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How Beauty and Lifestyle YouTube Celebrities affect Young Female's Self-esteem and Life-satisfaction?

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Abstract

Beauty and lifestyle YouTube celebrities, who share reviews of beauty products, as well as information about their private lives, are extremely popular among female users nowadays. However, we do not know much about their influence on their fans' self-esteem and life-satisfaction. Using theories of parasocial interaction and identification, we tempt to fulfill this gap. Results of an online questionnaire conducted among Serbian young female suggest that there is a significant positive impact of consuming beauty and lifestyle YouTube channels on users' parasocial interaction with beauty and lifestyle YouTubers. Further, parasocial interaction emerged as a statistically significant positive determinant of users' self-esteem and identification with beauty and lifestyle YouTubers. However, influence of identification with beauty and lifestyle YouTubers on users' life-satisfaction emerged as statistically insignificant.

Keywords: Beauty and lifestyle YouTubers, Celebrities, Parasocial Interaction, Identification, Self-esteem, Life-satisfaction

Zussamenfassung

Beauty und Lifestyle YouTube-Prominenten, die die Rezensionen von Schönheitsprodukte sowie Informationen über ihre privaten Leben teilen, gewinnen heutzutage ständig an Popularität bei jungen Weiblichen. Ihr Einfluss auf das Selbstwertgefühl und Lebenszufriedenheit Ihrer Fans bleibt jedoch überwiegend unbekannt. Durch den Einsatz von Theorien der parasozialen Interaktion und Identifikation, wurde es versucht, diese Kluft auszufüllen. Die Ergebnisse der Online-Umfrage, die an der jungen weiblichen Population in Serbien durchgeführt worden ist, deuten an, dass es einen signifikanten positives Einfluss von Konsumierung der Beauty and Lifestyle YouTube-Kanäle auf parasoziale Interaktion der befragten Konsumenten mit Beauty and lifestyle YouTuberinnen gibt. Weiterhin, parasoziale Interaktion wurde als statistisch signifikante und positive Determinante von Selbstwertgefühl und Identifikation mit Beauty and Lifestyle YouTuberinnen der Nutzerinnen festgestellt. Allerdings wurde der Einfluss von Identifikation mit Beauty and Lifestyle YouTuberinnen auf Lebenszufriedenheit der Nutzerinnen als statistisch insignifikant festgestellt.

Schlagwörter: Beauty und Lifestyle YouTuberinnen, Prominenten, Parasoziale Interaktion, Identifikation, Selbstwertgefühl, Lebenszufriedenheit

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1. Introduction

Beauty YouTubers who share reviews of cosmetic products through their videos are extremely popular among female users nowadays (Ko & Wu, 2017). Followed by millions of users, they are very influential on YouTube (García-Rapp & Roca-Cuberes, 2017). Some of them collaborate with famous brands such as Lancôme, have their own makeup collections and cosmetics shops and even publish their own books (Fred, 2015; García-Rapp & Roca-Cuberes, 2017). Scholars approached this phenomenon from different perspectives, such as community of practice (CoP) theory (Gannona & Prothero, 2018). Some research focused on the relationship between brands, Youtubers and their viewership (Fred, 2015; García-Rapp, 2017a; Wu, 2016), while some scholars discussed beauty and lifestyle YouTubers' self-presentations (Thomson, 2017). Beauty YouTubers are already considered as celebrities so that the intimacy between them and their fans also attracts scholars' attention (Berryman & Kavka, 2017; García-Rapp, 2016).

However, we do not know much about beauty YouTubers' influence on their fans' life satisfaction and self-esteem. This paper tempts to fulfill that gap applying theory of parasocial interaction, relational approach, and theory of identification. Based on the theory of parasocial interaction, this paper proposes that consuming beauty and lifestyle YouTube channels will generate users' parasocial interaction with beauty and lifestyle YouTubers. That because beauty Youtubers often share intimate and emotional moments from their private life, such as marriage proposals, weddings, and honeymoons and therefore present their selves as viewers' friends (García-Rapp, 2016). Self-disclosure, which occurs when a famous person is sharing personal information and interacting with other persons (Ko & Wu, 2017), is – in turn – positively associated with parasocial interaction. Also, YouTubers' communicational style is direct, which is obvious during their talking to the followers, standing straight in front of the camera and therefore making them feel connected

(Jerslev, 2016). Addressing the viewers directly as an important aspect of parasocial interaction because it amplifies their perceived relationship with a celebrity (Higdon, 2013).

Further, applying a relational approach, we expect that users' parasocial interaction with beauty and lifestyle YouTubers will affect their self-esteem positively. As fan's perception of intimacy with an idol grows, fan tends to change his/her life in order to make own attitudes, character, and behavior and that of the idol as much as possible similar. Finally, to the extent funs monitor their attempts to make their and thoughts and behaviors of the celebrity idol similar, they may start to consider these attempts as evidence of the idol's influence on their lives and therefore on feelings of self-worth. The more intimacy toward the idol fans feel the higher is their evaluation of the level of idols' influence on their feelings of self-worth (Boon & Lomore, 2001). Following Fraser's and Brown's (2002) theory of identification, who stated that parasocial interaction precedes one's identifying with someone, we also expect that users' parasocial interaction with favorite beauty and lifestyle YouTubers will generate their identification with YouTubers.

Earlier research suggested that parasocial interaction alone is not strong enough to affect audience's life-satisfaction (Higdon, 2013). However, since people who identify with celebrities tend to adopt celebrities' values, beliefs and behavior, identification is more powerful than parasocial interaction. Through identification, the public may even adopt their favorite celebrity's fashion style, lifestyle or communicational style (Brown & Fraser, 2004). Through identification, an audience adopts celebrity's admired values and behaviors into their personal lives. They also built a self-defining relationship with a celebrity and adopt his/her perceived features. This may lead to a strong personal and social transformation, so that their social and personal lives may strongly change. For instance, they may find new friends, articulate themselves in their works or personal lives etc. (Fraser & Brown, 2002). Therefore, we expect that identification with a beauty and lifestyle YouTuber will positively affect publics' life-satisfaction.

In order to test our hypotheses, we used a quantitative online survey conducted among Serbian young female. Beauty YouTubers are extremely popular in this area so that the most followed Serbian beauty and lifestyle YouTuber Jana Dacovic has more than 500.000 subscribers (Social Blade, 2018). At the same time, in 2016, Serbian YouTubers had an annual income higher than a national budget (Radovanovic, 2016). Taking this into account, Serbia seemed to be s suitable area for this kind of research. For more than 2 months, we collected our data through social media channels and in several Serbian schools. In total, 521 respondents were entered in our analysis. Conclusions of our results are discussed at the end of the study.

2. Literature Review

2.1. Beauty YouTubers as Celebrities

YouTube was made in 2005 and bought by Google in 2006. Nowadays, it is a part of a lot of peoples' daily lives (de Bruijn, 2016). It has more than a billion users, which is nearly one-third of all Internet users. YouTube has local networks in over 91 countries and it can be used in 80 different languages (YouTube, 2018). It can be considered as a broadcaster and media archive, but also as a social network. The main feature of YouTube is that it enables users' participation. In other words, they have the possibility to write their comments which makes them producers and consumers at the same time. Therefore, YouTube is the platform where people can express themselves publicly. It is created in order to encourage amateur-creativity and user-generated content (de Bruijn, 2016). YouTubers or video bloggers (vloggers) are a great online phenomenon nowadays. The term refers to people who regularly upload videos on their YouTube channels (Jerslev, 2016). For example, a YouTuber called Shaycarl posted his first video named *Fun with Helium and Passing out* on YouTube in 2007. Later, he also started to present his family members and their private lives in his videos. Step by step, his YouTube channel *Shaytards* achieved almost 5 million subscribers (Singh, 2016).

Generally, YouTube participants can be divided into several categories. First, *former participants*, who are not posting videos but are maintaining their accounts and watching and commenting on other videos. Secondly, *casual users* do not have an account but are watching videos in order to find specific information or when someone sends them a link to a video. Further, *active participants* have accounts and they are posting videos or comments on other videos and channels. *YouTubers or Tubers* are more engaged on YouTube by visiting it several times by the day. They are also posting videos and taking part in discussions on YouTube and they tend to promote their work and identified themselves as participants of a YouTube community. Finally, *YouTube celebrities* are

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similar to YouTubers. However, they are also very popular on YouTube as well as outside of it. Through videos and comments they post, YouTube celebrities have a great influence on YouTube's activities discourse and goals (Lande, 2007). Nowadays, they are also stars of mainstream media (Fred, 2015). The bigger number of their online fans is, the more videos views they have, the more Internet they attract advertisers and entertainment business generally. In other words, they become stars of TV commercials, billboards and print advertisement (Jerslev, 2016).

There are a lot of types of celebrity YouTubers. However, beauty Youtubers who share reviews of cosmetic products through their videos are extremely popular among female users (Ko & Wu, 2017). Also called *Beauty gurus*, they are usually young female who make videos about makeup, hairstyles, and cosmetics. They are active creators of the content and very influential YouTubers. Moreover, they are followed and glorified by millions of users (García-Rapp & Roca-Cuberes, 2017). Initially, beauty and lifestyle YouTubers were not celebrities. Their videos were more like hobbies resulted from new technologies. Most of them claim that they did not imagine and expect a great success and career – that just happened by accident (Thomson, 2017).

For example, Michelle Phan started her YouTube channel making videos in her own home with a low-quality camera. Step by step, she started to become more and more popular and now she has over a billion views and seven million subscribers on YouTube. She collaborates with famous brands such as Lancôme, has created her own makeup collection for L'Oreal and even published a book. Considering her popularity and the great number of her videos' views, but also collaborations with brands and media presence, we could say that she is one of the biggest YouTube stars nowadays (Fred, 2015).

Beauty and lifestyle videos usually deal with different topics, such as fashion, hair, cosmetics, food, fitness, and daily life. Also, they can take different forms, like hauls, tutorials, or routines. (Thomson, 2017). Through *tutorials*, YouTubers demonstrate how to achieve different hairstyles or

makeup looks and give tips, recommendations or reviews of beauty and makeup products; *vlogs* usually present YouTubers' daily life and activities; *reviews* present one specific product or a group of YouTubers' favorite products of the month, informing viewers about their qualities; *self-help and advice videos* deal with topics such as love or career (García-Rapp, 2017b). Although such content on YouTube may seem like too trivial for researchers, this area has an amazing number of viewers. In 2015, on YouTube was more than 1.8 million videos related to beauty and they had more than 45.3 billion views. At the same time, teenagers aged 13-18 years named YouTubers as the most influential celebrities, while beauty and lifestyle Youtubers are perceived as more authentic and truthful than retailers-specialists in this area (Thomson, 2017).

In the United Kingdom, one of the most successful YouTubers is Zoe Sugg, who has uploaded her videos since 2007. At first, she has made only videos on beauty and lifestyle topics on her channel Zoella, but five years later she started with vlogging about her daily life and intimate moments and created one more channel especially for this kind of videos, named More Zoella. In 2016, Zoe celebrated 10 million subscribers on the channel Zoella (Jerslev, 2016).

A famous beauty guru is also Bubz, one of the world's most popular YouTubers. In 2016 she reached about 2,5 million subscribers and nearly 400 million views. Furthermore, Bubz has three YouTube channels and her own cosmetic online shop. She is considered to be the leader of the YouTube beauty community. On her channel named Bubzbeauty, she gives advises on skin problems, how to choose the best bra or how to bleach your teeth. She also makes videos about her daily routines such as cooking or walking her dog. This kind of intimate videos help her to remain but also to become even more popular. Through her personal videos who can be considered as motivational and relational, Bubz makes her social value stronger and builds an image of an ordinary girl, who has a close friendship with her viewers (García-Rapp & Roca-Cuberes, 2017).

Indeed, self-disclosure is an important feature of the relationship between celebrity YouTubers and their followers. For example, this is happening when the YouTuber is making a video about his/her fitness challenges but also when users are writing about their own lifestyles through comments below the videos. That is how parasocial relation with celebrity YouTuber comes into existence. Moreover, the distinction between public and private is not an imperative anymore and intimacy starts to develop (Singh, 2016).

2.2. Parasocial interaction

The concept of parasocial interaction derived from Merton's concept of *pseudo-gemeinschaft*. He coined this term in 1946 in order to explain the influence of popular singer Kate Smith on American radio listeners to buy War Bonds. The public perceived her as an unselfish, carryng and genuine person, which amplified persuasion effects of the radio show. Thus, pseudo-gemeinschaft occurs when one is pretendig to care for another person in order to manipulate that person. It is a feigned friendship between media character and audience (Sood & Rogers, 2000).

Ten years later, Horton and Wohl (1956) were the first who discussed parasocial interaction explaining that mass media make public has the illusion of a face-to-face relationship with performers so that famous people are considered as the part of one's circle of peers. This kind of seeming face-to-face relationship between audience and performer is called *parasocial relationship*. Further, as television offers kind of personal and private conversation, it makes an actor to face the audience. On the other side, the audience is not just an observer but also involved in the action and social relationships of the show. Therefore, the audience starts to observe and participate in the show. The more the performer seems to fit the show to the supposed spectator's response, the more the spectator tends to anticipate his response. This illusion of conversational reciprocity can be called *parasocial interaction* (Horton & Wohl, 1956). In some ways, parasocial interaction is similar to interpersonal friendship. First, they are both voluntary; second, they both provide

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companionship; finally, a social attraction is the base for both of them. Accordingly, parasocial interaction is measured with items focusing of real friendship's qualities, like feeling comfortable with media character or feeling sorry when he or she makes some mistake (Perse & Rubin, 1989). Also, some important indicators of parasocial interaction are: perceiving famous person like he/she is a friend one sees every day, comparing own ideas with those expressed by famous person, understanding easily what famous person is talking about (Levy, 1979), perceiving famous person as role model, feeling that one is part of a famous person's fan community, wishing to meet famous person (Rihl & Wegener, 2017). In the beginning, parasocial relationship was conceptualized as a substitution for real social relations or compensation for the lack of real contacts (Cohen, 2004).

In the last few decades, scholars examined public's parasocial interaction with a lot of types of celebrities: television newscasters (Levy, 1979; Rubin, Perse, & Powell, 1985), different television characters (Greenwood, 2008; Greenwood, 2009; Hoffner, 1996; Rubin & McHugh 1987; Tian & Hoffner, 2010; Turner, 1993), comedians (Auter, 1992), soap opera characters (Perse & Rubin, 1989; Sood & Rogers, 2000), characters from romance novels (Burnett & Beto, 2000), athletes (Brown & Basil, 1995; Brown & De Matviuk, 2010; Brown, Basil, & Bocarnea, 2003; Earnheardt & Haridakis, 2009; Kassing & Sanderson, 2009), actors (Kosenko, Binder, & Hurley, 2016), even with religious leaders (Bae, Brown, & Kang, 2011, Brown, 2009).

Although early research assumed that parasocial interaction is a dysfunctional behavior which results from loneliness, isolation, fear, neuroticism and other negative feelings, later it was connected with positive, rather than negative, attributes. Scholars suggested that public who use mass media in order to satisfy their needs for social interaction is active and motivated, which may be negative only in some extreme cases, like stalking (Sood & Rogers, 2000).

Scholars suggested that several important phenomena are positively related to parasocial interaction. These are *self-disclosure*, which occurs when famous person is sharing personal

information and interacting with other persons (Ko & Wu, 2017); social, physical, and task *attraction* which refers to liking famous person (Rubin & McHugh, 1987); *homophily* i.e. perceiving that there is a *similarity* with a famous person (Turner, 1993).

Parasocial interaction usually results from numerous interactions with a favorite celebrity. These encounters may consist of one's speaking to the screen in response to things that celebrity is doing, relating his/her life events to some happenings in the celebrity's life, even emulating a favorite celebrity. Parasocial interaction is a result of repeating all these different actions. Watching a celebrity from time to time means that one is not committed to celebrity's regular presence in his/her life. In that case, there is no parasocial interaction but only a temporary interaction, which is probably not as strong as one where the viewer and celebrity meet each other on a weekly basis (Higdon, 2013).

The main difference between parasocial and real relation is that the first one does not enable effective reciprocity. That means that the audience can only choose from the relationships which are offered but it cannot make new relationships. Therefore, the interaction is controlled by the performer and thus one-sided (Horton & Wohl, 1956). However, with the emergence of interactive media such as Twitter, blogs, Facebook or fun sites, media users are interacting with media personalities in a new way so that parasocial interaction is not one-dimensional process anymore. Nowadays media consumers can discuss their favorite media personalities, but also contact them through messages, read their tweets or attend their events (Brown, 2015). Online interactions between celebrities and their fans demonstrate but also transform parasocial relationships. Moreover, on social networking sites, celebrities voluntarily share personal information with their fans. In turn, fans 'follow' their favorite celebrities all the time and therefore know a lot about their private lives. Through social networking sites, fans have the feeling of intimate connection with celebrities and the impression of knowing them personally. Celebrities' reciprocity gives fans an

illusion of two-way communication, which makes their relationship with celebrities deeper than those created through traditional media (Click, Lee, & Holladay, 2013). These relationships that audience makes with celebrities are called parasocial relationships (Chung & Cho, 2017). However, this type of interaction is rare. Although social media sometimes enable two-way interaction between famous people and their fans, this communication is still similar to the traditional form of parasocial interaction (Ledbetter & Redd, 2016). Social media make fans more invested and connected with celebrities. Still, even the most reciprocal, intimate and authentic online communication with them is mediated and well-constructed (Click et al., 2013). Besides that, fans know a lot of things about celebrity, but not vice-versa. Stars see their fans rather as a collective. So, online communication is a new way of social connecting which amplifies parasocial interaction, but it does not contradict the traditional form of it (Rihl & Wegener, 2017). Considering that social media reinforce parasocial relationships between celebrities and their fans, and YouTube is a type of social media, parasocial interaction seems like an appropriate approach when researching viewers' relationship with beauty YouTuber (Ko & Wu, 2017).

In the last few years, scholars researched the ways public create parasocial interaction on social networking sites with numerous celebrities, like Kim Kardashian (Lueck, 2012), Lady Gaga (Click et al, 2013), Floyd Landis (Kassing & Sanderson, 2009), with celebrities generally (Baek et al., 2013; Ledbetter, & Redd, 2016; Stever & Lawson, 2013), even with corporate executive officers (Tsai & Men, 2016). Social networking sites not only disseminate information about celebrities but also disclose private and personal aspects of their lives. This exposure to celebrity public activities, as well as private life through social networking sites, may have negative consequences, such as life dissatisfaction, but may also lead to follower satisfaction through identification with celebrities or association with them (Seo & Hyun, 2018).

YouTube stars are considered to be *micro-celebrities*. This phenomenon occurs thanks to social media when regular people use some typical celebrities' practices in order to improve their popularity on social networks. They use specific techniques of self-presentation including strategies such as sharing personal information and using intimacy in order to attract followers. Using online tools, micro-celebrities are also able to create a para-social relationship, just like traditional celebrities (de Brujin, 2016). In order to maintain their celebrity-status, they have to interact with their public very directly and openly, to discover them details from their privacy, such as their sexual life or what do they eat (Raun, 2018).

2.3. Parasocial interaction with beauty and lifestyle YouTubers

So-called vlogs, videos which present spontaneous moments from YouTuber's daily-life are actually the most popular videos among the users. Through this kind of videos, YouTuber can answer user comments and questions. Moreover, a lot of vlogs focus on friendships, family and love issues whereby viewership is addressed as a friend, the part of the community. Daily activities such as shopping, but also events like weddings and parties YouTuber goes to, her weekend travels and vacations are presented to her viewers so they can be the part of her life. Through vlogs, Youtubers also share intimate and emotional moments such as marriage proposals, weddings, and honeymoons and therefore present their selves as persons and friends (García-Rapp, 2016).

Zoella's communicational style is very direct, so she always talks to her followers standing straight in front of the camera and therefore making them feel connected with her. Sometimes she even makes confessional videos, talking about her psychical problems and even secretly whispering to her viewers while chatting about such topics. Asking her followers for advice what to wear, as if they were her real friends, but also constantly telling them how much she loves them – these are ways how Zoe communicates with her community (Jerslev, 2016). Addressing the viewers directly

as an important aspect of parasocial interaction because it amplifies their perceived relationship with a celebrity (Higdon, 2013).

Through another type of video, *My Brother Does My Makeup*, Zoe expresses her love from make-up and encourages her followers to keep their intimate relationship with her. While traditional make-up tutorials focus on products expertise and technical knowledge, this kind of videos about make-up failures focuses on brother-sister relations, so fans can see her in a new light – in a relaxing, natural and familiar setting. Perceiving Zoe as a big sister and friend is the most important part of her celebrity (Berryman & Kavka, 2017).

Similarly, a famous Canadian video blogger Julie Van Vu reveals details about her private problems such as depression, suicide attempts, and that she has been raped. In her self-disclosing videos, she sometimes even cries in front of the camera. Julie also exposes her body to the public, letting them to see her tattoos in close and explaining their meanings (Raun, 2018).

It was found that sharing details from YouTuber's private life as well as information about beauty products affects the user's perception of parasocial interaction with YouTuber positively (Ko & Wu, 2017). In the last few years, a lot of scholars paid their attention on to parasocial interaction with fashion bloggers (Colliander & Dahlén, 2011) and Youtubers (Ferchaud, Grzeslo, Orme, & LaGroue, 2018; Lee & Watkins, 2016; Rasmussen, 2018; Rihl & Wegener, 2017).

Therefore, we are proposing the hypothesis:

H1: Consuming beauty and lifestyle YouTube channels will generate users' parasocial interaction with beauty and lifestyle YouTubers

2.4. Parasocial Interaction and Self-Esteem

Through her vlogs in which she presents her daily life, beauty YouTuber Bubz tends to create a special connection with her followers. As vlogs focus on Bubz as a guru and friend, her viewers often express their gratefulness to her for helping them with her tips about career and relationships to change and make themselves better. For instance, one of Bubz's followers indicated in her comment below the video that she feels very motivated and energized after watching it, that she "suddenly just feels the hunger of the person inside her to be loved by her" and that she "will get up and take care of herself" (García-Rapp, 2016). This may be explained with a so-called relational approach. Boon and Lomore (2001) suggested that relationships between fans and celebrities have some features of real relationships, such as intimacy or commitment. Therefore, feeling attracted to celebrities means creating parasocial interactions with them. This further leads to an involvement with idols and establishing and intensifying the feeling of some special kind of connection or intimacy between fan and idol. As fan's perception of intimacy grows, fan tends to change his/her life in order to make own attitudes, character, and behavior and that of the idol as much as possible similar. Finally, to the extent funs monitor their attempts to make their and thoughts and behaviors of the celebrity idol similar, they may start to consider these attempts as evidence of the idol's influence on their lives and therefore on feelings of self-worth. The more intimacy toward the idol fans feel the higher is their evaluation of the level of idols' influence on their feelings of self-worth (Boon and Lomore, 2001).

In order to keep positive self-esteem, people need caring relationships and social interactions, while the lack of belongingness causes unhappiness and poor health (Escalas & Bettman, 2017). In this case, parasocial interactions may serve as an alternative to interpersonal interactions (Rubin & Perse, 1987). During the process of their identity creation and of independence from parents, adolescents may idealize celebrities in particular. Since they do not have real contact with celebrities, parasocial interactions provide positive social interactions without the risk for them to

be rejected and therefore to feel unworthily. As through parasocial interaction, there is only limited information about celebrities, adolescents may project desired qualities onto them in order fulfill their own needs. If the attraction arises out of admiration, this projection may increase. Additionally, adolescents constantly interacting with someone who satisfies their ideals may start to feel that fantasized qualities are achievable (Theran, Newberg, & Gleason, 2010). Connecting with celebrities, which enables social interaction may thus be beneficial for people, even if this relationship is not reciprocal (Escalas & Bettman, 2017). Also, those who already have positive self-esteem are glad to engage in parasocial interactions because this may amplify their positive feelings about themselves (Turner, 1993).

In some cases, imagined relationships with celebrities are highly important for their fans and they show a strong admiration for celebrity. Often, fans compare such relationships with real social relationships, speaking of their favorite celebrity as a mentor, older sister, or guide. This may be compensation or substitute for disappointing real experiences or even serve as a positive self-image the fan wants to create (Click et al., 2013). Indeed, earlier research found that intense personal celebrity worship is in a positive relationship with Europeans' and North Americans' self-esteem (North, Sheridan, Maltby, & Gillett, 2007). Also, parasocial relationships with celebrities appeared to be beneficial for low self-esteem people, who reported a movement toward their ideal self after they've been primed with their favorite celebrity (Derrick, Gabriel, & Tippin, 2008). Earlier research also suggested that the relationships Lady Gaga´s fans created with her helped them to overcame problems like marginalization or bulling. They indicated that watching her performances increased their self-confidence. Moreover, Lady Gaga supported and encouraged them to love and accept themselves (Click et al., 2013).

Therefore, we propose the hypothesis:

H2: Users' parasocial interaction with beauty YouTubers will affect their self-esteem positively

2.5. Parasocial Interaction and Identification with Celebrities

The term "identification" is used in a lot of different ways and contexts. This concept came from Freud's and Lasswell's work but in recent years communication scholars are very interested in it, especially those who have been researching public's use of entertainment media (Brown & de Matviuk, 2010).

Kelman (1958) discussed three different processes of influence on attitude change – compliance, identification, and internalization. *Identification* occurs when one is accepting influence in order to make or keep a satisfying, self-defining relationship with other persons or groups. This relationship has two forms. The first one is classical identification, whereby the person takes over the role of the other person or group. The second one, called reciprocal role relationship, occurs when people have reciprocal expectations of each other's behavior. In this case, the identification continues to exist whether or not people stay in each other's presence. Anyway, when identification occurs, individuals try to be as much as possible like another person (Kelman, 1958).

There are some differences between Horton's and Wohl's theory of parasocial interaction and Kelman's theory of identification. Firstly, the parasocial relationship is based on an imagined friendship with media personality whereby there is no persuasive influence. Secondly, parasocial interaction does not mean that one is adopting behaviors and attitudes of another person, which happens during the identification. Adopting another person's behaviors may happen in close friendships. However, it is not a condition of friendship, but its consequence. Further, parasocial interaction with celebrities may make the audience to adopt the values, beliefs, and practices of persons with whom they identify. Identification is a strong form of social influence that leads to changes in behavior. On the other side, parasocial interaction is a necessary condition for identification. Moreover, identification is usually preceded by strong parasocial interaction (Brown, 2009). While parasocial interaction refers to perceiving a famous person as interaction partner or

friend, an identification means that one is psychologically merging with a famous person and losing own self-identity. That is to say, during the identification public put themselves in the place of a celebrity and participate in his/her experience (Tian & Hoffner, 2010).

According to Cohen (2001), audiences' identification with media characters is "an imaginative process through which an audience member assumes the identity, goals, and perspective of a character" (Cohen, 2001). However, identifying with some person before creating parasocial interaction with that person is very unlikely to happen. In other words, it cannot be expected that the audience would identify with persons they don't know. Considering some person as a friend means that one is familiar with that person's behavior, beliefs, attitudes and values (Brown, 2015). Although the parasocial interaction is not sufficient condition for identification, it is necessary for identification to happen (Brown, Basil, & Bocarnea, 2003). Fraser and Brown (2002) also stated that parasocial interaction comes before identification. Moreover, they extended earlier definitions of identification stating that it is a "process by which individuals reconstruct their own attitudes, values, or behaviors in response to the images of people they admire, real and imagined both through personal and mediated relationships. Identification with celebrities occurs primarily through mediated relationships, as most people do not have personal friendships with celebrities or frequently see them in person" (Fraser and Brown, 2002).

Indeed, it was found that people who had a higher level of parasocial interaction with famous athlete Marc McGwire identified with him more strongly (Brown et al., 2003). Similarly, research conducted among Singaporean students suggested that their parasocial interaction with media celebrities predicted their identification with celebrities (Wen, 2017). Also, it was found that parasocial interaction with famous actress Angelina Jolie made the audience identify with her (Kosenko et al., 2016). Earlier research also suggested that parasocial interaction with famous religious leader Pope John Paul II is positively associated with identification with him (Brown,

2009). Similarly, parasocial interaction with football player Diego Maradona is positively associated with identification with him (Brown & De Matviuk, 2010). A study conducted among the audience who wrote letters to famous Indian soap opera indicated participants' emotional interaction with an opera, which is an important dimension of parasocial interaction. In other words, they felt sorry for the characters' mistakes and even felt their negative consequences. The big family presented in the show made viewers identify with same-gender or same-aged characters from the show and with the show generally. Moreover, this identification broke the line between reality and imagination, so that some letter-writers felt that the show was completely real (Sood & Rogers, 2000). In accordance with that, we can expect the following:

H3 Users' parasocial interaction with beauty YouTubers will generate users' identification with beauty YouTubers

2.6. Identification with Celebrities and Life-satisfaction

Although previous research suggested that parasocial interaction with celebrities may affect one's self-esteem positively (Derrick et al., 2008; North et al., 2007;), such relationship between parasocial interaction and life-satisfaction was found to be insignificant (Chia and Poo, 2009; Higdon, 2013) or negative (Eggermont & Vandebosch, 2001). It is possible that parasocial interaction is not strong enough to bring about change in one's life satisfaction (Higdon, 2013). However, since people who identify with celebrities tend to adopt celebrities' values, beliefs and behavior, identification is more powerful than parasocial interaction. Through identification, the public may even adopt their favorite celebrity's fashion style, lifestyle or communicational style (Brown and Fraser, 2004). In the case of successful identification, even the negative effects of parasocial interaction with famous people whose lives are very different from those of ordinary people – such as life dissatisfaction – might be overcome (Baek et al., 2013). In other words, SNS give users an opportunity to compare their ordinary lives with celebrities' glamorous lives, which

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may lead to increased life-satisfaction. However, through SNS intensified exposure to celebrity private and public life may also lead to follower satisfaction through identification with celebrities (Seo & Hyun, 2018). Even though the strong identification created through imagined relationships is often treated as pathological feeling, these relationships may also have some important individual and social benefits. They may help one to became self-reflective or to adopt positive values and behaviors (Click et al., 2013).

Identification with celebrities is also found to be associated with the intention to do a cosmetic surgery promoted by celebrities. However, parasocial interaction appeared to be negatively associated with such intention. Thus, only if parasocial interaction transforms into identification with celebrities, it may lead to a positive attitude toward cosmetic surgery. However, if one does not perceive any similarity with celebrity, does not want to be like he/she and therefore identification does not happen, parasocial interaction by itself will influence this person's attitudes toward cosmetic surgery promoted by celebrities negatively (Wen, 2017). By people who have done cosmetic surgery, their postoperative satisfaction is found to be significantly related to their life satisfaction (Kamburoğlu & Özgür, 2007).

Besides that, Fraser and Brown (2002) found that audience who identified with Elvis Presley has adopted Presley's admired values and behaviors into their personal lives. They have built a self-defining relationship with him and adopted his perceived features. This further led to a strong personal and social transformation, so that their social and personal lives have strongly changed. For instance, they have got new friends with whom they have connected and communicated comfortably. Also, impersonating Presley helped some of them to articulate themselves in their works or personal lives (Fraser and Brown, 2002). It is suggested, in turn, that satisfaction with friends predicts life-satisfaction (Diener & Diener, 2009) and that satisfaction in personal and job domains also affects life satisfaction (Rojas, 2006).

Earlier research also suggested that identification with celebrities can inspire people to care more for their health - to concern more about AIDS and reduce risky sexual behavior (Basil & Brown, 1997). In turn, health is highly correlated with life-satisfaction (Rojas, 2006).

According to all insights mentioned earlier, we expect that:

H4 Identification with beauty YouTubers will affect users' life satisfaction positively

Conceptual model, integrating hypothesized relationships, is presented in Figure 1.

```
┌─────────────────┐        ┌─────────────────┐        ┌─────────────────┐
│ Consuming beauty│   H1   │Parasocial       │   H2   │                 │
│ and lifestyle   │ ─────▶ │interaction with │ ─────▶ │ Users' self-    │
│ YouTube channels│        │beauty and       │        │ esteem          │
│                 │        │lifestyle YouTuber│        │                 │
└─────────────────┘        └────────┬────────┘        └─────────────────┘
                                    │ H3
                                    ▼
                           ┌─────────────────┐        ┌─────────────────┐
                           │ Identification  │   H4   │                 │
                           │ with beauty and │ ─────▶ │ Users' life     │
                           │ lifestyle       │        │ satisfaction    │
                           │ YouTubers       │        │                 │
                           └─────────────────┘        └─────────────────┘
```
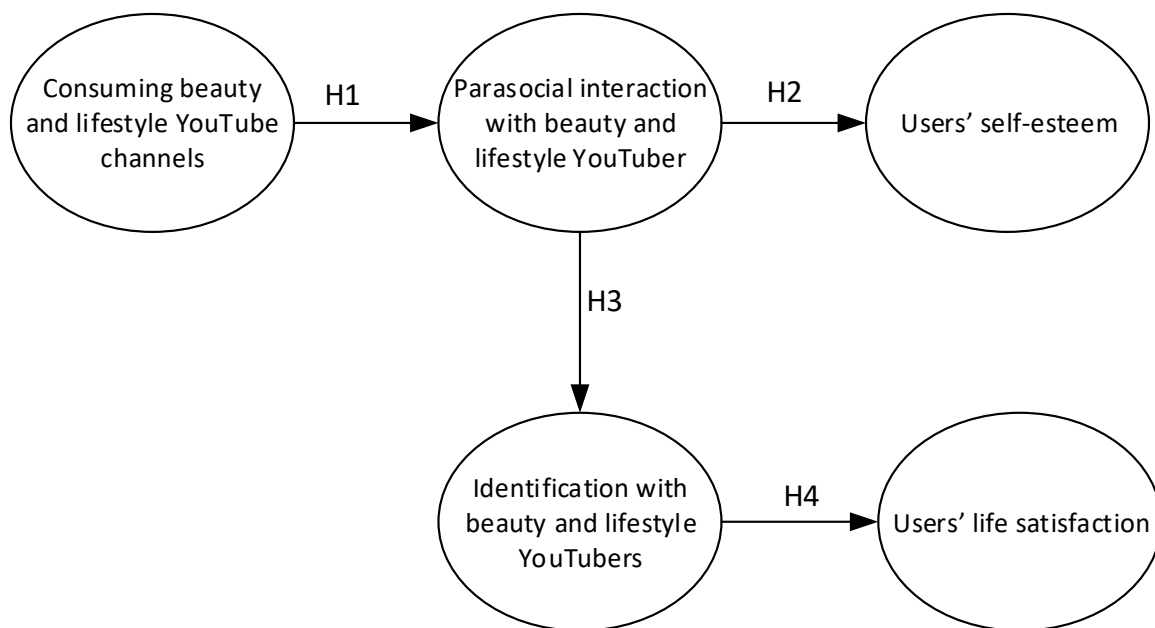
Figure 1. *Conceptual model*

Note: This is a conceptual model presenting connections discussed through hypotheses

2.7. Context: Serbia

Regardless which kind of videos they make, young vloggers or so-called YouTubers are very influential in the world of marketing nowadays. Something that seemed to be just a hobby, became a serious business since companies have already recognized the power of YouTubers and started to use them in order to reach their target groups. Although there are no official and reliable statistics of their earnings, it is sure that Serbian YouTubers had an annual income higher than the national budget in 2016 (Radovanovic, 2016). Balkan's YouTube community is more and more popular in the last few years so that the number of YouTubers video views in this region is higher than 200 million. It is no wonder that so-called Balkan Tube Fest, where fans can meet famous YouTube stars and spend some time with them is one of the most celebrious events in the region. Among other things, on this festival, some of the biggest beauty YouTubers such as Marija Zezelj, Jana Dacovic or Lea Stankovic give their followers the possibility to spend time with them, take photos, share experiences about makeup, cosmetics and so forth (Blic, 2017).

Marija Zezelj started her YouTube channel in 2014. Today, she is followed by more than 400.000 people, mostly female teenagers enjoying her videos about different topics – from advice how to pick the right outfit for school, to recommendations of cosmetic products (Zena Blic, 2018). According to broadcaster B92, Marija is the most famous among all Serbian beauty YouTubers. Her beauty and lifestyle YouTube channel is very popular, not only in Serbia but also in other Balkan countries. In June 2016, she released her first song Dance Like Nobody's watching and one year earlier she published her first book named My sweet life. Also, as a model, she won an international beauty award *The Look of the Year 2016* in Italy (B92, 2017). A year later, Marija got into the list of 100 *Most Beautiful Faces of 2017* in the world, according to Independent Critics. On this list, which is considered to be very prestigious and internationally recognized, she left behind some of the world's most popular women, such as Cara Delevigne, Monica Belucci and Keira Knightley (Jutarnji, 2017). Fashion and beauty blogger and vlogger Zorana Jovanovic Zorannah, whose

YouTube channel – created in October 2011 – is one of the first beauty channels in Serbia (YouTube, 2018), published her first book, a lifestyle guide named *Life and Style* in 2015. After its first printing was sold in just three days, and therefore she appeared to be the biggest star of Belgrade Book Fair that year, Zorannah and her book consequently became the main topic of most Serbian tabloids (Glossy, 2015). One year later, she published her second book, a novel named *Vanilla Sky* (Tracara, 2016) and last year she also launched her perfume labeled with the name *Zorannah* (Hej, 2017). On social network Instagram, Zorannah is followed by more than 900.000 users who are getting up-to-date information about her collaboration with famous brands such as Gucci and Dior, but also about her private life. On YouTube, she is mostly making videos about her make-up and beauty routines, reweaving new cosmetic products and giving fashion advice (Story, 2018). Jana Dacovic started her YouTube channel in 2011, making amateur videos about beauty and fashion, but also daily vlogs and videos with advice referring typical teenager´s problems like school or conflicts with parents. Step by step, she became one of the most popular YouTubers in Serbia, followed mostly by the female of her age (Cosmopolitan, 2018). A few weeks ago – on the contest *Wannabe Digital Awards* organized by Serbian most famous fashion beauty and lifestyle online magazine *Wannabe Magazine* – she won an award *Lifestyle Youtuber of the Year* (Wannabemagazine, 2018). Last year, she published her first book – a vlogger guide named *Beauty*, which made her the biggest star of Belgrade Book Fair that year (Famoza, 2017). In July this year, she launched a perfume collection labeled with her name (Scentertainer, 2018). Lea Stankovic is a 17 years-old YouTube vlogger and influencer, who reached almost a half million subscribers thanks to her beauty and fashion related video content (Famousbirthdays, 2018). In only three years, her Youtube channels turned from a hobby into serious business. Nowadays, young Serbian teenagers consider her a fashion icon (Mycupoftea, 2016). Besides beauty and fashion, her videos also concern topics like books recommendations, typical teenagers' problems and so forth (Wannabemagazine, 2017). Several months ago, she published a book *Create Your Own Style*

written for all girls who want to launch their own YouTube channel or deal with fashion (Laguna, 2018). Also, she launched a song *Bambolina* accompanied by an official video together with her friend and also a famous YouTuber Nadja Stanojevic (Blic, 2018). Nadja started her career with a travel blog, but then she realized that YouTube videos are a much better way to communicate with the public. Considering that her followers are mostly adolescents, she makes an effort to present her daily life focusing on positive things and values (Dnevno, 2017). In collaboration with a famous shoe brand *Ipanema*, Nadja designed last year her own collection of thongs which was extremely popular among female teenagers (Hej, 2017). Several weeks ago, she won an award *Fashion Instagrammer of the Year* on the contest *Wannabe Digital Awards* mentioned before (Wannabemagazine, 2018).

3. Method

3.1. Sample and data collection

In order to test hypotheses mentioned before, we conducted – from September 26th, 2018 to November 30th, 2018 – a quantitative online survey (translated to Serbian language by an author) among Serbian young female who follow popular Serbian beauty and lifestyle YouTubers (see Appendix 1). The term "young people" refers to people aged between 10 and 24 years. This age range can be divided into three categories: early adolescence – a period between ages 10-14 years, late adolescence – a period between ages 15-19 years, and young adulthood – a period between ages 20-24 years (Sawyer, Afifi, Bearinger, Blakemore, Dick, Ezeh, & Patton, 2012). As mentioned before, adolescents, who are going through the process of their identity creation and of independence from parents, are particularly inclinable to idealize celebrities (Theran et. al, 2010). However, young adults still place importance on social relationships, although they have a stronger sense of identity. All in all, young people are very likely to use technology like the Internet, mobile

phones, and social networking sites (Sawyer et. al, 2012). Earlier research suggested that girls are more likely to identify celebrities as friends than boys, who tend to view them as authorities (Gleason, Theran & Newberg, 2017). Also, girls are more likely to identify and to create a parasocial interaction with same-sex characters (Hoffner, 1996). That is why this research focuses only on the young female.

Further, we identified the five most popular Serbian beauty YouTubers using the website Social Blade, which tracks YouTube users' statistics. The popularity of beauty YouTubers was measured by the number of their subscribers. Since subscribing to a channel means that users want to have a continuous relationship with a Youtuber, it is important to examine videos which have the most subscribers in order to understand the nature of parasocial interaction in this kind of ongoing relationship (Ferchaud et al., 2018). Subscribing to a channel means that viewers want to continue to watch YouTuber's updates and that their attention toward the channel and a YouTuber is sustained and long-lasting (Garcia-Rapp, 2017b). Thus, the most followed is Jana Dacovic, whose YouTube channel has 591,863 subscribers and whose videos are watched more than 130 million times (Social Blade, 2018). Next is Lea Stankovic with 423,829 subscribers and more than 100 million video views (Social Blade, 2018). Marija Zezelj, whose main YouTube channel has 403,781 subscribers and more than 14 million video views is on the third place (Social Blade, 2018). Further, Nadja Stanojevic has 292,997 subscribers and more than 50 million video views on her main channel (Social Blade, 2018). Finally, Zorana Jovanovic whose channel Zorannah has 237,874 subscribers and whose videos are watched more than 70 million times is the last one among the five most popular Serbian beauty YouTubers (Social Blade, 2018).

We collected the data in several ways. Firstly, the link to the survey was shared on the author's Facebook and Instagram profile. She asked her Instagram and Facebook friends who are between 10 and 24 years old and who follow Serbian beauty and lifestyle Youtubers to participate in the

survey. Also, she explained that respondents will remain completely anonymous, that participating is completely voluntarily and that one should leave the survey at any time if he or she feels any kind of pressure or that questions are too personal. Further, the link was sent per e-mail to dozens of high and primary schools in Serbia. In total, ten schools accepted to participate in the research (see Appendix 1). In seven schools, the online survey was administrated by principles or guidance counselors during classroom hours, mostly those that require computer use. Some schools also allowed students to use their smartphones or laptops in order to participate in the survey. Students accessed the survey in four ways: through the link shared on author's Facebook profile; through the link shared on author's Instagram profile; through the link shared on author's Google plus account; through the link sent them per e-mail from the principal or guidance counselor. One of the schools shared the link on its official website. In three schools, we conducted a paper-and-pencil survey because they did not have enough computers or Internet access. Later, we inputted the collected data into online form manually. Also, the link to the survey was sent to dozens of Instagram fan pages dedicated to Jana Dačović, Lea Stankovic, Marija Žeželj, Nadja Stanojevic and Zorana Jovanovic. Assuming that these pages are run by persons who are under the age of majority, it was explained that respondents will remain completely anonymous, that participating is completely voluntarily and that one should leave the survey at any time if he or she feels any kind of pressure or that questions are too personal. Finally, each of the aforementioned YouTubers was asked to share the link to the survey with their followers on social networks and their subscribers on YouTube, but they did not want to collaborate. However, two famous Serbian fashion and lifestyle bloggers Branislava Antovic and Anastasija Djuric shared the link on their Facebook pages and on Instagram stories, asking their fans and followers to participate. Also, the famous Serbian photographer Ivana Dzamic shared the link on her Instagram story.

3.2.Measurements

Consuming beauty and lifestyle YouTube videos was measured with several questions. Firstly, respondents were asked to indicate – on a 7-point Likert scale – how many hours per day they spent watching Serbian beauty and lifestyle YouTubers' videos, whereby 1 = not at all, 7 = more than 3 hours. Further, they were asked to indicate one of aforementioned beauty and lifestyle YouTuber as a favorite (we also left them an option "None of them/I do not have a favorite beauty and lifestyle YouTuber"). Also, they were asked if they are subscribed to their favorite beauty and lifestyle Youtuber's channel. As mentioned before, subscribing to a channel means that users want to have a continuous relationship with a Youtuber (Ferchaud et. al, 2017). That is why we concluded to introduce this question.

Parasocial interaction with beauty and lifestyle YouTuber was measured with a Parasocial Attachment Scale (Appendix 2), borrowed from Russell and Stern (2006) and slightly changed in order to fit the research. It contains items like: "I think my favorite beauty and lifestyle YouTuber is like an old friend"; "My favorite beauty and lifestyle YouTuber makes me feel comfortable, as if I am with friends"; "My favorite beauty and lifestyle YouTuber seems to understand the things I want to know"; "I find my favorite beauty and lifestyle YouTuber to be attractive", etc. (Russell & Stern, 2006). The respondents were asked to report whether they agree or disagree with each statement using a 7-point Likert scale, whereby 1 = strongly disagree, 7 = strongly agree.

Identification with beauty and lifestyle YouTuber was measured with items taken from Basil (1996). The scale (see Appendix 2) is slightly changed in order to fit the research and it contains items, such as: "I like my favorite beauty and lifestyle YouTuber"; "I do not have any feelings about my favorite beauty and lifestyle YouTuber"; "I can easily relate to my favorite beauty and lifestyle YouTuber", etc. (Basil, 1996). The participants were asked to report whether they agree or disagree with each statement using a 7-point Likert scale, whereby 1 = strongly disagree, 7 = strongly agree.

Life-satisfaction was measured with 5-items Satisfaction With Life Scale (SWLS) containing the following statements: "In most ways my life is close to my ideal"; "The conditions of my life are excellent"; "I am satisfied with my life"; "So far I have gotten the important things I want in life"; "If I could live my life over, I would change almost nothing" (Diener, Emmons, Larsen & Griffin, 1985). The participants were asked to report whether they agree or disagree with each statement using a 7-point Likert scale, whereby 1 = strongly disagree, 7 = strongly agree.

Self-esteem was measured with 10-items Rosenberg's scale (see Appendix 2) containing statements such as: "On the whole, I am satisfied with myself"; "At times I think I am no good at all"; "I feel that I have a number of good qualities"; "I am able to do things as well as most other people", etc. (Rosenberg, 1965). The participants were asked to report whether they agree or disagree with each statement using a 7-point Likert scale, whereby 1 = strongly disagree, 7 = strongly agree.

Control variables

Materialism – A previous research suggested that there is a negative relationship between materialism and life satisfaction. In other words, the more materialistic one is, the less satisfied he or she is with his/her life. Also, there is a positive relationship between parasocial interaction and materialism (Higdon, 2013; Chia and Poo, 2009). That is why we introduced materialism as control variable while testing hypothesis H4. We measured it with a Youth Materialism Scale (see Appendix 2) containing statements such as: "I'd rather spend time buying things, than doing almost anything else"; "I would be happier if I had more money to buy more things for myself"; "I have fun just thinking of all the things I own", etc. (Goldberg, Gorn, Peracchio, & Bamossy, 2003). The respondents were asked to report whether they agree or disagree with each statement using a 7-point Likert scale, whereby 1 = strongly disagree, 7 = strongly agree.

Envy – As earlier research suggested that the more envious one is, the less satisfied with his or her life they are and that parasocial interaction predicts envy at the same time (Higdon, 2013), we introduced envy as a control variable while testing hypothesis H4. We used a Dispositional Envy Scale (see Appendix 2) containing statements such as: "I feel envy every day"; "The bitter truth is that I generally feel inferior to others"; "Feelings of envy constantly torment me", etc. (Smith, Gerrod Parrott, Diener, Hoyle, & Kim, 1999). The participants were asked to report whether they agree or disagree with each statement using a 7-point Likert scale, whereby 1 = strongly disagree, 7 = strongly agree.

YouTube time use – respondents were asked to indicate – on a 7-point Likert scale – how many hours per day they spent using YouTube, whereby 1 = not at all, 7 = more than 3 hours.

Demographics – age (measured with categories ranging from "less than 10 years" to "more than 35 years"), gender, monthly household income (measured with categories ranging from "less than 20.000 RSD" to "more than 100.000 RSD"), education level (measured with categories ranging from "preschool education" to "PhD education"), place of residence.

4. Results

In total, 1118 respondents participated in the study. However, analyses have been performed on a sub-sample resembling our target group, i.e. females aged between 10 and 24, who watch Serbian beauty and lifestyle YouTubers' videos, have their favorite beauty and lifestyle Youtuber and are subscribed to her YouTube channel. This selection resulted in a sub-sample of 521 respondents whose answers have been taken into analyses.

Majority of respondents were aged between 15 and 19 (50.3%), followed by respondents in an age group 10-14 (41.1%) and respondents aged between 20 and 24 (8.6%). At the moment of

interviewing the majority of respondents have completed primary school (43.2%), followed by respondents who have completed vocational high school (18.4%), high school (gymnasium) (15.7%), whereas 15.4% were attending primary school at the moment of interviewing. Monthly household income of the majority of respondents (20.7%) was between 40.001 and 60.000 RSD, followed by an average monthly income of 80.001 – 100.000 (20%), whereas 19.8% of respondents reported a monthly household income of 60.001 – 80.000 RSD (see Appendix 3).

According to the responses, majority of females who participated in the study watch YouTube between one hour and hour and a half per day (24.6%), followed by females who watch YouTube between hour and a half and two hours per day (24%), whereas 16.7% of respondents reported watching YouTube from 30 minutes to one hour per day. Whereas 8.1% of respondents reported watching YouTube less than 30 minutes per day, YouTube is followed by 26.5% of respondents at least 2 and a half hours per day (see Appendix 3).

Analyses have been performed by means of multiple hierarchical regression, controlling for the effect of socio-demographic variables, such as age, place of residence, monthly household income, education and YouTube usage per day (YouTube time use).

Prior to the analysis, answers related to negatively worded statements have been recoded and latent variables, i.e. those described by a number of statements, such as parasocial interaction, identification, envy, materialism, life satisfaction, have been calculated as mean values of their respective items.

In order to examine the impact of consuming beauty and lifestyle YouTube channels on users' parasocial interaction with beauty and lifestyle YouTubers, data set has been filtered first (see Appendix 4). Only female respondents aged between 10 and 24 who watch Serbian beauty and lifestyle YouTubers' videos and who are subscribed followers of one of the defined set of

YouTubers, were entered into the analysis. Out of a total sample of 1118 respondents, data filtering resulted in a set of 521 respondents (46.6%).

Further, hierarchical regression has been applied to examine the first hypothesis (H1). After controlling for the effect of YouTube time use, education, income, place of residence and age, findings of the study revealed a significant impact of Consuming beauty and lifestyle YouTube channels on users' parasocial interaction with beauty and lifestyle YouTubers, as presented in Table 1. Thus, H1 is supported.

Table 1. *Hierarchical regression analysis for variables predicting users' parasocial interaction with beauty and lifestyle YouTubers*

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.449	.345		12.893	.000
	Age	-.595	.129	-.268	-4.612	.000
	Place of residence	.623	.118	.221	5.275	.000
	Income	-.028	.036	-.030	-.783	.434
	Education	-.048	.062	-.044	-.781	.435
	YouTube time use	.214	.036	.227	5.954	.000
2	(Constant)	4.021	.325		12.388	.000
	Age	-.355	.123	-.160	-2.880	.004
	Place of residence	.260	.117	.092	2.226	.026
	Income	-.034	.033	-.037	-1.025	.306
	Education	-.092	.058	-.083	-1.591	.112
	YouTube time use	.042	.039	.044	1.086	.278
	HO	.343	.038	.413	8.990	.000

Note: $R^2 = .261$ for Model 1; $R^2 = .361$ for Model 2

Socio-demographic variables turned out as significant determinants of users' parasocial interaction with beauty and lifestyle YouTubers and these variables explained 26.1% of the variance in users' parasocial interaction.

Among these variables, age, income, place of residence and usage of YouTube emerged as significant predictors of users' parasocial interaction. It is important to note that the higher age and income of respondents, the lower users' parasocial interaction is, whereas the rural area of residence and usage of YouTube positively affect parasocial interaction. In addition to socio-demographic

variables, consuming beauty and lifestyle YouTube channels explained 10% of the variance in users' parasocial interaction.

Before testing H2, we used the same filters again. Out of a total set of 1118 respondents, analysis has been performed on a subset of 521 respondents, taking into account only the target group of respondents (see Appendix 5).

After controlling for the effect of chosen socio-demographic variables (age, place of residence, education, income, YouTube time use) parasocial interaction emerged as a statistically significant positive determinant of self-esteem, as presented in Table 2. Thus, H2 is supported.

Table 2. *Hierarchical regression analysis for variables predicting users' self-esteem*

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.587	.242		18.923	.000
	Age	-.128	.091	-.093	-1.410	.159
	Place of residence	.358	.083	.205	4.312	.000
	Education	.078	.043	.114	1.795	.073
	Income	.059	.025	.103	2.358	.019
	YouTube time use	.000	.025	.001	.014	.988
2	(Constant)	4.063	.275		14.769	.000
	Age	-.058	.091	-.042	-.633	.527
	Place of residence	.284	.084	.163	3.384	.001
	Education	.083	.043	.123	1.951	.052
	Income	.062	.025	.109	2.521	.012
	YouTube time use	-.025	.026	-.042	-.963	.336
	Parasocial interaction	.118	.031	.190	3.852	.000

Note: $R^2 = .051$ for Model 1; $R^2 = .077$ for Model 2

Self-esteem is positively affected by place of residence and income. However, it should be noted that socio-demographic variables explained only 5.1% of the variance of self-esteem, which indicates less importance of chosen socio-demographic variables as predictors of self-esteem. The inclusion of parasocial interaction raised explained variance of self-esteem only to 7.7%, which also indicates statistically significant, albeit less important influence of parasocial interaction (Appendix 5).

The impact of users' parasocial interaction on users' identification with beauty and lifestyle YouTubers has been examined on a subset of 521 respondents, taking into account only the target group of respondents.

The analysis yielded statistically significant impact of some socio-demographic variables on users' identification with beauty YouTubers, more precisely, socio-demographic variables explained 25.5% of the variance in users' identification with beauty YouTubers. Age emerged as a statistically significant, yet negative determinant of identification, meaning that the older a respondent the less she is identified with a beauty YouTuber, whereas place of residence and usage of YouTube emerged as statistically significant and positive determinants of identification, as presented in Table 3. After controlling for the effect of socio-demographic variables, the analysis yielded a statistically significant and positive impact of parasocial interaction on users' identification with beauty and lifestyle YouTubers (Table 3).

Table 3. *Hierarchical regression analysis for variables predicting users' identification with beauty and lifestyle YouTubers*

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.305	.304		14.183	.000
	Age	-.517	.114	-.266	-4.549	.000
	Place of residence	.479	.104	.194	4.609	.000
	Education	-.097	.054	-.101	-1.787	.074
	Income	.011	.031	.014	.366	.714
	YouTube time use	.161	.032	.195	5.104	.000
2	(Constant)	1.504	.244		6.163	.000
	Age	-.142	.081	-.073	-1.750	.081
	Place of residence	.087	.075	.035	1.161	.246
	Education	-.067	.038	-.069	-1.756	.080
	Income	.029	.022	.036	1.325	.186
	YouTube use	.027	.023	.032	1.165	.245
	Parasocial Interaction	.630	.027	.719	23.234	.000

Note: $R^2 = .255$ for Model 1; $R^2 = .382$ for Model 2

Parasocial interaction emerged as a statistically significant and important determinant of identification, explaining 38.2% of the variability in users' identification with beauty and lifestyle YouTubers. Thus, H3 is supported (see Appendix 6).

In order to test H4, the analysis has been performed on a sub-sample of 521 respondents, taking into account only the target group of respondents.

Prior to the analysis, life satisfaction, materialism, and envy have been calculated, as mean values of their respective statements.

The application of multiple hierarchical regression on a sample of 521 respondents yielded statistically insignificant influence of identification with beauty and lifestyle YouTubers on users' life satisfaction, as indicated in Table 4. Thus, H4 is not supported.

Table 4. *Hierarchical regression analysis for variables predicting users' life-satisfaction*

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	5.015	.352		14.255	.000
	Age	-.248	.121	-.126	-2.045	.041
	Residence	.274	.114	.109	2.395	.017
	Education	.128	.058	.131	2.186	.029
	Income	.075	.033	.092	2.241	.025
	YouTube use	-.011	.034	-.013	-.318	.751
	Materialism	.166	.043	.170	3.830	.000
	Envy	-.412	.046	-.377	-8.978	.000
2	(Constant)	5.015	.403		12.438	.000
	Age	-.248	.124	-.126	-2.006	.045
	Residence	.274	.116	.109	2.354	.019
	Education	.128	.059	.131	2.176	.030
	Income	.075	.033	.092	2.239	.026
	YouTube use	-.011	.035	-.013	-.311	.756
	Materialism	.166	.044	.170	3.820	.000
	Envy	-.412	.046	-.377	-8.969	.000
	Identification	5.460E-6	.047	.000	.000	1.000

Note: $R^2 = .186$ for Model 1; $R^2 = .005$ for Model 2

Identification did not add to the explained variance of life satisfaction above and beyond socio-demographic variables and envy and materialism, which together explained 18.6% of the variance in life satisfaction as a dependent variable. All but the usage of YouTube emerged as statistically-significant determinants, among socio-demographic variables, on life satisfaction at the level of significance of $p<0.05$.

Materialism emerged as a statistically significant, albeit less important, positive determinant of life satisfaction (β=0.170, p<0.05), whereas envy emerged as a somewhat stronger, however negative determinant of life satisfaction (β= -0.377, p<0.05). Testing of H4 is presented in Appendix 7.

Results of hypothesis testing (by the application of hierarchical multiple regression) are presented in Figure 2.
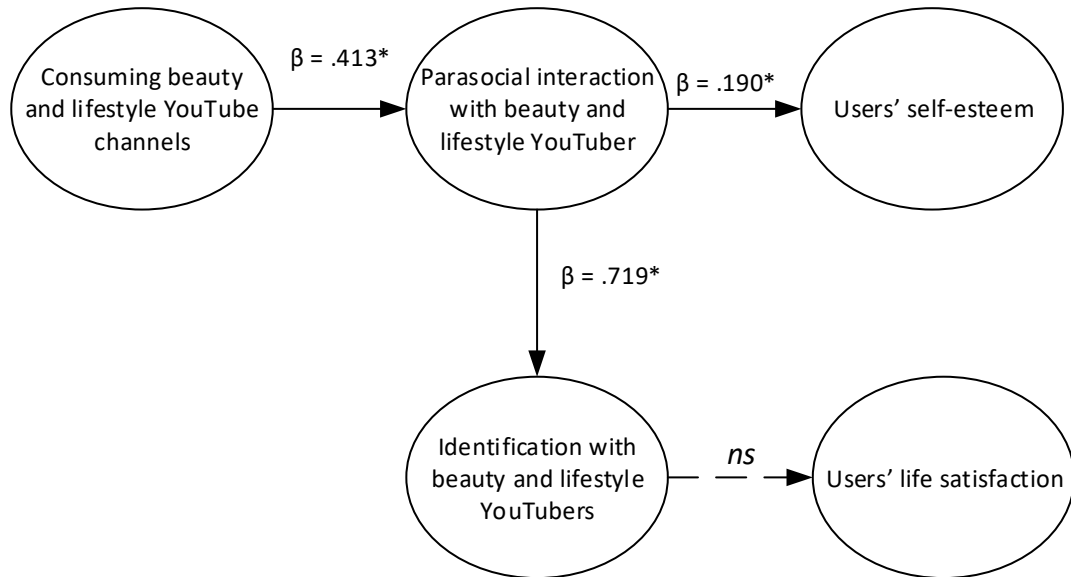
*p<.001; *ns* – not significant

Figure 2. *Results of hypotheses testing*

Note: Path coefficients are obtained by the application of hierarchical multiple regression

5. Concluding Discussion

Earlier research discussed users' parasocial interaction with a lot of type of celebrities, like television newscasters, different television, romance novels, and soap opera characters, comedians, athletes, actors, religious leaders, fashion bloggers, YouTubers and so forth. This study examines parasocial interaction with beauty and lifestyle YouTubers since they are extremely popular among female users nowadays. Also, we examined how it may affect followers' identification with beauty and lifestyle Youtubers as well as their self-esteem, and – through identification – their life satisfaction. We conducted a quantitative online survey among Serbian young female in order to get an insight into these relations.

This study has several important suggestions. As expected, our results suggest that there is a significant impact of consuming beauty and lifestyle YouTube channels on users' parasocial interaction with beauty and lifestyle YouTubers. Also, parasocial interaction emerged as a statistically significant positive determinant of self-esteem. Finally, our analysis yielded statistically significant and positive impact of parasocial interaction on users' identification with beauty YouTubers.

However, the influence of identification with beauty and lifestyle YouTubers on users' life satisfaction emerged as statistically insignificant. There are several explanations for this. Firstly, considering the age of our respondents, the assessment of their life-satisfaction might be too complicated for them. Since college is considered to be a preparation for the actual, real world, life satisfaction may be difficult for undergraduates to precisely assess. After college, an individual start, what some people may consider, real life, facing new challenges that are different from those in college. Therefore, how satisfied an individual is with his/her life, may not be inappropriate for college students to assess, bearing in mind the placement of college in an individual's life maturing. As older individuals are probably more intellectually and emotionally developed, they may

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understand this area better (Higdon, 2013). If this is correct, we can expect that for adolescents – and the majority of our respondents were actually adolescents – might be even more complicated to assess their life-satisfaction. Focusing exclusively on young adults or even including older adults in our study might have affected our results (concerning life-satisfaction) positively.

It is also possible that young female's identification with their favorite beauty and lifestyle YouTuber is still not strong enough to affect their life-satisfaction. It is also possible that it is still on a first level so that our respondents might have adopted their favorite YouTubers' admired values and behaviors into their personal lives. They also might have built a self-defining relationship with a YouTuber and adopted her perceived features. However, it is possible that this has not led to a strong personal and social transformation yet so that their social and personal lives have not changed yet. Earlier research suggested that impersonating famous people may help individuals to articulate themselves in their works or personal lives, to find new friends etc. (Fraser and Brown, 2002). In turn, satisfaction with friends (Diener & Diener), as well as satisfaction in personal and job (Rojas, 2006) may affect one's life satisfaction. However, this may not work in case of young people, whose life-satisfaction might be affected by other factors, like satisfaction with school or parents, especially when it comes to adolescents, who made over 90% of our sample. Originally, we did not focus on the impact of users' parasocial interaction with beauty and lifestyle YouTuber and their life-satisfaction. However, since earlier research indicated that parasocial interaction is not strong enough to bring about change in one's life satisfaction (Higdon, 2013), we examined this impact as well. As expected, hierarchical regression resulted in the statistically insignificant impact of parasocial interaction on life satisfaction, at the level of significance of $p < 0.05$ (see Appendix 8).

Further, age, income, place of residence and usage of YouTube emerged as significant predictors of users' parasocial interaction. It is important to note that the higher age and income of respondents, the lower users' parasocial interaction is, whereas the rural area of residence and usage of YouTube

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positively affect parasocial interaction. As mentioned before, engaging in parasocial interactions is a normal part of adolescents' development, which includes the autonomization from parents, the creation of a positive self-image and so forth (Theran et al., 2010). However, young adults are inclined to develop relationships that are more serious (Sawyer et al., 2012). This may be an explanation why the parasocial interaction was lower among older respondents. Another reason for this could be that parasocial relationship is stronger when there are similarities between a celebrity and viewer regarding personal background and personal characteristics. Considering that the majority of YouTubers examined in this study are younger than 20 years, it may explain why they evoked a stronger sense of closeness among their younger, adolescent followers (Rihl & Wegener, 2018). Also, monthly household income emerged as a significant predictor of users' parasocial interaction: the higher age income of respondents, the lower users' parasocial interaction is. It is possible that the low income of a family leads to a residence in very bad neighborhoods with poor resources for children development, like after-school programs, parks, and playgrounds (Duncan & Brooks-Gunn, 2000). Adolescents with a lower household income may particularly engage in parasocial interactions in order to fulfill their needs for social interactions, which are – due to their poor resources – poor. Further, place of residence emerged as a significant predictor of users' parasocial interaction. More precisely, rural area of residence positively affects parasocial interaction. This maybe results from the fact that small, isolated communities are usually characterized by collectivistic values, while large, urban areas are characterized by individualistic values (Georgas, 1989). Individuals from individualistic cultures focus mostly on themselves, while members of collectivistic cultures treat the social context as important and are strongly involved in social groups. Moreover, in such cultures, the group protects the individual (Schmid & Klimmt, 2011). As the feeling of being a part of a community is an important indicator of parasocial interaction (Rihl & Wegener, 2017), individuals from the rural area may be more likely to engage in parasocial relationships and – consequently – fulfill their need to be the part of a group – than those

from urban areas. Finally, our results suggest that the usage of YouTube (YouTube time use) positively affect parasocial interaction. There is one possible explanation for this. High exposure to a medium means that there is a dependency on that medium. Further, dependency is an important variable in explaining the effects of the media. In other words, the higher dependency on a particular medium or its content, the higher the likelihood of its effects. Therefore, parasocial interaction may result from reliance on media to fulfill the need for social interactions (Rubin, Perse, & Powell, 1985).

Age emerged as a statistically significant, yet negative determinant of identification, meaning that the older a respondent the less she is identified with a favorite beauty and lifestyle YouTuber. This may have resulted from the fact that adolescents still have troubles with their sense of identity, while young adults already have a stronger one (Sawyer et al., 2012) and therefore are less likely to identify with celebrities. In other words, in order to build their identity, adolescents identify with others and imitate some characteristics of others (Cohen, 2001). Additionally, a perceived similarity with a celebrity plays an important role in the process of identification, as well in the process of parasocial interaction (Tian & Hoffner, 2010). As identification means that viewers imagine themselves as a media character, similarity should positively affect identification (Cohen, 2001). It is possible that younger respondents perceived a greater similarity with a beauty and lifestyle YouTuber than older respondents and – consequently – identified with them more strongly, considering that majority of YouTubers examined in this study are younger than 20 years. In order to understand the effects of similarity better, future research should examine the processes of parasocial interaction and identification of the younger public (e.g. adolescents) with YouTubers who are a bit older.

On the whole, the results of our study suggest that parasocial relationships with celebrities may have positive consequences on young people's lives, which is – consequently, encouraging for their parents and educators too.

Although this study provides an insight into publics parasocial interaction with beauty and lifestyle Youtubers and how it affects their identification with beauty and lifestyle Youtubers as well as their self-esteem, it has a lot of limitations. First, given that the sample was small, our results may not be generalizable to the population of all Serbian female adolescents. We used a convenience sample in this study, including only female adolescents who reported that they follow beauty and lifestyle YouTubers', that they have a favourite one and that they are subscribed to her channel. Also, we examined the effects of a general consuming of beauty and lifestyle YouTubers' videos on parasocial interaction, ignoring the fact that there are different types of video content. However, different types of videos may affect parasocial interaction differently. Earlier research indicated that tutorials serve only to foster the visibility of YouTuber and to generate publics' attention, while vlogs – contrastingly – serve to sustain this attention over time. Focusing on relations and social ties, vlogs are much more personal. Through disclosure, they can strengthen viewers' identification and engagement with a Youtuber (García-Rapp, 2016). Therefore, future research should examine these differences closer in order to understand the process of parasocial interaction with beauty and lifestyle YouTubers better. Concretely, they should examine if different types of videos have different effects on users' parasocial interaction. Further, a Parasocial Attachment Scale used in this study is a scale which measures a traditional form of parasocial interaction. That because an online communication with celebrities may reinforce parasocial interaction, but it does not contradict the traditional form of it (Rihl & Wegener, 2017). However, some scholars have an opposite opinion stating that online interactions between celebrities and their fans may transform parasocial relationships (Click et. al, 2013). Therefore, it would be helpful to use some alternative scales

which include items related to interactivity in order to check the results. Another limitation related to the scale used in this study is that PSA scale contains only 9 items. However, scholars still commonly use a 20-items parasocial interaction scale (PSI scale) made by Rubin and colleagues (1985), with a lot of items that PSA does not have, such as: "I look forward to watching my favorite newscaster on tonight's news", "If my favorite newscaster appeared on another television program, I would watch that program" etc. The reason we decided to use the shorter scale is that during our pilot survey, respondents – particularly younger adolescents – complained about the length of the survey. These complains, together with principles' and guidance counselors' remarks that some questions might be too personal for adolescents, we decided not to control for effects of external events and factors that might affect one's self-esteem and life-satisfaction, like satisfaction with family, satisfaction with finances (Diener & Diener, 1995), illness, overall health (Burke & Kraut, 2016), parenting support and psychological control (Bean, Bush, McKenry, & Wilson, 2003), which would be one of the biggest limitations of this study. Further, this study focused only on a young female who reported that they are subscribed to their favorite beauty and lifestyle YouTubers' channel because subscribing to a channel means that users want to have a continuous relationship with a Youtuber (Ferchaud at. al, 2017). Future research should examine if subscribed users create stronger parasocial interaction and identification with Youtubers than those who are not subscribed to YouTubers' channel. Also, this study focused on the public's parasocial relationships with their *favorite* beauty and lifestyle YouTubers. However, it is also possible that public engages in parasocial relationships with characters they do not like or perceive as neutral. Moreover, their parasocial relationships with liked and neutral characters are stronger than those with disliked (Tian & Hoffner, 2010). Knowing this, future research should examine how the public create parasocial interaction with YouTubers they do not like, or perceive as neutral and how it further affects their identification, self-esteem, and life-satisfaction. Finally, users can also engage in online parasocial relationships with noncelebrities, like bloggers. Even parasocial relationships with celebrities per se

may be heterogeneous – some are interactive and others are not. Different forms of parasocial

interactions may have different consequences – those with noncelebrities or extremely interactive

celebrities decrease the psychological gap between an object and audience members, which in turn

intensifies identification and therefore have positive outcomes (Baek, Bae, & Jang, 2013). Future

research may examine if there are some differences between YouTubers when it comes to

interactivity with their audience and how it may affect their parasocial interaction, identification,

and self-esteem.

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7. Appendices

7.1. Appendix 1: List of schools participated in the research

High School Rudjer Boskovic, Belgrade (jasna.djordjevic@boskovic.edu.rs)

Pozarevac Gymnasium, Pozarevac (zizipo77@hotmail.com)

Medical High School Nadezda Petrovic, Zemun (bilja.glavonjic@medicinskazemun.edu.rs)

High School of Trade an Economics, Pozarevac (sanjanovakovic78@yahoo.com)

Mladenovac Gymnasium, Mladenovac (filiptagic@gmail.com)

Smederevo Gymnasium, Smederevo (jzlatkova@gmail.com)

Cacak Gymnasium, Cacak (jelenavuckovic59@gmail.com)

Leskovac Gymnasium, Leskovac (djordjestanic345@gmail.com)

Elementary school Milena Pavlovic Barili, Belgrade (mpbarilli@gmail.com)

Elementary school Drinka Pavlovic, Belgrade (drinkapavlovic@drinka.rs)

Parasocial Attachment Scale

"I think my favorite beauty and lifestyle YouTuber is like an old friend"; "My favorite beauty and lifestyle YouTuber makes me feel comfortable, as if I am with friends"; "My favorite beauty and lifestyle YouTuber seems to understand the things I want to know"; "I find my favorite beauty and lifestyle YouTuber to be attractive"; "I would like to meet my favorite beauty and lifestyle YouTuber in person"; "I feel sorry when my favorite beauty and lifestyle YouTuber makes a mistake"; "I like to compare my ideas with what my favorite beauty and lifestyle YouTuber says"; "When I am watching my favorite beauty and lifestyle YouTuber's videos, I feel as if I am the part of the group"; "I miss seeing my favorite beauty and lifestyle YouTuber when she is not uploading new videos" (Russel & Stern, 2006).

Identification Scale

"I like my favorite beauty and lifestyle YouTuber"; "I do not have any feelings about my favorite beauty and lifestyle YouTuber"; "I can easily relate to my favorite beauty and lifestyle YouTuber"; "My favorite beauty and lifestyle YouTuber is not easily understood"; "I think of my favorite beauty and lifestyle YouTuber as a good friend"; "I have no doubt my favorite beauty and lifestyle YouTuber and I would work well together"; "I am personally grief stricken by my favorite beauty and lifestyle YouTuber's grief"; "My favorite beauty and lifestyle YouTuber is a personal role model" (Basil, 1996).

Self-esteem Scale

"On the whole, I am satisfied with myself"; "At times I think I am no good at all"; "I feel that I have a number of good qualities"; "I am able to do things as well as most other people"; "I feel I

do not have much to be proud of"; "I certainly feel useless at times"; "I feel that I'm a person of worth, at least on an equal plane with others"; "I wish I could have more respect for myself"; "All in all, I am inclined to feel that I am a failure"; "I take a positive attitude toward myself" (Rosenberg, 1965).

Youth Materialism Scale

"I'd rather spend time buying things, than doing almost anything else"; "I would be happier if I had more money to buy more things for myself"; "I have fun just thinking of all the things I own"; "I really enjoy going shopping"; "I like to buy things my friends have"; "When you grow up, the more money you have, the happier you are"; "I'd rather not share my snacks with others if it means I'11 have less for myself"; "I would love to be able to buy things that cost lots of money"; "I really like the kids that have very special games or clothes"; "The only kind of job I want when I grow up is one that gets me a lot of money" (Goldberg, Gorn, Peracchio, & Bamossy, 2003).

Dispositional Envy Scale

"I feel envy every day"; "The bitter truth is that I generally feel inferior to others"; "Feelings of envy constantly torment me"; "It is so frustrating to see some people succeed so easily"; "No matter what I do, envy always plagues me"; "I am troubled by feelings of inadequacy"; "It somehow doesn't seem fair that some people seem to have all the talent"; "Frankly, the success of my neighbors makes me resent them" (Smith, Gerrod Parrott, Diener, Hoyle, & Kim, 1999).

7.3.Appendix 3 – Sample

AGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	214	41.1	41.1	41.1
	2	262	50.3	50.3	91.4
	3	45	8.6	8.6	100.0
	Total	521	100.0	100.0	

EDU

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	80	15.4	15.4	15.4
	2	225	43.2	43.2	58.5
	3	82	15.7	15.7	74.3
	4	96	18.4	18.4	92.7
	5	26	5.0	5.0	97.7
	6	7	1.3	1.3	99.0
	7	3	.6	.6	99.6
	8	2	.4	.4	100.0
	Total	521	100.0	100.0	

INCOME

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	46	8.8	8.8	8.8
	2	95	18.2	18.2	27.1
	3	108	20.7	20.7	47.8
	4	103	19.8	19.8	67.6
	5	104	20.0	20.0	87.5
	6	65	12.5	12.5	100.0
	Total	521	100.0	100.0	

USAGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.2	.2	.2
	2	42	8.1	8.1	8.3
	3	87	16.7	16.7	25.0
	4	128	24.6	24.6	49.5
	5	125	24.0	24.0	73.5
	6	65	12.5	12.5	86.0
	7	73	14.0	14.0	100.0
	Total	521	100.0	100.0	

7.4. Appendix 4 – Hypothesis H1

HO > 1 & FAVOUR = 1 & SUBSC = 1 & GEND = 2 & AGE <= 3 (FILTER)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Selected	597	53.4	53.4	53.4
	Selected	521	46.6	46.6	100.0
	Total	1118	100.0	100.0	

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	USAGE, EDU, INCOME, RESID, AGE[a]	.	Enter
2	HO[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: PARASOC

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.511[a]	.261	.254	1.201
2	.601[b]	.361	.354	1.117

a. Predictors: (Constant), USAGE, EDU, INCOME, RESID, AGE

b. Predictors: (Constant), USAGE, EDU, INCOME, RESID, AGE, HO

ANOVA[c]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	262.200	5	52.440	36.360	.000[a]
	Residual	742.745	515	1.442		
	Total	1004.944	520			
2	Regression	363.113	6	60.519	48.465	.000[b]
	Residual	641.832	514	1.249		
	Total	1004.944	520			

a. Predictors: (Constant), USAGE, EDU, INCOME, RESID, AGE

b. Predictors: (Constant), USAGE, EDU, INCOME, RESID, AGE, HO

c. Dependent Variable: PARASOC

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.449	.345		12.893	.000
	AGE	-.595	.129	-.268	-4.612	.000
	RESID	.623	.118	.221	5.275	.000
	INCOME	-.028	.036	-.030	-.783	.434
	EDU	-.048	.062	-.044	-.781	.435
	USAGE	.214	.036	.227	5.954	.000
2	(Constant)	4.021	.325		12.388	.000
	AGE	-.355	.123	-.160	-2.880	.004
	RESID	.260	.117	.092	2.226	.026
	INCOME	-.034	.033	-.037	-1.025	.306
	EDU	-.092	.058	-.083	-1.591	.112
	USAGE	.042	.039	.044	1.086	.278
	HO	.343	.038	.413	8.990	.000

a. Dependent Variable: PARASOC

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	HO	.413[a]	8.990	.000	.369	.589

a. Predictors in the Model: (Constant), USAGE, EDU, INCOME, RESID, AGE

b. Dependent Variable: PARASOC

Descriptive Statistics

	N	Sum
HO > 1 & FAVOUR = 1 & SUBSC = 1 & GEND = 2 & AGE <= 3 (FILTER)	521	521
Valid N (listwise)	521	

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.225[a]	.051	.041	.84372
2	.278[b]	.077	.067	.83261

a. Predictors: (Constant), USAGE, EDU, INCOME, RESID, AGE

b. Predictors: (Constant), USAGE, EDU, INCOME, RESID, AGE, PARASOC

ANOVA[c]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.586	5	3.917	5.503	.000[a]
	Residual	366.609	515	.712		
	Total	386.195	520			
2	Regression	29.871	6	4.979	7.182	.000[b]
	Residual	356.324	514	.693		
	Total	386.195	520			

a. Predictors: (Constant), USAGE, EDU, INCOME, RESID, AGE

b. Predictors: (Constant), USAGE, EDU, INCOME, RESID, AGE, PARASOC

c. Dependent Variable: SELFEST

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.587	.242		18.923	.000		
	AGE	-.128	.091	-.093	-1.410	.159	.424	2.360
	RESID	.358	.083	.205	4.312	.000	.819	1.220
	EDU	.078	.043	.114	1.795	.073	.455	2.199
	INCOME	.059	.025	.103	2.358	.019	.959	1.042
	USAGE	.000	.025	.001	.014	.988	.986	1.014
2	(Constant)	4.063	.275		14.769	.000		
	AGE	-.058	.091	-.042	-.633	.527	.407	2.458
	RESID	.284	.084	.163	3.384	.001	.777	1.286
	EDU	.083	.043	.123	1.951	.052	.454	2.202
	INCOME	.062	.025	.109	2.521	.012	.958	1.044
	USAGE	-.025	.026	-.042	-.963	.336	.923	1.084
	PARASOC	.118	.031	.190	3.852	.000	.739	1.353

a. Dependent Variable: SELFEST

7.6. Appendix 6 – Hypothesis H3

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	USAGE, EDU, INCOME, RESID, AGE[a]	.	Enter
2	PARASOC[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: IDENT

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change	df1	df2	Sig. F Change
1	.505[a]	.255	.247	1.05641	.255	35.194	5	515	.000
2	.798[b]	.636	.632	.73850	.382	539.834	1	514	.000

a. Predictors: (Constant), USAGE, EDU, INCOME, RESID, AGE

b. Predictors: (Constant), USAGE, EDU, INCOME, RESID, AGE, PARASOC

ANOVA[c]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	196.382	5	39.276	35.194	.000[a]
	Residual	574.741	515	1.116		
	Total	771.123	520			
2	Regression	490.797	6	81.800	149.986	.000[b]
	Residual	280.326	514	.545		
	Total	771.123	520			

a. Predictors: (Constant), USAGE, EDU, INCOME, RESID, AGE

b. Predictors: (Constant), USAGE, EDU, INCOME, RESID, AGE, PARASOC

c. Dependent Variable: IDENT

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.305	.304		14.183	.000		
	AGE	-.517	.114	-.266	-4.549	.000	.424	2.360
	RESID	.479	.104	.194	4.609	.000	.819	1.220
	EDU	-.097	.054	-.101	-1.787	.074	.455	2.199
	INCOME	.011	.031	.014	.366	.714	.959	1.042
	USAGE	.161	.032	.195	5.104	.000	.986	1.014
2	(Constant)	1.504	.244		6.163	.000		
	AGE	-.142	.081	-.073	-1.750	.081	.407	2.458
	RESID	.087	.075	.035	1.161	.246	.777	1.286
	EDU	-.067	.038	-.069	-1.756	.080	.454	2.202
	INCOME	.029	.022	.036	1.325	.186	.958	1.044
	USAGE	.027	.023	.032	1.165	.245	.923	1.084
	PARASOC	.630	.027	.719	23.234	.000	.739	1.353

a. Dependent Variable: IDENT

7.7. Appendix 7 – Hypothesis H4

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.431[a]	.186	.175	1.12083	.186	16.708	7	513	.000
2	.431[b]	.186	.173	1.12192	.000	.000	1	512	1.000

a. Predictors: (Constant), ENVY, USAGE, AGE, INCOME, MATERIAL, RESID, EDU

b. Predictors: (Constant), ENVY, USAGE, AGE, INCOME, MATERIAL, RESID, EDU, IDENT

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	IDENT	.000[a]	.000	1.000	.000	.743

a. Predictors in the Model: (Constant), ENVY, USAGE, AGE, INCOME, MATERIAL, RESID, EDU

b. Dependent Variable: LIFESAT

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B		Correlations		
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part
1	(Constant)	5.015	.352		14.255	.000	4.324	5.706			
	AGE	-.248	.121	-.126	-2.045	.041	-.486	-.010	-.063	-.090	-.081
	RESID	.274	.114	.109	2.395	.017	.049	.498	.133	.105	.095
	EDU	.128	.058	.131	2.186	.029	.013	.243	.051	.096	.087
	INCOME	.075	.033	.092	2.241	.025	.009	.140	.089	.098	.089
	USAGE	-.011	.034	-.013	-.318	.751	-.078	.056	.022	-.014	-.013
	MATERIAL	.166	.043	.170	3.830	.000	.081	.252	.110	.167	.153
	ENVY	-.412	.046	-.377	-8.978	.000	-.502	-.322	-.345	-.369	-.358
2	(Constant)	5.015	.403		12.438	.000	4.223	5.807			
	AGE	-.248	.124	-.126	-2.006	.045	-.491	-.005	-.063	-.088	-.080
	RESID	.274	.116	.109	2.354	.019	.045	.502	.133	.103	.094
	EDU	.128	.059	.131	2.176	.030	.012	.243	.051	.096	.087
	INCOME	.075	.033	.092	2.239	.026	.009	.140	.089	.098	.089
	USAGE	-.011	.035	-.013	-.311	.756	-.079	.058	.022	-.014	-.012
	MATERIAL	.166	.044	.170	3.820	.000	.081	.252	.110	.166	.152
	ENVY	-.412	.046	-.377	-8.969	.000	-.502	-.322	-.345	-.368	-.358
	IDENT	5.460E-6	.047	.000	.000	1.000	-.092	.092	.049	.000	.000

a. Dependent Variable: LIFESAT

75

7.8. Appendix 8 – Impact of identification and parasocial interaction on life satisfaction

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	ENVY, USAGE, AGE, INCOME, MATERIAL, RESID, EDU[a]	.	Enter
2	IDENT, PARASOC[a]	.	Enter

a. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change	df1	df2	Sig. F Change
1	.431[a]	.186	.175	1.12083	.186	16.708	7	513	.000
2	.437[b]	.191	.177	1.11929	.005	1.705	2	511	.183

a. Predictors: (Constant), ENVY, USAGE, AGE, INCOME, MATERIAL, RESID, EDU

b. Predictors: (Constant), ENVY, USAGE, AGE, INCOME, MATERIAL, RESID, EDU, IDENT, PARASOC

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	5.015	.352		14.255	.000	4.324	5.706		
	AGE	-.248	.121	-.126	-2.045	.041	-.486	-.010	.418	2.392
	RESID	.274	.114	.109	2.395	.017	.049	.498	.763	1.311
	EDU	.128	.058	.131	2.186	.029	.013	.243	.440	2.271
	INCOME	.075	.033	.092	2.241	.025	.009	.140	.950	1.052
	USAGE	-.011	.034	-.013	-.318	.751	-.078	.056	.952	1.050
	MATERIAL	.166	.043	.170	3.830	.000	.081	.252	.807	1.239
	ENVY	-.412	.046	-.377	-8.978	.000	-.502	-.322	.902	1.108
2	(Constant)	4.926	.405		12.161	.000	4.130	5.722		
	AGE	-.234	.124	-.119	-1.889	.059	-.477	.009	.401	2.492
	RESID	.259	.116	.103	2.226	.026	.030	.487	.735	1.361
	EDU	.128	.059	.132	2.186	.029	.013	.243	.437	2.287
	INCOME	.080	.033	.098	2.381	.018	.014	.145	.944	1.059
	USAGE	-.018	.035	-.021	-.510	.610	-.087	.051	.901	1.110
	MATERIAL	.150	.044	.153	3.374	.001	.062	.237	.771	1.296
	ENVY	-.403	.046	-.368	-8.738	.000	-.493	-.312	.892	1.121
	IDENT	-.089	.067	-.088	-1.328	.185	-.222	.043	.359	2.788
	PARASOC	.111	.060	.125	1.846	.065	-.007	.229	.345	2.902

a. Dependent Variable: LIFESAT