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The Effect of SNS Beauty Advertising Characteristics on Voluntary Word-of-Mouth Intention: Focusing on S-O-R Theory*

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Abstract

Purpose: Through this study, first, we try to understand the characteristics of SNS beauty advertising using SNS. Second, focusing on S-O-R Theory, we aim to confirm the impact of SNS beauty advertising characteristics on positive emotions, commitment, and voluntary word-of-mouth intentions. Third, we intend to suggest measures related to effective SNS beauty advertising operation. **Research design, data and methodology:** To analyze the data collected of 308 questionnaires, the SPSS and AMOS statistical program was used, and the SNS beauty advertising characteristics were reclassified after analyzing the credibility and validity of the responses. **Results:** It was found that all SNS beauty advertising characteristics (interactivity, entertainment, credibility, and irritation) had a significant effect on positive emotions. However, entertainment and irritation did not have a significant effect on commitment. In addition, it was found that positive emotions had a positive effect on commitment, and commitment had a positive effect on voluntary word-of-mouth intentions, and positive emotions had no significant effect on voluntary word-of-mouth intentions. **Conclusions:** In order to improve consumers' commitment in SNS beauty advertising, it is important to secure trust through interaction, and it is judged that the more commit in SNS beauty advertising through positive emotions, the more spontaneous and positive word-of-mouth effect can be created.

Keywords : SNS Beauty Advertising Characteristics, Positive Emotion, Commitment, Voluntary WOM Intention

JEL Classification Code : L14, L66, L81, M31, M37

1. Introduction

Human interest in health and beauty can be classified as close to Esteem Needs or Self-Actualization Needs in Maslow's Hierarchy of Needs. From this perspective, unlike physiological needs, safety needs, social needs, and esteem needs, which are deficiency needs that no longer serve as motivation once they are satisfied, the needs for health and beauty are growth needs that increase the more they are

satisfied. It can also be classified as one of the self-actualization needs. As such, the beauty industry is a representative industry that seeks to meet human desires for beauty and health.

Compared to other industries, the beauty service industry has a high value-added effect from production activities and a high employment inducement effect due to its labor-intensive nature, so it has a great effect on stimulating domestic demand through resolving unemployment (Health Industry Trends, 2012). In other

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words, the beauty service industry, which constitutes the beauty industry, is an industry in which high synergies are expected through convergence between industries as it is closely connected in front and rear relationships within the value chain. As a representative cultural industry, it is expected to create new demand in connection with other industries and create synergy by combining with various social values (Health Industry Brief, 2021).

This study focuses on advertising in the beauty industry, especially SNS advertising. Advertising is a means of communication that not only provides consumers with product information to be sold, but also delivers direct and indirect messages and images to increase consumers' desire to purchase products (Kim & Cho, 2021). From this point of view, with the rapid spread of mobile devices such as smartphones and tablet PCs based on Internet technology, SNS (Social Network Service) can play an important role in supply and demand for information search and collection in modern society. is recognized as an important advertising medium in (Ahn, 2018).

The growth of SNS is not only being used by companies as a marketing strategy tool including active communication with customers, but also expanding its role in basic sales and services, and is being actively introduced and utilized in the beauty service industry (Ahn, 2018). Compared to traditional advertising media, when using SNS as an advertising medium, consumers play the role of active participants. Therefore, active and voluntary customer participation acts as an important factor in creating customer value (Zhang et al., 2016). One of the important factors in measuring the performance of the SNS advertising field, voluntary word-of-mouth intention, can determine how much consumers are focused on and satisfied with the SNS information presented by companies (Jin & Lee, 2022).

Therefore, a study that identifies which factors are effective among the characteristics of SNS beauty advertising of beauty industry-related companies not only enables companies to obtain information on how to organize beauty advertising effectively, but also provides a better understanding of customers through sufficient understanding. It can be said that it is a necessary process to produce competitive advertising contents and actively utilize them for marketing. In this study, by studying the effect of SNS beauty advertising characteristics on voluntary word-of-mouth intention along with positive emotion and trust, focusing on the S-O-R theory, we intend to suggest measures related to effective SNS beauty advertising operation.

2. Theoretical Background

2.1. S-O-R Model

The S(stimulus)-O(organism)-R(response) model presented by Mehrabian and Russell (1974) is an emotional organism that determines what factors affect the customer's behavioral response to external stimuli, which are environmental variables. It is a theory that tries to explain through emotional states (Jang & Lee, 2019; Lee et al., 2022). Donovan et al. (1994) said that in the process of accepting information and making a final decision, consumers are always stimulated by the external environment and cause psychological and sensory changes, and these changes appear as specific behavioral tendencies of consumers.

Stimulus in the S-O-R model refers to the external environment that affects consumer decision-making (Belk, 1975), and organism refers to the consumer's response to external environmental stimuli. Consists of cognitive and psychological behaviors such as thoughts and emotions that mediate the environment and behavior (Bagozzi, 1986). Finally, response is the stimulus of the external environment perceived by the consumer through the experience of purchasing a product or using a service, and refers to the final action that appears according to the change in consumer behavior (Sherman et al., 1997).

The S-O-R model is widely used as a model for identifying consumer behavior in response to external stimuli in the field of behavioral science. In this study, we also investigated the structural influence relationship between consumers' positive emotions, trust, and voluntary word-of-mouth intention through SNS beauty advertising characteristics. To this end, we want to apply the S-O-R theory.

2.2. SNS Advertising Characteristics

The spread of SNS is not only valuable as a medium used by many consumers, but also as a channel for building, maintaining, and strengthening relationships with consumers from a long-term perspective. A number of changes were made to the strategy (Hwang & Lim, 2013). As such, the reason why SNS activities have become important from a company's point of view is not simply to form a social network with potential customers, but to exercise influence on consumer behavior such as product, service, and brand evaluation and purchase intention through SNS activities (Naylor et al., 2012), and it has a positive effect on brand loyalty and brand image, acting as a key factor in generating profits (Stephen & Galak, 2012).

Recently, the size of the SNS advertising market is also growing along with the popularization phenomenon in which SNS users become the main actors, develop content, and share ideas with each other. Unlike the advertising method that was delivered unilaterally in the past, SNS advertising is characterized by mutual communication, and

SNS users are actively playing a role as an advertising medium. It is possible to create a positive advertising effect, such as creating a positive word-of-mouth effect.

A study on the advertising characteristics related to SNS is as follows. Lee and Oh (2009) classified it into 4 factors: entertainment, informativeness, irritation, and credibility, and Kim and Han (2011) classified it into 5 factors: informativeness, entertainment, individuality, irritation, and interactivity. Zang (2019) classified them into informativeness, entertainment, credibility, personalization, and interactivity, and Lee and Mo (2022) classified them into five factors: informativeness, credibility, entertainment, usefulness, and interactivity. As a result of reviewing previous studies, in this study, SNS beauty advertising characteristics are defined as the main characteristics that consumers perceive when they encounter beauty advertising through SNS, and interactivity, entertainment, credibility, and the characteristics of SNS beauty advertising are composed and measured with four factors commonly used in the study of SNS advertising characteristics: interactivity, entertainment, credibility, and irritation.

Interactivity in advertising properties refers to the various acts of communication between people through a specific medium, which appears in the continuous feedback exchange between the entity providing information and the entity receiving it to achieve a series of purposes. It is based on 1:1 communication (Lee & Chung, 2012). Therefore, interactivity can be defined as the degree to which it responds to communication media, react to posts, and such influences occur simultaneously (Lin & Shrum, 2002).

Entertainment is one of the important functions of advertising along with information, and the entertainment of advertising is defined as pleasantness of recall, such as pleasantness, joy, and enjoyment of viewing (Pollay & Mittal, 1993). The entertainment quality of advertising can increase the experience of advertising effects so that users who want to change their mood or relieve emotional tension actively choose to do so (Ducoffe, 1996). Entertainment is an important factor that affects the value and efficiency of advertising, and it has been confirmed that the higher the perception of entertainment, the more positive the attitude toward advertising, which reduces users' avoidance behavior (Aaker & Norris, 1982).

Credibility is defined as the degree to which consumers who have encountered an advertising perceive that the company or host delivering the advertising has experience, knowledge, and skills related to the subject of the advertising and will provide unbiased opinions and objective information without prejudice (Belch, 1981). Meanwhile, the credibility of SNS advertising can be defined as 'the degree of awareness of the authenticity of SNS advertising messages' (Ross, 1998).

Irritation refers to advertising that contain other negative

messages such as confusion, fear, or insults. In particular, if a consumer is disturbed by an advertising, stimulation may be triggered, which will have a more negative effect on the stimulation, and this influence or stimulation on the consumer's attitude and behavior reduces the persuasiveness of the advertising (Aaker & Stayman, 1990).

2.3. Positive Emotion

Emotions first mentioned in the field of psychology refers to the experience of people feel, and then mixed with emotions, feels, moods, etc. in various fields. It is defined. Gardner (1985) is a behavioral reaction in which physical excitement is rising by external stimuli, and these feelings are very complex and comprehensive experiences, including past experiences, feelings, and interpretation of perceived information. It was claimed to be a wide concept.

As of the 1980s, the claim that consumers' response to marketing stimuli should be viewed from an emotional point of view rather than a cognitive point of view, and research on the positive and negative emotions of consumers began (Richins, 1997). Forgas and Bower (1987) argued that through a study of positive emotions, consumers insisted that they choose information by paying selectiveism to maintain their mood when they feel positive, and Clark and Fiske (2014) People with positive emotions tend to think of positive information and memory.

For positive emotions, White and Yu (2005) is defined as happiness, expectation, and positive surprise, and these positive emotions affect the preference for products or stores, and cause individual subjective and physical behavior, causing behavior and satisfaction, and satisfaction, and It also affects decision-making (Diener et al., 1985; Weiss, 2002). When consumers are exposed to various marketing strategies in the process of purchasing products, positive emotions create a solid relationship between consumers and brands. Positive emotions also create flexible thinking and actions and generate the results of consumer social support (Hong et al., 2011).

The behavior and attitude vary depending on the feelings of consumers, and the emotions have a direct impact on the behavior with a momentary intense feeling of specific people and events in certain situations (Licata et al., 1995). Mano and Oliver (1993) divided positive emotions into interesting and joy, and positive emotions were confirmed to have affected the customer satisfaction. Chun and Park (2011) also confirmed that consumers' positive emotions have a positive relationship with word-of-mouth, recommendation intentions, and relationship quality, and Song et al. (2018) confirmed that positive emotions have a significant positive influence on positive behavioral intentions, showing that consumers' positive emotions can influence repeat visits, recommendations to others, and

positive word of mouth. Implications were presented. Park (2022) confirmed that positive emotions have a positive impact on relationship sustainability, and that there is a mediated effect of positive emotions in the relationship between human service quality and relationship sustainability.

Therefore, in this paper defines the positive emotions as the degree of pleasure that consumers subjectively feel after encountering SNS beauty advertising. Here, the positive emotions are measured with the items adapted from Chitturi et al. (2008), Ryu and Jang (2008), Kim et al. (2009), Song et al. (2015), Song et al. (2018), and Park (2022) will be modified and supplemented and supplemented according to this study.

2.4. Commitment

About commitment, O'Reilly and Chatman (1986) defined it as a psychological attachment or a desire for affiliation through the consensus of a specific object, and Morman et al. (1992) is a desire to continue to maintain valuable relationships. Fournier (1998) defined commitment as the "cohesion of a brand that a customer has after experiencing a brand's product" and behavioral ties to maintain a long-term relationship with the brand. Palmatier et al. (2006) It was defined as an enduring design a valued relationship to maintain a valuable relationship. In addition, Lee (2003) believes that it is worth making an effort for consumers to maintain a relationship with a service provider on an ongoing basis, Hong et al. (2007) forgetting the flow of time and completely immersed in it and not thinking about anything else, Oh(2014) is an active search and concentration of attention to enter an unfamiliar world and have one's own point of view, while Nam (2017) is deeply immersed in the program while watching a TV beauty program or unable to do other things at the same time while concentrating on watching called state. Likewise, Commitment is a key variable for relationship persistence in partnerships where mutual exchanges occur (Morgan & Hunt, 1994). As we have seen, definitions of commitment vary, but most include the will to continue a relationship and emotional attachment.

Therefore, in this study, consumers who have encountered beauty advertising through SNS for commitment are defined as the degree of willingness and emotional attachment to continue their relationship with the advertising. Here, the commitment is measured with the items adapted from Wiselquist et al. (1990), Anderson and Weitz (1992), Morman et al. (1992), Oh (2014), and Nam (2017) will be modified and supplemented and supplemented according to this study.

2.5. Voluntary Word-of-Mouth Intention

Word-of-mouth(WOM) plays an important role in the formation of consumer behavior and attitude (Brown & Reingen, 1987), and has more influence than advertising in converting neutral or unfavorable consumer attitudes into positive ones (Day, 1971), and at the actual purchase stage It is evaluated as the factor that has the greatest influence on consumers' decisions (Chen & Law, 2016). Word-of-mouth intention can be defined as the intention of a user to present, share, deliver, or recommend an opinion after experiencing an advertising (Sung & Kim, 2022). In general, word-of-mouth can be seen as a form of informal communication between consumers (Han et al., 2012), and information through word-of-mouth has higher credibility and influence than advertising (Cha & Jin, 2014). Most of the research related to word-of-mouth intention have focused on face-to-face word-of-mouth, but recently, the importance of electronic word-of-mouth (eWOM) has been increasing. eWOM is mainly spreading through SNS, but research on word-of-mouth through SNS is still insufficient.

Electronic word-of-mouth is defined by Gelb & Johnson (1995) as all information communication and exchange that takes place online, and Litvin et al. (2008) defined it as an action of informally exchanging information about the experience and characteristics of using a product or service between consumers through online channels.

Unlike existing mass media, SNS enables two-way communication, enabling interaction that brings about organizational change based on the opinions of the general public, and allowing anyone can produce and distribute content. This means that content voluntarily produced by SNS users can be distributed in the form of SNS posts, and the content distributed in this way can be considered a public relations(PR) message (Botan & Hazleton, 2010). In this way, as word-of-mouth information spreads widely among SNS users and this word-of-mouth information is widely used, it not only affects consumer purchase decisions, but also affects the success or failure of products/services (Cha & Jin, 2014).

Due to the development of online technology and the interconnectivity of SNS, the public has begun to perform public communication activities on its own, and the authority of communication is also spreading from organizations to the public. In other words, it means that public communication, which was carried out using the existing mass media, is possible based on the interconnectivity of the space of SNS (Smith, 2010). Consumers using SNS show behaviors of creating, posting, or sharing information about products or services of brands of interest, and the spread of these contents has a greater influence than organizations do. As such, the public's active PR activities show higher word-of-mouth intentions as the

bond is formed online (Lee & Lee, 2013).

Therefore, in this study, consumers who have encountered beauty advertising through SNS for voluntary word-of-mouth intentions define the extent of their experiences and characteristics of the product's use of the product to voluntarily post on their SNS accounts or to talk to others. Here, the voluntary word-of-mouth intentions is measured with the items adapted from Han et al. (2012), Woo and Noh (2022), and Lim and Lee (2021) will be modified and supplemented and supplemented according to this study.

3. Research Methods and Materials

3.1. Research Model and Hypotheses

Ducoffe (1996), and An and Kim (2012) argued that the irritation of one-sided advertising on the Internet and mobile could have a negative effect on consumers' purchase intentions. Tuvshinbayar (2022), through an empirical study, found that the characteristics of cosmetics advertising on SNS had a positive effect on advertising attitudes and purchase intentions, and that entertainment, credibility, and personalization in the relationship between the characteristics of cosmetics advertising on SNS and advertising effects had a positive effect on advertising through emotional responses. It was confirmed that there was a positive effect on attitude and purchase intention.

In addition, Ha and Woo (2019) confirmed that SNS marketing communication has a positive effect on commitment, and that commitment has a mediating effect in the relationship between SNS marketing communication and loyalty (word-of-mouth, events). Based on these preceding studies, it was judged that SNS beauty advertisement characteristics had a significant effect on positive emotions and trust, positive emotions on trust and voluntary word-of-mouth intentions, and immersion on voluntary word-of-mouth intentions. Based on the above previous studies, the following research model and hypothesis were established.

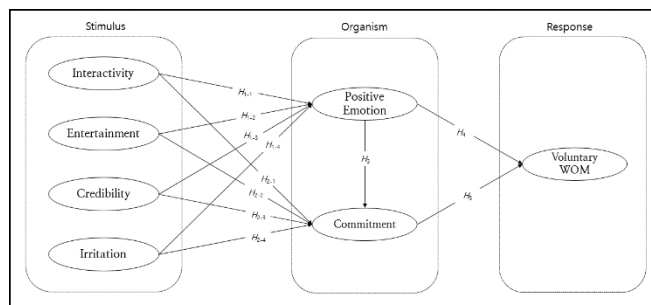


Figure 1: Research Model

H1: SNS beauty characteristics will have a significant effect on positive emotions.

H1-1: Interactivity will have a significant positive (+) effect on positive emotions.

H1-2: Entertainment will have a significant positive (+) effect on positive emotions.

H1-3: Credibility will have a significant positive (+) effect on positive emotions.

H1-4: Irritation will have a significant Negative (-) effect on positive emotions.

H2: SNS beauty characteristics will have a significant effect on commitment.

H2-1: Interactivity will have a significant positive (+) effect on commitment.

H2-2: Entertainment will have a significant positive (+) effect on commitment.

H2-3: Credibility will have a significant positive (+) effect on commitment.

H2-4: Irritation will have a significant Negative (-) effect on commitment.

H3: Positive emotion will have a significant effect on commitment.

H4: Positive emotion will have a significant effect on Voluntary word-of-mouth.

H5: Commitment will have a significant effect on Voluntary word-of-mouth.

3.2. Measurement Variable and Data Collection

For the hypothesis verification set in this study, the questionnaire consists of three concepts. Based on the S-O-R model, SNS beauty advertising characteristics, stimulating (S), consisted of four sub-factors: interactivity, entertainment, credibility, irritation, and the organism (O) was composed of positive emotions and immersion, and the response (R) was composed of one single factor, which is voluntary word-of-mouth intention.

For empirical analysis, an online survey was conducted on consumers who encountered beauty advertising on SNS for about 12 days from November 7 to November 18, 2022 using provided by an online survey specialist. A total of 330 questionnaire responses were collected, and among them, 308 copies were used for the final analysis, excluding 22 copies with insincere responses, outliers and missing values that were not suitable for analysis.

3.3. Questionnaire Composition and Data Analysis

As for the variables used in this study, the SNS beauty advertising characteristics were measured with 18 items, i.e. interactivity(5 items), entertainment(5 items), credibility (4 items), and irritation(4 items), based on Lee and Oh (2009), Kim and Han (2011), He (2019), and Lee and Mo (2022). The positive emotion was measured with 5 items adapted from Chitturi et al. (2008), Ryu and Jang (2008), Kim et al.(2009), Song et al.(2015), Song et al.(2018), and Park (2022). The commitment was measured with 5 items adapted from Wieselquist et al. (1999), Anderson and Weitz (1992), Morman et al. (1992), Oh (2014), and Park (2017). Finally, the voluntary word-of-mouth intention was measured with 4 items based on Han et al. (2012), Woo and Noh (2022), and Lim and Lee (2021). Each item was rated on a 7-point Likert scale.

To verify the hypotheses set in this study, data were collected using questionnaires, and for empirical analysis, SPSS 25.0 and AMOS 25.0 statistical programs were used for basic statistical analysis and Structural Equation Modeling (SEM) analysis.

Table 1: Scale of variable

Name of Variable	Sub-Factor	No. of Q's	Source
SNS beauty advertising characteristics	interactivity	5	Lee & Oh (2009), Kim & Han (2011), He(2019), Lee & Mo (2022)
	entertainment	5	
	credibility	4	
	irritation	4	
positive emotions		5	Chitturi et al.(2008), Ryu & Jang (2008), Kim et al.(2009), Song et al.(2015), Song et al.(2018), Park(2022)
commitment		5	Wieselquist et al.(1999), Anderson & Weitz(1992), Morman et al.(1992), Oh(2014), Park(2017)
voluntary word-of-mouth intention		4	Han et al.(2012), Woo & Noh (2022), Lim & Lee (2021)

4. Empirical Analysis Results

4.1. Demographic Characteristics & SNS Using Characteristic Analysis

Demographic characteristics and SNS use characteristics are presented in Tables 2 and 3.

Table 2: Demographic Characteristics (n=308)

Factor		Frequency	%
Gender	Male	154	50.0
	Female	154	50.0
Age	Less than 20s	97	31.5
	30s	122	39.6

	More than 40s	89	28.9
Education	high school graduates	36	11.7
	undergraduates	67	21.8
	bachelors	156	50.6
	Graduate school or higher	49	15.9
Marital status	single	193	62.7
	married	115	37.3
household sizes	1 person	55	17.9
	2 people	58	18.8
	3 people	72	23.4
	4 people	99	32.1
	5 people or more	24	7.8
Occupations	office/manager	75	24.4
	sales/service	48	15.6
	professionals/R&D	34	11.0
	students	15	4.9
	housewife	27	8.8
	other	15	4.9

Table 3: SNS Using Characteristic (n=308)

Factor		Frequency	%	Effective %
Mainly used SNS	Instagram	98	31.8	31.8
	Facebook	69	22.4	22.4
	Kakaostory	73	23.7	23.7
	Naver band	56	18.2	18.2
	etc	12	3.9	3.9
SNS subscription period	Less than a year	25	8.1	8.1
	Less than 1-2 years	35	11.4	11.4
	More than two years	248	80.5	80.5
Average number of posting and comments (per week)	Less than 5 times	168	54.6	54.6
	6-10 times	79	25.6	25.6
	11-15 times	34	11.0	11.0
	16-20 times	7	2.3	2.3
	21-25 times	3	1.0	1.0
	26-30 times	7	2.3	2.3
	31-35 times	2	0.6	0.6
	More than 36 times	854.5	2.6	2.6
The main reason for using SNS (Multiple answers)	Self-expression	113	10.5	36.7
	Indirect experience	86	8.0	27.9
	Relaxation/entertainment	143	13.3	46.4
	follow the trend	86	8.0	27.9
	Pursuing new connections	44	4.1	14.3
	Take a looking/explore	220	20.4	71.4
	Communication with acquaintances	164	15.2	53.2
	Information search	183	17.0	59.4
	Shopping	40	3.7	13.0
	Total	1,079	100.0	350.3
Number of shares (beauty-related information, last one month)	None	148	48.1	48.1
	Less than 1-3	125	40.5	40.5
	Less than 3-5	24	7.8	7.8
	Less than 5-8	8	2.6	2.6
	More than 8	3	1.0	1.0

4.2. Analysis on Reliability and Validity of Measurement Tool

As a result of confirmatory factor analysis that was carried out to verify validity of variables used in this research, standardized regression weight of each factor turned out to

be 0.5 or above, indicating that required construct validity is secured, and average variance extracted (AVE) of each variable turned out to be 0.5 or above, indicating that required convergent validity is also secured. Also, in order to evaluate whether measurement items maintain required inner consistency, a reliability test was carried out using Cronbach α . Nunnally (1978) has argued in a basic research that Cronbach α coefficient should show a figure that is 0.7 or above. In the present research, the figure was at least .817 or above, indicating that the required reliability was satisfied.

Table 4: Reliability and Validity

Name of Variable	Sub-Factor	No. of Q's	Cronbach's α	CR	AVE
SNS beauty advertising characteristics	interactivity	5	.896	.817	.622
	entertainment	5	.918	.886	.717
	credibility	4	.917	.868	.864
	irritation	4	.939	.900	.811
positive emotions		5	.933	.898	.746
commitment		5	.957	.913	.815
voluntary word-of-mouth intention		4	.960	.912	.836
$\chi^2=438.452$, $df=365$, $p=.005$, $CMIN/DF=1.201$, $GFI=.917$, $CFI=.993$, $NFI=.963$, $RFI=.949$, $IFI=.994$, $TLI=.991$, $RMSEA=.026$					

To examine what kind of relationship and directionality the variables that have been identified through a confirmatory factor analysis have to each other, a correlation analysis was carried out, and it was revealed that required discriminant validity was also secured. The result is as shown in Table 5.

Table 5: Discriminant Validity by Correlation Analysis

Name of Variable	1	2	3	4	5	6	7
1. interactivity	.622^a						
2. entertainment	.726** (.527)	.717					
3. credibility	.683** (.466)	.538** (.289)	.864				
4. irritation	-.294** (-.086)	-.257** (.066)	-.382** (.146)	.811			
5. positive emotions	.731** (.534)	.787** (.619)	.642** (.412)	-.350** (.123)	.746		
6. commitment	.672** (.452)	.646** (.417)	.712** (.507)	-.350** (.123)	.806** (.650)	.815	
7. voluntary WOM intention	.638** (.407)	.546** (.298)	.770** (.593)	-.347** (.120)	.680** (.462)	.815** (.664)	.836
Mean	4.25	4.60	3.39	4.13	4.02	3.44	2.99
Standard Deviation	1.15	1.15	1.19	1.29	1.15	1.37	1.43

** $p < .01$, a: The Bolded diagonal value is the AVE, b: squared value of correlation coefficient marked in ()

4.3. Analysis Results of the Structural Equation Model

Results of the analysis of a structural model vis-a-vis the

research model of Table 3 turned out to be on a satisfactory level overall as $\chi^2 = 502.774$, $df = 374$, $p = .000$, $\chi^2/DF = 1.344$, $GFI = .906$, $CFI = .989$, $NFI = .957$, $RFI = .943$, $IFI = .989$, $TLI = .985$, $RMSEA = .033$, and the path results for the entire model are presented in Table 6 as shown below.

Table 6: Hypothesis Test Results Using Path Analysis

Path	Std. Estimate	S.E.	t-value (C.R)	p-value
interactivity → positive emotion	0.191	0.074	2.341	.019
entertainment → positive emotion	0.543	0.061	7.268	.000
credibility → positive emotion	0.173	0.047	3.241	.001
irritation → positive emotion	-0.12	0.028	-3.293	.000
interactivity → commitment	0.12	0.071	2.018	.044
entertainment → commitment	0.041	0.059	0.762	.446
credibility → commitment	0.33	0.068	5.718	.000
irritation → commitment	-0.052	0.03	-1.745	.081
positive emotion → commitment	0.511	0.076	8.899	.000
positive emotion → voluntary wom intention	-0.055	0.098	-0.786	.432
commitment → voluntary wom intention	0.942	0.077	13.019	.000
$\chi^2=502.774$, $df=374$, $p=.000$, $\chi^2/DF=1.344$, $RMSEA=.033$, $GFI=.906$, $CFI=.989$, $NFI=.957$, $RFI=.943$, $IFI=.989$, $TLI=.985$				

* $p < .05$, ** $p < .01$, *** $p < .001$

As a result of verifying the influence relationship of SNS beauty advertising characteristics on positive emotions, interactivity, entertainment, and credibility had a positive (+) effect on positive emotions, and irritation had a negative (-) effect on positive emotions. <Hypothesis 1> was accepted. In addition, as a result of verifying the influence relationship of SNS beauty advertising characteristics on commitment, interactivity and credibility had a positive influence on commitment, while entertainment and irritation had no significant effect, and <Hypothesis 2> was partially adopted. <Hypothesis 3> was accepted as positive emotions were shown to have a significant positive(+) effect on commitment, but <Hypothesis 4> was rejected as positive emotions were shown to have no significant effect on voluntary word-of-mouth intention. Lastly, <Hypothesis 5> was accepted as commitment was found to have a significant positive(+) effect on voluntary word-of-mouth intention.

5. Conclusions

In this study, we tried to suggest an effective operation

method of beauty advertising through SNS by confirming how the characteristics of SNS beauty advertising perceived by consumers who saw beauty advertising on SNS affect positive emotion, commitment, and voluntary word-of-mouth intention. Accordingly, a survey was conducted on 330 consumers living in the Seoul and Gyeonggi metropolitan areas. Of the 330 questionnaires collected, 308 valid questionnaires, excluding 22 with insincere responses, were used for analysis. The SNS mainly used by respondents was investigated in the following order: Instagram, Kakao Story, Facebook, and Naver Band.

The following variables were derived from previous studies to test the hypotheses: characteristics of SNS Beauty Advertising, positive emotion, commitment, and voluntary word-of-mouth intention. As a result, first, it was confirmed that the characteristics of SNS beauty advertising had a significant impact on positive emotions. In particular, among the SNS beauty advertising characteristics, entertainment and credibility were found to have a significant impact on positive emotions, and irritation was confirmed to have a negative impact on positive emotions. This means that in order to improve consumers' positive feelings about SNS beauty advertising, they must be able to stimulate consumers' curiosity and arouse interest, and must be produced with objective and persuasive content. It also means that efforts are needed to provide usable information about the product or service in order to reduce consumers' irritation with beauty advertising while using SNS.

Second, as a result of analyzing the influence of SNS beauty advertising characteristics on commitment, it was confirmed that only interactivity and credibility had a significant influence. This will be able to increase commitment in SNS beauty advertising by delivering information through interaction with consumers who have encountered SNS beauty advertising and securing trust through this. Additionally, entertainment and irritation were found to be factors that prevent consumers from commitment themselves in SNS beauty advertising. Therefore, companies that advertise beauty through SNS should look for ways to improve positive emotions and increase commitment.

Third, it was confirmed that positive emotions did not have a significant effect on voluntary word-of-mouth intention, but had a significant effect on commitment. This means that even if consumers develop positive emotions through SNS beauty advertising, they do not have the intention to share or convey the advertising to others. Due to the nature of beauty products, each person has different skin types and interests, so it can be judged that word-of-mouth intention is not formed. Therefore, we must be able to provide objective and diverse information so that consumers who feel positive emotions after seeing SNS beauty advertisements can share the advertisements with others, and efforts must be made to encourage voluntary word-of-mouth

through promotions such as sharing events.

Lastly, it was confirmed that commitment had a significant effect on voluntary word-of-mouth intention. This means that the higher the level of commitment formed through SNS beauty advertising, the more likely it is to create the effect of voluntarily recommending the product or advertising to other people.

The implications of this study are that entertainment and credibility must be strengthened in order to improve positive emotions toward SNS beauty advertising. In addition, it was confirmed that among the characteristics of SNS beauty advertising, entertainment and irritation did not have a significant effect on commitment, so when performing beauty advertising through SNS, advertising should be produced so that consumers do not feel that the advertising interfere with the use of SNS. Therefore, in order to improve consumers' commitment in SNS beauty advertising, it is important to secure trust through interaction, and it is judged that the more commit in SNS beauty advertising through positive emotions, the more spontaneous and positive word-of-mouth effect can be created. It is significant to confirm that the more engaged consumers who have experienced positive emotions through SNS beauty advertising, the more willing they are to share with people around them, as well as the active behavior of sharing on their SNS.

However, in that the subjects were limited to those consumers residing in the metropolitan area who have experienced SNS beauty advertising, it may be difficult to generalize the results. Therefore, in future studies, it is necessary to expand the regional scope of the survey target and to conduct research on differences by SNS type currently used so that specific action strategies for each SNS can be established.

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