A Study on the Effect of SNS Marketing Characristics on Formation of Hair Shop Image and Visiting Intention

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SNS 마케팅 특성이 헤어샵 이미지 형성과 방문의도에 미치는 영향 연구

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Abstract The purpose of this study was to analyze the effect of SNS marketing characteristics on hair shop image formation and visit intention in the hair beauty industry. SNS marketing is a strategy to carry out marketing activities through interaction with customers, information provision, information trust, and playfulness using modern social media platforms. It was intended to analyze how these characteristics of SNS marketing affect the formation of hair shop images and visit intention to customers in the hair beauty industry. For the study, a total of 307 customers with experience using hair-related SNS were surveyed. The questionnaire included items related to SNS marketing characteristics, hair shop images, and visit intention, and the collected data was statistically analyzed using SPSS 26.0. The results of the research problem were derived by applying analysis methods such as frequency analysis, factor analysis, reliability analysis, correlation analysis, simple regression analysis, multiple regression analysis, and mediated regression analysis. As a result of the study, it was found that information provision, information reliability, playfulness, and interaction, which are characteristics of SNS marketing, have a positive effect on the formation of hair shop images. In addition, it was confirmed that the hair shop image had a positive effect on the intention to visit. In addition, it was found that the hair shop image plays a mediating role between the SNS marketing characteristics and the intention to visit. This provides important insights that can improve image formation and customer visit intention in the hair beauty industry through SNS marketing.

Key Words : SNS marketing characteristics, SNS marketing, SNS characteristics, Hair shop image, Visit intention

요 약 본 연구의 목적은 헤어뷰티산업의 SNS 마케팅 특성이 헤어샵 이미지 형성과 방문의도에 미치는 영향을 분석하는 것이다. SNS 마케팅은 현대의 소셜 미디어 플랫폼을 활용하여 고객과의 상호 작용, 정보 제공, 정보 신뢰, 유쾌함을 통해 마케팅 활동을 수행하는 전략입니다. 이러한 SNS 마케팅의 특성이 헤어뷰티 업계에서 헤어샵 이미지 형성과 고객 방문의도에 어떤 영향을 미치는지 분석하고자 하였다. 연구를 위해 헤어 관련 SNS 이용 경험이 있는 총 307명의 고객을 대상으로 설문조사를 실시하였다. 설문지에는 SNS 마케팅 특성, 헤어샵 이미지, 방문의도 관련 항목이 포함되어 있으며, 수집된 자료는 SPSS 26.0을 이용하여 통계분석하였다. 연구문제의 결과는 빈도분석, 요인분석, 신뢰도 분석, 상관분석, 단순회귀분석, 다중회귀분석, 매개회귀분석 등의 분석기법을 적용하여 도출하였다. 연구 결과, SNS 마케팅의 특징인 정보제공, 정보신뢰성, 유쾌함, 상호작용이 헤어샵 이미지 형성에 긍정적인 영향을 미치는 것으로 나타났다. 또한 헤어샵 이미지가 방문의도에 긍정적인 영향을 미치는 것으로 확인되었으며, 헤어샵 이미지는 SNS 마케팅 특성과 방문의도 사이에서 매개 역할을 하는 것으로 나타났다. 이는 SNS 마케팅을 통해 헤어 뷰티 업계의 이미지 형성과 고객 방문 의도를 향상시킬 수 있는 중요한 인사이트를 제공합니다.

주제어 : SNS 마케팅 특성, SNS 마케팅, SNS 특성, 헤어샵 이미지, 방문의도

1. Introduction

In modern society, the rapid development of various information and media technologies has led to quick changes in social dynamics[1]. With the advent of PC communication in the early 1990s, people began to communicate online. Due to the rapid technological advancements, we use mobile devices such as smartphones and tablet PCs from the moment we wake up until we go to bed[2]. In modern society, communication between people is carried out through mobile devices, allowing us to obtain, search for, and share information and aspects of others' lives [2].

As trends change with the times, SNS has also evolved with technological advancements. The first generation of SNS(Cyworld, Buddy Buddy) focused on personal relationships, while the second generation SNS(Facebook, Twitter) shifted towards forming new social connections[3]. However, due to excessive information exposure and fatigue from acquaintance-based networking, people began to prefer new types of closed SNS(YouTube, Instagram), leading to the development of third-generation SNS based on images and interests[3].

In the field of marketing, vertical SNS that categorize users based on specific tendencies and interests and utilize databases for more effective user management have emerged, along with visual communication SNS that emphasize visual interaction through images[3]. These changes have led to the rapid rise of SNS platforms like blogs and Instagram, which attract a large number of users[3].

In the hair and beauty industry, various marketing strategies, such as advertising and selling hair treatments and products, have been attempted to overcome competitive situations[4]. Through these marketing strategies, customers share the information they have experienced by uploading it, and the ideal information obtained through empathy and communication among users leads to natural consumption activities[5]. Therefore, purchasing behavior perceived at the point of purchase for hair shop, characterized by the intangible nature of services where production and consumption occur simultaneously, allows consumers to verify and predict related service information through SNS before use[6]. As a result, SNS now significantly influences consumer purchasing decisions[6]. Additionally, promotional activities using SNS promote the positive image and growth of hair shop, so social influence should be considered when consumers make decisions[7].

The image of a hair salon has become an important consideration in consumer choice[8]. When encountering a large amount of information online, the vast amount of information can lead to issues of trust in the distributed information, which is becoming a significant problem in modern society[9]. Therefore, in the beauty industry, SNS marketing should not only promote and advertise products or services but also analyze consumer characteristics through communication with consumers, provide various information about products and services to enhance consumer satisfaction, and ultimately strive to increase consumers' purchase intentions[10].

Recently, the hair and beauty industry has also adapted to the trends of the times by providing various beauty information through SNS marketing and engaging in two-way communication with consumers. By analyzing consumer reactions and statistics in real-time, it is necessary to accurately identify consumers' purposes and implement customized marketing to enhance the image of hair shop[11].

Regarding previous research on SNS, studies have been conducted on the visiting behavior of

hair shop customers using SNS by Yoon[12], the quality of information provided through SNS and customer satisfaction and loyalty related to SNS beauty information by Lee[13], and customer satisfaction, revisit intention, customer trust, and word-of-mouth intention according to SNS characteristics by Kim[14]. Additionally, studies have been conducted on the influence of blog and Instagram characteristics on beauty service purchasing behavior and risk perception by Jung[15], the influence of hair salon SNS marketing on brand image and purchase intention by Song[16], and the influence of SNS hair beauty influencers' information provision characteristics on consumers' psychological expectations and behavioral intentions by Ko[17]. So far, research on SNS has mainly focused on the introduction and usage status of SNS and the characteristics of SNS, such as consumer satisfaction.

Recently, the proliferation of smartphones has combined the characteristics of mobility, immediacy, and individuality of online services into mobile SNS, leading to active research in this area[18]. However, research on the characteristics of SNS marketing in the hair and beauty industry is still lacking. Although there are many studies on the use of SNS marketing in other fields, research on its application in the hair and beauty industry appears to be insufficient.

SNS facilitates two-way communication between companies and customers, enabling mutual benefits where companies can promote their brands and customers can acquire the information they desire[19]. Furthermore, as SNS has brought significant changes to consumer behavior and corporate marketing strategies, research on the relationship between SNS marketing characteristics(such as immediacy, accessibility, information provision,

information reliability, playfulness, interactivity, and security) and consumer purchase intention is essential[20].

Therefore, this study aims to investigate customer relationships resulting from the use of SNS marketing in the hair and beauty industry. By analyzing the influence of factors such as SNS marketing characteristics, hair shop image, and visiting intention, the study seeks to empirically identify structural relationships that can enhance the managerial performance and competitiveness of hair shop. This will provide implications for key areas of focus in future marketing activities for hair and beauty service companies.

2. Methods

2.1 Research Design

2.1.1 Operational Definition of Construct Concepts and Selection of Measurement Variables

The main construct concepts of the research model in this study consist of SNS marketing characteristics, hair shop image, and visiting intention. To measure the influence relationships between the main factors of this study, existing scholarly research was used as a basis to revise and organize the measurement items for each variable to fit the purpose and field of this study.

2.1.1.1 Information Provision

Information provision is defined as the characteristic of obtaining useful information through SNS and sharing information about products and services that consumers need, thereby enabling easier decision-making compared to before obtaining the information[21]. Accordingly, based on previous research, this study restructured the measurement items used in Kim[22] research

and considered existing studies to measure information provision using four items on a 5-point Likert scale.

2.1.1.2 Information Reliability

Information reliability is defined as the extent to which the information source, possessing knowledge, skills, and experience on the communication topic, is perceived by the recipient to provide unbiased opinions and objective information[23]. Accordingly, based on previous research, this study restructured the measurement items used in Kim[22] research and considered existing studies to measure information reliability using four items on a 5-point Likert scale.

2.1.1.3 Playfulness

Playfulness is defined as the feeling of enjoyment and self-amusement that SNS users experience when searching for information, regardless of corporate performance[24]. Accordingly, based on previous research, this study restructured the measurement items used in Kim[22] research and considered existing studies to measure playfulness using four items on a 5-point Likert scale.

2.1.1.4 Interactivity

Interactivity refers to the process of collecting and remembering individual characteristics and responses, and then using the collected information in subsequent communications to respond to each individual appropriately in a series of message exchanges[25]. Accordingly, based on previous research, this study restructured the measurement items used in Kim[22] research and considered existing studies to measure interactivity using four items on a 5-point Likert scale.

2.1.1.5 Hair Shop Image Formation

Scholars who defined store(hair shop) image described it as the overall concept and impression of the store, which leads to either negative or positive attitudes towards it[26]. Additionally, store image was defined as the background for evaluating information obtained from marketing communications[27]. Accordingly, based on previous research, this study restructured the measurement items used in Lee[28] research and considered existing studies to measure the formation of hair shop image using six items on a 5-point Likert scale.

2.1.1.6 Visiting Intention

In consumer behavior research, customer behavioral intention is defined differently depending on the research subject[29]. Specifically, for services, reuse intention is used as the research subject, and for places, it can be defined as visit intention and revisit intention[29]. Based on this, behavioral intention is defined as the individual's will and belief to exhibit specific future behavior after forming an attitude towards a certain subject[30]. Accordingly, based on previous research, this study restructured the measurement items used in Lee[31] research and considered existing studies to measure visiting intention using four items on a 5-point Likert scale.

2.1.2 Questionnaire Composition

In composing the questionnaire, the operational definitions of the variables for the construct concepts presented above were used as the basis, and scales from previous research were referenced to create a questionnaire suitable for this study. To maintain objectivity in the responses, except for questions on demographic characteristics and SNS usage, a

5-point Likert scale was used, ranging from "Strongly Disagree (1) – Disagree (2) – Neutral (3) – Agree (4) – Strongly Agree (5)".

2.1.3 Data Collection Method

2.1.3.1 Research Targets

This study aimed to derive implications for the hair and beauty industry through the phenomenon of SNS becoming a prominent marketing tool, driven by the rapid increase in the number of users of smart devices and Social Network Services(SNS) due to rapid technological advancements. To investigate the influence of SNS marketing characteristics on the formation of hair shop image and visiting intention, the research targets were selected as follows. To reflect the homogeneous characteristics of SNS, the research targets were randomly sampled from men and women aged 20 and above who have experience viewing or using SNS posts. A survey was conducted using a questionnaire as the measurement tool.

2.1.3.2 Data Collection

The survey items of this study were based on questions verified in previous research, with some questions modified to fit the research topic and purpose. The questionnaire, constructed based on prior research, aimed to study the effects of SNS marketing characteristics-such as information provision, information reliability, playfulness, and interactivity-on the formation of hair shop image and visiting intention. The survey targeted consumers with experience using SNS, employing the self-administration method. For data collection, a survey was conducted from April 5 to April 7, 2023, through a professional online research company, targeting a randomly sampled total of 307 adult men and women aged 20 and above who had experience using SNS.

2.1.3.3 Statistical Analysis Method

In this study, empirical analysis was performed using SPSS 26.0, and the specific statistical techniques used in the empirical analysis are as follows. First, frequency analysis was conducted to examine the demographic characteristics of the sample and SNS usage. Second, factor analysis using the Varimax rotation method was conducted to verify the validity of the survey items in measuring the variables, and Cronbach's α coefficient was used to test the reliability of the variables. Third, correlation analysis was performed to understand the relationships between variables. Fourth, simple regression analysis and multiple regression analysis were conducted to verify the influence of the variables. Fifth, mediation regression analysis was performed to verify mediation effects.

3. Results

3.1 Demographic characteristics of the sample

The sample for conducting this study was a total of 307 people, and the demographic characteristics are shown in Table 1. In terms of gender, there were 107 men (34.9%) and 200 women (65.1%), indicating that there were many women. In terms of age, 34 people (11.1%) were 20-29 years old, 113 people (36.8%) were 30-39 years old, 107 people (34.9%) were 40-49 years old, and 53 people (17.3%) were 50-59 years old. It appeared that there were many. Regarding marital status, 140 people (45.6%) were single and 167 people (54.4%) were married. In terms of final education, 47 people (15.3%) were enrolled in/graduated from high school, 41 people (13.4%) were enrolled in/graduated from junior college, 191 people (62.2%) were enrolled in/graduated from university, and 28 people (9.1%) were enrolled

in/graduated from graduate school or higher. It was found that there were many students enrolled/graduating. In terms of occupation, 10 students (3.3%), service workers 26 people (8.5%), professionals (educators, lawyers, medical professionals, etc.) 25 people (8.1%), full-time housewives 44 people (14.3%), office workers 135 people (44.0%), 24 technical/production workers (7.8%), 10 civil servants (3.3%), 19 unemployed people (6.2%), and 14 other people (4.6%). In terms of average monthly income, 48 people (15.6%) had less than 1 million won, 27 people (8.8%) had less than 1 to 2 million won, 74 people (24.1%) had less than 2 to 3 million won, and 71 people had less than 3 to 4 million won. (23.1%), 42 people (13.7%) earning less than 4 to 5 million won, 24 people (7.8%) earning less than 5 million won to 6 million won, and 21 people (6.8%) earning more than 6 million won, with 2 to less than 3 million won being the most common. It turned out to be a lot.

Details on the use of SNS are as shown in Table 2. Regarding the experience of visiting a beauty shop after seeing a promotional post on SNS, 86 people (28.0%) within 1 month, 82 people (26.7%) within 3 months, 46 people (15.0%) within 6 months, 93 people (30.3%) within 1 year. %), it was found that most cases occurred within one year. In terms of SNS frequently used to obtain information, 105 people used Instagram (34.2%), Facebook 6 people (2.0%), YouTube 136 people (44.3%), Blog 50 people (16.3%), Kakao Talk 8 people (2.6%) %), and 2 other people (0.7%), showing that most people used YouTube.

In terms of average daily SNS use time, 91 people (29.6%) used less than 1 hour, 108 people (35.2%) used more than 1 hour - less than 2 hours, 75 people (24.4%) used more than 2 hours - less than 3 hours, and 33 people used more than 3 hours. (10.7%), most of which were more than 1 hour to less than 2 hours. As for the purpose of using hair shop SNS, 181 people (59.0%) used it to collect information about the hair shop, 107 people (34.9%) used it to check promotional events and coupons, 16 people (5.2%) used it to make a reservation, and 3 other people used it. (1.0%), the most common purpose of using SNS was to collect information about hair shops.

Table 1. Demographic characteristics of the sample

Division		Frequency	%
Gender	Male	107	34.9
	Female	200	65.1
Age	20–29 years old	34	11.1
	30–39 years old	113	36.8
	40–49 years old	107	34.9
	50–59 years old	53	17.3
Marital Status	Single	140	45.6
	Married	167	54.4
Highest educational level.	High school attendance/graduation	47	15.3
	College attendance/graduation	41	13.4
	University attendance/graduation	191	62.2
	Attended graduate school/Graduation or higher	28	9.1
Job	Student	10	3.3
	Service job	26	8.5
	Professionals (educators, lawyers, medical professionals, etc.)	25	8.1
	housewife	44	14.3
	office job	135	44.0
	Technical/Production	24	7.8
	public official	10	3.3
	inoccupation	19	6.2
	etc	14	4.6
Average monthly income.	Less than 1 million won	48	15.6
	Less than 1 to 2 million won	27	8.8
	Less than 2 to 3 million won	74	24.1
	Less than 3 to 4 million won	71	23.1
	Less than 4 to 5 million won	42	13.7
	Less than 5 to 6 million won	24	7.8
	More than 6 million won	21	6.8
Total		307	100.0

Table 2. Contents on SNS use

Division		Frequency	%
Experience visiting a beauty shop after seeing a promotional post on SNS	Within 1 month	86	28.0
	Within 3 month	82	26.7
	Within 6 month	46	15.0
	Within 1 year	93	30.3
SNS frequently used to obtain information	Instagram	105	34.2
	Facebook	6	2.0
	youtube	136	44.3
	blog	50	16.3
	kakaotalk	8	2.6
	etc	2	0.7
Average daily usage time of SNS	less than 1 hour	91	29.6
	More than 1 hour ~ less than 2 hours	108	35.2
	More than 2 hours ~ less than 3 hours	75	24.4
	3 hours or more	33	10.7
Purpose of using Hair Shop SNS	To collect information about hair shops	181	59.0
	To check promotional events and coupons	107	34.9
	To make a reservation	16	5.2
	etc	3	1.0
Total		307	100.0

Table 3. Independent variable factor analysis and reliability analysis

Division	Ingredient			
	1	2	3	4
Information provision 1	−0.005	0.202	−0.077	**0.831**
Information provision 2	0.263	−0.013	0.352	**0.573**
Information provision 3	0.311	0.118	0.294	**0.462**
Information reliability 1	**0.634**	0.164	0.223	0.262
Information reliability 2	**0.810**	0.084	0.021	0.158
Information reliability 3	**0.825**	0.052	0.157	−0.143
Information reliability 4	**0.608**	0.264	0.274	0.348
Playfulness 2	0.171	0.183	**0.402**	0.363
Playfulness 3	0.132	0.194	**0.833**	0.119
Playfulness 4	0.300	0.235	**0.667**	0.031
Interactivity 1	−0.145	**0.431**	0.429	0.385
Interactivity 2	0.015	**0.737**	0.143	0.254
Interactivity 3	0.255	**0.712**	0.220	−0.064
Interactivity 4	0.184	**0.779**	0.142	0.152
Total	2.529	2.129	1.941	1.854
Variance %	18.064	15.205	13.861	13.245
Accumulate %	18.064	33.269	47.130	60.375
Cronbach's α	0.550	0.786	0.625	0.722

Table 4. Parameter and dependent variable factor analysis and reliability analysis

Division	Ingredient	
	1	2
Hair shop image 1	**0.544**	0.381
Hair shop image 2	**0.697**	0.299
Hair shop image 3	**0.731**	0.315
Hair shop image 4	**0.746**	0.260
Hair shop image 5	**0.561**	0.340
Hair shop image 5	**0.719**	0.119
Visiting intention 1	0.394	**0.715**
Visiting intention 2	0.105	**0.841**
Visiting intention 3	0.345	**0.652**
Visiting intention 4	0.360	**0.650**
Total	3.118	2.599
% Variance	31.185	25.988
Accumulate %	31.185	57.173
Cronbach's α	0.824	0.789

Table 5. Correlation analysis results

Division	Information provision	Information reliability	Playfulness	Interactivity	Hair shop image	Visiting intention
Information provision	1					
Information reliability	.445***	1				
Playfulness	.497***	.503***	1			
Interactivity	.439***	.381***	.558***	1		
Hair shop image	.510***	.624***	.641***	.525***	1	
Visiting intention	.549***	.498***	.602***	.490***	.689***	1

***p<.001

Table 6. SNS marketing characteristics and hair shop image regression analysis results

Model	Unstandardized coefficients		standardized coefficients	t	p-value	Collinearity Statistics	
	B	standardization error	β			Tolerance	VIF
(constant)	0.175	0.178		0.979	0.328		
Information provision	0.135	0.048	0.129	2.798	0.005**	0.675	1.481
Information reliability	0.330	0.043	0.349	7.668	0.000***	0.691	1.447
Playfulness	0.298	0.049	0.311	6.123	0.000***	0.556	1.799
Interactivity	0.177	0.051	0.162	3.459	0.001**	0.649	1.540

***p<.001, **p<.01

Table 7. SNS characteristics and visiting intention rare analysis results

Model	Unstandardized coefficients		standardized coefficients	t	p-value	Collinearity Statistics	
	B	standardization error	β			Tolerance	VIF
(constant)	0.550	0.198		2.783	0.006		
Information provision	0.273	0.054	0.256	5.082	0.000***	0.675	1.481
Information reliability	0.169	0.048	0.176	3.537	0.000***	0.691	1.447
Playfulness	0.300	0.054	0.309	5.565	0.000***	0.556	1.799
Interactivity	0.152	0.057	0.138	2.692	0.007**	0.649	1.540

***p<.001, **p<.01

Table 8. Results of regression analysis of hair shop image on visiting intention.

Model	Unstandardized coefficients		standardized coefficients	t	p-value	Collinearity Statistics	
	B	standardization error	β			Tolerance	VIF
(constant)	1.308	0.145		9.001	0.000		
Hair shop image	0.698	0.042	0.689	16.593	0.000***	1.000	1.000

***p<.001

Table 9. The mediating effect of the hair shop image

Step	Model	Unstandardized coefficients		standardized coefficients	t	p-value	Collinearity Statistics	
		B	standardization error	β			Tolerance	VIF
1	(constant)	0.175	0.178		0.979	0.328		
	Information provision	0.135	0.048	0.129	2.798	0.005**	0.675	1.481
	Information reliability	0.330	0.043	0.349	7.668	0.000***	0.691	1.447
	Playfulness	0.298	0.049	0.311	6.123	0.000***	0.556	1.799
	Interactivity	0.177	0.051	0.162	3.459	0.001**	0.649	1.540
2	(constant)	0.550	0.198		2.783	0.006		
	Information provision	0.273	0.054	0.256	5.082	0.000***	0.675	1.481
	Information reliability	0.169	0.048	0.176	3.537	0.000***	0.691	1.447
	Playfulness	0.300	0.054	0.309	5.565	0.000***	0.556	1.799
	Interactivity	0.152	0.057	0.138	2.692	0.007**	0.649	1.540

(Continued)
Table 9. The mediating effect of the hair shop image

Step	Model	Unstandardized coefficients		standardized coefficients	t	p-value	Collinearity Statistics	
		B	standardization error	β			Tolerance	VIF
3	(constant)	0.477	0.184		2.597	0.010		
	Information provision	0.216	0.050	0.203	4.287	0.000***	0.658	1.520
	Information reliability	0.031	0.048	0.033	0.648	0.517	0.579	1.728
	Playfulness	0.176	0.053	0.181	3.318	0.001**	0.494	2.022
	Interactivity	0.079	0.054	0.072	1.472	0.142	0.625	1.601
	Hair shop image	0.416	0.059	0.411	7.028	0.000***	0.432	2.314

***p<.001, **p<.01

3.2 Validity and reliability analysis of the scale

Factor analysis and reliability analysis were conducted to verify the validity and reliability of the measurement variables used in this study. The principal components analysis extraction model was used as a factor analysis method, and the Varimax rotation method, which is an orthogonal rotation method, was used as the rotation method. In order to minimize information loss during analysis, questions with low factor loadings were removed from the initial questions. In addition to the validity of the scale, the reliability of the selected survey items was additionally verified through factor analysis. For reliability analysis, verification was conducted using Cronbach's α coefficient. In the case of factor analysis, the KMO (Kaiser-Meyer-Olkin) measure is considered appropriate when it is over 0.6, and for factor loadings, it is considered good when it is over 0.4, and suitable when it is over 0.5. In the case of Cronbach's alpha coefficient, it is evaluated as good if it is between 0.5 and less than 0.6, and appropriate if it is more than 0.6.

3.2.1 Factor analysis and reliability analysis of independent variables

The results of factor analysis and reliability verification for independent variables are as shown in Table 3. As a result of factor analysis, the extracted factors were divided into a total of four factors, and the names of each factor were 'information provision', 'information reliability', 'playfulness', and 'interactivity'. The KMO value for determining sample adequacy was found to be .862, and as a result of Bartlett's sphericity test, the approximate chi-square was 1282.850, with a degree of freedom of 91, and the probability of significance was .000 within 5% of the significance level, making it necessary to perform factor analysis. It was found to be suitable for. In addition, as a result of factor analysis of the measurement items for each factor, the factor loading was higher than 0.4, so the validity of the measurement items was judged to be sufficient. As a result of the reliability analysis, all Cronbach's α coefficients were higher than 0.5, showing that the items were comprised of items with internal consistency, so they were put into the analysis without any problems.

3.2.2 Factor analysis and reliability analysis of parameters and dependent variables

The results of factor analysis and reliability verification for the parameters and dependent variables are as shown in Table 4. As a result of factor analysis, the extracted factors were divided into a total of two factors, and the names of each factor were 'Hair Shop Image' and 'Visit Intention'. The KMO value for

determining sample adequacy was found to be .916, and as a result of Bartlett's sphericity test, the approximate chi-square was 1135.695 with a degree of freedom of 45, and the probability of significance was .000 within 5% of the significance level, making it necessary to perform factor analysis. It was found to be suitable for. In addition, as a result of factor analysis of the measurement items for each factor, the factor loading was higher than 0.4, so the validity of the measurement items was judged to be sufficient. As a result of the reliability analysis, all Cronbach's α coefficients were higher than 0.5, showing that the items were comprised of items with internal consistency, so they were put into the analysis without any problems.

3.3 Analysis results

3.3.1 Correlation analysis

The correlation between information provision, information reliability, playfulness, interactivity, hair shop image, and visit intention is shown in Table 5. Analyzing correlations before investigating the influence relationships between variables is a preliminary measure to determine statistical significance. In this study, Pearson's product-moment correlation analysis was performed for correlation. All variables were found to show significant positive(+) correlation. Specifically, information provision(r=.510, p<.001), information reliability (r=.624, p<.001), playfulness(r=.641, p<.001), and interactivity (r=.525, p<.001) showed that there was a positive(+) correlation with the hair shop image. Hair shop images(r=.689, p<.001) were found to have a positive correlation with visit intention. Information provision(r=.549, p<.001), information reliability(r=.498, p<.001), playfulness(r=.602, p<.001), interactivity (r=. 490,

p<.001) appeared to have a positive(+) correlation with visit intention.

3.3.2 Effect of SNS characteristics on hair shop image

The results of multiple regression analysis to analyze the impact of SNS characteristics on the hair shop image are shown in Table 6. To conduct regression analysis, autocorrelation of dependent variables and multicollinearity between independent variables were examined. The Durbin-Watson index was used to determine the autocorrelation of the dependent variable, and the Durbin-Watson index was found to be 1.757, indicating that it was independent without autocorrelation. The VIF (Variance Inflation Factor) index was used to determine multicollinearity between independent variables, and the VIF indices between independent variables were all less than 10, indicating that there was no multicollinearity. Therefore, this data is suitable for performing regression analysis. Multiple regression analysis results(F=99.193, p<.001) information provision (p<.01), information reliability(p<.001), playfulness(p<.001), interactivity(p<.01)) had a significant positive (+) effect on the hair shop image. The explanatory power of these variables to explain the dependent variable is 56.8%.

3.3.3 Effect of SNS characteristics on visit intention

The results of multiple regression analysis to analyze the impact of SNS characteristics on visit intention are shown in Table 7. To conduct regression analysis, autocorrelation of dependent variables and multicollinearity between independent variables were examined. The Durbin-Watson index was used for the autocorrelation of the dependent variable, and

the Durbin-Watson index was found to be 2.043, indicating that the variables were independent without autocorrelation. The VIF (Variance Inflation Factor) index was used to determine multicollinearity between independent variables, and the VIF indices between independent variables were all less than 10, indicating that there was no multicollinearity. Therefore, this data is suitable for performing regression analysis. Multiple regression analysis results (F=70.312, p<.001) information provision (p<.001), information reliability (p<.001), playfulness (p<.001), interactivity (p<.01)) had a significant positive (+) effect on visit intention. The explanatory power of these variables to explain the dependent variable is 48.2%.

3.3.4 Effect of hair shop image on visit intention

The results of simple regression analysis to analyze the effect of hair shop image on visit intention are shown in Table 8. To conduct regression analysis, autocorrelation of dependent variables was examined. The Durbin-Watson index was used to determine the autocorrelation of the dependent variable, and the Durbin-Watson index was found to be 2.135, indicating that it was independent without autocorrelation. Therefore, this data is suitable for performing regression analysis. As a result of simple regression analysis (F=275.321, p<.001), the hair shop image (p<.001) had a significant positive effect on intention to visit. The explanatory power of these variables to explain the dependent variable is 47.4%.

3.3.5 The mediating role of hair shop image in the influence of SNS characteristics on visit intention

The results of a mediation regression analysis conducted to analyze the mediating effect of

the hair shop image between SNS characteristics and visit intention are shown in Table 9. To perform regression analysis, autocorrelation of dependent variables and multicollinearity between independent variables were examined. The Durbin-Watson index was used for the autocorrelation of the dependent variables, and the Durbin-Watson index was found to be 2.120, indicating that the variables were independent without autocorrelation. The VIF (Variance Inflation Factor) index was used to determine multicollinearity between independent variables, and the VIF indices between independent variables were all less than 10, indicating that there was no multicollinearity. Therefore, this data is suitable for performing regression analysis. As a result of the analysis, in the first stage of analyzing the influence of the independent variable SNS characteristics on the mediating variable hair shop image, information provision (β = .129, p < .01) and information reliability (β = .349, p < .001)), playfulness (β=.311, p<.001), and interactivity (β=.162, p<.01) all had a significant effect. In the second step of analyzing the impact of the independent variable on the dependent variable, similarly, information provision (β=.256, p<.001), information reliability (β=.176, p<.001), playfulness (β=. 309, p<.001) and interactivity (β=.138, p<.01) all had a significant effect. In the third step of testing the mediating effect, the mediating variable, hair shop image (β=.411, p<.001), was found to have a significant effect, and information provision (β=.203, p<.01) and playfulness (β=.181, p<.01) were found to have a significant effect. In addition, the influence shown in step 2 was found to have decreased in step 3, satisfying the verification conditions for the mediation effect. Therefore, the hair shop image plays a partial mediating role between

information provision, enjoyment, and visit intention, and the hair shop image plays a complete mediating role between information reliability, interactivity, and visit intention. Additionally, the Sobel Test was conducted to verify the statistical significance of the mediation effect. For information provision, the Z value is 4.109 (p<.001), for information reliability, the Z value is 3.150 (p<.01), for playfulness, the Z value is 4.364 (p<.001), and for interactivity, the Z value is 4.364 (p<.001). This is significant at 2.494 (p<.05), so it can be said that the mediation effect has been verified.

4. Conclusion & Suggestion

This study aimed to identify customer relationships resulting from the use of SNS marketing in the hair and beauty industry by analyzing the influence relationships of factors such as SNS marketing characteristics, hair shop image, and visiting intention. The goal was to empirically identify structural relationships that can enhance managerial performance and competitiveness of hair shop. To this end, survey questions were selected based on previous research, and empirical analysis was conducted on a total of 307 respondents.

Statistical analysis of the data collected in this study was performed using SPSS 26.0. First, frequency analysis was conducted to examine the demographic characteristics of the sample and SNS usage. Factor analysis using the Varimax rotation method was conducted to verify the validity of the survey items in measuring the variables, and reliability analysis was performed using Cronbach's α coefficient to assess the reliability of the variables. Additionally, correlation analysis was conducted to examine the relationships between variables, and simple regression analysis and multiple regression analysis were performed to verify the influence of the variables. Finally, mediation regression analysis was conducted to verify mediation effects.

The results of this study provide strategies and directions for effectively utilizing SNS marketing in the hair and beauty industry. In the hair and beauty industry, enhancing SNS marketing characteristics such as information provision, information reliability, playfulness, and interactivity can improve the image of hair shop and increase customers' visiting intentions. Additionally, by building and managing the hair shop image, the effects of SNS marketing can be maximized, contributing to the formation of customer relationships and strengthening competitiveness. Furthermore, this study will provide fundamental data and key theoretical background that future researchers can refer to, offering valuable information for the hair and beauty industry.

The results of this study contributed to confirming the importance and impact of SNS marketing in the hair and beauty industry. It was found that the characteristics of SNS marketing positively influence the formation of hair shop image and visiting intention, and that the hair shop image also positively influences visiting intention. Furthermore, it was confirmed that the hair shop image mediates the relationship between SNS marketing characteristics and visiting intention.

Future research should aim to conduct studies targeting more diverse regions and utilize various data collection methods and analysis techniques to obtain more in-depth and comprehensive results. Additionally, continuous research and collaboration with industry sites are necessary to reflect the latest trends in SNS marketing and respond to the changing market environment.

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