entertained followers feel, the stronger the parasocial bond becomes (Kawamura et al., 2009).

H4: Entertainment Value positively influences Parasocial Interaction.

Purchase Intention

Purchase intention is the desire to buy something in the future, shaped by product quality, price, and also social or emotional factors (GodZhuang et al., 2021). A strong parasocial bond can increase trust in the influencer, making followers more likely to buy what they promote. When followers feel close to the influencer, they see them as more credible, increasing purchase motivation (Lin et al., 2021; & Kefi, 2020).

H5: Parasocial Interaction positively influences Purchase Intention.

Proposed Conceptual Framework

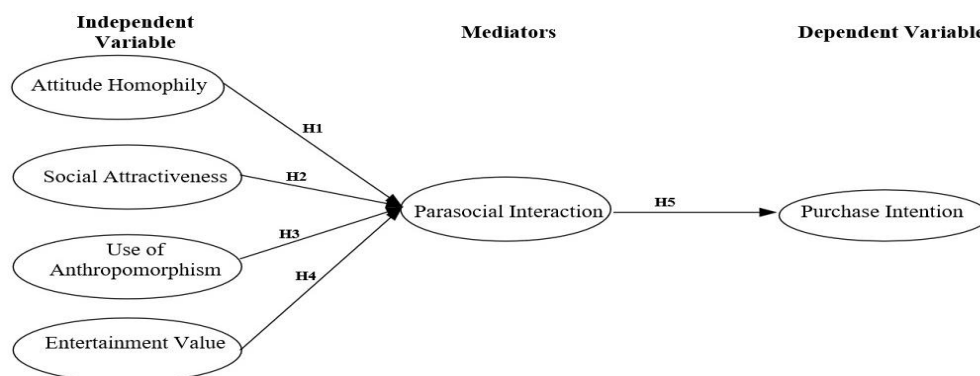


Figure 1. Proposed Conceptual Framework

The Impact of Chinese Social Media on the Purchasing Intention of Dog Owners in Indonesia

The proposed conceptual framework is shown on figure 1. It illustrates the independent variables—*attitude homophily*, *social attractiveness*, the use of *anthropomorphism*, and *entertainment value*—influence parasocial interaction, which in turn affects purchase intention (Godulla, 2022). These factors all contribute to the strength of parasocial interaction, where the audience feels a sense of connection with the influencer. Parasocial interaction serves as a mediator, linking these factors to purchase intention, suggesting that the stronger the parasocial bond, the higher the likelihood that individuals will develop an intention to buy the promoted products or services. This framework emphasizes the role of psychological and social elements in influencing consumer behaviour through media interactions (Hartmann, 2016).

METHODS

Quantitative method was applied to examine Rednote, one of Chinese Social Media marketing, affects the buying behavior of pet owners in Indonesia. The researchers used purposive sampling, which means the survey was only given to people who match the target group. The participants were pet owners resided in Indonesia. The data was collected through an online survey made with Google Forms, and the survey was distributed via social media platforms such as Instagram, WhatsApp, and pet-related online communities. The target population for the survey comprised of Indonesian pet owners aged 18 and above who had shown Rednote in the past three months. A minimum sample size of 100 to 150 respondents was established in accordance with the “ten times rule” for Structural Equation Modeling (SEM), ensuring sufficient data for reliable hypothesis testing and model validation.

The questionnaire was adapted from several established studies and was provided in both English and Bahasa Indonesia to help more people understand and complete it easily. The survey had 15 questions, and all of them used a 4-point Likert scale (from “Strongly Disagree” to “Strongly Agree”). For data analysis, the researcher used several steps. First, a reliability test was done using Cronbach’s Alpha and Composite Reliability to check if the questions were consistent. Then, a validity test was done using Average Variance Extracted (AVE) and Discriminant Validity to check if the questions measured what they were supposed to measure. After that, hypothesis testing was done using Partial Least Square Structural Equation Modeling (PLS-SEM).

In addition to primary data, secondary data sources—including academic journals, marketing reports, and industry statistics—were consulted to provide contextual support and theoretical grounding for the study. These sources helped triangulate findings from the questionnaire and strengthened the reliability and depth of the analysis. The combination of primary and secondary data enables a comprehensive exploration of consumer behaviour in Indonesia’s pet industry within the context of Chinese digital marketing strategies.

RESULT

There were 162 valid respondents gathered from the survey. Most of the participants are about 18 to 24 years old and the occupation are university student

Table 1: Respondents’ Profile

Gender		
	Male	83
	Female	79
Age		
	18-24	134
	25-34	28
Education	High School	91
	Bachelor’s Degree	71
Occupation		
	University Student	106
	Business Owner	56

For the final analysis, a reliability test was conducted using the 162 valid responses. The reliability of each construct was assessed using Cronbach’s Alpha. According to standard reliability benchmarks, a Cronbach’s Alpha value above 0.6 indicates that the measurement items are consistent and reliable.

The Impact of Chinese Social Media on the Purchasing Intention of Dog Owners in Indonesia

Table 2. Reliability Test

Constructs	Cronbach's Alpha
Attitude Homophily	0.830
Social Attractiveness	0.755
Use of Anthropomorphism	0.830
Parasocial Interaction	0.879
Purchase Intention	0.836
Entertainment Value	0.813

Figure 2, the path model illustrated the relationships between the latent constructs and the observed indicators or items that belong to each construct. This structural model includes six latent variables: Attitude Homophily, Social Attractiveness, Use of Anthropomorphism, Entertainment Value, Parasocial Interaction, and Purchase Intention. Each of these constructs is connected to its measurement items, and the strength of their relationships is indicated by the outer loading values displayed on each path. In addition, the path model also clearly distinguishes between independent and dependent variables, showing how the four antecedent variables Attitude Homophily, Social Attractiveness, Use of Anthropomorphism, and Entertainment Value affect the mediating variable, Parasocial Interaction, which in turn influences the dependent variable, Purchase Intention. The arrows between constructs represent the hypothesized relationships tested through the inner model, where standardized path coefficients and p-values are used to assess the significance of each effect. Simultaneously, the outer model shows the validity of the measurement by indicating the loading values of each indicator toward its respective latent variable. This diagram offers a comprehensive visualization of how the theoretical assumptions were empirically tested and supported through structural equation modeling.

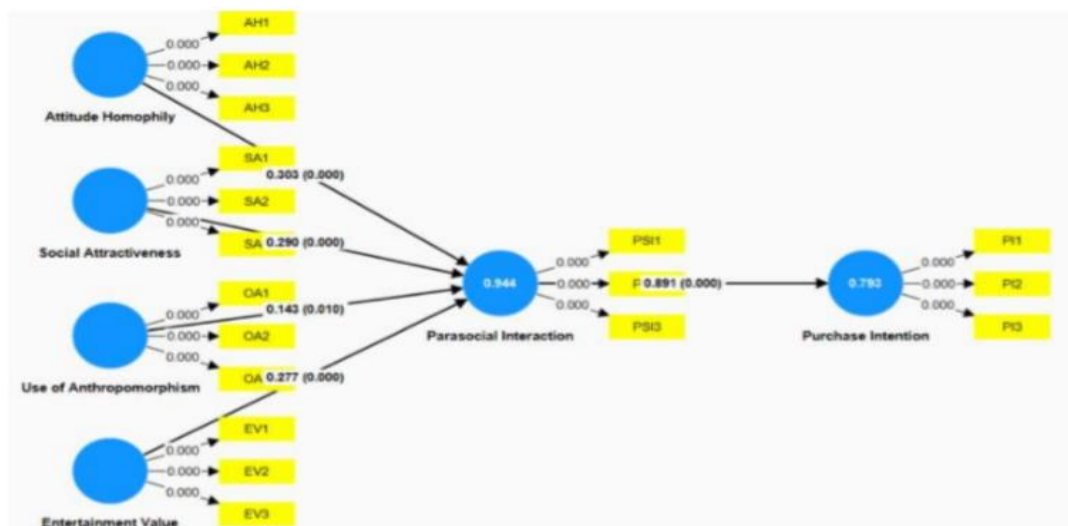


Figure 2. Path Model

Table 3 displayed the results of hypothesis testing through the analysis of path coefficient in the inner model. All relationships in the structural model are statistically significant, as indicated by p-values below 0.05. The strongest relationship is observed between Parasocial Interaction and Purchase Intention, with a path coefficient of 0.891 and a t-statistic of 54.093, indicating a very strong and highly significant effect. Among the predictors of Parasocial Interaction, Attitude Homophily ($\beta = 0.303$, $p = 0.000$), Social Attractiveness ($\beta = 0.290$, $p = 0.000$), and Entertainment Value ($\beta = 0.277$, $p = 0.000$) have moderate and statistically significant positive effects, while Use of Anthropomorphism also contributes significantly but with a smaller effect ($\beta = 0.143$, $p = 0.010$).

Table 3: Path Coefficient

	Original sample (O) – path coefficient	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values
Attitude Homophily -> Parasocial Interaction	0.303	0.305	0.056	5,414	0.000
Entertainment Value -> Parasocial Interaction	0.277	0.274	0.071	3,896	0.000

The Impact of Chinese Social Media on the Purchasing Intention of Dog Owners in Indonesia

Parasocial Interaction					
Parasocial Interaction -> Purchase Intention	0.891	0.891	0.016	54,093	0.000
Social Attractiveness -> Parasocial Interaction	0.290	0.291	0.048	6,098	0.000
Use of Anthropomorphism -> Parasocial Interaction	0.143	0.144	0.061	2,338	0.010

These results support all the hypothesized relationships in the model and confirm that psychological and perceptual factors—such as similarity, likability, and emotional connection—are key determinants in forming parasocial bonds, which in turn strongly drive consumer purchase intention in the context of dog influencers on RedNote.

H1: Attitude Homophily positively influences Parasocial Interaction

This hypothesis is supported, as indicated by a path coefficient of 0.303, a t-statistic of 5.414, and a p-value of 0.000. These results show a significant and positive relationship between attitude homophily and parasocial interaction. It suggests that when audiences perceive influencers as having similar beliefs, attitudes, and values, they are more likely to develop a stronger parasocial bond with them.

H2: Social Attractiveness positively influences Parasocial Interaction

This hypothesis is also supported. The path coefficient is 0.290 with a t-statistic of 6.098 and a p-value of 0.000, indicating a strong and statistically significant relationship. The result implies that influencers who are perceived as socially attractive—likable, friendly, and approachable—are more effective in fostering parasocial interactions with their audience.

H3: Use of Anthropomorphism positively influences Parasocial Interaction

This hypothesis is accepted, though the strength of the relationship is relatively moderate compared to other variables. The coefficient is 0.143, with a t-statistic of 2.338 and a p-value of 0.010, indicating a significant effect. The finding suggests that when influencers or brands use anthropomorphism (e.g., assigning human traits to animals or products), it contributes positively to the formation of parasocial interaction, albeit to a lesser extent.

H4: Entertainment Value positively influences Parasocial Interaction

The analysis confirms that entertainment value has a significant positive influence on parasocial interaction, with a path coefficient of 0.277, t-statistic of 3.896, and p-value of 0.000. This result indicates that engaging, enjoyable, and entertaining content helps in building a stronger one-sided emotional connection between influencers and their followers.

H5: Parasocial Interaction positively influences Purchase Intention

This hypothesis receives the strongest support among all tested paths, with a very high path coefficient of 0.891, an exceptional t-statistic of 54.093, and a p-value of 0.000. This indicates a robust and significant effect, suggesting that the stronger the parasocial interaction an individual feels with an influencer, the higher their intention to purchase products recommended or endorsed by that influencer.

DISCUSSION

Attitude Homophily has a significant and positive effect on Parasocial Interaction. This suggests that when dog owners perceive that the influencer shares similar thoughts, values, or lifestyles, they are more likely to develop a stronger parasocial bond with the influencer. This finding is consistent with earlier studies, such as by Shih et al., (2020), which emphasized the role of attitudinal similarity in enhancing audience–influencer connections. The more similarity audiences perceive, the more they feel understood and emotionally attached to the influencer, even without direct interaction. Social Attractiveness significantly and positively influences Parasocial Interaction. Respondents who perceived the dog influencer as friendly, likable, and socially engaging were more likely to feel emotionally connected. This aligns with the findings of Vu et al., (2025), who suggested that socially attractive communicators foster stronger psychological closeness. In the context of this study, dog influencers perceived as sociable and appealing played a central role in fostering audience loyalty and emotional engagement through parasocial mechanisms. The result reveals that the Use of Anthropomorphism has a significant and positive effect on Parasocial Interaction. This supports the notion that attributing human-like qualities to non-human agents (in this case, dogs) can enhance emotional connections. The current result supports previous research conducted by Epley et al. (2007), which concluded that anthropomorphic cues promote empathy and attachment. In this study, dog influencers that were portrayed or perceived as “human-like” in behavior or appearance strengthened viewers’ sense of closeness and familiarity, thus enhancing parasocial bonds.

The Impact of Chinese Social Media on the Purchasing Intention of Dog Owners in Indonesia

According to the findings, Entertainment Value has a significant and positive influence on Parasocial Interaction. When content involving the dog influencer was perceived as entertaining, enjoyable, or amusing, it increased the likelihood of forming a parasocial connection. This supports Sokolova and Perez (2021), who found that entertaining content drives audience engagement and emotional investment. The more enjoyable the content is, the more emotionally involved the audience becomes, even in the absence of real interaction with the influencer. Parasocial Interaction has a very strong and positive effect on Purchase Intention. This implies that the emotional connection and symbolic relationship built between the audience and the dog influencer play a key role in shaping the audience's intention to purchase dog-related products. The result aligns with the study by Frederick et al. (2012), which stated that parasocial relationships can influence consumer behavior, including product endorsement outcomes. The stronger the parasocial bond, the higher the likelihood that followers will act on the influencer's recommendations and proceed to make a purchase.

LIMITATIONS AND RECOMMENDATIONS

Although this study has provided important insights into the role of parasocial interaction and its antecedents in influencing purchase intention, several limitations should be acknowledged. First, the study used a non-probability sampling method and was limited to respondents who were already familiar with Rednote and owned a dog. This restriction may limit the generalizability of the findings to broader populations who consume pet-related content on other platforms or who do not currently own pets but are prospective consumers. Second, the measurement of purchase intention relied solely on self-reported data through structured questionnaires, which may be subject to social desirability bias and may not fully reflect actual purchase behavior. Future research could incorporate behavioral tracking or purchase records to validate the results. Third, while this study focused on five main constructs (attitude homophily, social attractiveness, anthropomorphism, entertainment value, and parasocial interaction), there are potentially other relevant variables that could influence purchase decisions—such as perceived credibility of the influencer, product quality, or cultural factors—which were not examined.

For future research, it is recommended to explore longitudinal or experimental designs to assess the development of parasocial interaction over time and its direct impact on consumer behavior. Expanding the study to different social media platforms and including more diverse demographic backgrounds would enhance the external validity of the model. It is also suggested that future studies investigate the moderating effects of variables such as trust, platform engagement, or user motivation to deepen the understanding of how parasocial bonds translate into consumer actions.

CONCLUSION

This research contributes to the growing body of literature on consumer behavior and parasocial interaction by providing empirical evidence of how social and emotional cues—such as perceived similarity, attractiveness, human-like traits, and entertainment value—can shape one-sided relationships with influencers and ultimately influence purchase intentions. Using SmartPLS and a sample of 150 dog-owning users familiar with Rednote, the study confirms that all proposed hypotheses were supported, indicating significant positive effects among the variables tested. In particular, attitude homophily, social attractiveness, entertainment value, and the use of anthropomorphism were found to significantly increase parasocial interaction. In turn, parasocial interaction strongly influenced respondents' intention to purchase dog-related fashion products promoted by the influencer. These findings demonstrate that emotional and symbolic engagement can be powerful drivers of consumer behavior, even in the absence of real interpersonal communication.

In conclusion, this study highlights the importance of designing emotionally resonant content and influencer strategies that foster parasocial bonds. For marketers, the implication is clear that success in digital promotion increasingly depends on the ability to simulate real relationships and humanized connections. As the digital landscape continues to evolve, brands that effectively integrate social psychology and media dynamics will be better positioned to capture and convert audience attention into purchasing decisions.

Funding Statement

The authors received no financial support for the research, authorship, or publication of this article.

REFERENCES

- 1) Aichner, T., Grünfelder, M., Maurer, O., & Jegeni, D. (2021). *Twenty-Five Years of Social Media: A Review of Social Media Applications and Definitions from 1994 to 2019*. **Cyberpsychology, Behavior, and Social Networking**, 24(4), 215–222.
- 2) Bleier, A., Fossen, B. L., & Shapira, M. (2024). On the role of social media platforms in the creator economy. *International Journal of Research in Marketing*, 41(3), 411–426. DOI: 10.1016/j.ijresmar.2024.06.006
- 3) Cacioppo, J., Petty, R.E., Joh Chuan Feng Kao, J.C.F, and Rodriguez, R. (1986). Central and Peripheral Routes to Persuasion: An Individual Difference Perspective *Journal of Personality and Social Psychology* 1986, Vol. 51. No. 5. 1032-1043
- 4) Choosawat, P., & Pankham, S. (2023). *Causal Factors Influencing Purchase Intention Pet Products on Shopee Application of Consumer in Thailand*. **Journal of Multidisciplinary in Humanities and Social Sciences**, 1783–1800.

The Impact of Chinese Social Media on the Purchasing Intention of Dog Owners in Indonesia

- 5) Cheung, M. L., Pires, G. D., Rosenberger III, P. J., & De Oliveira, M. J. (2021). Driving Cobras: The Power Of Social Media Marketing. *Marketing Intelligence & Planning*, 39(3), 361-376. <https://www.emerald.com/insight/content/doi/10.1108/mip-11-2019-0583/full/html>
- 6) Denizci Guillet, B., Kucukusta, D., & Liu, L. (2016). An Examination Of Social Media Marketing In China: How Do The Top 133 Hotel Brands Perform On The Top Four Chinese Social Media Sites?. *Journal Of Travel & Tourism Marketing*, 33(6), 783-805. <https://doi.org/10.1080/10548408.2015.1064337>
- 7) Epley, N., Waytz, A., & Cacioppo, J. T. (2007). On seeing human: a three-factor theory of anthropomorphism. *Psychological review*, 114(4), 864. <https://citeseerx.ist.psu.edu/document?repid=rep1&type=pdf&doi=0357ab466dea735b27119518fb0229ddeef78b09>
- 8) Eyal, K., & Rubin, A. M. (2003). Viewer aggression and homophily, identification, and parasocial relationships with television characters. *Journal of Broadcasting & Electronic Media*, 47(1), 77-98. https://doi.org/10.1207/s15506878jobem4701_5
- 9) Frederick, E. L., Lim, C. H., Clavio, G., & Walsh, P. (2012). Why we follow: An examination of parasocial interaction and fan motivations for following athlete archetypes on Twitter. *International journal of sport communication*, 5(4), 481-502. https://www.academia.edu/download/31108591/2012_Frederick_Lim_Clavio_Walsh.pdf
- 10) Haenlein, M & Kaplan, A. (2021). "Artificial intelligence and robotics: Shaking up the business world and society at large," *Journal of Business Research*, Elsevier, vol. 124(C), pages 405-407. DOI: 10.1016/j.jbusres.2020.10.042
- 11) Hartmann, T. (2016). Parasocial interaction, parasocial relationships, and well-being. In *The Routledge handbook of media use and well-being* (pp. 131-144). Routledge. <https://www.taylorfrancis.com/chapters/edit/10.4324/9781315714752-12/parasocial-interaction-parasocial-relationships-well-being-tilo-hartmann>
- 12) Horton, D and Wohl, R.R (2016). Mass Communication and Para-Social Interaction Observations on Intimacy at a Distance, 215 -229 doi.org/10.1080/00332747.1956.11023049
- 13) Kawamura, Y., Ivankova, N. V., Kohler, C. L., & Perumean-Chaney, S. (2009). Utilizing mixed methods to assess parasocial interaction of an entertainment–education program audience. *International Journal of Multiple Research Approaches*, 3(1), 88-104. <https://doi.org/10.5172/mra.455.3.1.88>
- 14) Klimmt, C., Hartmann, T., & Schramm, H. (2013). Parasocial interactions and relationships. In *Psychology of entertainment* (pp. 291-313). Routledge. <https://www.taylorfrancis.com/chapters/edit/10.4324/9780203873694-19/parasocial-interactions-relationships-christoph-klimmt-tilo-hartmann-holger-schramm>
- 15) Li, F., Larimo, J., & Leonidou, L. C. (2021). Social media marketing strategy: Definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science*, 49, 51–70. DOI: 10.1007/s11747-020-00733-3
- 16) Liu, M. T., Liu, Y., & Zhang, L. L. (2019). Vlog and brand evaluations: the influence of parasocial interaction. *Asia Pacific Journal of Marketing and Logistics*, 31(2), 419-436.
- 17) Liu, Y., Chang, X., Yang, S., Li, Z., & Wu, Y. (2024). “*Pets make you spend more!*” *Impact of pet ownership on consumer purchase decisions*. **Journal of Business Research**, 183, 114838. DOI: 10.1016/j.jbusres.2024.114838
- 18) Lou, C., & Kim, H. K. (2019). Fancying the new rich and famous? Explicating the roles of influencer content, credibility, and parental mediation in adolescents’ parasocial relationship, materialism, and purchase intentions. *Frontiers in psychology*, 10, 2567. <https://doi.org/10.3389/fpsyg.2019.02567>
- 19) Madhavan, M., & Kaliyaperumal, C. (2015). Consumer buying behavior-an overview of theory and models. *St. Theresa Journal of Humanities and Social Sciences*, 1(1), 74-112.
- 20) Maeda, T., & Quan-Haase, A. (2024). When human-AI interactions become parasocial: Agency and anthropomorphism in affective design. In *Proceedings of the 2024 ACM Conference on Fairness, Accountability, and Transparency* (pp. 1068-1077). <https://doi.org/10.1145/3630106.3658956>
- 21) Masuda, H., Han, S. H., & Lee, J. (2022). Impacts of influencer attributes on purchase intentions in social media influencer marketing: Mediating roles of characterizations. *Technological Forecasting and Social Change*, 174, 121246. <https://doi.org/10.1016/j.techfore.2021.121246>
- 22) Mrisha, S. H., & Xixiang, S. (2024). *The power of influence: How social media influencers are shaping consumer decision making in the digital age*. **Journal of Consumer Behaviour**, 23(4), 1844–1853. DOI: 10.1002/cb.2308 <https://www.emerald.com/insight/content/doi/10.1108/apjml-01-2018-0021/full/html>
- 23) Peng, C., Zhang, S., Wen, F., & Liu, K. (2024). How loneliness leads to the conversational AI usage intention: The roles of anthropomorphic interface, para-social interaction. *Current Psychology*, 1-13. <https://link.springer.com/article/10.1007/s12144-024-06809-5>
- 24) Pricopoaia, O., & Susanu, I. (2022). The impact of using social media platforms in business promotion. In *Proceedings of the International Management Conference, Bucharest, Romania* (pp. 3-4). DOI: 10.24818/IMC/2021/05.10

The Impact of Chinese Social Media on the Purchasing Intention of Dog Owners in Indonesia

- 25) Qazzafi, S. (2020). Factor affecting consumer buying behavior: A conceptual study. *International Journal for Scientific Research & Development*, 8(2), 1205-1208. https://www.researchgate.net/profile/Sheikh-Qazzafi/publication/341407314_Factor_Affecting_Consumer_Buying_Behavior_A_Conceptual_Study/links/5ebe91ff458515626ca881dc/Factor-Affecting-Consumer-Buying-Behavior-A-Conceptual-Study.pdf
- 26) Ramya, N. A. S. A. M., & Ali, S. M. (2016). Factors Affecting Consumer Buying Behavior. *International Journal Of Applied Research*, 2(10), 76-80. https://www.researchgate.net/profile/Ramya-N/publication/316429866_Factors_affecting_consumer_buying_behavior/links/58fd7b5e0f7e9ba3ba55f83c/Factors-affecting-consumer-buying-behavior.pdf
- 27) Sharma, M., & Rahman, Z. (2022). Anthropomorphic brand management: An integrated review and research agenda. *Journal of Business Research*, 149, 463-475. <https://doi.org/10.1016/j.jbusres.2022.05.039>
- 28) Shih, Y. A., Chang, B., & Chin, J. Y. (2020). Data-driven student homophily pattern analysis of online discussion in a social network learning environment. *Journal of Computers in Education*, 7(3), 373-394. <https://link.springer.com/article/10.1007/s40692-020-00160-x>
- 29) Sokolova, K., & Perez, C. (2021). You follow fitness influencers on YouTube. But do you actually exercise? How parasocial relationships, and watching fitness influencers, relate to intentions to exercise. *Journal of retailing and consumer services*, 58, 10.1016/j.jretconser.2020.102276
- 30) Sokolova, K and Kefi, H.(2020) Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services* (53), 10.1016/j.jretconser.2019.01.011
- 31) Song, H. G., Kim, Y. S., & Hwang, E. (2023). How attitude and para-social interaction influence purchase intentions of Mukbang users: A mixed-method study. *Behavioral Sciences*, 13(3), 214. <https://doi.org/10.3390/bs13030214>
- 32) Su, B. C., Wu, L. W., Chang, Y. Y. C., & Hong, R. H. (2021). Influencers on social media as references: Understanding the importance of parasocial relationships. *Sustainability*, 13(19), 10919. <https://doi.org/10.3390/su131910919>
- 33) Van Dijck, J., & Poell, T. (2018). Social media platforms and education. *The SAGE handbook of social media*, 579-591. <https://www.torrossa.com/en/resources/an/5018793#page=602>
- 34) Vu, V. C., Wang, S., Keating, B. W., & Chen, E. Y. I. (2025). “Increasing Social Media Stickiness Through Parasocial Interaction and Influencer Source Credibility.” *Australasian Marketing Journal*, 33(4) 352–370. <https://doi.org/10.1177/14413582241306130>
- 35) Wan, E. W., & Chen, R. P. (2021). Anthropomorphism and object attachment. *Current Opinion in Psychology*, 39, 88-93. <https://doi.org/10.1016/j.copsyc.2020.08.009>
- 36) Xua, Y., Abeelea, M.V., Houb, M., Anthounis, M (2023) Do parasocial relationships with micro- and mainstream celebrities differ? An empirical study testing four attributes of the parasocial relationship. *CELEBRITY STUDIES* (14) 3, 366–386 <https://doi.org/10.1080/19392397.2021.2006730>
- 37) Yang, Y., Liu, Y., Lv, X., Ai, J., & Li, Y. (2022). Anthropomorphism and customers’ willingness to use artificial intelligence service agents. *Journal of Hospitality Marketing & Management*, 31(1), 1-23. <https://doi.org/10.1080/19368623.2021.1926037>
- 38) Zimba , O. & Gasparyan, A. (2021). Social media platforms: a primer for researchers, *Rheumatologia* 2021;59(2):68-72 , DOI: <https://doi.org/10.5114/reum.2021.102707>
- 39) Zheng, X., Men, J., Xiang, L., & Yang, F. (2020). Role of technology attraction and parasocial interaction in social shopping websites. *International Journal of Information Management*, 51, 102043. <https://doi.org/10.1016/j.ijinfomgt.2019.102043>
- 40) Zhang, K., Zhang, M., & Li, C. (2021). Effects of celebrity characteristics perceived homophily, and reverence on consumer-celebrity para-social interaction and brand attitude. *Frontiers in Psychology*, 12, 711454. <https://doi.org/10.3389/fpsyg.2021.711454>
- 41) Zhang, X., He, Y., Yang, S., & Wang, D. (2024). Human Preferences for Dogs and Cats in China: The Current Situation and Influencing Factors of Watching Online Videos and Pet Ownership. *Animals*, 14(23), 3458. <https://doi.org/10.3390/ani14233458>



There is an Open Access article, distributed under the term of the Creative Commons Attribution – Non-Commercial 4.0 International (CC BY-NC 4.0) (<https://creativecommons.org/licenses/by-nc/4.0/>), which permits remixing, adapting and building upon the work for non-commercial use, provided the original work is properly cited.