

Research on the Influencing Mechanism of Parasocial Relationships in Vlog Context

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Introduction

In 2018, Vlog (video blog), as an “Exotic productst”, aroused strong response and expanded rapidly in the domestic short video field. More and more users are publishing works on the platform, and user-generated content is becoming mainstream on the short video platform. Most users will form a one-way interpersonal interaction with Vloggers and form a virtual interpersonal relationship with them.

Research Questions

How parasocial relationship plays a marketing role in short video situations has become a focus of attention in the marketing industry. Therefore, this study will explore the antecedents and consequences of parasocial relationship in the Vlog context.

Methodologies

- 1) Literature research method
- 2) Questionnaire survey method
- 3) Statistical analysis method

Tables (1)

Table 1. Reliability and validity test

Variable	C.R	AVE	Cronbach's α
perceived similarity	0.808	0.513	.804
self-disclosure	0.769	0.529	.764
parasocial relationship	0.872	0.578	.868
social presence	0.865	0.563	.863
customer engagement	0.876	0.640	.872
ambivalent attachment	0.808	0.517	.804

Tables (2)

Table 2. Model standardized coefficients and significance

	path	Estimate	S.E.	C.R.	P.	result
parasocial relationship	<---> perceived similarity	.268 _c	.137 _c	1.959 _c	.049 _c	support
parasocial relationship	<---> self-disclosure	.339 _c	.095 _c	3.582 _c	*** _c	support
customer engagement	<---> parasocial relationship	.536 _c	.121 _c	4.416 _c	*** _c	support

Note: *P<0.05, **P<0.01, ***P<0.001

Conclusion

This study uses perceived similarity and self-disclosure as the independent variables, parasocial relationship as the mediating variable, customer engagement as the dependent variable, and anxiety-ambivalent attachment as the moderating variable. Through empirical analysis, the results show that the scale has good reliability and validity, the model has good fitting degree, and it verifies that there is a good logical relationship between the variables. At the same time, an empirical analysis was conducted on the 7 hypotheses proposed by the theoretical model. A total of 6 of them were established and 1 was not established.