YANGON UNIVERSITY OF ECONOMICS

DEPARTMENT OF MANAGEMENT STUDIES

MBA PROGRAMME

PARASOCIAL RELATIONSHIP INFLUENCE ON BRAND ENGAGAMENT AND BRAND LOYALTY OF MILLENNIALS AND GEN X

SU MYAT THU

MBA II-80

MBA 24th BATCH

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ACADEMIC YEAR (2018-2022)

Supervised By: Submitted by:

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A thesis submitted to the Board of Examiners in partial fulfillment of the requirements for the degree of Master of Business Administration (MBA)

Supervised By: **Submitted by:**

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ACCEPTANCE

This is to certify that the thesis prepared entitled **"Parasocial Relationship Influence on Brand Engagement and Brand Loyalty of Millennials and Gen X"** has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

Board of Examiners

(Chairman)
Dr. Tin Tin Htwe
Rector

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(Supervisor)   **(Examiner)**

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(Examiner)   **(Examiner)**

JULY, 2022

ABSTRACT

The main objectives of this study to examine the effect of media-related factors on parasocial relationship with social influencers of millennials and Gen X, to analyze the influence of parasocial relationship on brand engagement of millennials and Gen X, to analyze the effect of brand engagement on brand loyalty of millennials and Gen X. Six hundred and eighty-eight respondents are chosen for the analysis of this study, by using simple random sampling method and one hundred and eighty-three respondents of millennials and Gen X are participated. Survey is conducted with structured questionnaires. According to the findings, media-related factors such as perceived self-disclosure, perceived utilitarian benefits, perceived hedonic benefits and perceived information overload have positively significant effect to parasocial relationship between top fans and social influencers among millennials and Gen X. Parasocial relationship has positively significant effect to online consumer brand engagement. Online consumer brand engagement has positively significant impact on brand loyalty among millennials and Gen X. Therefore, facebook social influencers should focus on improving media-related factors of parasocial relationship and business should work together with social influencers whose are good in parasocial relationship with their fans to improve brand engagement and brand loyalty.

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CHAPTER 1

INTRODUCTION

Companies were eager to construct a huge number of followers and fans, believing that it is building a rigid marketing channel at the very beginning of social media age. Later then, companies are starting to realized that social media is created mainly for relatives, family and friendship, rather than business (Fournier & Avery, 2011). Relationships are capable of creating powerful consumer loyalty through the several effective bonds such as commitment, love and trust between consumers and businesses rather than simply "lock in" consumers based on easily imitable tangible benefit (Sui & Baloglu, 2003).

The media-related factors relating to parasocial relationship with social influencers of millennials and Gen X are described in this study. The study includes three sets of factors: message cues factors (interactivity and perceived self-disclosure), content-related factors (utilitarian and hedonic benefits), and social site-related factors (perceived information overload). The study also emphasizes the effects of the parasocial relationship on brand engagement and brand loyalty of millennials and Gen X.

The media-related factors can be categorized into three groups: message-cue related, content-related and social site-related. The two message-cue antecedents studied in the existing literature are perceived interactivity and self-disclosure. Interactivity is the degree of responsiveness of a two-way communication. Self-disclosure is the degree of self-disclosure between the communication parties. Labrecque (2014) found that perceived interactivity and self-disclosure contributed to the formation of parasocial relationship.

The benefits and values where members can derive while browsing or interacting with content are called content-related antecedents. The functional (informational and monetary) benefits that brand page users derive from the page content are called utilitarian benefits (Jahn & Kunz, 2012, Kang, Tang, & Fiore, 2014). The entertainment and social-psychological benefits that brand page users derive from the page content are called hedonic benefits (Jahn & Kunz, 2012, Kang, Tang, & Fiore, 2014).

"A perception of having too much product information to deal with while making a buying decision" is called perceived information overload, social site-related factors (Chen, Shang, & Kao, 2009). Perceived information overload is likely to bring users stress and anxiety while the interactions with brands on facebook bring both experiential and

utilitarian benefits. Consequently, by using filtering or omitting strategies for less relevant information, users can cope with the overwhelming amount of information (Fournier & Avery, 2011).

Uncertainty reduction theory can clarify the conceptual link between perceived interactivity, self-disclosure and parasocial relationship. To reduce uncertainty, people generally seek information according to the theory. A relationship is expected to develop as people's ability to predict other's behaviors increases and uncertainty decreases (Berger & Calabrese, 1975, Perse & Rubin, 1989). Self-disclosure was proposed as one approach among interactive strategies to reduce uncertainty. There is less uncertainty while more information is revealed, and thereafter more liking and a higher level of closeness. Self-disclosure is also demonstrated as an essential element in developing and maintaining an intimate relationship (Fritz, Lorenz, & Kempe, 2014).

The linkage between the two types of perceived benefits, which are hedonic and utilitarian benefits, and parasocial relationship can be defined by social exchange theory. Based on reinforcement psychology and microeconomic principles, social exchange theory specify that utility and rewards are needed to encourage a social relationship; a similar condition for an economic exchange (Emerson, 1976).

Perceived information overload on the site is considered a hindrance for building such a parasocial relationship while brands are building a parasocial relationship with facebook users through interactions and self-disclosure. This theory can be illustrated by social exchange theory, which recommends that a social relationship is the result of appraising costs and benefit (Emerson, 1976, Homan, 1958).

Parasocial relationship theory maintains that the media audience can develop an illusionary reciprocal relationship with a persona (E.g, movie characters or celebrity) through mediated communication and is also referred to as parasocial interaction theory channels (Stern, Russell, & Russell, 2007). People tend to interact to their parasocial relationship partners as their real friends. They intend to disclose more about themselves and like to show stronger empathy even though their favorite personae make mistakes, and display social facilitation behaviors (Branch, Wilson, & Agnew, 2013, Gardner & Knowles, 2008).

The paper focuses on facebook users in Myanmar because facebook is the most popular social media platform. There were 22,350,000 facebook users in Myanmar in January 2020, which accounted for 40.6% of its entire population. The result provides

marketers with insights on the nature of current relationship that social influencers have with both millennials and Gen X on facebook.

1.1   Rationale of the Study

Marketers recognized that it was much more profitable to maintain existing customers than continuously searching for new customers (Shoemaker & Lewis, 1999). Yet, satisfaction result from exclusive service quality and perceived value is not a sufficient condition for stronger customer loyalty (Li, 2009). On the other hand, relationships are defined as an effective mechanism for building strong loyalty, which results in increased customer life time value, voluntary partnership behaviors, and reluctance to switch to competitors for better offerings (Bowen & Shoemaker, 2003).

In Myanmar, to improve sales revenue and to gain high market share, businesses are largely relying on brand engagement and brand loyalty of potential customers. While a parasocial relationship has primarily been used to describe the one-sided relationship with media personae, it was also extended to explain consumers' relationship with brands. The study integrates the content-related (perceived interactivity, perceived self-disclosure), message-cue related (perceived utilitarian benefits, perceived hedonic benefits), and social site-related factors (perceived information overload) to explain facebook users' parasocial relationship, their engagement behaviors and brand loyalty.

This study focuses only on Millennials and GenX as these groups have been in working age with large amount of experience in the market, meaning that this two groups may have more spending power and have more impact on brand loyalty for the business. Business may have limitations in budget range for their marketing strategy but the way of marketing should also be able to reach the targeted audience. Nowadays, facebook social media has been used by many consumer-product businesses as the customer reach is high within the budget range. So that businesses need to be clear about factors for choosing a facebook social influencer in order to understand the advantage of hiring that influencer to advertise their consumer products.

From the side of social media influencers, they need to understand the effect of media-related factors which could lead to parasocial relationship for how to maintain the fans and followers into loyal top fans. Same with the business, it is also essential for celebrities to maintain the old fans into loyal top fans rather than always finding new fans. So that in order to do so, influencers have to be clear about factors to improve parasocial

relationship with their fans and followers. By knowing which media-related factors to improve more, means that the social influencers may understand more on which factors business choose to hire celebrities for their marketing strategy. That is the crucial linkage between social media influencers and business to work together with precise strategy.

1.2 Objectives of the Study

The objectives of the study are:

(a) To examine the effect of media-related factors on parasocial relationship with social influencers of Millennials and Gen X.

(b) To analyze the influence of parasocial relationship on brand engagement of Millennials and Gen X.

(c) To analyze the effect of brand engagement on brand loyalty of Millennials and Gen X.

1.3 Scope and Method of the Study

This study focuses on media-related factors relating to parasocial relationship with social influencers of Millennials and Gen X. This study also emphasizes on effect of parasocial relationship on brand engagement and brand loyalty of Millennials and Gen X. In this study, top three social influencers in Myanmar are chosen with pilot study and they are Khin Yupa, May Kabyar and Emerald Nyein. There are 655 top fans of Khin Yupa, 560 top fans of May Kabyar and 420 top fans of Emerald Nyein as of 2022 data.

In this study, simple random sampling method is applied to select sample followers from population. Sample size is calculated with Yamane (1967) formula.

$$\frac{N}{1+Ne^2} = \left\{\frac{665}{1+(665)\,(0.05^2)}\right\} + \left\{\frac{560}{1+(560)\,(0.05^2)}\right\} + \left\{\frac{420}{1+(420)\,(0.05^2)}\right\} = 688$$

To collect primary data from sampled followers to social influencers, online survey is conducted by sending structured questionnaires to them through facebook messengers. Secondary data resources are collected from available literature, information gathering from previous studies and online resources. To analyze data, descriptive method and multiple linear regression method are applied.

This study focuses only on millennials and GenX for the reason that these two groups are in working age and have more spending power to the business. Six hundred and eighty-eight respondents are chosen for the analysis of this study by simple random sampling method but only one hundred and ninety-eight respondents are participated in the survey. The total respondents for the study are 198 respondents which include 4 respondents for Boomers group, 82 respondents for Gen X group, 101 respondents for millennials group and 11 respondents for Gen Z group. Therefore, without considering for Boomers group and Gen Z group, this study is analyzed only on 82 respondents for Gen X group and 101 respondents for millennials group which is total 183 respondents for the study. As of survey period, Boomers group's age is between 58 to 67, Gen X group's age is between 42 to 57, millennial group's age is between 26 to 41 and Gen Z group's age is between 10 to 25.

1.4 Organization of the Study

This thesis consists of five chapters. The chapter (1) is introduction chapter including the rationale of the study, objectives of the study, scope and method of the study and organization of the study. Chapter (2) is theoretical chapter explaining the concept and theories, empirical studies and conceptual framework. Chapter (3) is top three social influencers and their media-related factors. Chapter (4) is analysis on the effect of parasocial relationship on brand engagement and brand loyalty of millennials and Gen X. Chapter (5) is conclusion chapter stating the general findings and discussions, suggestions and needs for further research.

CHAPTER 2
THEORETICAL BACKGROUND

This chapter presents the concepts of brand engagement and brand loyalty accompanying the conceptual influence of parasocial relationship. Then, the empirical studies on relationships of media related factors, parasocial relationship, brand engagement and brand loyalty are explained. Finally, the conceptual framework of the study is developed.

2.1   Consumer Learning Theory

Consumer learning can be proposed from aspect of Consumer Behavior Learning. Consumer behavior can be explained by three factors: cultural (culture, subculture, and social class), social (reference groups, family, and social roles and statuses), and personal (age, stage in the life cycle, occupation, economic circumstances, lifestyle, personality, and self-concept). Research into these factors can deliver clues to reach and serve consumers more efficiently and effectively. Four main psychological processes that impact on consumer behavior are memory, motivation, perception and learning.

Marketers must identify who makes and has input into the buying decision; people can be initiators, influencers, deciders, buyers, or users to understand how consumers actually make buying decisions. Different marketing campaigns can be targeted to each type of consumer behavior.

The normal buying process consists of the following sequences of events such as problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. The marketers' job is to recognize every behavior at each stage. The unanticipated situational factors, attitudes of friends and relatives and perceived risk factors may all affect the decision to buy, as well as consumers' levels of post-purchase product satisfaction, use and disposal, and the company's taken responsibility.

Consumers are subject to many contextual influences and constructive decision makers for all buying processes. They often reveal very low involvement in their decisions, using many heuristics as a result (Kotler & Keller, 2012).

2.2   Concept of Parasocial Relationship

This study mainly focuses on five media-related factors that has impact on parasocial relationship. The five media related factors are perceived interactivity, perceived self-disclosure, perceived utilitarian benefits, perceived hedonic benefits and perceived information overload. Labrecque (2014) support with empirical study that perceived interactivity and self-disclosure contributed to the formation of parasocial relationship. Social exchange theory also explained linkage between perceived benefits such as utilitarian benefits and hedonic benefits with parasocial relationship. Even though, perceived information overload can be hindrance to parasocial relationship by social exchange theory which explains that a social relationship is the result of appraising costs and benefit (Emerson, 1976, Homan, 1958).

Parasocial relationship is explained as a one-sided and seemingly face-to-face relationship that media users have with media personae, either fictional or nonfictional (Branch, Wilson & Agnew, 2013, Gardner & Knowles, 2008, Horton & Wohl, 1956). Parasocial relationship is also defined as a users' imaginary relationship whereby they have a sense of intimacy, while the media personae are completely unaware of it, due to its one-sided nature (Cohen, 2004).

Parasocial relationship was also extended to explain consumers' relationship with brands while it has primarily been used to define the one-sided relationship with media personae. The underlying psychological mechanism of the parasocial relationship and branding is human being's anthropomorphic tendency: assigning human qualities to non-human objects (Gardner & Knowles, 2008).

Parasocial relationship also leads to behaviors or behavioral intentions as a psychological motive (Ballatine & Martin, 2005). This line of research on parasocial relationship primarily appeals the uses and gratification theory either explicitly or implicitly (Giles, 2002). The uses and gratification theory by (Katz, 1959) reflects the stimulus-organism-response (S-O-R) psychological process. It nominates that when media users are facing external stimuli and experience an internal state, which drives them to certain behaviors that fulfill their needs and achieve their goals (Conway & Rubin, 1991). Parasocial relationships with media characters were found a key gratification need driving user's media and media content choices in the media and communication literature (Rubin, Perse, & Powell, 1985) (Baek, Bae & Jang, 2013, Conway & Rubin, 1991, Grant, Guthrie, & Ball-Rokeach, 1991, Katz, Blumler, & Gurevitch, 1973, Rubin, Perse, & Powell, 1985).

In uses and gratification theory, consumer's brand engagement behavior online is used to show the consequences of a parasocial relationship.

2.3   Concept of Brand Engagement

The increasing popularity of consumer brand engagement is a result of the evolution of industrial trends and marketing theories. Theoretically, the concept of consumer brand engagement has based on the recently developed service-dominant logic, which encourages the co-creative and interactive experience between consumers and businesses (Vargo & Lusch, 2008). This perspective offers a transcending view of relationships which holds that customers are not passive recipients, nor are they co-producers in a mechanical sense. Rather than that, customers are co-creators and interpreters of their own service experience (Vargo, 2009).

The dominance of consumer brand engagement is partially assigned to the prevalence of web 2.0 applications such as social networks, blogs, and multimedia sharing. The life time value of customers is no longer specified only by their purchase behaviors, but also their influence value, referral value, and knowledge value (customer feedback) (Kumar, et al., 2010).

Some scholars stated that brand engagement can be a stronger predictor for brand loyalty compared to satisfaction and service quality (Bowden, 2009, Hollebeek, 2011). So, King, Sparks, & Wang (2014) also provided empirical evidence that supports consumer brand engagement as a motivational variable, that drives brand evaluations, trust, and loyalty.

2.4   Concept of Brand Loyalty

Brand loyalty is defined and measured from the behavioral perspective in traditional way (Dick & Basu, 1994). Behavioral measurements for brand loyalty include positive word of mouth, share of wallet, repeat purchases and partnership behavior (Bridson, Evans, & Hickman, 2008, Leenheer, Van Heerde, Bijmolt, & Smidts, 2007, Mattila, 2006, Meyer-Waarden & Benavent, 2009, Sui & Baloglu, 2003, Wirtz, Mattila, & Lwin, 2007). Customer's loyal behaviors can be resulting from the situational constraints such as lack of other alternatives or genuine brand preference (Dick & Basu, 1994) . Loyalty is viewed as the strength of a relationship between a customer's relative attitude and their repeated

purchase (Dick & Basu, 1994). Relative attitude is meaning that the customer's appraisal of a brand compared to the other comparable options.

Loyal customers are more likely to patronize frequently, make repeat purchases, refer relatives and friends to the business, and engage in partnership behaviors such as providing feedback. Loyal customers are also tend to be less price-sensitive and more reluctant to competitor's offerings (Shoemaker & Lewis, 1999, Reichheld & Sasser, 1990, Bowen & Shoemaker, 2003).

Analyzing television viewer's attitudes towards their favorite media characters, (Branch, Wilson, & Agnew, 2013) stated the empirical support that viewer's personal efforts in parasocial relationship significantly predicted their commitment towards their media character. In addition, this study also proposes that consumer's engagement behaviors positively affect brand loyalty.

2.5   Empirical Studies

(Zhong, 2015) presented the relationships of media-related factors, parasocial relationship, brand engagement and brand loyalty. The conceptual model of this research is shown in Figure (2.1).

Figure (2.1) Parasocial Relationship, Brand Engagement and Brand Loyalty
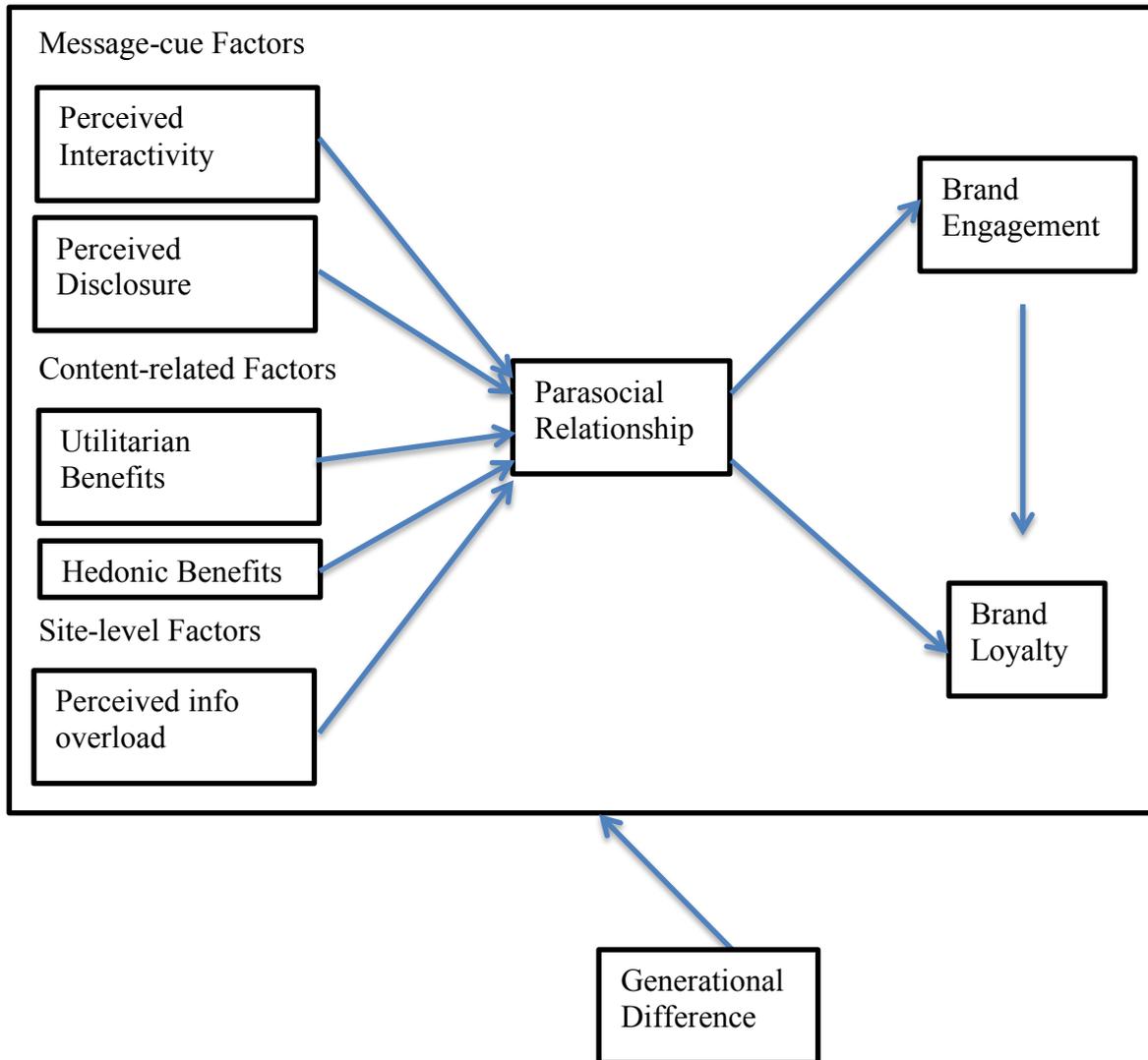
Source: Zhong, 2015

This study suggests that parasocial relationship is an important reason for consumers to engage with brands online and develop attitudinal loyalty offline. Considering the different characteristics between the Millennials and its older generation, the hypothesized conceptual linkages are also tested between the two groups.

2.6   Conceptual Framework of the Study

The conceptual framework of the study is depicted as Figure (2.2). This paper aims to study about the effect of five media-related factors on parasocial relationship between top fans and social influencers. Independent variables are media-related factors and

dependent variables are parasocial relationship, brand engagement and brand loyalty. The first variable is media-related factors which has five components, perceived interactivity, perceived self-disclosure, perceived utilitarian benefits, perceived hedonic benefits and perceived information overload. The second variable is parasocial relationship. The third variable is brand engagement. The final part is about brand loyalty. The conceptual framework for this study is as follow:

Figure (2.2) Conceptual Framework of the Study

Media-related Factors
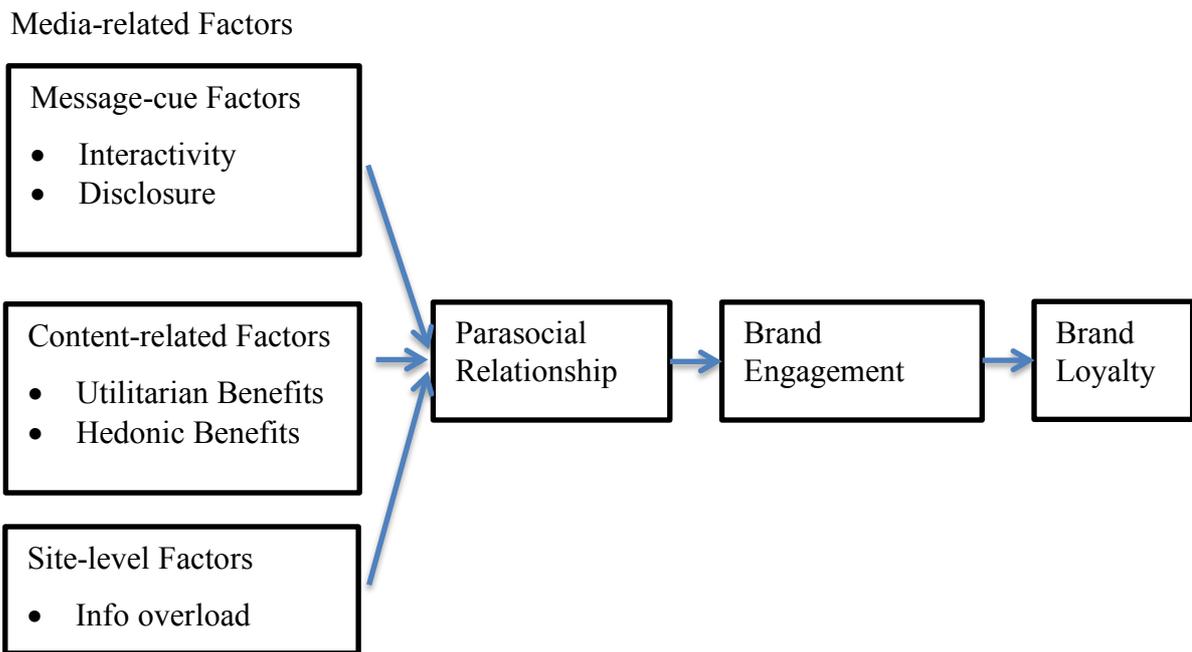
Source: Adapted from Zhong (2015)

As shown in Figure (2.2), this study implements the parasocial relationship theoretical framework to analyze online consumer brand engagement behaviors and brand loyalty intention. Borrowing the concept of parasocial relationship from the media and communication literature, the study proposes that consumers are likely to develop one-sided relationship with brands, much like TV viewers or radio listeners with media figures. In this study, facebook is proposed as an innovative vehicle for communication between brands and consumers, and various media-related variables including perceived hedonic benefits, utilitarian benefits, information overload, interactivity, and self-disclosure are considered as influencing factors of parasocial relationship building.

CHAPTER 3
TOP THREE SOCIAL INFLUENCERS AND
THEIR MEDIA-RELATED FACTORS

This chapter is composed of four parts. The first part is concerned with profile of top three social influencers on facebook social media, Khin Yupa, May Kabyar and Emerald Nyein. The second part is media-related factors of top three social influencers. The third part is research design with sampling procedure, research instrument, data collection & data analysis of media-related factors supporting to parasocial relationship with social influencers. The fourth part demonstrates the demographic profile of respondents whose are social influencers' top fans.

3.1 Profile of Top Three Social Influencers in Myanmar

According to internet connection availability, there are many social media platforms used by Myanmar citizens such as facebook, Instagram, Tiktok, Linkedin, Twitter, et cetera. Among all of them, there were 22,350,000 facebook users in Myanmar in January 2020, which accounted for 40.6% of its entire population. For that reason, this paper is emphasizing influencers on facebook social media to provide more beneficial insights on the real market brand engagement & brand loyalty.

facebook is a social networking media and platform which has formed by Meta Platform, founded in 2004 by Mark Zuckerberg. The following is a list of technological features that has been provided in both facebook website and mobile application.

1. New Feeds
2. Friends
3. Wall
4. Timeline
5. Like and reacts
6. Comments
7. Messages (Conversation)
8. Notifications
9. Groups

Other than above features, facebook upgrades following functions to get more user engagement.

1. facebook mentions
2. facebook moments
3. facebook memories
4. facebook questions
5. Hash-tagging support
6. Fundraising
7. facebook page top fans

Considering all the functions that facebook has given, this paper focus on facebook page top fans because the function shows most active engagaed people exactly in timely updated manner. Among celebrities, the paper focus on following 3 celebrities with Top Fans. They are Khin Yupa, May Kabyar and Emerald Nyein.

3.1.1 Khin Yupa (Top Myanmar Social Influencer)

Khin Yupa is a famous model girl even after getting married. Khin Yupa speaks very much frankly and friendly which is the reason why Khin Yupa's videos become very entertaining to Myanmar people. Most of Khin Yupa's uploaded lives are simple but reflects to Myanmar people's culture, honesty, kindness and favorable smiles.

Khin Yupa's contents are mainly about health and beauty, married life tips and tricks, funny comics, v-logs of daily routines, v-logs with husband, et cetera. Khin Yupa's live sales usually have more than million viewers and Khin Yupa's fans are from millennials to Gen X which is why most of the business has got eyes on advertising with Khin Yupa.

3.1.2 May Kabyar (Top Myanmar Social Influencer)

May Kabyar is a talented actress, own a very smart daughter similar to May Kabyar, who possess a real Myanmar national's facial, appearance and skin tone. May Kyabyar isn't famous after uploading contents like facebook celebrities but May Kabyar already got fame from good acting skills, humble personal and nice-looking appearance.

May Kabyar's movies and films are mostly about romance, young couples, dramatic endings, modern situations, et cetera. May Kabyar's live sales usually have

around half of million viewers and May Kabyar's fans are also from millennials to Gen X which is why most of big brand marketing campaign want to work with May Kabyar.

3.1.3   Emerald Nyein (Top Myanmar Social Influencer)

Emerald Nyein is a famous model girl even after getting married. Emerald Nyein is outstanding in Miss Universe Myanmar event due to Emerald Nyein's fair and nice skin tone and Burmese ethnic (Kayin) facial appearance.

Emerald Nyein's fame on social media came back after honest review for skin care brands and skin care treatments from beauty clinic. Emerald Nyein's contents and lives are more about beauty tips, skin care products, growth mindset and her daily routines. Emerald Nyein's live sales' usually have around half of million viewers and Emerald Nyein's fans are mostly millennials and Gen X due to Emerald Nyein's contents are about married life and beauty tricks.

3.2   Media-Related Factors of Top Three Social Influencers

In this study, media-related factors considered are interactivity, self-disclosure, utilitarian benefits, hedonic benefits and information overload. This section focuses on media-related factors of Khin Yupa, May Kabyar and Emerald Nyein based on their facebook social media usage behaviors and characteristics.

3.2.1   Interactivity

For the interactivity, Khin Yupa most likely to reply every comment under her page but not always reply under personal account. Khin Yupa seems to respond within 24 hours for comments and messages for products' query. Khin Yupa's fans could talk to her directly within Khin Yupa's product sales lives or directly to chat box. Khin Yupa seems to have great interactivity with followers on facebook social media by looking at Khin Yupa's reply comments.

May Kabyar normally doesn't reply to every follower's comments under page. But May Kabyar's fans could talk directly to May Kabyar during products' lives sales or directly send message to May Kabyar. May Kabyar may reply back from chat box with auto reply. Therefore, comparing with the other celebrities, May Kabyar's interactivity with

followers on facebook social media might be a little lower according to May Kabyar's comment and message reply rate.

Emerald Nyein seems to reply every comment of followers under page within 24 hours but not always reply comments under personal account. Emerald Nyein's fans could communicate directly to Emerald Nyein through lives and messenger. Emerald Nyein seems to reply with auto reply in chat box. Therefore, Emerald Nyein's interactivity is good with followers on facebook social media by looking at Emerald Nyein's comments section and respond rate.

3.2.2 Self-Disclosure

For this section, Khin Yupa has openness in honest product reviews which is why Khin Yupa became famous on facebook social media. Khin Yupa seems to give reviews to personal experience which does not seem like a planned advertisement. Not only to the product reviews, but also, Khin Yupa answers straightforwardly to personal questions that has been asked under daily routine lives. Khin Yupa's fans like Khin Yupa due to frankly speaking which is why Khin Yupa seems to provide self-disclosure to followers on facebook social media.

May Kabyar already known as a simple and sincere actress since on television age. According to May Kabyar's live sales, May Kabyar's fans can see her adorable and open manner which makes May Kabyar's lives more attractive than others. Since everyone has seen her honesty through interviews in journal and newspapers. May Kabyar likes to share about hair care routine and hair care products that May Kabyar uses for damage hair through the interview of facebook social media. May Kabyar's fans also seems to aware self-disclosure of May Kabyar on facebook social as well.

Emerald Nyein has been known for fair and clear skin tone and skin care routines. Emerald Nyein shares so many skin care products with honest reviews and Emerald Nyein's fans believe that Emerald Nyein would not say a product is good or not without actually using that skin care products. Emerald Nyein's fans adore Emerald Nyein for straight words during lives about personal life or products texture which made Emerald Nyein self-disclosure more obvious.

3.2.3 Utilitarian Benefits

Khin Yupa is a model and social influencer who gives product reviews on facebook social media at first. Since then, Khin Yupa was sharing about promotions and up-to-date information of products and services. But later on, Khin Yupa founded own jewelry business and Khin Yupa posts about jewelry products and sales/discount for jewelry products on facebook page. Khin Yupa is also a brand ambassador of beauty products so that Khin Yupa is sharing about products features and customer care services for those brands. Utilitarian benefits is the major benefits that Khin Yupa could provide to fans according to role as social influencer and own business.

May Kabyar is a famous actress since television age but also May Kabyar's fame does not really reduce on facebook social media. May Kabyar's live sales are sometimes for advertisement of products but most lives are for own fashion shop sales. May Kabyar shares about products/services, about the sales/promotions of those products/services and how to contact to the customer care services during live sales depending on job offer from brands. For own fashion shops, May Kabyar normally shares about seasonal clothing and up-to-date information about sales/promotions for own business. Due to the nature of own business, May Kabyar's followers on facebook social media is perceiving utilitarian benefits too.

Emerald Nyein is an outstanding product reviewer for beauty products and beauty treatments. Emerald Nyein shares about beauty products and beauty treatments which is as advertisement or as a product review. Beauty products include hair care products, skin care products, daily perfume, etc. Beauty treatment for clinics include treatment with special equipment by doctors. Emerald Nyein is the one social influencer who can share details about both beauty products and beauty treatment on facebook social media. Mostly, Emerald Nyein shares own experience about textures, sensation, pain level, costs, promotions, personal likes, dislikes and other required information that the users need to know in advance. One of the main reasons that Emerald Nyein's followers like Emerald Nyein is because of utilitarian benefits.

3.2.4 Hedonic Benefits

Khin Yupa shares funny posts according her nature of frankly mindset. Aside to business-related posts, Khin Yupa's captions are mostly comical which are about amusing pets, adorable kids, handsome foreigners, etc. On those shared posts, Khin Yupa received

so many "Haha" and "Love" reactions from fans which shows hedonic benefits between Khin Yupa's and followers.

May Kabyar's posts are usually about business-related and live sales. But major attractiveness is May Kabyar's sincere smiling face which is why followers feels amusing even during May Kabyar's lives sales. Sometimes May Kabyar shares about own daughter, husband and pet together in her fashion shop. These loving and caring posts reveal hedonic benefits of May Kabyar with followers.

Emerald Nyein's fan can communicate to other fans like them in the fan group "We Love Queen EMERALD" which may lead followers to feel happy. According to the entertaining nature of Emerald Nyein, fans especially like Emerald Nyein for jokes during live sections. While looking at Emerald Nyein's posts, they are mostly about products not so much hedonic benefits but Emerald Nyein seems to give hedonic benefits to followers through daily lives.

3.2.5   Information Overload

Khin Yupa post at least one post per day to at most 3 posts per day on facebook social media page and these posts are mostly about daily life and not all about products and advertisement. On perosnal facebook account, Khin Yupa may share the funny posts but not very much uploading own posts or for advertising purpose. By looking that trend, followers seem not perceiving information overload because of brands posts.

May Kabyar also post at least one post per day to at most 3 posts (including live sections) per day on social media page. May Kabyar's posts are mainly about own fashion shop and other advertising live sales. So that there shall be more product information than other celebrities but it is in acceptable level.

In some days, Emerald Nyein does not share any post on social media page but mostly, Emerald Nyein shares up to 3 posts per day. Emerald Nyein shares product reviews and lives for daily skincare routines and do some random talks with followers so that her fans seem to not perceive information overload because of Emerald Nyein's posts and lives.

3.3   Research Design

This section consists of four parts such as sampling procedure, research instrument (questionnaire), data collection and data analysis of media-related factors supporting to parasocial relationship with social influencers in Myanmar.

3.3.1   Sampling Procedure

For collecting primary data from respondents, simple random sampling method is being used with well-structured questionnaire survey. Data is collected from top fans of Khin Yupa, May Kabyar and Emerald Nyein.

3.3.2   Research Instrument

This study applied questionnaire as the research instrument. Structured questionnaire is developed with social media usage behavior, media-related factors, parasocial relationship, brand engagement, brand loyalty and demographic data with choice and Likert-type questionnaire with 5-point scale. Both primary data and secondary data are used in this study to be more specific. Primary data will be collected with Microsoft-Form questionnaire sending out from facebook messengers. Secondary data is collected from the relevant text books, journals, research paper and projects.

3.3.3   Data Collection

The data is collected to the top fans of top three celebrities of Myanmar, Khin Yupa, May Kabyar and Emerald Nyein, according to the pilot survey of trending celebrities on facebook social media. Before sending out the survey, the questionnaire has translated into Myanmar language to be clearer and get specific results. The respondents are explained about the intention of the survey and questionnaire and thereafter, survey forms are filled and collected.

3.3.4   Data Analysis

To examine the factors effecting Parasocial relationship with social influencers such as message cues factors (interactivity and perceived self-disclosure), content-related

factors (utilitarian and hedonic benefits), and social site-related factors (perceived information overload) which analyzed with influencing on brand engagement and brand loyalty, both descriptive and analytical approach are practiced as the data analysis. The data that had been collected from the pretesting are further by using SPSS statistical software.

3.4 Demographic Profile of Respondents

This paper focus on the parasocial relationship influence on brand engagement and brand loyalty of millennials and Gen X. The demographic section includes questions about Age Group, Gender, Education Level, Employment Status, Monthly Income and facebook Usage Pattern.

Table (3.1) Demographic Profile of Respondents

Sr. No	Description		Frequency	Percentage (%)
	Total		**183**	**100**
1.	Age Group	1965 – 1980 (Gen X)	82	44.8%
		1981 – 1996 (Millennials)	101	55.2%
2.	Gender	Male	45	24.6%
		Female	133	72.7%
		Prefer not to answer	5	2.7%
3.	Education Level	High school	20	10.9%
		Other professional qualifications	1	0.5%
		Undergraduate degree	5	2.7%
		Graduate degree	137	74.9%
		Postgraduate degree	16	8.8%
		Ph.D	4	2.2%

4.	Employment Status	In school, and unemployed	1	0.5%
		Employed, not in school	135	73.8%
		In school, and employed	12	6.6%
		Neither in school nor employed	2	1.1%
		Prefer not to answer	33	18.0%
5.	Monthly Income	Less than 300,000 MMK	41	22.4%
		300,001 – 500,000 MMK	21	11.5%
		500,001 – 1,000,000 MMK	53	29.0%
		1,000,001 and above	40	21.9%
		Prefer not to answer	28	15.2%
6.	facebook Usage	Daily (More than one hour a day)	66	36.1%
		Daily (About one hour a day)	57	31.2%
		About 3 days a week (About one hour a day)	16	8.7%
		Less often (About one hour per week)	0	0
		Do not know	44	24.0%

Source: Survey Data, 2022

For the age group analysis, 1965 – 1980 (Gen X) group account for the second highest number of the respondents and is 82 respondents (44.8%). 1981 – 1996 (Millennials) group has 101 respondents which stands (55.2%) of the respondents and largest group of this study. This study focuses on Gen X and Millennials Groups (Total respondents = 183) as these groups have more spending power for the business.

Depend on the factors studied, there is not needed for gender basic in selecting the respondents of this study. According to the data collected, most of the respondents are female respondents: 133 female respondents account for (72.7%) of total respondents. There are 45 male respondents and only stands for (24.6%) of the study. There are 5 respondents who prefer not to answer their gender status which stands (2.7%) of the respondents. Though simple random sampling method is used, female respondents are more than male respondents as the top three celebrities (Khin Yupa, May Kabyar and Emerald Nyein) are female social influencers who share about skin care products, jewelry products, fashion shops and beauty treatments. Therefore, it is obvious that most of their top fans are female group but also, the three celebrities can maintain their male fans as a part of their top fans.

Education level is included in the questionnaire and results are as following. There are 20 respondents whom are in High school grad or less which is (10.9%) of the respondents. For Other professional qualifications, there is only 1 respondent and stands for (0.5%) of the group which is smallest number of total respondents. There are 5 respondents for Undergraduate degree group which is (2.7%) of the study. The highest number of the group which is 137 respondents stands for Graduate degree group and is (74.9%) of total respondents. There are 16 respondents whom are Postgraduate degree which is (8.7%) of the group. Also, there are 4 respondents for Ph.D education level group which stands for (2.2%) of the total respondents. Most of the respondents are graduated person because focus age groups for the study are millennials and GenX. Also, the top three social influencers Khin Yupa, May Kabyar and Emerald Nyein share about jewelry, beauty products and fashion shop which are not basic food and medicine useful for life. And their top fans are mainly millennials and GenX group which is why most are graduated person. If the chosen celebrities are likeable by Gen Z and Gen Alpha, there might be undergraduate or high school students.

For the employment state in demographic section, there are 135 respondents whom are employed, not in school which stands for (73.8%) and highest number of respondents for the study. There are 12 respondents whom are In school, and employed which accounts for (6.6%) of the group. There is only 1 respondent whom is In school, and unemployed which stands only for (0.5%) of the study. There are 2 respondents whom are Neither in school nor employed which stands for (1.1%) of the group. There are 33 respondents whom the respondents prefer not to answer their employment status which is (18.0%) of the study. Most of the respondents are employed and not in school because they are millennials and

GenX who are in working age. Also, the top three celebrities are likeable by millennials and GenX and the celebrities sharing products are fashion to luxury products. If the chosen celebrities sell affordable products or the celebrities are likeable by Gen Z and Gen Alpha, the respondents might be still in school and not employed.

The next question of demographic section is the monthly income level which is divided into 4 income groups. There are 41 respondents whose incomes are Less than 300,000 MMK which stands for (22.4%) of the group. There are 21 respondents whose incomes is between 300,001 – 500,000 MMK which accounts for (11.5%) of the total respondents. There are 53 respondents whose incomes is between 500,001 – 1,000,000 MMK which stands for (29.0%) of the study and is highest number of the total respondents. For 1,000,000 MMK and above income level, accounts for 40 respondents and (21.9%) of the total respondents. There are 28 respondents whom prefer not to answer their income level and is (15.3%) of the study. Most of the respondent's income are more than 500,000 MMK due to the largest income level groups are 500,001 – 1,000,000 and 1,000,001 and above. That is also because this study focuses on millennials and GenX so that these age groups have been in working age with experiences. Also, the top three influencers (Khin Yupa, May Kabyar and Emerald Nyein) post about costly products so that most top fans of them are in high income level.

The last question under demographic section is about respondents' facebook usage behavior which has separated into 5 groups. First group is for facebook users who use facebook Daily (More than one hour a day) and there are 66 respondents which stands for (36.1%) of the study that is largest group of total respondents. There are 57 respondents who use facebook Daily (About one hour a day) which accounts for (31.1%) of the group and is second largest group of the study. There are 16 respondents who use facebook About 3 days a week (About one hour a day) which stands for only (8.7%) of the respondents. There is no respondent who answer for usage Less often (About one hour per week). There are 44 respondents who answers that Do not know for their facebook usage which accounts for (24.0%) of the group. The two largest group of the respondents use facebook social media daily (more than one hour a day) and daily (about one hour a day) because all the respondents are top fans for top three social influencers (Khin Yupa, May Kabyar and Emerald Nyein). Top fan badges are awarded to those who are the most active and engaged on a page for a period of time so that the large portion of respondents use facebook social media daily is acceptable.

CHAPTER 4
ANALYSIS ON THE EFFECT OF PARASOCIAL RELATIONSHIP
ON BRAND ENGAGAEMENT AND BRAND LOYALTY
OF MILLENIALS AND GENXERS

This chapter consists of four parts considering with the analysis on the effect of parasocial relationship on brand engagement and brand loyalty of millennials and Gen X. To analyze the factors of parasocial relationship influence on brand engagement and brand loyalty, linear regression model is practiced. The first part is concerned with the analysis on media-related factors between top fans and social influencers. The second part focus on media-related factors influencing on parasocial relationship of millennials and Gen X. The third part is analysis on factors of parasocial relationship influencing on brand engagement of millennials and Gen X. The fourth part demonstrates analysis on effect of online consumer brand engagement on brand loyalty of millenials and Gen X.

4.1   Analysis on Media-Related Factors Between Top Fans and Social Influencers

In order to analyze the media-related factors of parasocial relationship between top fans and social influencers, the respondents are inquired about perceived interactivity, perceived self-disclosure, perceived utilitarian benefits, perceived hedonic benefits and perceived information overload related with the respondents' preferable social influencers, using 5-point Likert scale. For the descriptive analysis, mean and standard deviation of each variable are discussed. After that, Linear Regression model is applied for second part, third part and fourth part.

4.1.1   Perceived Interactivity

In this section, the questionnaire analyzes on how the top fans of the facebook celebrities received social interactivity with their preferable celebrity. The statements such as responding quickly and efficiently on facebook, talking back on facebook for liked a post and wrote a comment or message, communicating with this facebook cele directly on facebook for any questions, listening to the sayings of top fans on facebook,

communicating in real time with other supporters of this facebook cele. Table (4.1) illustrates the mean values of perceived interactivity of top fans from survey analysis.

Table (4.1) Perceived Interactivity

No	Items	Mean	Standard Deviation
1	Responding quickly and efficiently on facebook.	2.87	1.11
2	Talking back on facebook for liked a post and wrote a comment or message.	2.94	1.13
3	Communicating with this facebook cele directly on facebook for any questions.	3.06	1.10
4	Listening to the sayings of top fans on facebook.	3.09	1.08
5	Communicating in real time with other supporters of this facebook cele.	3.08	1.09
	Overall Mean	3.01	

Source: Survey Data, 2022

The overall mean value for perceived interactivity is 3.01, meaning that respondents doesn't show agreement in Perceived Interactivity from their preferable social influencers. The highest mean value is 3.09 for the statement of listening to the sayings of top fans on facebook. After that, the mean value is 3.08 for communicating in real time with other supporters of this facebook cele and the mean value is 3.06 for communicating with this facebook cele directly on facebook for any questions. The lowest mean value under cutoff point is obtained as 2.87 and 2.94 so that respondents don't agree on the facts that responding quickly and efficiently on facebook and talking back on facebook for liked a post and wrote a comment or message.

It seems that facebook celebrities have more than million followers and getting more than thousands of comments and messages daily. So thereafter, the respondents feel that the influencers couldn't interact back to everything. The mean value for this section is low because it is normal in social media for not receiving quick interactions or getting replies for the comments and messages for all followers. Though the most respondents suppose that they do not receive efficient real time interactions with facebook celebrities, it doesn't reduce their parasocial relationship with their preferable celebrities by the fact that they still love to be the top fans. Though top three facebook celebrities, Khin Yupa,

May Kabyar and Emerald Nyein, have been emphasizing on interactivity, their top fans do not aware of the interactivity so that the overall mean value for this section is lowest compared to other media-related factors.

4.1.2 Perceived Self-Disclosure

In this section, the questionnaire analyzes on how the top fans of the facebook celebrities received self- disclosure of their preferable celebrity. The statements such as this being open in sharing information on facebook, keeping well informed on facebook, not holding back information on facebook, answering openly & honestly when asking a question, answering interviews honestly were asked in the questionnaire. Table (4.2) illustrates the mean values of perceived self-disclosure of top fans from survey analysis.

Table (4.2) Perceived Self-Disclosure

No	Items	Mean	Standard Deviation
1	Being open in sharing information on facebook.	3.93	0.55
2	Keeping well informed on facebook.	3.68	0.70
3	Not holding back information on facebook.	3.62	0.69
4	Answering openly & honestly when asking a question.	3.85	0.69
5	Answering interviews honestly.	3.89	0.58
	Overall Mean	3.79	

Source: Survey Data, 2022

The overall mean value for perceived self-disclosure is 3.79, meaning that respondents show agreement in perceived self-disclosure from their preferable social influencers. The highest mean value is 3.93 for the statement of being open in sharing information on facebook. Most respondents agree that their preferable social influencers are honest and open in sharing reviews. After that, the second largest mean value is 3.89 for answering interviews honestly and the mean value is 3.85 for answering openly & honestly when asking a question. Mostly the respondents suppose that their celebrities possess honesty and openness in sharing reviews and products information. The mean value is 3.68 for keeping well informed on facebook and 3.62 for not holding back information

on facebook. It seems that some respondents are not very sure that the facebook social influencers might hold back some information from them.

The overall mean value of this section is high because Khin Yupa, May Kabyar and Emerald Nyein are famous for their honest product reviews for beauty products such as supplements, skin care products, hair care products, collagen, etc and for their honest treatment reviews such as laster treatment, hifu treatment, etc in beauty clinics. Also, these top three social influencers are getting adored by their fans and followers on facebook social media due to their frankly speaking, sincere smile and open mindset. Short video clips, about their positive view or about their personal life or straightforward saying about cheated friends, from their lives are cut and released on facebook social media by their fans which become very much famous among social media users. According to the result of this section, top fans of the social influencers believe that their celebrities are not hiding information from them or their celebrities will not give good reviews without actually using the products or treatment.

4.1.3 Perceived Utilitarian Benefits

Utilitarian benefits are the benefits derived from the utility of a product or service. Utilitarian benefits literally referred to saving, quality and convenience of using a product or service that help the consumer to increase the efficiency of the purchasing experience. Utilitarian benefits can be informational benefits and monetary benefits perceived by the consumers for purchasing experience and savings. This study focuses on utilitarian benefits perceived by followers from the contents of top three social influencers.

In this section, the questionnaire analyzes on how the top fans of the facebook celebrities received utilitarian benefits from their preferable celebrity. The statements such as providing useful information of services, products or companies on facebook, providing up-to-date information of services, products or companies on facebook, providing special offers (e.g. discounts, promotions) to the respondent on facebook, providing news on upcoming sales on facebook, providing an efficient and convenient way to communicate with the employees/customers care services via facebook were asked in the questionnaire. Table (4.3) illustrates the mean values of perceived utilitarian benefits of top fans from survey analysis.

Table (4.3) Perceived Utilitarian Benefits

No	Items	Mean	Standard Deviation
1	Providing useful information of services, products or companies on facebook.	3.97	0.48
2	Providing up-to-date information of services, products or companies on facebook.	3.89	0.60
3	Providing special offers (e.g. discounts, promotions) to the respondent on facebook.	3.72	0.67
4	Providing news on upcoming sales on facebook.	3.84	0.62
5	Providing an efficient and convenient way to communicate with the employees/customers care services via facebook.	3.70	0.60
	Overall Mean	3.82	

Source: Survey Data, 2022

The overall mean value is 3.82 for perceived utilitarian benefits, meaning that most respondents show agreement for receiving utilitarian benefits from their preferable social media influencer. The highest mean value is 3.97 and is for providing useful information of services, products or companies on facebook. Most facebook users follow the influencers for getting knowledge about modern products up-to-date news and usage so as the respondents who are top fans. The second largest mean value is 3.89 and is for the statement that providing up-to-date information of services, products or companies on facebook, showing that the most respondents agree the fact. The other fact that most facebook users agree that they follow influencers because of upcoming sales news which mean value is 3.84 for providing news on upcoming sales on facebook. The mean value is 3.72 for providing special offers (e.g. discounts, promotions) to the respondent on facebook. The mean value shows that the facebook celebrities provide upcoming sales but not agree that influencers offer special discounts directly to the respondents especially. The mean value is 3.70 for providing an efficient and convenient way to communicate with the employees/customers care services via facebook, which some of the respondents are not very certain that the social influencers give customer care contact for more convenient communication.

According to the mean value, the respondents seem to be provided product relevant information, sales information and other after sales service information from the facebook celebrities. That is because the top three social influencers, Khin Yupa, May Kabyar and Emerald Nyein, are own business founders, brand ambassadors and product reviewers. So that not only they share about beauty products/services/treatments, fashions, clothing, jewelry and gems but also, they communicate about up-to-date information and up-coming sales and promotion for those products or services. The social influencers also share about how to use those products or what are dos and don'ts for those treatments in advance to their fans and followers. So that their fans agree to perceive utilitarian benefits from their social influencers on facebook social media.

4.1.4 Perceived Hedonic Benefits

Hedonic benefits are related to excitement, fun and pleasure received by the consumers (Khan et al., 2004). Hedonic benefits principally refer to entertainment, exploration and expression of value, emotions and self-esteem. This study mainly focuses on top fans perceiving hedonic benefits from the contents of top three social influencers.

In this section, the questionnaire analyzes on how the top fans of the facebook celebrities received hedonic benefits from their preferable celebrity. The statements such as providing entertaining content on facebook, enjoying the fun content provided by this facebook cele on facebook, providing content by this facebook cele on facebook is pleasant, seeking enjoyment in social interactions with this facebook cele and others supporters/fans on facebook, gaining a sense of belonging in a community through interactions with this facebook cele page on facebook were asked in the questionnaire. Table (4.4) illustrates the mean values of perceived hedonic benefits of top fans from survey analysis.

Table (4.4) Perceived Hedonic Benefits

No		Mean	Standard Deviation
1	Providing entertaining content on facebook.	3.87	0.51
2	Enjoying the fun content provided by this facebook cele on facebook.	4.01	0.41
3	Providing content by this facebook cele on facebook is pleasant.	4.00	0.50
4	Seeking enjoyment in social interactions with this facebook cele and others supporters/fans on facebook.	3.83	0.60
5	Gaining a sense of belonging in a community through interactions with this facebook cele page on facebook.	3.79	0.58
	Overall Mean	3.90	

Source: Survey Data, 2022

The overall mean for perceived hedonic benefits is 3.90, meaning that respondents agree of receiving hedonic benefits from their preferable social influencers. The largest mean value is for enjoying the fun content provided by this facebook cele on facebook and is 4.01 which shows that respondents agree that they enjoy the fun content created by social influencers. The second largest mean value is 4.00 which states that the respondents agree that contents provided by their preferable social influencers are pleasant for them. The mean value for the statement that providing entertaining content on facebook is 3.87. All of the above statements show the respondents agree that they are getting fun and enjoyed about the content creation. The two lowest mean value are 3.83 for seeking enjoyment in social interactions with this facebook cele and others supporters/fans on facebook and 3.79 for gaining a sense of belonging in a community through my interactions with this facebook cele page on facebook. The two mean value show that the respondents not only gained fun by contents but also enjoyed social interactions with fans like theirs on social media as well.

Every social media influencer emphasizes upon providing hedonic benefits to their followers consistently and intends to keep as loyal top fans which would increase their reputation and fame. All top three social media influencers are creating for the entertaining

contents, fun contents and pleasant contents by sharing posts with funny captions about pets, kids and movies or by posting about love and care among family members or by entertaining with jokes through their live sections. For instance, Khin Yupa sometimes posts to embrace controversy among fans for improving hedonic benefits. May Kabyar always include images or videos or lives with the audience to get more attentions from her fans. During Emerald Nyein's live sections, her fans can see her sense of humor like human rights, women mindsets and body positivity which is also a factor for improving hedonic benefits. For seeking enjoyment in social interactions among fans and followers, Emerald Nyein has we love fan group and which top fans perceived hedonic benefits through this. Hedonic benefits can be gained through embracing controversy, telling stories, including images and videos, emphasizing on sends of humor, embracing metaphors, throwing in some surprises, applying contents to recent trends, etc. And it seems like the top three social influencers apply above methods in their own unique ways so that their top fans agree to be perceived hedonic benefits according to the results of mean value for this section.

4.1.5 Perceived Information Overload

In this section, the questionnaire analyzes on how the top fans of the facebook celebrities received information overload from their preferable celebrity. The statements such as being too much information on this facebook Cele's page so it's burdened in handling, because of the plenty brand information on facebook, this makes it more difficult to acquire relevant information, can't handle effectively all of the information, messages, alters, and notifications of this facebook Cele's posts, with the amount of brand posts, only a small portion of the brand information appearing on newsfeed is relevant to need, being really annoying to have newsfeed filled with brands' information, taking more efforts to pick out the information curious about because of the brand information appearing on facebook were asked in the questionnaire. Table (4.5) illustrates the mean values of perceived information overload of top fans from survey analysis.

Table (4.5) Perceived Information Overload

No	Items	Mean	Standard Deviation
1	Being too much information on this facebook Cele's page so it's burdened in handling.	3.77	0.70
2	Because of the plenty brand information on facebook, this makes it more difficult to acquire relevant information.	3.84	0.68
3	Can't handle effectively all of the information, messages, alters, and notifications of this facebook Cele's posts, with the amount of brand posts.	3.82	0.74
4	Only a small portion of the brand information appearing on newsfeed is relevant to need.	3.67	0.76
5	Being annoying to have newsfeed filled with brands' information.	3.87	0.74
6	Taking more efforts to pick out the information curious about because of the brand information appearing on facebook.	3.83	0.65
	Overall Mean	3.80	

Source: Survey Data, 2022

The overall mean cutoff point is 3 and overall mean for perceived information overload is 3.80, meaning that respondents agree that they are not getting confused by information overload of their respective facebook celebrities. The largest mean value is 3.87 which means the respondents are not getting annoyed because of brand's information given by social influencers. The following 3 mean values are 3.84 for the respondents not getting difficult for acquiring information because of plenty of brands' information, 3.83 for not taking more efforts to pick the information they are curious about and 3.82 for they can handle all the information effectively with the amount of brand posts. Most of the respondents agree that their facebook celebrity's advertisement posts are at acceptable level. The mean value for being too much information on this facebook Cele's page so it's burdened in handling is 3.77. The lowest mean value for perceived information overload is 3.67 for only a small portion of the brand information appearing on newsfeed is relevant to need.

The top three social influencers, Khin Yupa, May Kabyar and Emerald Nyein, have not been posted more than 5 posts per day as per looking at the post trends. Even there are some days that they post like 4 or 5 posts in one day, all of the posts are not about product advertisement. There may be one or two advertisement posts but the others are about contents creation to entertain their fans and followers on social media. The social influencers have page admins team and content plans with schedule so that their followers do not get bother by their random posts.

4.1.6 Parasocial Relationship of Top Fans

In this section, the questionnaire analyzes on how the top fans of the facebook celebrities consider parasocial relationship with their preferable celebrity. The statements such as feeling comfortable, as if being with a friend on facebook, when interacting with this facebook cele, feeling included, relating to this facebook cele in many ways as a real friend, like hearing what this facebook cele has to say, hope that this facebook cele can achieve its goals, care about what happens to this facebook cele page.

Table (4.6) Parasocial Relationship

No	Items	Mean	Standard Deviation
1	Feeling comfortable, as if being with a friend on facebook.	3.83	0.64
2	When interacting with this facebook cele, feeling included.	3.70	0.62
3	Relating to this facebook cele in many ways as a real friend.	3.86	0.57
4	Like hearing what this facebook cele has to say.	3.99	0.65
5	Hope that this facebook cele can achieve its goals.	4.25	0.59
6	Care about what happens to this facebook cele page.	3.89	0.62
	Overall Mean	3.92	

Source: Survey Data, 2022

The overall mean for parasocial relationship is 3.92, meaning that the respondents agree that they think of their preferable facebook influencers as their close friend. The

highest mean value 4.25 is showing that the respondents care for their celebrities and hope that the celebrities can achieve their goals. And second largest mean value for the respondents like hearing what this facebook celebrity has to say is 3.99, meaning that the respondents desire to look after the celebrity. And also, the last mean is 3.89 for the respondents are caring what is happening to the facebook celebrity page showing for care and concern of the respondents. The mean value 3.86 showing that the respondents can understand their preferable facebook celebrities as their real friend. And mean value 3.83 means that the respondents agree that the facebook celebrities make them comfortable as if they are with a friend on facebook. The mean 3.70 meaning that some of the respondents do not agree that they feel included when they interact to the facebook celebrities.

Among top three social influencers, Khin Yupa has advantage on her open mind, frankly speaking styles and unique facial appearance. For May Kabyar, she has good acting skills with Myanmar golden skin tone and sincere smile face. Not only Emerald Nyein has very unique and clear facial skin like Korean girl but also, she knows how to enhance the women's rights, body positivity and rightful mindset. Due to their strengths and advantages, the respondents tend to show their parasocial relationship (care and concern) to the social influencers. The top three social influencers are very much friendly to their fans through their live sections so that the respondents also agree upon friendship part.

4.1.7   Online Consumer Brand Engagement

In this section, the questionnaire analyzes on online consumer brand engagement of the top fans with their preferable celebrity's advertisement on facebook social media. The statements such as taking an active part in interacting with the brands' page that this facebook cele advertises, frequently "Like" this facebook Cele's advertising posts appearing on facebook, frequently "share" this facebook Cele's advertising posts appearing on facebook, frequently "respond" to messages of brands that this facebook cele advertises, like to get involved in the discussions of brands that this facebook cele advertises, frequently participate in activities (e.g. experience sharing, photo posting) initiated by this facebook cele on facebook were asked in the questionnaire. Table (4.7) illustrates the mean values of online consumer brand engagement of the top fans with their preferable celebrity's advertisement on facebook social media from survey analysis.

Table (4.7) Online Consumer Brand Engagement of Millennials and Gen X

No	Items	Mean	Standard Deviation
1	Taking an active part in interacting with the brands' page that this facebook cele advertises.	3.92	0.52
2	Frequently "Like" this facebook Cele's advertising posts appearing on facebook.	4.00	0.53
3	Frequently "share" this facebook Cele's advertising posts appearing on facebook.	3.56	0.66
4	Frequently "respond" to messages of brands that this facebook cele advertises.	3.62	0.68
5	Like to get involved in the discussions of brands that this facebook cele advertises.	3.64	0.63
6	Frequently participate in activities (e.g. experience sharing, photo posting) initiated by this facebook cele on facebook.	3.76	0.61
	Overall Mean	3.75	

Source: Survey Data, 2022

The overall mean for online consumer brand engagement is 3.75, meaning that respondents agree that they have willingness to give interactions to the brands advertisement of their preferable facebook celebrities. The highest mean value is 4.00, showing that the respondents agree that they give like reactions to the advertising posts of their preferable facebook celebrities. The mean value 3.92 for the statement that taking an active part in interacting with the brands' page that this facebook cele advertises. The above two mean value indicates that the top fans of facebook celebrities shows brand engagement by their interactions. The mean value of 3.76 for frequently participate in activities (e.g. experience sharing, photo posting) initiated by this facebook cele on facebook. The mean value for the statement like to get involved in the discussions of brands that this facebook cele advertises is 3.64 and the statement frequently "respond" to messages of brands that this facebook cele advertises is 3.62. The lowest mean value for online consumer brand engagement is 3.56 for the statement that frequently "share" this facebook Cele's advertising posts appearing on facebook.

It is obvious that nowadays people on facebook doesn't show likeliness when their facebook friends are always sharing brands' posts. It is acceptable that some of the respondents shows reluctant to frequently share their facebook celebrities advertising posts. Even though top three social media influencers are emphasizing on brand engagement for their advertised brands, the lower mean value for brand engagement meaning that even though respondents agree to give interactions to the brands advertisement, they have limitations to participate the activities of their preferable facebook celebrities according to the overall situations in Myanmar.

4.1.8 Brand Loyalty

In this section, the questionnaire analyzes on brand loyalty of the top fans with their preferable celebrity's advertisement on facebook social media. The statements such as think as a loyal consumer of the brands that this facebook cele advertises, will not stop buying the brands that this facebook cele advertises, recommend the brands that this facebook cele advertises to other people, say positive things about the brands that this facebook cele advertises, willing to pay a higher price for the brands that this facebook cele advertises over other brands, will encourage friends and relatives to support the brands that this facebook cele advertises were asked in the questionnaire. Table (4.8) illustrates the mean values of brand loyalty of the top fans with their preferable celebrity's advertisement on facebook social media from survey analysis.

Table (4.8) Brand Loyalty of Millennials and Gen X

No	Items	Mean	Standard Deviation
1	Think as a loyal consumer of the brands that this facebook cele advertises.	3.55	0.71
2	Will not stop buying the brands that this facebook cele advertises.	3.42	0.61
3	Recommend the brands that this facebook cele advertises to other people.	4.07	0.70
4	Say positive things about the brands that this facebook cele advertises.	4.09	0.68
5	Willing to pay a higher price for the brands that this facebook cele advertises over other brands.	3.50	0.69
6	Will encourage friends and relatives to support the brands that this facebook cele advertises.	4.19	0.69
	Overall Mean	3.80	

Source: Survey Data, 2022

The overall mean cutoff point is 3 and overall mean for brand loyalty is 3.80, meaning that respondents agree to show their brand loyalty. The highest mean value if 4.19 for the statement that will encourage friends and relatives to support the brands that this facebook cele advertises. The second largest mean value is 4.09 showing that the respondents say positive things about the brands that their preferable facebook celebrities advertises. The mean value is 4.07 for the respondents recommend the brands to other people that their preferable facebook celebrities advertises. Some of the respondents don't agree of being loyal customer of the brands that their preferable social influencers advertise by the mean value of 3.55 for that. Also, some are not agreeing to willingly pay higher price that their preferable facebook celebrities advertise by the mean value of 3.50. The lowest mean value for brand loyalty is 3.42 for the statement that I will not stop buying the brands that this facebook cele advertises.

The highest mean value above 4 are describing that the top fans of facebook celebrities showing their brand loyalty by "Electronic Word-of-Mouth" scenarios which would give high value to the business. The three mean values around 3.5 are because of nowadays purchasing power and other financial limitations. Though the respondents are

saying positive things about the brands that their preferable facebook celebrities advertises some disagree not to stop buying all the brands in advertisements or do not want to pay higher price is because the top three celebrities advertised brands are luxury and expensive.

4.2 Media-Related Factors Influencing on Parasocial Relationship of Millennials and Gen X

In this study, the major media-related factors influencing on parasocial relationship is explored. The linear regression model is applied. The output from generating linear regression model is shown in Table (4.9).

Table (4.9) Media-Related Factors on Parasocial Relationship

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	0.993	0.299		3.324	0.001
Perceived Interactivity	0.019	0.029	0.041	0.633	0.528
Perceived Self-Disclosure	0.172***	0.065	0.194	2.645	0.009
Perceived Utilitarian Benefits	0.307***	0.076	0.313	4.052	0.000
Perceived Hedonic Benefits	0.158*	0.087	0.140	1.825	0.070
Perceived Information Overload	0.113**	0.046	0.157	2.437	0.016
R Value	.609a				
R Square	0.371				
Adjusted R Square	0.353				
F Value	20.901***				
DurbinWatson	2.262				

Source: Survey Data (2022)

Notes: *** Significant at 1% level, ** Significant at 5% level, * Significant at 10% level

According to the results shown in Table (4.9), the significant value of Perceived Utilitarian Benefits is 0.000 with the 1% significant level and the significant value of Perceived Self-Disclosure is 0.009, with the 1% significant level. The significant value of Perceived Information Overload is 0.016, with the 5% significant level. The significant

value of Perceived Hedonic Benefit is 0.070, with 10% significant level. The positive standardized coefficient (Beta) indicates that the media-related factors have positive impact on parasocial relationship between tops fans and social influencers.

Correlation coefficient (R) measures the linear relationship between two variables. As shown in Table (4.9), R (the correlation between the independent variables and dependent variables) is 0.609 which lies between 0 and 1. It includes that the level of parasocial relationship and the level of media-related factors are correlated. The value of R square is 0.371 thus this specified model could explain about 37 percent relationship between media-related factors and parasocial relationship between top fans and facebook social influencers in Myanmar. The model can also explain that Adjusted R square is 0.353 about the variance of parasocial relationship and media-related factors (Perceived Interactivity, Perceived Self-Disclosure, Perceived Utilitarian Benefits, Perceived Hedonic Benefits, Perceived Information Overload) is 35.5%.

According to the results, Perceived Self-Disclosure is highly significant at 1% level, meaning that it is a crucial factor to improve parasocial relationship of top fans and social influencers. As top three social influencers give product reviews and sell gems and fashion products, it is important to have honesty and openness so that they will gain trust from their fans and followers to improve parasocial relationship.

Perceived Utilitarian Benefits is highly significant at 1% level, meaning that utilitarian benefit is essential to improve parasocial relationship. In order to increase parasocial relationship, social influencers need to provide utilitarian benefits to their fans and followers. As the top three social influencers brand ambassador and own business founders, they have to give correct information about sales and up-to-date information about products that are essential to the parasocial relationship with their top fans.

Perceived Information Overload is significant at 5% level, meaning that information overload has contributed positively to the parasocial relationship between top fans and social influencers. So that social influencers need to maintain their posting schedule with their content admin teams to improve parasocial relationship of their top fans.

Perceived Hedonic Benefits is significant at 1% level, meaning that it is also one of the primary factors to improve parasocial relationship. Top three social influencers could create entertaining contents by including photos and videos, posting controversy matters, posting on trendy cases which impact on parasocial relationship.

To summarize, out of five variables, Perceived Self-Disclosure, Perceived Utilitarian Benefits, Perceived Hedonic Benefits and Perceived Information Overload have the significant effect on parasocial relationship and is regarded as a core element in building parasocial relationship between top fans and social influencers.

4.3 Analysis on Parasocial Relationship Influencing on Brand Engagement of Millennials and Gen X

In this study, parasocial relationship influencing on brand engagement is explored. The linear regression model is applied. The output from generating linear regression model is shown in Table (4.10).

Table (4.10) Parasocial Relationship Influencing on Brand Engagement

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	1.029	0.246		4.181	0.000
Parasocial Relationship	0.694***	0.062	0.637	11.119	0.000
R Value	.637ᵃ				
R Square	0.406				
Adjusted R Square	0.403				
F Value	123.640***				
DurbinWatson	1.942				

Source: Survey Data (2022)

Notes: *** Significant at 1% level, ** Significant at 5% level, * Significant at 10% level

According to the results shown in Table (4.10), the significant value of Parasocial relationship is 0.000 with the 1% significant level. The positive standardized coefficient (Beta) indicates that parasocial relationship has positive impact on online consumer brand engagement.

Correlation coefficient (R) measures the linear relationship between two variables. As shown in Table (4.10), R (the correlation between the independent variables and dependent variables) is 0.637 which lies between 0 and 1. It includes that the level of online consumer brand engagement and the level of parasocial relationship are correlated. The

value of R square is 0.406 thus this specified model could explain about 40 percent relationship between parasocial relationship of top fans and online consumer brand engagement in Myanmar. The model can also explain that Adjusted R square is 0.403 about the variance of online consumer brand engagement and Parasocial relationship.

According to the result, parasocial relationship is significant at 1% level, meaning that it is essential to improve online consumer brand engagement. On facebook social media, the users tend to engage with the brands that their friends advertise. So that the social influencers could increase the friendship with their fans and followers to get more brand engagement on social media. So that Business should also focus on the facebook social influencers with the optimized friendship level or whose friendship is tended to increase in the future according to their systematic approach and unique methods to increase friendship in parasocial relationship with the fans.

4.4 Analysis on Effect of Online Consumer Brand Engagement on Brand Loyalty of Millennials and Gen X

In this section, the effect of Online Consumer Brand Engagement on Brand Loyalty is explored. The linear regression model is applied. The output from generating linear regression model is shown in Table (4.11).

Table (4.11) Effect of Online Consumer Brand Engagement on Brand Loyalty

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	1.798	0.227		7.918	0.000
Brand Engagement	0.535***	0.060	0.552	8.899	0.000
R Value	.552ᵃ				
R Square	0.304				
Adjusted R Square	0.301				
F Value	79.198***				
DurbinWatson	1.865				

Source: Survey Data (2022)

Notes: *** Significant at 1% level, ** Significant at 5% level, * Significant at 10% level

According to the results shown in Table (4.11), the significant value of Brand Engagement is 0.000 with the 1% significant level. The positive standardized coefficient (Beta) indicates that Brand Engagement has positive impact on online loyalty.

Correlation coefficient (R) measures the linear relationship between two variables. As shown in Table (4.11), R (the correlation between the independent variables and dependent variables) is 0.552 which lies between 0 and 1. It includes that the level of brand loyalty and the level of online consumer brand engagement are correlated. The value of R square is 0.304 thus this specified model could explain about 30 percent relationship between online consumer brand engagement and brand loyalty in Myanmar. The model can also explain that Adjusted R square is 0.301 about the variance of brand loyalty and online consumer brand engagement.

According to the result, brand engagement is significant at 1% level, meaning that brand engagement is crucial for brand loyalty. If the facebook users more interact on brand's page, they will tend to be more loyal customers of the brands. As the facebook users give more likes and comments to the brand's facebook page, they will have to see brand's modernized products and up-to-date sales which could lead to continue buying of the products and services. Therefore, the business should focus to get brand engagement from their customers to improve brand loyalty of the customers. Instead of forcing users to participate in events during these days, business could increase interactions of brand engagement by encouraging user-generated contents (UGC) under comments or creating contests and polls in My-day session. Business could be holding giveaways to increase interactions for brand engagement.

CHAPTER 5
CONCLUSION

This chapter is organized with three main sections. Firstly, starting from findings and discussions which explain about the benefits of this study. Then, suggestions and recommendation will be expressed. And finally, limitations and needs for further research which advice about the requirement to get more deep understanding of this study.

5.1   Findings and Discussions

This is the study of the effect of parasocial relationship on brand engagement and brand loyalty of millennials and Gen X; total of one hundred and eighty-three respondents, both male and female who have recently top fans of Khin Yupa, May Kybayr and Emerald Nyein are chosen to participate in this study. The survey questionnaire is structured and an online survey is conducted by distributing questionnaire in Microsoft Form towards the respondents. The findings on demographic factors of the respondents are discussed. Based on the results, female top fans account for bigger percentage compared to male top fans and is understandable since the chosen celebrities are female social influencers. Majority of the respondents are graduated person, employed and they generate a sizeable income as mainly focus age group is Millennials and Gen X in the study. Among the respondents, the largest percentage of salary income is 500,001 to 1,000,000 MMK group and more than 1,000,001 MMK group. 36.1% of the respondents use facebook more than one hour a day and after that 31.1 % of the respondents use facebook around one hour a day which is why the respondents are being top fans of social influencers and impact on engagement as top fan badges are given upon the most active and engaged users.

There are three objectives for this study: to examine the effect of media-related factors on parasocial relationship with social influencers of millennials and Gen X, to analyze the influence of parasocial relationship on brand engagement of millennials and Gen X, to analyze the effect of brand engagement on brand loyalty of millennials and Gen X. There are 5 media-related factors, are perceived interactivity, perceived self-disclosure, perceived utilitarian benefits, perceived hedonic benefits and perceived information overload, which are mainly questioned to the respondents in this study.

Based on the result, among five media-related factors, perceived self-disclosure and perceived utilitarian benefits, perceived hedonic benefits and perceived information overload have significant impact on parasocial relationship between tops fans and social influencers. For perceived self-disclosure, the respondents are likely to think that their preferable celebrities are open and honest in sharing product reviews and will not hold back information from them. As the top three social influencers are product reviewers, jewelry and gems sellers, fashion products sellers, it is crucial to provide perceived self-disclosure to their fans and followers to gain trust. For perceived utilitarian benefits, most of them are seems to receive useful and up-to-date information of services, products or companies and also upcoming sales information from their preferable facebook influencers. The top three social influencers are own business founders and brand ambassador, it is important to give right information (products feature, discounts and promotion periods) of products and services at the right time to improve parasocial relationship. For perceived hedonic benefits, the respondents seem to enjoy the fun contents created by top three social influencers. Using facebook is to find happiness in virtual world so that the top three social influencers should emphasize to give hedonic benefits to their fans and followers to improve parasocial relationship. However, information overload is a hindrance to parasocial relationship. By the results of this study, the respondents agree that they are not getting annoyed by brands' posts uploaded by top three social influencers which is good for parasocial relations. The top three social influencers should maintain their content rate as per the current flow, at most 4 or 5 posts per day and improve the flow in future for parasocial relationship.

As for second objective, the respondents seem to care and concern the social influencers' life and their goals for parasocial relationship. Parasocial relationship has significant impact on the online consumer brand engagement. The respondents really think of the facebook celebrities as their close friends and due to that, they are likely to interact and participate on the brands that their preferable influencers advertise. As it has positive significant for parasocial relationship, social influencers are likely to be friend with their social influencers and that would impact to brand engagement of the products that the influencers advertise. Nowadays, people happen to enjoy their life in virtual world which could lead the business to use the virtual world as a media and boosting the sales impact. People tends to have friends on social media and have fun to care and concern for their virtual friends so that the social influencers should improve friendship with their fans and followers.

As for third objective, the respondents show their affections for their facebook celebrities by engaging to the brands that sponsor to the celebrities. Based on the results, online consumer brand engagement has significant impact on brand loyalty among millennials and Gen X. The positive significant effect for online consumer brand engagement indicates that the more interactions and engagement get in brands posts, the more brand loyalty can be gained by the business. The business should emphasize more to get interactions by their consumers by creating User-Generated Contents (UGC), creating contests and polls in My Day or comment sessions to improve brand enagagment which could lead to brand loyalty. The mean values in brand loyalty shows that there is limitation to continuously buying all the brands that the top three celebrities advertise because the advertised products and services are luxury and expensive. But the mean value of brand loyalty indicates good results by "Electronic Word-of-Mouth" scenario which is an important factor for boosting sales.

5.2   Suggestions and Recommendations

Firstly, as per above findings, media-related factors such as perceived self-disclosure, perceived utilitarian benefits, perceived hedonic benefits and perceived information overload have positively significant to parasocial relationship. Friendship of Parasocial relationship has positively significant to brand engagement and Interaction of brand engagement has positively significant to brand loyalty in Myanmar. By the result while improving parasocial relationship, brand engagement and brand loyalty shall be boosted as well. So thereafter, social media influencers should more focus on improving self-disclosure, perceived utilitarian benefits, perceived hedonic benefits and perceived information overload. The mean result show good results so that the social influencers should maintain this position and increase brand engagement for the brands that they advertise.

Secondly, as per findings from the survey, the respondents tend to show brand engagement by their interaction and participation in events but due to the current situation on facebook, some people are reluctant to share every brand advertisement post. So that instead of forcing customers to share the posts, brands should be holding giveaways, contests and polls which is simple but effective to increase brand engagement. Organizing events and encourage user-generated content (UGC) is also an efficient method to use such as letting customers to share their review photo in comments or message box.

Finally, for brand loyalty, both social influencers and business are working together to get the best result for brand loyalty. But as per the mean value result, the respondents tend to show "Electronic Word-of-Mouth" to the brands that their preferable facebook celebrities advertise but not intend to buy everything in advertisement. This could be because of reduction in purchasing power nowadays and limitation on financial factors. So that depends on the mindset and situations, business could maintain customer retention by giving promotion plan to their loyal customers. As in social media age, business also rely on social media marketing which is why parasocial relationship become essential and which is why parasocial relationship should be maintained between fans and social influencers.

5.3   Needs for Further Research

The study is based on only 183 respondents among top fans of Khin Yupa, May Kabyar and Emerald Nyein. The results of the study may not be relevant to top fans of other celebrities in Myanmar. For future research, studies can be conducted with respondents from other celebrities or with celebrities from other geographical locations aside from Myanmar. This study focuses only on millennials and Gen X so that other age group can be further studied in future and generational gap can also be further studied. Larger sample size can also be utilized in conducting future researches. Also, Myanmar internet usage can be further improved and other social media platforms may be used by more people such as Instagram or Tiktok. These social media platforms and social influencers shall be studied in futher research as well.

This study uses media-related factors in measuring parasocial relationship of top fans and social influencers. There can be other factors that influence the parasocial relationship of social influencers. Those factors can be employed for future researches. Other aspects of parasocial relationship models should be used to maximized the analysis on brand engagement and brand loyalty of social media users in Myanmar.

Moreover, the research is applied by using self-administered questionnaires and most of the questions are in quantitative nature by using self-rating Likert-scale. Opened-ended questions should be included in next research and to explore more courses of interview method or focus group discussion method should also be added for further research. Moderating factors could also be considered in further studies. to For that reason, the need for further research needs to continue to exist.

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APPENDIX A

QUESTIONNAIRE SURVEY

"Parasocial Relationship Influence
on Brand Engagement and Brand Loyalty of Millennials and Gen X"

This questionnaire is a part of full-time MBA Programme from Yangon University of Economic. This is designed for Parasocial Relationship Influence on Brand Engagement and Brand Loyalty of Millennials and Gen X. This survey is designed for the master thesis purpose only. Therefore, the data in the survey is fully privacy and confidential.

Section A: Demographic Data

1. You were born in?
   - ☐ 1964 or before 1964
   - ☐ 1965 – 1980
   - ☐ 1981 – 1996
   - ☐ 1997 or Later 1997

2. Your gender?
   - ☐ Male
   - ☐ Female
   - ☐ Prefer not to answer

3. What is your education level?
   - ☐ High school
   - ☐ Other professional qualifications
   - ☐ Undergraduate degree
   - ☐ Graduate degree
   - ☐ Postgraduate degree
   - ☐ Ph.D

4. What is your current employment status?

□ In school, and unemployed

□ Employed, not in school

□ In school, and employed

□ Neither in school nor employed

□ Prefer not to answer

5. What is your monthly income level?

□ Less than 300,000 MMK

□ 300,001 – 500,000 MMK

□ 500,001 – 1,000,000 MMK

□ 1,000,001 and above

□ Prefer not to answer

6. On average, how often do you use facebook?

□ Daily (More than one hour a day)

□ Daily (About one hour a day)

□ About 3 days a week (About one hour a day)

□ Less often (About one hour per week)

□ I do not know

Section B: Filtering Questions

1. Choose a Facebook Celebrity that you interact more on facebook?
(Note: Interact means that you "Like", "Comment", "Share" the posts or respond to other brand page member's comments.)
This Facebook Celebrity name is

□ Khin Yupa

□ May Kabyar

□ Emerald Nyein

□ Others

2. Did you click "Like" or "Follow" his/her Facebook page on facebook?

    ☐   Yes

    ☐   No

3. In the past year, have you interacted with this Facebook Celebrity on facebook account, page, newsfeeds, or notification area?

    ☐   Yes

    ☐   No

Scales: 1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree

4. Please indicate how much you agree with the following statements.

No		1 SD	2 D	3 N	4 A	5 SA
1	Fequently Like, Comment, or Share (1 out of 5 posts) with this Facebook Cele.					
2	Often Like, Comment, or Share (3 out of 5 posts) with this Facebook Cele.					
3	Regularly Like, Comment or Share (5 out of 5 posts) with this Facebook Cele.					

Section C: Media-Related Factors

Based on your interaction with this Facebook Celebrity on facebook, please indicate how much you agree with the following statements.

1. Perceived Interactivity

No		1 SD	2 D	3 N	4 A	5 SA
1	Responding quickly and efficiently on facebook.					
2	Talking back on facebook for liked a post and wrote a comment or message.					
3	Communicating with this facebook cele directly on facebook for any questions.					
4	Listening to the sayings of top fans on facebook.					
5	Communicating in real time with other supporters of this facebook cele.					

2. Perceived Self-Disclosure

No		1 SD	2 D	3 N	4 A	5 SA
1	Being open in sharing information on facebook.					
2	Keeping well informed on facebook.					
3	Not holding back information on facebook.					
4	Answering openly & honestly when asking a question.					
5	Answering interviews honestly.					

3. Perceived Utilitarian Benefits

No		1 SD	2 D	3 N	4 A	5 SA
1	Providing useful information of services, products or companies on facebook.					
2	Providing up-to-date information of services, products or companies on facebook.					
3	Providing special offers (e.g. discounts, promotions) to the respondent on facebook.					
4	Providing news on upcoming sales on facebook.					
5	Providing an efficient and convenient way to communicate with the employees/customers care services via facebook.					

4. Perceived Hedonic Benefits

No		1 SD	2 D	3 N	4 A	5 SA
1	Providing entertaining content on facebook.					
2	Enjoying the fun content provided by this facebook cele on facebook.					
3	Providing content by this facebook cele on facebook is pleasant.					
4	Seeking enjoyment in social interactions with this facebook cele and others supporters/fans on facebook.					
5	Gaining a sense of belonging in a community through interactions with this facebook cele page on facebook.					

5. Perceived Information Overload

No		1 SD	2 D	3 N	4 A	5 SA
1	Being too much information on this facebook Cele's page so it's burdened in handling.					
2	Because of the plenty brand information on facebook, this makes it more difficult to acquire relevant information.					
3	Can't handle effectively all of the information, messages, alters, and notifications of this facebook Cele's posts, with the amount of brand posts.					
4	Only a small portion of the brand information appearing on newsfeed is relevant to need.					
5	Being annoying to have newsfeed filled with brands' information.					
6	Taking more efforts to pick out the information curious about because of the brand information appearing on facebook.					

Section D: Parasocial Relationship, Brand Engagement and Brand Loyalty

6. Parasocial Relationship

No		1 SD	2 D	3 N	4 A	5 SA
1	Feeling comfortable, as if being with a friend on facebook.					
2	When interacting with this facebook cele, feeling included.					
3	Relating to this facebook cele in many ways as a real friend.					
4	Like hearing what this facebook cele has to say.					
5	Hope that this facebook cele can achieve its goals.					
6	Care about what happens to this facebook cele page.					

7. Online Consumer Brand Engagement

No		1 SD	2 D	3 N	4 A	5 SA
1	Taking an active part in interacting with the brands' page that this facebook cele advertises.					
2	Frequently "Like" this facebook Cele's advertising posts appearing on facebook.					
3	Frequently "share" this facebook Cele's advertising posts appearing on facebook.					
4	Frequently "respond" to messages of brands that this facebook cele advertises.					
5	Like to get involved in the discussions of brands that this facebook cele advertises.					
6	Frequently participate in activities (e.g. experience sharing, photo posting) initiated by this facebook cele on facebook.					

8. Brand Loyalty

No		1 SD	2 D	3 N	4 A	5 SA
1	Think as a loyal consumer of the brands that this facebook cele advertises.					
2	Will not stop buying the brands that this facebook cele advertises.					
3	Recommend the brands that this facebook cele advertises to other people.					
4	Say positive things about the brands that this facebook cele advertises.					
5	Willing to pay a higher price for the brands that this facebook cele advertises over other brands.					
6	Will encourage friends and relatives to support the brands that this facebook cele advertises.					

APPENDIX B

STATISTICAL OUTPUT

Media-Related Factors Influencing on Parasocial Relationship
of Millennials and Gen X

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.609a	0.371	0.353	0.36086

a. Predictors: (Constant), Interactivity, Self-Disclosure, Utilitarian Benefits, Hedonic Benefits, Information Overload

b. Dependent Variable: Parasocial Relationship

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	13.609	5	2.722	20.901	<.001[b]
Residual	23.049	177	0.130		
Total	36.658	182			

a. Dependent Variable: Parasocial Relationship

b. Predictors: (Constant), Interactivity, Self-Disclosure, Utilitarian Benefits, Hedonic Benefits, Information Overload

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
1 Constant	0.993	0.299		3.324	0.001
Interactivity	0.019	0.029	0.041	0.633	0.528
Self-Disclosure	0.172	0.065	0.194	2.645	0.009
Utilitarian Benefits	0.307	0.076	0.313	4.052	0.000
Hedonic Benefits	0.158	0.087	0.140	1.825	0.070
Info Overload	0.113	0.046	0.157	2.437	0.016

a. Dependent Variable: Parasocial Relationship

Factors of Parasocial Relationship Influencing on Brand Engagement
of Millennials and Gen X

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.637[a]	0.406	0.403	0.37785

a. Predictors: (Constant), Parasocial Relationship

b. Dependent Variable: Brand Engagement

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	17.652	1	17.652	123.640	<.001[b]
Residual	25.841	181	0.143		
Total	43.493	182			

a. Dependent Variable: Brand Engagement

b. Predictors: (Constant), Parasocial Relationship

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
1 Constant	1.029	0.246		4.181	0.000
Parasocial Relationship	0.694	0.062	0.637	11.119	0.000

a. Dependent Variable: Brand Engagement

Effect of Brand Engagement Influencing on Brand Loyalty

of Millennials and Gen X

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.552a	0.304	0.301	0.39610

a. Predictors: (Constant), Brand Engagement

b. Dependent Variable: Brand Loyalty

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	12.426	1	12.426	79.198	<.001b
Residual	28.399	181	0.157		
Total	40.825	182			

a. Dependent Variable: Brand Loyalty

b. Predictors: (Constant), Brand Engagement

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 Constant	1.798	0.227		7.918	0.000
Interaction	0.535	0.060	0.552	8.899	0.000

a. Dependent Variable: Brand Loyalty