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**The Effect of Disclosure Styles on Purchase Intention: Mediating Role of
Parasocial Relationship**



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Abstract

As the digital age grows, influencer marketing has amassed a growing market around the world. Hence, it is necessary to understand how disclosure styles can be used by influencers to promote products and services. This research aims to study the impact of these disclosure styles (intimate self-disclosure, self-disclosure, and non-disclosure) on the purchase intentions of consumers. Along with this, the aim was to also study the role of parasocial relationships as a mediating variable between the two variables.

In order to successfully carry out the research, a cross-sectional questionnaire was made and distributed to 385 people in the cities of Islamabad and Rawalpindi. The questionnaire was made using an experimental method and showcased posts from a beauty and fashion influencer on Instagram. The posts were similar in nature but different in disclosure styles and this was kept as a secret from the respondents to ensure fair answers. Further, the data was analyzed using IBM SPSS Version 25 and Process Macro Version 4.2.

The results aligned with the social penetration theory indicating that the intimate disclosure style strengthens interpersonal relationships between the influencer and the followers. The study also delved into finding if parasocial relationships mediate and foster a link between disclosure styles and purchase intentions. And, the result showed that there was partial mediation between the disclosure styles and purchase intentions.

Given how much the youth consumes social media nowadays, brands can surely benefit from this study by building marketing partnerships with social media influencers. Influencers can especially seek leverage from this study by understanding the impact that intimate self-disclosure has on their following and reach. This ultimately influences customer purchase intentions as influencers will know better ways to build strong relationships with their followers.

Furthermore, future studies in the same field could broaden the horizons of the study and move the research to a national or international level. Also, the impact of disclosure styles can be studied on other industries and this can give marketers a closer look into how these variables behave with one another.

All in all, this study is the perfect foundation for the field of influencer marketing and how beneficial it can truly be to stakeholders.

Keywords: *Intimate Self-Disclosure, Self-Disclosure, Non-Disclosure, Parasocial Relationships, Purchase Intentions.*

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The process of curating this research paper has been a long one. It has been enjoyable and stressful in equal parts and it allowed me to dive deep into the field of 'influencer marketing' which has fascinated me for as long as I can remember. Whilst it did bring its challenges, it also allowed me to venture into a new realm of learning.

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Dedication

Dedicated to the memory of my late father, Dr. Muhammad Zia-ul-Hassan, whose prayers, love, and hard work shaped the person I am today. In grateful remembrance, this work pays tribute to his enduring influence. I also dedicate this to my beloved uncle, Abdur Rehman Khawaja, whose invaluable advice in both life and academics played a pivotal role in shaping my journey. Their prayers, sacrifices, and wisdom have left an indelible mark on my heart and intellect.

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Chapter 1: Introduction

1.1 Background and Purpose of the Study

The digital age of social media has taken the world by storm in the area of marketing and brand promotion. In fact, it has completely changed the marketing game and transformed the way we communicate, perceive, and influence others ([Jacobson et al., 2020](#)). Due to the growth in the reach of social media, a lot of celebrities have also hopped on the bandwagon over the years. The rise of celebrities and influencers on social media has led to a shift and increase in endorsements online ([Ki et al., 2020](#)).

According to McCracken ([1989](#)), a social media endorser/influencer is a person who is known and recognized by the masses and uses his/her fame and platform to promote a consumer good. Hence, the influence that such an endorser has on a customer's purchase intentions is massive.

Due to the constant engagement with their audience and followers, these social media endorsers are able to build a connection with them. As a result, this fosters a relationship between them where the audience begins to trust the influencer and this relationship becomes the promotional channel during endorsements. An influencer's reputation reflects onto the brand and as a result, the target audience, mainly followers are more keen on purchasing an endorsed product ([Atkin & Block, 1983](#)). Hence, companies resort heavily to social media endorsements nowadays to market their products as they believe this will lead to a higher outreach ([Costanzo & Goodnight, 2006](#)).

Moreover, a major factor in the development of these endorser-customer relationships is the self-disclosure that the social media endorsers display.

Self-disclosure primarily constitutes of how much of an individual's private life is being shared online with his/her audience. This can include sharing thoughts, opinions, suggestions, and feelings as well as sharing home life. Studies have shown that influencers often exhibit higher self-disclosure in an attempt to build a bond and level of trust with their followers as well as seem relatable ([Duffy & Hund, 2019](#)). They engage in increased self-disclosure, aiming to establish a connection and foster trust with their audience ([Hund & McGuigan, 2019](#)). This in turn enhances their relatability ([Hund & McGuigan, 2019](#)). Thus, self-disclosure plays a crucial role in establishing a stronger connection with the audience, facilitating a more meaningful engagement ([Hopkins, 2019](#)). As a result, this has become a key factor in establishing a relationship with the audience ([Raun, 2018](#)).

Additionally, since influencers reveal so much of their private life online and openly share their thoughts, opinions, and feelings, the bond created between them and their followers is quite intimate. This is known as a parasocial relationship. A parasocial relationship is one in which the follower feels as if they know the influencer personally ([Leite & Baptista, 2022](#)). Hence, this can have a strong impact on the purchase intentions of the customer.

Keeping in mind all the variables discussed above, the primary goal of this study is to examine and compare the effect of different disclosures such as intimate self-disclosure, self-disclosure, and non-disclosure on the purchase intentions of customers in the beauty and fashion industry. The industry is fast growing and hence, it is very prompt in getting social media endorsers and

influencers to endorse and market their products. As a result, it is the perfect industry to study when trying to assess the impact that disclosure styles have on the purchase intentions of the masses. Digital avenues like Facebook, Instagram, and TikTok are especially effective in reaching larger numbers of people rapidly and this can help brands promote their goods and boost sales ([Jiménez-Castillo & Sánchez-Fernández, 2019](#)).

The target audience for this dissertation spans from 18 to 35, with a specific emphasis on Millennials and Gen Z. Despite the fact that even older generations are increasingly using social media due to technological advancements, this demographic, particularly those aged 18-24, demonstrates a significant presence on these platforms. According to Barnhart ([2023](#)), the largest age group on social media comprises individuals between 18 and 24, constituting 30.8% of the user base. Additionally, the gender distribution among users is approximately 48.2% female and 51.8% male. This generation not only immerses itself in social media but also exhibits a profound engagement with online influencers. For this study, it is vital that the candidates not only use social media but also follow influencers frequently.

Moreover, for the purpose of the research, we surveyed 385 respondents on Qualtrics. Once the survey was completed, we used IBM Statistical Package for the Social Sciences (SPSS Version 25) and PROCESS Macro (Version 4.2) to run the analysis. We obtained the findings by first examining the demographics of varying responses in our data. Next, we checked the reliability scale to make sure it worked for what it has been intended to measure.

We then ran tests to see if our manipulation test for the study was successful. This step had great significance to ensure that the results of the analysis could be trusted. Finally, we explored the mediating role of parasocial relationships to understand whether having a personal connection with the influencer impacts the purchase intentions.

1.2 Problem Statement

The increase in social media content creators in recent times is insurmountable, as a result of the surge in the digital age. Influencers now actively promote products on social media platforms too but due to their large volume, it is beginning to seem like a threat. In order to stand out amidst the competition, influencers try to differentiate themselves from other influencers by building a loyal bond with their followers and promoting positive purchase intentions. To investigate this avenue properly, types of disclosure styles must be understood. This includes intimate self-disclosure, self-disclosure, and non-disclosure. It is via these styles that influencers are able to connect with audiences which eventually leads to them having power to influence purchase intentions.

1.3 Research Gap

Whilst there are studies already present that discuss the relationship between disclosure styles such as the influence of self-disclosure micro-celebrity endorsement on subsequent brand attachment ([Chen et al., 2023](#)), the effects of social media influencers' self-disclosure on behavioral intentions ([Leite & Baptista, 2022](#)) and the impact of macro and micro social media influencers' disclosure ([Kay et al., 2020](#)), there is a research gap. This gap is quite significant and it is specifically related to finding out the impact of 'intimate self-disclosure' on purchase intentions, along with other disclosure styles.

Self-disclosure and non-disclosure have numerous pieces of work to their name but when it comes to intimate self-disclosure, research is scarce that highlight its effects on purchase intentions ([Chung & Cho, 2017](#); [Kim & Kim, 2020](#)).

In our opinion, it is key that this research gap be filled and attended to as a very vital element of an influencer's communication style is being overlooked. It is extremely crucial to understand that intimate self-disclosure creates an emotional connection between the influencer and his/her followers and as a result, this has the potential to deeply influence purchase intentions. By analyzing parasocial relationships, the study will be able to provide a more in depth and rounded approach to influencer-customer relationships and fill the research gap.

1.4 Research Objectives

The aim of this study is:

- To study the impact and degree of influence that different disclosure styles (intimate self-disclosure, self-disclosure and non-disclosure) have on the purchase intention of customers.
- To examine the impact of different disclosure styles (intimate self-disclosure, self-disclosure and non-disclosure) have on the parasocial relationship.
- To investigate the impact of parasocial relationships as a mediator between disclosure styles and purchase intentions.

1.5 Research Questions

- Is there an effect of different styles of disclosure (intimate self-disclosure, self-disclosure, and non-disclosure) on consumers' purchase intentions?
- Is there an effect of different styles of disclosure (intimate self-disclosure, self-disclosure, and non-disclosure) on parasocial relationship?
- Is there a mediating relationship of parasocial relationship between different disclosure styles and purchase intentions?

1.6 Significance of the Study

This study holds significance for various individuals and groups.

It holds significance for other researchers and academic professionals as it discusses various disclosure styles in relation to para-social relationships and consumer purchase intentions. All the findings and analysis may prove to be useful to future researchers. The research will significantly contribute to the communication theories, particularly in the context of influencer marketing.

Additionally, marketing manager and social media managers are always on the lookout for new strategies and ways to improve. With the help of this research, they may be able to get useful insights on how disclosure styles impact purchase intentions in the beauty and fashion industry. As a result, they can better position their products and improve their social media endorsements and promotional strategies. By making more informed marketing decisions, brands and marketing managers can get the most out of influencer marketing.

Advertising agencies can also benefit greatly from this study. By using the research's findings, they can come up with better advertisements peddled by the impact of influencer marketing and intimate self-disclosure. The bond that an influencer is able to build with his/her audience goes way beyond a scripted commercial and hence, it is more influential and impactful. The agencies can definitely benefit from the birth of parasocial relationships.

Lastly, this study also holds immense importance for influencers and social media content creators. By understanding the principles of disclosure styles and the many ways in which they can differentiate themselves from their fellow influencers, they can rise above and progress their career.

Simply put, this study significantly contributes to the field on digital marketing particularly influencer marketing and social media marketing.

1.7 Definitions

Intimate self-disclosure: Sharing and disclosing personal information about oneself online. This information can range from relationships, family, emotions, feelings, and other personal topics. Additionally, placing products as part of your daily life and displaying them as part of it.

Self-Disclosure: Revealing any sort of paid or sponsored content and partnerships online. Being transparent when products or services are being promoted.

Non-Disclosure: Not informing followers about their ties with a brand or product at all and keeping them in the dark.

Parasocial Relationship: A one-sided relationship where one party, the follower, forms an emotional connection whereas the other party, the social media influencer, has no idea.

Chapter 2: Literature Review

This chapter discusses various studies conducted by researchers in the past about influencer marketing, disclosure styles, and more. The primary focus of the literature review will be to study the effect that the different styles of disclosures (independent variable) have on purchase intention (dependent variable) whilst also keeping parasocial relationships (mediating variable) in mind.

By studying what other studies and research papers have to say about these same variables and their relationship, a more in-depth and well-rounded understanding can be reached.

2.1 Influencer Marketing

In this growing digital era, consumer engagement in marketing has undergone a transformative shift. This shift is propelled by the evolution of interactive features on social media platforms ([Koay et al., 2023](#)). However, this would have been possible without influential individuals leveraging social media as a versatile platform to connect with their followers ([Bastrygina & Lim, 2023](#)). The use of influencers and social media celebrities to market products is fast growing. Hence, it is the best way to utilize and optimize advertising potential ([Janssen et al., 2022](#)). Positioned as contemporary opinion leaders, influencers navigate a distinctive role, acting as intermediaries between customers and brands ([Belanche et al., 2021](#)).

Influencer marketing can be defined as a brand partnering with certain individuals (social media influencers) to market products and services via their social media to their audience ([Brown et al., 2008](#)). Woods ([2016](#)) further adds that influencer marketing is primarily done through word of mouth. Audience members take the word of the influencers they follow at face value. Furthermore, with the growing use and demand of social media platforms such as Instagram, Facebook, TikTok, and more, influencer marketing has turned into the most efficient and effective way for a brand to reach its customers. It has turned into a multi-billion-dollar industry and one that every brand wants to make full use of in their marketing schemes ([Karagür et al., 2019](#)).

Subsequently, customers try to seek out product information on social media by searching for what their favorite influencer has said about it ([De Veirman et al., 2017](#)). Woods ([2016](#)) has a slightly different claim. He states that consumers are likely to be more inclined towards a recommendation that comes from a friend or family member as opposed to a social media endorsement. Whitley ([2014](#)) also claims that 92 percent of people trust recommendations coming from their friends.

However, in recent times, influencer marketing has become much more intelligent. With the help of data analytics and trends, brands are able to seek out which influencer is the ideal fit for their brand and target consumers ([Karagür et al., 2019](#)). As a result, influencer marketing has become much more efficient as companies are targeting the right people.

Furthermore, using influencer marketing can also prove to be a great way of reducing marketing costs as fewer resources are required to reach an audience ([Childers et al., 2019](#)). Additionally, consumers also see influencer marketing as more authentic, personal, and trustworthy ([Forbes, 2019](#); [Odell, 2016](#)). The perception of a brand-controlled advertisement diminishes via influencer marketing.

On the downside, though, the concept of influencer marketing does raise certain questions. According to Woods (2016), one major question or ethical implication could be that the influencer does not personally use or like the product but is just promoting it because he/she is being paid to do so. Hence, this can result in the endorsement or promotion seeming unauthentic. Instead of it coming from the heart, it is coming from a place of obligation because the influencer is being told to do so.

2.2 Influencers' Disclosure

Altman and Taylor (1973) describe self-disclosure as the act of voluntarily disclosing oneself. This includes sharing feelings, ideas, thoughts, opinions, and more with someone else. The 'social penetration theory' is also based on this concept as it suggests that it is by revealing oneself that one can develop a relationship or bond. Moreover, for a relationship to grow and become more meaningful than superficial, it is important that individuals are willing to open up (Derlega et al., 2008). The more information one reveals about themselves, the deeper the relationship will be (Altman & Taylor, 1973).

Naturally, individuals display a wide range of disclosure behaviors and patterns by expressing private information about themselves to people they feel comfortable with (Kim & Song, 2016). Now with the growing trend of influencers, they put majority of their personal lives online. They share the intricacies of their day with their 'online family' (Marshall, 2010).

The degree to which an influencer reveals personal information to their followers directly correlates with their perceived relatability (Koay et al., 2023). Thus, the extent of disclosure by these influencers holds significant importance in shaping the authenticity and connection established with their audience.

Since disclosure is part and parcel of an influencer's life, they do not shy away from sharing their personal lives online. However, it can be said that some social media influencers are more comfortable with sharing more of their personal lives online than others in an attempt to promote their work (Hopper, 2020). At times, the more you share, the more following you gain. As a result of this, your career also benefits and profits are higher. One prime example of this is Huda Kattan, beauty influencer and owner of Huda Beauty, who charges approximately \$91, 800 per Instagram post (Hopper, 2020).

2.21 Intimate Self-Disclosure

Intimate self-disclosure is still not widely researched on and there is a scarcity of studies available that highlight its effects on purchase intentions (Chung & Cho, 2017; Kim & Kim, 2020).

Intimate self-disclosure is defined as the intimacy attached to the disclosure about one's life (Kim & Song, 2016; Taylor, 1968). Influencers also share details about deeply personal aspects of their life such as their family, friends, house, pets, and more online (Laurenceau et al., 1998).

All this personal information is revealed intentionally and consensually, not randomly. The reason for this being a well-thought-out disclosure is that influencers know that whatever they put out there will influence their followers and by revealing such things, they are able to create an image where they seem relatable, approachable, and like a friend (Hosek & Presley, 2018). Hence,

intimate self-disclosure is able to create a connection and closeness between the influencer and followers ([Utz, 2015](#)).

As a result of this connection, whatever the influencer is endorsing is seen in a positive light by his/her followers. All the endorsements start to seem like they are recommendations coming from a friend or family member, as opposed to an influencer ([Lin & Utz, 2017](#); [Kim & Kim, 2020](#)). This is due to the fact that these influencers are openly displaying their feelings, judgments, and suggestions ([Mitchell et al., 2008](#)).

This friendly and family-like atmosphere is created due to intimate self-disclosure which is widely used by social media endorsers to influence their audience ([Leite & Baptista, 2022](#)).

2.22 Self-Disclosure

As the trend of social media usage increases, so does the trend of influencer marketing. Social media influencers are individuals who build an online presence and gain a following by publishing content based on their area of expertise such as fashion, lifestyle, cooking, music and more ([Lou & Yuan, 2019](#)).

These social media influencers create content daily and post it on their social media platforms in the form of pictures, videos, reels, stories and more ([Freberg et al., 2011](#)). People who are interested in that particular individual's field of work follow their content as a result.

Due to the immense reach that social media has nowadays, good brand endorsements are mutually beneficial to both the company and the influencer. It is a win-win situation for both as being linked to a good brand means more reach for the influencer and being linked to a famous influencer means more reach for the brand. Aspiring influencers may even endorse products for free and some may even go the extra mile to make content look like it is sponsored in an attempt to attract more brands ([Duffy, 2017](#); [Lorenz, 2018](#)).

Often times, when a brand approaches an influencer for an endorsement, the brand has already established itself in the market. Hence, when the influencer promotes the brand, it has already gained a name for itself in the market and consumers are more inclined to believe what the influencer is saying ([Saima & Khan, 2020](#)).

Now this is where self-disclosure plays its role. It is basically sharing your thoughts and feelings with others ([Cozby, 1973](#)). By letting the consumers know that a piece of content or suggestion is in fact sponsored, self-disclosure can also impact the attention that comes from customers ([Boerman & Van Reijmersdal, 2016](#)). The primary aim of self-disclosure is to be transparent with the audience and let them know that a product is being marketed ([Cain, 2011](#)).

Social media now has specific markers and tags that influencers can choose to let audience members know that they are viewing a sponsored piece of content ([Childers et al., 2019](#); [Evans et al., 2017](#)). Most often, this is done via captions and the audience is instantly able to tell that they are viewing a promotion ([Childers et al., 2019](#); [Evans et al., 2017](#)). This integration via captions is done primarily through hashtags such as “#ad,” “#Sponsored,” “#PaidContent” or “#Paid Ad” ([Childers et al., 2019](#); [Evans et al., 2017](#)).

As a result of self-disclosure, the audience will feel more connected to the influencer due to the transparency ([Dhanesh & Duthler, 2019](#)). The negative notion behind hidden sponsorships will no longer be there ([Campbell & Evans, 2018](#)).

2.23 Non-Disclosure

Gaining success online depends on multiple factors but primarily on how successfully an influencer is able to curate an image that appeals to both their audience and brands seeking out influencers for endorsement ([Hearn & Schoenhoff, 2015](#); [Khamis et al., 2016](#)).

In order to stay authentic and reliable, influencers must develop a relationship based on trust and credibility with both the audience and brands. This is a challenging task as both parties have varying expectations from the influencer ([Abidin & Ots, 2016](#)).

This is when disclosure comes into play. Social media influencers can create transparency and authenticity with their followers by revealing when they are working with or endorsing a brand. By not keeping their audience in the dark, a sense of trust is built ([Wellman et al., 2020](#)).

Influencers are mostly sharing their suggestions and recommendations for brands online ([Gillin, 2008](#)) and so, it may become difficult for customers to identify whether it is a genuine suggestion or if it is just a paid endorsement. It can be a challenge to differentiate whether the influencer truly believes in the product or is merely saying so because he/she has been paid to do so ([Stubb & Colliander, 2019](#)).

Realistically, however, most social media endorsements do not come with a disclosure. Sources and sponsorships are not revealed and consumers are tricked into believing it is a genuine recommendation whereas in actuality, it is just an endorsement ([An et al., 2019](#)).

2.3 Purchase Intention

Purchase intentions, as defined by Spears and Singh ([2004](#)), is individual's conscious plan to in acquiring a specific brand. Simply, purchase intentions are defined as the customer's intend of purchasing a product ([Ko & Megehee, 2012](#)). Thus it is an important factor for predicting consumer behavior ([Fishbein & Ajzen, 1977](#)).

De Magistris and Gracia ([2008](#)) posit that purchase intentions precede actual purchasing behavior, encompassing the likelihood that consumers are willing to buy a particular product. Advertisers and scholars commonly utilize purchase intentions as a metric to assess customers' perceptions of products ([Spears & Singh, 2004](#)). Existing research has revealed that consumer attitudes toward advertisements, disclosure style, brands, and brand awareness play pivotal roles in influencing purchase intentions ([Alhabash et al., 2015](#)).

Notably, customers like to collect information about a product or a brand on different social media platforms and based on the information collected, they decide to buy a product ([Nunes et al., 2018](#)). Moreover, influencer endorsement can lead to increased purchase intentions as the customer might become interested in the product or a brand after seeing or hearing that endorsement ([Shah et al., 2012](#)).

The theory of associative learning expresses that learning is a process of establishing connections between two phenomena. One of the methods identified from the associative theory is classical conditioning. It states that when famous people which in this case is the influencer make us feel good, we associate these good feelings with the brand ([Till et al., 2008](#)). Therefore, endorsements coming from the influencers that customer like will have more positive purchase intentions. This is because we are likely to have positive feelings towards that brand.

Therefore, purchase intention has been used to predict actual behavior ([Ajzen & Fishbein, 1977](#)). Additionally, a purchase directly influences both the revenue and profitability of the firm ([Chang et al., 2019](#)). Moreover, social media marketing activities play a significant role in increasing the brand equity and purchase intentions of a brand ([Kim & Ko, 2012](#)).

2.31 Disclosure Styles and Purchase Intentions

The Social Penetration Theory was designed by Altman and Taylor to shed light on how information is exchanged between parties during the development and ending of interpersonal relationships. The concept states that the more you reveal about yourself, the stronger your relationship will be and vice versa. This theory is particularly relevant to social media influencers who amass following by sharing their lives online ([McCracken, 1989](#)).

Thus, when influencers reveal more about themselves, they perceive a sense of similarity also increases. This in turn consolidates their emotional ties ([Koay et al., 2023](#)). Thus, they will have stronger purchase intentions ([Agnihotri & Bhattacharya, 2021](#)). Thus, we propose:

H₁: *Intimate self-disclosure has a significant positive influence on purchase intention as compared to self-disclosure and non-disclosure.*

2.4 The Mediating Role of Parasocial Relationship

The parasocial theory was coined by Horton and Wohl ([1956](#)) when they were studying the engagement of audiences of traditional media like television with fictional characters. However, marketing researchers are now applying this theory for the framework of studying social media ([Baek et al., 2013](#); [Kim & Song, 2016](#); [Lee and Watkins, 2016](#); [Chung & Cho, 2017](#)).

The study by Horton and Wohl ([1956](#)) revealed that viewers developed a sense of intimacy, closeness, and friendship with the characters they watched. Friendship here can be defined as the shared relationship involving liking and fondness despite the non-responsiveness from the other party ([Tukachinsky & Sangalang, 2016](#)). Thus, parasocial interaction is considered a one-sided relationship due to the lack of effective reciprocity in the traditional literature of social psychology ([Horton & Richard Wohl, 1956](#)).

However, in the recent times this has somewhat changed. Social media platform unlike traditional media allows people to respond to the messages posted by influencers or endorsers. This allows the audience to feel as though they have an interpersonal bond with the social media influencers ([Yuan et al., 2016](#)). It is important to note that social media influencers also respond to their followers. However, since the volume of the messages from the followers is usually very high, they might be able to reply to a few ([Sokolova & Kefi, 2020](#)). Although this might seem like two-way communication, however due to influencer's inability to reply to all the messages they receive, it is considered one-way rather than a fully two-way interaction ([Labrecque, 2014](#)). Thus, the

friendship is more illusory than real ([Sokolova & Kefi, 2020](#)) and is known as a parasocial relationship ([Conde & Casais, 2023](#)).

2.41 Disclosure Styles and Parasocial Relationships

It is important to note that there is a connection between disclosure styles and parasocial relationship. It is observed that people feel a strong connection with the influencers they follow on platforms like Instagram and Twitter ([Manchanda et al., 2022](#)). When influencers disclose their personal information, the consumers will value it. Since these people feel that the content coming from these influencers is trustworthy, they view the influencers as their friends ([Hwang & Zhang, 2018](#)). This will form a virtual friendship between the two parties ([Koay et al., 2023](#)).

In order to get successful in achieving the marketing outcomes, it is important to build strong relationships. To build strong relationships with the social media influencers, it is important to understand how much personal information they are ready to reveal about themselves. Strong relationships with the customers can be built by sharing intimate information with them ([Breves et al., 2019](#)).

Seeing this information, we propose that when influencers reveal more personal information about themselves, they develop stronger parasocial relationships as it strengthens their bond. Therefore, we suggest:

***H₂:** Intimate self-disclosure has a significant positive influence on parasocial relationship as compared to self-disclosure and non-disclosure.*

2.42 Disclosure Styles, Parasocial Relationship and Purchase Intentions

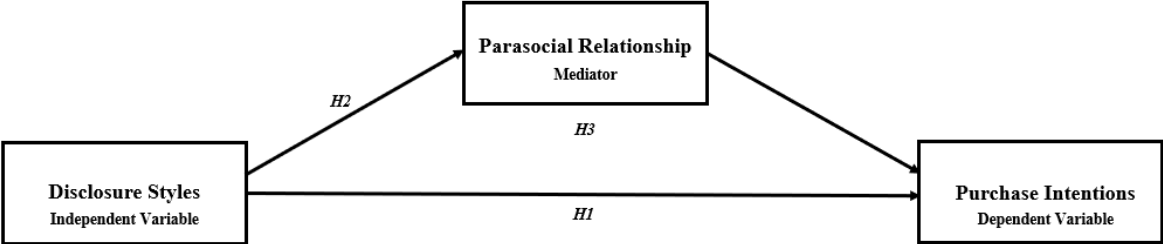
Simply, it is said that the more the influencer shares information about their personal life, the stronger the parasocial relationship will be ([Hosek & Presley, 2018](#)). This deepened one sided relationship of the followers with the influencers, help the followers in trusting the influencer and be influenced by the recommendations they give about the products and brands.

Additionally, the more influencers reveal about themselves, stronger emotional ties will be built ([Koay et al., 2023](#)). They are likely to have more positive attitudes and stronger purchase intentions ([Agnihotri & Bhattacharya, 2021](#)). It is said that customers will be more inclined to buy products or services the influencer recommends ([Manchanda et al., 2022](#)).

***H₃:** Para-social relationship mediates the relationship between disclosure styles and purchase intention.*

2.5 Theoretical Framework

Figure 1: Author's own illustration



Chapter 3: Methodology

This chapter gives an insight into the research methodology, research design and a broader idea on how the data will be collected and analyzed for this research. This in turn acts as a roadmap and provide details on the methods and procedures chosen for the research based on the research questions and objectives. The chapter provide rationale behind using specific data collection tool and procedure chosen for the analysis.

3.1 Research Approach

The primary aim of this research is to examine the effect of disclosure styles on purchase intention within the Pakistani beauty and fashion industry. In this study, the hypothesis will be tested to see the if intimate self-disclosure has significantly positive influence on purchase intention as compared to self-disclosure and non-disclosure. Moreover, we want to analyze the relationship between the disclosure styles and parasocial relationship. Besides this, we also want to see if parasocial relationship act as a mediator between disclosure style and purchase intentions.

A positivist philosophy has been adopted in hopes that findings can be deduced via analyzing numeric data. A deductive research approach was employed which means the hypothesis was derived using prior research, the study focused on discovering certain outcomes within the framework ([Hyde, 2000](#)). A quantitative research methodology was used, making full use of a cross-sectional horizon as the data was all gathered at one point in time. This allowed for a critical investigation of the variables and their relationship.

3.2 Research Purpose

The primary objective of this research is to investigate and analyze the effect of disclosure styles on purchase intention with the mediating role of parasocial relationships.

3.3 Research Design

A deductive approach was used for this study which started from abstract logical relationships and transpired into concrete empirical evidence. Due to the quantitative nature of the research, an experimental method was used to work out the relationships between disclosure styles and purchase intentions.

For the sake of the experiment, we designed three varying posts of Zarrar Khan (shown in Appendix C) who is a beauty and fashion influencer on Instagram with almost 125000 fan following. One of these three posts were shown before the answers for the survey were filled. These posts were similar in nature and the only thing that differed was the disclosure style in all three posts which were the captions mentioned in the Instagram posts.

This allowed for the investigation of the impact that disclosure styles have on purchase intentions and helped draw conclusions.

To keep everything fair and accurate, one disclosure style was randomly assigned to participants through randomizer feature in Qualtrics survey. This random assignment removed any chances of biasness and kept the research fair and true to its objective.

Additionally, showing these posts before the survey was completed influenced the participants' responses depending on the disclosure style they came across. This ensured that the real time influence of disclosure styles on purchase intentions could be examined.

3.4 Procedure

In order to see if the participants can differentiate between the three disclosure styles, a manipulation pretest was carried out via the same Instagram post on the three different types of disclosure styles. Thirty surveys were conducted to see if the candidates could find the difference between the three disclosure styles (shown in Appendix B).

A short cover story was included, after which one of the three Instagram posts with varying captions were shown to the candidates. These candidates were then asked to take a five minutes survey on the disclosure styles to see if they could differentiate between the three Instagram posts. Again, to keep things fair, random assignment was done. Moreover, 7-point Likert scale was chosen where '1' means 'strongly disagree' and '7' means 'strongly agree'.

Out of the thirty surveys, ten people were exposed to stimuli one that was on intimate self-disclosure, ten were exposed to stimuli two that was on self-disclosure and the other ten were exposed to stimuli three that was on non-disclosure.

The data was then analyzed to see if the candidates could differentiate between the three disclosure styles. The results showed that the candidates could differentiate between three disclosure styles quite easily.

After, the pretest was completed, the actual questionnaire was designed. A total of 385 candidates filled the questionnaire. Candidates were exposed to one disclosure style at random in the form of an Instagram post by a beauty and fashion influencer. Since the target audience were both females and males, we selected a gender-neutral product shown in the Instagram post.

The post had information regarding one of the disclosure styles and after candidates had a good look, they were made to complete the survey ahead (shown in Appendix A).

A short cover story was added after the survey started, indicating that questionnaire would help in exploring the effect of three disclosure styles on purchase intention and would only take fifteen minutes to answer. After this, one of the stimuli was shown to the participants.

Notably after the Instagram post was shown, four questions related to purchase intentions were asked. Followed by nine questions related to parasocial relationships were asked. A manipulation test was shown after this, presenting questions related to the disclosure styles. Later, the survey inquired the candidates about their demographics including their age, gender, education level, employment level and marital status.

3.5 Survey Design

The research used an online self-administered survey questionnaire with the inclusion of a seven-point Likert scale that was created on Qualtrics. Each question had options ranging from 'strongly disagree' to 'strongly agree' and was widely distributed to ensure maximum participation of social

media users. This method not only proved efficient and convenient but it also allowed for more accuracy and objectivity. Moreover, all research was collected at a single point in time.

3.6 Unit of Analysis

Each individual counts as a unit of analysis. Each participant must be an active social media user and hence, follow influencers.

3.7 Population and Sampling

Individuals residing in Islamabad and Rawalpindi were targeted for this. Both the male and female population who interacted with fashion and beauty influencers online were targeted. The main age bracket for this study was 18- to 35-year-olds as this age group was seen to be the most active on social media and follow influencers more religiously.

All participants possessed basic reading and comprehension skills to ensure accuracy in data collection and Qualtrics was used as the main platform to collect data since it offers the feature to randomize the stimulus to gain more reliable and fair results.

3.8 Sample Size

Pakistan has a total population of 241,499,431, out of which the urban population is 93,750,724, as per Pakistan Bureau of Statistics 2023. For this study, the population targeted was that living in Islamabad and Rawalpindi. The urban population in Islamabad and Rawalpindi is 1,108,872 and 3,005,708, respectively.

Table 1: Population according to Pakistan Bureau of Statistics (2023)

Country/City	Population
Pakistan	241,499,431
Islamabad	1,108,872
Rawalpindi	3,005,708

Hence, the sample size deduced via Qualtrics sample size calculator came down to 385. This includes a 5% margin of error along with a 95% confidence interval.

3.9 Instrument

The study made use of a survey questionnaire to collect the relevant data required to examine disclosure styles and their impact on purchase intentions. The questionnaire was made after reviewing different pieces of literature as per Table 2. Candidates were asked to show their level of agreement/disagreement via a 7-point Likert scale where '1' means 'strongly disagree' and '7' means 'strongly agree'.

Table 2: Research Instrument

Sr No.	Variable	Items	Source	Validated
1	Intimate Self-Disclosure	2	<u>Leite & Baptista, 2022</u>	<u>Koay et al., 2023</u>
2	Self-Disclosure	2	<u>Evans et al., 2017</u>	<u>Padmanabhan & Constantinides, 2019</u>
3	Non-Disclosure	1	<u>Wojdynski & Evans 2016</u>	<u>Evans et al., 2017</u>
4	Parasocial Relationship	9	<u>Leite & Baptista, 2022</u>	<u>Koay et al., 2023</u>
6	Purchase Intentions	4	<u>Kay Mulcahy & Parkinson, 2020</u>	<u>Vrontis et al., 2023</u>

The questionnaire comprised of a short cover story, after this the stimuli for the test was shown followed by questions inquiring the participants about their views on the relevant variables. Lastly, the candidates were asked about their demographics such as age, gender, education level, employment level and marital status.

3.10 Data Analysis Strategy

For the data analysis, a combination of IBM Statistical Package for the Social Sciences (SPSS Version 25) and the PROCESS Macro were used.

The data, responses from candidates, was first imported into IBM Statistical Package for the Social Sciences (SPSS). Analysis using descriptive statistics was first carried out to give an overall view of the main variables. Further, to check the reliability of the scale Cronbach's Alpha was analyzed. One-way ANOVA was carried out to better understand the relationship between different variables.

Furthermore, to have a closer glance at the mediation effect of parasocial relationship, the PROCESS Macro (Version 4.2) was used.

As a result, a more insightful analysis was carried out on the relationship between disclosure styles, parasocial relationship and purchase intentions. Both these analysis tools combined to give a very comprehensive approach for the study's ultimate findings.

3.11 Ethical Consideration

It is key that ethical considerations are taken into account during a research study. These considerations ensure that the welfare rights and privacy of all subject matters involved in the study are prioritized and ensured. One major ethical consideration that was taken care of during this study was the consent of the participants involved. All participants were given a detailed brief about the study and what it hopes to achieve with their help before they were brought onboard. They were assured of their anonymity during the entire study and their right to withdraw at any time, without any repercussions.

The privacy of participants was absolutely vital throughout the study. All the responses and data collected was stored confidentially and anonymously. Additionally, the research design, research procedures, etc. were all shared openly with the participants and no information was withheld from them whatsoever. The objectives, outcomes and what the study hopes to achieve was also openly communicated to all participants to make them fully aware of what they were participating in.

It was also ensured that all participants were absolutely comfortable throughout the entire process. This included designing a questionnaire that kept religious and social sensitivities in mind.

Chapter 4: Data Analysis and Findings

This chapter presents the comprehensive details relating to our analysis, dealing with the connection between disclosure styles, parasocial relationships and their influence on the purchase decisions. Patterns have been identified by examining the demographics of varying responses in our data, along with our scale's reliability to make sure it works for what it has been intended to measure.

The next stage involved checking the results of our manipulation to see if the experiment had successfully created the different disclosure styles and if our participants were able to successfully differentiate amongst those styles. This step had utmost significance to make sure that whether the results of the analysis could be trusted or not. Once confirmed, we moved to our major event of analyzing the relationship between our key variables.

Finally, we explore the mediating role of parasocial relationships, helping us understand whether having a personal connection with the influencer influence how one responds to different disclosure styles and does it impact the purchase intentions as well.

4.1 Data Cleaning

The main goal of this study was to identify the impact of three disclosure styles on purchase intentions. The data collection stage was completed using Qualtrics, which then had to be moved to the subsequent stage of data cleaning. The data was exported from Qualtrics to in Microsoft Excel with a total of 385 responses, which precisely met the desired sample size. However, one of the survey responses was incomplete which had to be excluded from the main dataset, leaving with a final dataset of 384 responses. Moreover, irrelevant fields like start date and time, location, user language and more were eliminated as they were deemed unnecessary. Finally, the columns were labelled with their respective variable codes, to conclude the cleaning. Average score for each field were calculated in the sheet. This data was now fully prepared to be imported into IBM Statistical Package for the Social Sciences (SPSS Version 25) for further analysis.

4.2 Demographics Summary Statistics

A demographical statistical summary compromise of all the information related to the people partaking in a study. These stats give us an overall view of the social, economic, geographical, etc. characteristics of the respondents who participated in our study.

The Table 3 shown below presents an overview of the survey respondents by their age. The data shows the frequency, percentage, valid percentage, and cumulative percentage values corresponding to the respective age groups. The dataset comprised of a total of 384 responses. Moreover, the dominant age group that answered the survey fall within the 18 to 24 age group, constituting 60.9% of the total responses, or 234 individuals out of the 384 surveyed. Furthermore, 147 respondents, accounting for 38.3%, belonged to the 25 to 34 age range. Notably, respondents aged between 35 and 44 were limited making a total of 3 individuals.

Table 3: Age Statistics

	Frequency	Percent	Valid Percent	Cumulative Percent
18 to 24	234	60.9	60.9	60.9
25 to 34	147	38.3	38.3	99.2
35 to 44	3	0.8	0.8	100.0
Total	384	100.0	100.0	

We now move to Table 4 which presents an overview of the survey respondents by their gender. Again, the table presents the frequency, percent, valid percentage, and cumulative percent values. The dataset comprised of a total of 384 responses. Notably, the females were the dominant age group that answered the survey constituting 65.9% of the total responses, or 253 individuals out of the 384 surveyed. Additionally, 129 respondents were males constituting 33.6% of the total respondents. Subsequently, two participants did not specify their gender within the dataset.

Table 4: Gender Statistics

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	129	33.6	33.8	33.8
Female	253	65.9	66.2	100.0
Total	382	99.5	100.0	
System	2	0.5		
Total	384	100.0		

The Table 5 shown below presents an overview of the survey respondents by their level of education. The table presents the frequency, percent, valid percentage, and cumulative percent values. The dataset comprised of a total of 384 responses. Additionally, the number of participants that had a Master's degree were the most dominating group that answered the survey constituting 52.6% of the total responses, or 202 individuals out of the 384 surveyed. Additionally, 179 respondents had a Bachelor's degree constituting 46.6% of the total respondents. One participant that answer the survey was a college student constituting 0.3% of the total respondents. Subsequently, two participants did not specify their education level within the dataset.

Table 5: Education Level Statistics

	Frequency	Percent	Valid Percent	Cumulative Percent
College	1	0.3	0.3	0.3
Bachelor	179	46.6	46.9	47.1
Masters	202	52.6	52.9	100.0
Total	382	99.5	100.0	
System	2	0.5		
Total	384	100.0		

Moving forward to Table 6 that presents an overview of the survey respondents by their employment level. Again, the frequency, percent, valid percentage, and cumulative percent values are shown below. The dataset comprised of a total of 384 responses. Notably, the number of participants that were students were the most dominating group that answered the survey accounting 56.3% of the total responses, or 216 individuals out of the 384 surveyed. Additionally, 131 respondents were working full-time constituting 34.1% of the total respondents. While, 26 respondents were working part-time constituting 6.8% of the total respondents. Subsequently, eleven participants who answered the survey were unemployed constituting 2.9% of the total respondents.

Table 6: Employment Level Statistics

	Frequency	Percent	Valid Percent	Cumulative Percent
Student	216	56.3	56.3	56.3
Full-time	131	34.1	34.1	90.4
Part-time	26	6.8	6.8	97.1
Unemployed	11	2.9	2.9	100.0
Total	384	100.0	100.0	

Table 7 that presents an overview of the survey respondents by their marital status. The table presents the frequency, percent, valid percentage, and cumulative percent values. The dataset comprised of a total of 384 responses. Moreover, the dominant age group that answered the survey were single, accounting 79.7% of the total responses, or 306 individuals out of the 384 surveyed. Furthermore, 74 respondents, accounting for 19.3%, were married. Notably, 2 respondents were divorced constituting 0.5% of the total responses, while one respondent was widowed and one was separated constituting 0.3% of the total responses.

Table 7: Marital Status Statistics

	Frequency	Percent	Valid Percent	Cumulative Percent
Single	306	79.7	79.7	79.7
Married	74	19.3	19.3	99.0
Widowed	1	0.3	0.3	99.2
Divorced	2	0.5	0.5	99.7
Separated	1	0.3	0.3	100.0
Total	384	100.0	100.0	

4.3 Reliability Analysis

It is key to test reliability during an extensive study. This helps determine how stable and consistent our instrument of measurement is. When using an instrument such as a questionnaire, it is vital to ensure that it is constantly producing accurate and reliable results. The reliability test also points out if there are any errors or anomalies in the research. In case an instrument is not reliable, the results obtained from it will also not be reliable or trustable.

Since, Cronbach's Alpha is a widely accepted measure of internal consistency therefore, a reliability analysis was conducted using it to guarantee the reliability of the measurement instrument used in the study.

For the purchase intention scale shown in Table 8 with four items, the results of the reliability analysis yielded a high Cronbach Alpha coefficient of 0.991. This indicates extreme internal consistency among the items, making it clear that the scale appropriately measures the intended construct. This is because this reliability metric surpasses the commonly accepted threshold of 0.8 making the measurement instrument extremely reliable.

Table 8: Scale's Reliability Regarding Purchase Intention

Cronbach's Alpha	N of Items
0.991	4

Similarly, Table 9 presents the obtained Cronbach's Alpha coefficient is 0.994 for parasocial relationship scale. This shows high internal consistency among the nine items used in the survey to measure parasocial relationship in the study.

Table 9: Scale's Reliability Regarding Parasocial Relationship

Cronbach's Alpha	N of Items
0.994	9

All in all, the homogeneity of the scale is demonstrated by the strong inter-item correlation among the four items in the purchase intention, and nine items in the parasocial relationship. This high level of internal consistency enhances the credibility of the measurement instrument.

4.4 Manipulation Check

Our research was carried out on the basis of an experiment. This experiment compromised of an Instagram post consisting of the three disclosure styles - intimate self-disclosure, self-disclosure and non-disclosure. This was done discreetly to identify if the participants could make out which disclosure style was which and a manipulation test was done. Furthermore, to test its success rate, we carried out one-way ANOVA (analysis of variance) test.

One-way ANOVA helped in comparing the means of the three independent groups. This was done to see if there is statistical evidence that the means for the three-disclosure styles were significantly different.

The total number of respondents on the survey were 384 out of this 128 were exposed to intimate self-disclosure stimulus, the other 128 were exposed to self-disclosure stimulus and remaining 128 to non-disclosure. Table 10 shown below presents the mean scores and the standard deviation of each disclosure style.

The manipulation was successful as participants in intimate self-disclosure shared more personal information $M_{ID} = 5.805$, ($SD = 0.9926$) as compared to than the participants in self-disclosure $M_{SD} = 3.438$, ($SD = 0.9349$) and non-disclosure $M_{ND} = 1.605$, ($SD = 1.0072$). $F(2,381) = 592.286$, $p = 0.000$.

Table 10: Descriptive Statistics for Intimate Self-Disclosure

		N	Mean	Standard Deviation
Intimate	Non-Disclosure	128	1.605	1.0072
Self-	Self-Disclosure	128	3.438	0.9349
Disclosure	Intimate Self-Disclosure	128	5.805	0.9926
Total		384	3.616	

Subsequently, Table 11 depicts that the manipulation was successful as participants in self-disclosure shared relatively less personal information $M_{SD} = 6.215$, ($SD = 1.4414$) as compared to than the participants in non-disclosure $M_{ND} = 3.863$, ($SD = 0.8620$) and intimate self-disclosure $M_{ID} = 3.453$, ($SD = 1.1267$). $F(2,381) = 208.516$, $p = 0.000$.

Table 11: Descriptive Statistics for Self-Disclosure

		N	Mean	Standard Deviation
Self-Disclosure	Non-Disclosure	128	3.863	0.8620
	Self-Disclosure	128	6.215	1.4414
	Intimate Self-Disclosure	128	3.453	1.1267
	Total	384	4.510	

4.5 Hypothesis Testing

Additionally, to test the main variables in the study, we ran one way ANOVA test a second time to see if there were any statistically significant differences between the three groups' means.

Figure 2: Hypothesis Testing

Notably, Table 12 illustrates that there was a significant difference between intimate self-disclosure, self-disclosure and non-disclosure conditions. People in intimate self-disclosure showed the highest purchase intention $M_{ID} = 6.409$, ($SD = 0.5975$) as compared to than the participants in self-disclosure $M_{SD} = 3.602$, ($SD = 0.9264$) and non-disclosure $M_{ND} = 1.643$, ($SD = 1.0592$). $F(2,381) = 943.003$, $p = 0.000$.

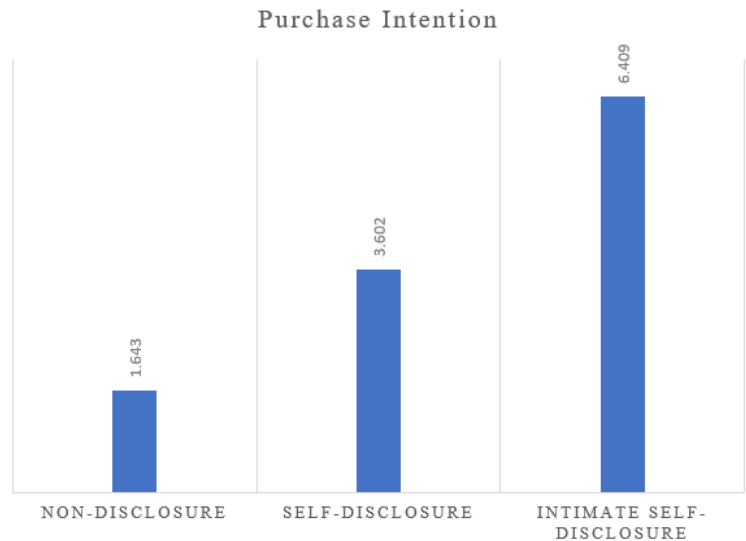


Table 12: Descriptive Statistics for Purchase Intentions

	N	Mean	Standard Deviation
Non-Disclosure	128	1.643	1.0592
Self-Disclosure	128	3.602	0.9264
Intimate Self-Disclosure	128	6.409	0.5975
Total	384	3.885	

4.6 Mediation Analysis

In the hypothesis it was proposed that that parasocial relationship play the role of mediator between disclosure styles and purchase intentions. Therefore, to test the mediation, we used Hayes PROCESS Macro Version 4.2 Model 4 with 5000 bootstraps.

Both Table 13 and 14 show six main columns comprising of coefficient, standard error, t-value, p-value, Lower-Level Confidence Interval and Upper-Level Confidence Interval.

According to the regression analysis, coefficient represents the change in the dependent variable for variable for every one-unit of change in the independent variable. While the standard error of the coefficient is called Se. Additionally, the smaller the error the more accurate the estimate. Whereas when we look at the t-value we will be able to measure how many standard errors a coefficient estimate is away from zero. Higher the t-value suggest that the coefficient is statistically significant. Moreover, a low p-value ideally below 0.05 shows that the coefficient is statistically significant. Simply put, the confidence intervals are used as a measure of the boundaries in which the estimated values are likely to fall in.

Our findings, as shown in Table 13 below, highlight a noteworthy outcome. The relationship between the independent variable which is disclosure style and the mediator which is parasocial relationship, is statistically significant. This is evident from the Lower-Level Confidence Interval (LLCI) and Upper-Level Confidence Interval (ULCI) values, both of which are positive (LLCI = 1.9591, ULCI = 1.6586). The t value that is 23.6689 is also quite high, while the p value is below 0.05 indicating that this statistical significance confirms our hypothesis regarding the relationship between disclosure style and parasocial relationship.

Table 13: Summary Model Outcome Variable Parasocial Relationship

	Coeff	Se	t	p	LLCI	ULCI
Constant	1.8088	0.764	23.6689	0.0000	1.6586	1.9591
X1	1.9884	0.1081	18.3980	0.0000	1.7759	2.2009
X2	4.6485	0.1081	43.0117	0.0000	4.4360	4.8610

In the Table 14 shown below the analysis of the coefficients reveals that X1, X2, and PR all have statistically significant. It is important to note that the introduction on parasocial relationship as the moderator here led to differences in the coefficients for X1 and X2. The coefficient for X1 which is 1.9884 (as per Table 13), decreased to 0.2374. On the other hand, the coefficient for X2 which is initially 4.6485 (as per Table 13) reduced to 0.7400. This drastic decline depicts the relationship between the disclosure style and parasocial relationship.

However, it is also important to note that the Lower-Level Confidence Interval (LLCI) for the constant became negative which is -0.519 in this case. The t value has also reduced to 1.1681 and the p value has become 0.2435. This in turn means that there is partial mediation between disclosure style and purchase intention.

Table 14: Summary Model Outcome Variable Purchase Intentions

	Coeff	Se	t	p	LLCI	ULCI
Constant	0.0759	0.0650	1.1681	0.2435	-0.519	0.2037
X1	0.2374	0.0803	2.9550	0.0033	0.794	0.3954
X2	0.7400	0.1415	5.2304	0.0000	0.4618	0.0182
PR	0.8661	0.0277	31.2513	0.0000	0.8116	0.9206

Table 15 shows four main columns comprising of Effect, Bootstrap Standard Error, Bootstrap Lower-Limit of Confidence Interval and Bootstrap Upper-Limit of Confidence Interval

Effect defines the estimate point or statistic of interest that is being analyzed or studied. While Bootstrap Standard Error showcases the standard error of the effect via bootstrapping. Bootstrap Lower-Limit of Confidence Interval shows the lower limit of a bootstrap confidence interval whereas, Bootstrap Upper-Limit of Confidence Interval represents the upper most limit of a bootstrap confidence interval.

The Table 15 illustrated below shows the indirect effects was significant. X1 is self-disclosure and X2 is the intimate self-disclosure. The Bootstrap Lower-Limit of Confidence Interval for X1 is 1.4281 while Bootstrap Upper-Limit of Confidence Interval for X1 is 2.0022. Since both the values are positive, it shows that the relative indirect effect of X1 on Y is statistically significant. Similarly, The Bootstrap Lower-Limit of Confidence Interval for X1 is 3.4402 while Bootstrap Upper-Limit of Confidence Interval for X1 is 4.4608. This also indicates that the relative indirect effect of X2 on Y is statistically significant as well.

Notably, it can be seen that self-disclosure has significantly higher purchase intention as compared to non-disclosure with an effect size of 1.7222. While intimate self-disclosure has significantly higher and significant effect as compared to self-disclosure and non-disclosure with the effect size of 4.0263.

Table 15: Relative Indirect effects of X on Y

	Effect	BootSE	BootLLCI	BootULCI
X1	1.7222	0.1453	1.4281	2.0022
X2	4.0263	0.2612	3.4402	4.4608

4.7 Summary of Results

Based on the results stated above, following have been the findings in concern to the hypothesis of this study.

Hypothesis 1 was accepted. One-way ANOVA test showed that there was a significant difference between intimate self-disclosure, self-disclosure and non-disclosure conditions. People in intimate self-disclosure showed significantly highest purchase intention $M_{ID} = 6.409$, ($SD = 0.5975$) as compared to than the participants in self-disclosure $M_{SD} = 3.602$, ($SD = 0.9264$) and non-disclosure $M_{ND} = 1.643$, ($SD = 1.0592$). $F(2,381) = 943.003$, $p = 0.000$.

Moreover, Hypothesis 2 was also accepted. According to Hayes PROCESS Macro the relationship between disclosure style and the mediator is statistically significant with a t value that of 23.6689 while the p value of 0.0000.

Hypothesis 3 was partially accepted. According to Hayes PROCESS Macro the Lower-Level Confidence Interval (LLCI) for the constant became negative which is -0.519 while Upper-Level Confidence Interval (ULCI) for the constant is 0.2037. This indicated that there was partial mediation between disclosure style and purchase intention.

Table 16: Summary of Results

Hypothesis	Statements	Accepted/Rejected
H ₁	<i>Intimate self-disclosure has a significant positive influence on purchase intention as compared to self-disclosure and non-disclosure.</i>	Accepted
H ₂	<i>Intimate self-disclosure has a significant positive influence on parasocial relationship as compared to self-disclosure and non-disclosure.</i>	Accepted
H ₃	<i>Para-social relationship mediates the relationship between disclosure styles and purchase intention.</i>	Partially Accepted

Chapter 5: Discussion and Conclusion

The chapter provides summary for the purpose of the study. It also presents the research problem and the outcome obtained. The section also sheds light on the limitations of the study and provides direction for future research, followed by the conclusion of the study.

5.1 Discussion

In this digital age, the use of social media is increasing every day. Since more and more people are using social media, there is a rise in influencers on these platforms as well. However, this presents a problem. It is becoming harder for influencers to distinguish themselves from the crowd of other influencers. Thus, in order to connect with their audiences, influencers need to stand out. To delve into this matter, it is important to understand the disclosure styles are used by different influencers to reveal information about themselves, the products they are endorsing and the brand they are promoting. Thus, this dissertation aims to shed light on the effect of disclosure styles on purchase intentions with a mediating role of parasocial relationship.

The present research thus focused on finding which three disclosure styles adopted by the influencers - intimate self-disclosure, self-disclosure and non-disclosure – had more positive influence on purchase intentions. While it is true that many papers have been published on self-disclosure and non-disclosure. The research on intimate self-disclosure and its effects on purchase intentions is scarce identified by Chung & Cho (2017) and Kim & Kim (2020).

The results indicated that intimate self-disclosure has statistically significant positive influence on purchase intention as compared to self-disclosure and non-disclosure (H_1). Since influencers are intentionally revealing information to their followers, they are seen more relatable to their followers (Hosek & Presley, 2018). This is in line with the social penetration theory coined by Altman and Taylor (1973). This theory states that the bonding between individuals can become stronger if the individuals purposely disclose information about themselves (Derlega et al., 1993). This relatability and approvability contribute to the positive influence on purchase intention. Similarly, disclosing intimate details helps in creating a deeper connection and increases closeness between the influencer and the followers as suggested by Utz (2015).

Furthermore, it was revealed from our analysis that intimate self-disclosure has a significant positive influence on parasocial relationship as compared to self-disclosure and non-disclosure (H_2). Parasocial relationship helps the followers in developing stronger bonds with the influencers through social media platform (Hwang and Zhang, 2018).

It is said that when influencers share information about their private life with their followers, their followers will appreciate it. Thus, people feel that the content coming from these influencers is genuine and trustworthy. And because of this, they view the influencers as their friends (Hwang & Zhang, 2018). Hence, by sharing intimate details with the followers, strong influencer-customer relationship can be built (Breves et al., 2019).

Moreover, through our analysis it was revealed that para-social relationship partially mediates the relationship between disclosure styles and purchase intention (H_3). This result somewhat aligns with the parasocial theory coined by Horton and Wohl (1956). This study states that it is very likely

that when an individual watches a personality on television regularly, he/she will start feeling like they know the person on the screen quite well. A sense of familiarity will develop overtime. The individual will start treating the personality they watched on a television as a friend. Thus, people develop one sided relationship with the characters they regularly watch. People grow close despite the non-responsiveness from the other party ([Tukachinsky & Sangalang, 2016](#)).

This theory thus applies to social media influencers as well. An example of this can be that when fans encounter and influencer in the public whom they follow and watch regularly, a reflexive smile may emerge as a recognition of the familiarity. However, it is important to note that these influencers may not know their fans. This means that when followers regularly watch an influencer, they develop one sided relationship with the influencer and consider them their friends.

This in turn has a positive influence on the purchase intentions as the audience will act on the recommendations made by the influencers they follow. The more the influencers share intimate and personal details about themselves, the stronger parasocial relationships will be developed. Thus, these strong emotional connections will lead to positive purchase intentions ([Manchanda et al., 2022](#)). However, the results revealed this is partially true in our case. Since the sole focus of the study was on beauty and fashion industry, the learning from the parasocial theory may fully apply in some other industry.

5.2 Implications

The implications of this study discuss the broader significance of this research in the real world. It explains the potential impact of the study. Here we will be looking at the theoretical and practical implications of the study.

5.21 Theoretical Implications

Numerous studies have been conducted in the past on self-disclosure and non-disclosure. However, few have been conducted on intimate self-disclosure and it is still quite new. Thus, this study is the first to conduct research on the three disclosure styles combined - intimate self-disclosure, self-disclosure and non- disclosure and testing its effects on purchase intentions.

The focus of this research was on the beauty and fashion industry. We wanted to analyze if intimate self-disclosure has more positive influence on purchase intention as compared to the other two styles. This aspect makes the research unique and therefore contributes significantly to the field of digital marketing and more specifically to influencer marketing.

Parasocial relationships partially mediate the relationship between the disclosure styles and purchase intentions in the beauty and fashion industry. Therefore, when influencers use a more intimate disclosure style when revealing about the beauty and fashion products, the followers may somewhat develop on way relationship with these influencers and treat them as their friends. This will then somewhat positively influence the customer's purchase intentions.

This research is quite beneficial from theoretical standpoint. The study delves deep into the psyche of customers and how they react to varying disclosure styles. It investigates the mental implications such as the formation of parasocial relationships.

The study can also be linked to communication studies especially in the realm of influencer marketing. It may help better understand the relationship between an influencer and his/her follower i.e. consumer and the influence that disclosure styles may have on a consumer's purchase intentions. The most popular example of this can be seen in Horton and Wohl's Parasocial Interaction Theory which states that people form one sided relationship with media personnel. They develop a sense of trust and loyalty towards them despite there not being any face-to-face interaction. Whilst this was originally adapted for TV personnel, it can also now be used for social media influencers.

Another theory founded by Irwin Altman and Dalmas Taylor claims that such relationships are fostered slowly via growing self-disclosure. This is called the Social Penetration Theory. The more someone reveals about themselves, the stronger the connection or relationship. Thus, our research contributes by supporting such theories. Researchers can use this study to further study the field of influencer marketing and how it works. The different disclosure styles, their impact, parasocial relationships and how all these things work in harmony to give the perfect marketing strategies.

Furthermore, influencers will be able to benefit from this study greatly. They will understand how to connect with their audience more deeply and on a more personal level. This, in turn will make their endorsements successful. Additionally, their content may also become more follower centric and further strengthening the relationship and their sphere of influence on their followers.

All in all, by conducting this research, we have concluded that no study has been conducted on this topic in such a light prior. Hence, the aim of this research is to not just contribute to the literature but also help influencers working in the beauty and fashion industry to better connect with their audience.

5.22 Practical Implications

The study concludes that intimate self-disclosure has a positive influence on purchase intentions in comparison to self-disclosure and non-disclosure in the world of influencer marketing. This study holds immense weightage for marketing managers, social media influencers and more.

As of October 2023, there are 5.3 billion (65.7% of the world's population) users of the internet around the world. Out of this, 4.95 billion (61.4%) use social media ([Statista, 2023](#)). Hence, the concept of social media influencer marketing is a very intriguing one for marketing managers and strategists since consumers are increasingly utilizing social media for content consumption and entertainment. This means marketers can thus collaborate with influencers strategically.

Marketers can make use of these statistics in order to improve the efficacy and efficiency of their marketing strategies. Using intimate self-disclosure in a marketing campaign can make the audience foster a relationship of trust with the influencer. This can be done via sharing BTS shots and real stories about the brand's journey. What this does is build a connection between the influencer and consumer, hence ultimately having a certain level of impact and positive influence on the purchase intentions. Other insights from the study can help with better brand positioning. This is because if the brands are forming partnership with the influencers the audience consider as "friends", this will position the brand better in the minds of the customers. Brands thus can foster

temporary or permanent partnerships with influencers for their products and services that use a more intimate disclosure style.

Advertising agencies can also benefit from the findings of the study. By understanding how influencer marketing along with intimate self-disclosure works and how impactful it is, they can curate better advertisements. The sense of vulnerability and trust that a social media influencer is able to foster with his/her audience goes way beyond scripted commercials when they are sharing intimate details about themselves, and hence, it is more impactful. Agencies can definitely benefit from the development of such parasocial relationships. A simple example of this can be of an influencer you have been following and she shares how a skincare routine using the products from a particular brand helped her in dealing with breakout and building her self-confidence. These genuine experiences are more relatable for the audience, then the generic commercials.

Social media managers and digital marketers can also use the findings and employ them to a brand's social media pages to attract the right audience. The social media managers can use intimate disclosure style to have a more conversational and engaging tone in the captions to strengthen the parasocial relationships. These strong parasocial relationships then lead to increased customer buying intentions.

Lastly, influencers themselves can benefit from this study too. They can more effectively and efficiently create a sense of intimate self-disclosure and hence, increase their following. The relationship between a brand and influencer is mutually beneficial. Both will get the privilege of being attached to the right names and hence, aiding in their success.

5.3 Limitations

The findings of the study are valuable. However, it is important to acknowledge the limitations for the study as well.

Since the surveys were conducted at one point in time, there are temporal and geographical constraints. The sample size was made up of people who resided only in Islamabad and Rawalpindi therefore it might not be applicable worldwide. The data was not collected from a diverse population. The study's external validity could be improved if the dataset was collected from a more geographically varied population.

Secondly, the stimuli that were created which was the Instagram post by a beauty and fashion influencer for both the pretest and the actual survey featured a gender-neutral product which in that case was hoodie and sweatshirt. The product choice was intentional to collect the data from both the genders, however it raises considerations about the transferability of the results on a more gender distinct product.

Another limitation of the research is the exclusive focus on Instagram influencers. The stimuli generated revolved around an Instagram post of a beauty and fashion influencer, Zarrar Khan. The study could involve other platforms like Facebook and TikTok to enhance the generalizability of findings across different social media platforms.

Lastly, the study only focuses on the beauty and fashion industry. This is another limitation of the study since the behavior of consumers can be different for different industries and product categories.

5.4 Future Research Directions

The limitations marked for this study at the moment provide a pathway of opportunities for future researchers interested in the field of influencer marketing. The relationship between disclosure styles and consumer purchase intentions is one yet to be researched more.

To further enhance the generalizability of the study, future studies could be conducted on a national or international level. Analyzing how disclosure styles impact purchase intentions across different cultures will result in a more in depth and comprehensive understanding of the cross-cultural dynamics influencing purchase intentions.

Another way forward could also be how influencers target genders. Disclosure styles related to gender specific products can also help further enhance the study.

Furthermore, this research can go beyond the fashion and beauty industry for future studies. Studying how other sectors are impacted by influencer marketing and disclosure styles will allow marketers across the board to gain valuable tips and to adapt their marketing strategies accordingly. Additionally, even within the fashion and beauty industry, future investigations based upon a particular brand within the sector can also be carried out to make the study more specific and brand centric.

Another avenue that can be tapped into is using longitudinal techniques to study the true impact on consumer purchasing behaviors. Since longitudinal techniques would allow for data to be collected over a period of time as opposed to at one point in time, it would result in a more detailed understanding and give a truer picture of the extent to which disclosure styles impact consumer purchase intentions. Since in the current study, the surveys were conducted at one point in time this results in geographical and temporal and constraints.

Futures studies could also expand beyond Instagram to other social media platforms like TikTok, Facebook and more. Each platform has its own distinct user base and hence, targeting them will provide us with a richer data set to be analyzed and explored. Again, this will provide us with a more diverse audience and hence, a more thorough understanding of the topic. Thus, this will help marketers to understand and tailor strategies across multiple platforms in the dynamic landscape of social media marketing.

Lastly, moderators can be included in future research. Since the current study does not have any moderators, self-congruence is one such variable that can be used. Self-congruence is the concept that consumers are more likely to be inclined towards purchasing products and services that are in line with their self-concept or sense of self ([Sirgy, 1985](#)). The role of this concept is so impactful that in recent times, influencers are making an added effort to align with the likes, dislikes and values of their followers. The image of the influencers built in the mind of the followers is as a result of the knowledge they have about appropriate communication through the social media ([Vallor, 2012](#)). The more the messages posted by the endorsers align with the followers, the more

self-congruency increases ([Choi & Rifon, 2012](#)). Thus, it would be interesting to see its role as a moderator in the study. Besides this, a different independent variable like brand reputation can also be used.

5.5 Conclusion

Today's world is largely connected by the internet, mostly through the social media platforms. People vastly use this source to gather huge amounts of information. Thus, over the past few years, one type of digital marketing has emerged as a prominent avenue for the marketers and that is the influencer marketing. This means the world is now filled by a number of content creators that are available on the social media sites and the competition between the influencers has increased tremendously. Influencers now need to differentiate themselves from each other by making loyal and true connections with their followers.

Therefore, this dissertation focused on analyzing the disclosure styles used by these social media influencers mainly on Instagram, and their huge impact on the consumers purchase intentions within the world of influencer marketing. Thus, for this study we collected 385 responses with the help of a questionnaire created on Qualtrics that was distributed amongst the social media users in the twin cities.

After analyzing the primary data that was collected, the study showed that intimate self-disclosure significantly influences the purchase intentions compared to the self-disclosure and non-disclosure. It was also revealed that intimate self-disclosure has significant positive influence on parasocial relationship. Moreover, parasocial relationship partially mediates the relationship between disclosure styles and purchase intentions in the beauty and fashion industry.

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Appendices

Appendix A: Thesis Survey

Start of Block: Default Block

Introduction Text: Welcome! By completing the questionnaire, you will help me in writing my Master's thesis. Please take the time to answer some questions. The survey should take about 15 minutes and explore the effect of three disclosure styles on purchase intention.

Participation in this survey is anonymous and voluntary, and you are free to withdraw at any time. Thank you so much. We appreciate your input!

End of Block: Default Block

Start of Block: Scenario Description 1

Display This Question:

If Group = 2

Stimulus Exposure 1: Imagine you are scrolling through your Instagram feed and you come across a post of Zarrar Khan, a fashion influencer you follow. Kindly examine the Instagram post displayed below with careful attention, and read the accompanying caption thoroughly to respond to the subsequent questions.

End of Block: Scenario Description 1

Start of Block: Scenario Description 2

Display This Question:

If Group = 1

Stimulus Exposure 2: Imagine you are scrolling through your Instagram feed and you come across a post of Zarrar Khan, a fashion influencer you follow. Kindly examine the Instagram post displayed below with careful attention, and read the accompanying caption thoroughly to respond to the subsequent questions.

End of Block: Scenario Description 2

Start of Block: Scenario Description 3

Display This Question:

If Group = 0

Stimulus Exposure 3: Imagine you are scrolling through your Instagram feed and you come across a post of Zarrar Khan, a fashion influencer you follow. Kindly examine the Instagram post displayed below with careful attention, and read the accompanying caption thoroughly to respond to the subsequent questions.

End of Block: Scenario Description 3

Start of Block: Purchase Intention

Q1 Keeping the product (hoodie) in mind, please rate the following statements on a scale from 1 to 7, where 1 is "strongly disagree" and 7 is "strongly agree."

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neutral (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
I will definitely buy the product from this post in the near future. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I intent to purchase this product in the near future. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is likely that I will purchase through this post in the near future. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I expect to purchase from this post in the near future. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Purchase Intention

Start of Block: Parasocial Relationship

Q2 Keeping in view the influencer shown in the post, please rate the following statements a scale from 1 to 7, where 1 is "strongly disagree" and 7 is "strongly agree"

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neutral (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
This influencer makes me feel comfortable as if I am with a friend. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to have a friendly chat with this influencer. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If he was not a famous person, we would have been good friends. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think I understand him quite well. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When he behaves in a certain way, I know the reasons for his behavior. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can feel his emotions in certain situations. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

He seems
to
understand
the kinds of
things I
want to
know. (7)

He reminds
me of
myself. (8)

I can
identify
with him.
(9)

End of Block: Parasocial Relationships

Start of Block: Manipulation Test

Q3 Keeping the Instagram post in mind, please rate the following statements on a scale from 1 to 7, where 1 is "strongly disagree" and 7 is "strongly agree."

	Strongly disagree (6)	Disagree (7)	Somewhat disagree (8)	Neutral (9)	Somewhat agree (10)	Agree (11)	Strongly agree (12)
The influencer shares a personal story in the post. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The post depicts the influencer's feelings and emotions. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This was a paid advertisement. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The influencer has disclosed that this was a paid advertisement. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Instagram post is quite revealing because the influencer shared a lot of information. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Manipulation Test

Start of Block: Demographics

Q4 What is your age?

- 18 to 24 years (1)
 - 25 to 34 years (2)
 - 35 to 44 years (3)
 - 45 to 54 years (4)
 - 55 years and above (5)
-

Q5 What is your gender?

- Male (1)
 - Female (2)
-

Q6 What is your level of education?

- College (1)
 - Bachelors (2)
 - Masters (3)
 - Doctorate (4)
-

Q9 Are you currently?

- Student (1)
 - Full-time employed (2)
 - Part-time employed (3)
 - Unemployed (4)
 - Retired (5)
-

Q10 What is your marital status?

- Single (1)
- Married (2)
- Widowed (3)
- Divorced (4)
- Separated (5)

End of Block: Demographics

Appendix B: Manipulation Pretest

Start of Block: Default Block

Introduction Text: Hello and welcome! Your participation in completing the questionnaire will contribute to the testing of my Master's thesis experiment. The survey is designed to be completed in just 5 minutes. Please pay careful attention to the image displayed and read the accompanying caption. We want to evaluate how people assess information in influencer's Instagram posts. Your involvement in this pretest survey is both anonymous and voluntary, and you have the freedom to withdraw at any point. Thank you for your valuable input, we sincerely appreciate it!

End of Block: Default Block

Start of Block: Scenario Description 1

Display This Question:

If Group = 2

Stimulus Exposure 1: Imagine you are scrolling through your Instagram feed and you come across a post of Zarrar Khan, a fashion influencer you follow. Kindly examine the Instagram post displayed below with careful attention, and read the accompanying caption thoroughly to respond to the subsequent questions.

End of Block: Scenario Description 1

Start of Block: Scenario Description 2

Display This Question:

If Group = 1

Stimulus Exposure 2: Imagine you are scrolling through your Instagram feed and you come across a post of Zarrar Khan, a fashion influencer you follow. Kindly examine the Instagram post displayed below with careful attention, and read the accompanying caption thoroughly to respond to the subsequent questions.

End of Block: Scenario Description 2

Start of Block: Scenario Description 3

Display This Question:

If Group = 2

Stimulus Exposure 3: Imagine you are scrolling through your Instagram feed and you come across a post of Zarrar Khan, a fashion influencer you follow. Kindly examine the Instagram post displayed below with careful attention, and read the accompanying caption thoroughly to respond to the subsequent questions.

End of Block: Scenario Description 3

Start of Block: Manipulation Test

Q1 Keeping the Instagram post in mind, please rate the following statements on a scale from 1 to 7, where 1 is "strongly disagree" and 7 is "strongly agree."

	Strongly disagree (1)	Somewhat disagree (2)	Neutral (3)	Somewhat agree (4)	Strongly agree (5)
The influencer shares a personal story in the post. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The post depicts the influencer's feelings and emotions. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This was a paid advertisement. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The influencer has disclosed that this was a paid advertisement. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Instagram post is quite revealing because the influencer shared a lot of information. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Manipulation Test

Appendix C: Stimulus for the Experiment

Stimuli for Intimate Self-Disclosure

← Posts

 **zarrarkhaann**
🎵 Billy X · Alaayis 📍



👤

👍 💬 📍 📌

 Liked by **mahamm.z_ and 80,886 others**

zarrarkhaann Rocking this stylish unisex chic black hoodie from [@alex.shop](#), a brand near and dear to my heart, founded by my best friend [@liabakhanlodhi10](#) ✨ More than just a fashion statement, this brand embodies cherished memories and affection. It pays homage to Liaba's cherished German Shepherd, who left us a year ago but remains etched in our hearts. Alex is more than a brand, it's a tribute to loyalty and friendship. Cherishing those who are always there for us, just like our pets ❤️

[#Alex](#) [#PetLove](#) [#Friendship](#)

Stimuli for Self-Disclosure

← Posts

 **zarrarkhaann**
🎵 Billy X · 🎧 Alaayis 📱



Liked by **mahamm.z_** and **80,886 others**

zarrarkhann Dive into the world of contemporary style and self-expression with [@alex.shop](#), a brand that celebrates individualism and empowers you to be your authentic self! Their unisex designs ensure that everyone can find something that resonates with their unique style and expression. No boundaries, just fashion that speaks to you. They have top-quality products, inspired by the edgy vibes of streetwear. So what are you waiting for? Grab yours using code "zarrar30" to get 30 percent off and thank me later!
[#Sponsored](#) [#PaidPartnership](#) [#AlexShop](#)

Stimuli for Non-Disclosure

← Posts

 **zarrarkhaann**
🎵 Billy X · Alaayis 📧



 Liked by **mahamm.z_** and **80,886 others**

zarrarkhaann Embracing the winter vibes with this black hoodie from [@alex.shop](#) that effortlessly merges style and comfort. The hoodie adds a touch of urban flair to winter ensembles, making it easy to pair with various outfits. The relaxed fit and cozy feel make it an ideal choice for staying warm while looking effortlessly stylish. From casual outings to chilly evenings, this black hoodie has become my go-to winter fashion essential, seamlessly blending comfort with a trendy edge.

[#BlackHoodie](#) [#Comfywinters](#) [#AlexShop](#)

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