

# The Effect of SNS Advertising Attributes on Advertising Attitudes and Purchase Intentions in Cosmetics Selection

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화장품 선택에 있어 SNS 광고속성이 광고태도와 구매의도에 미치는 영향

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**Abstract** : This study contemplates the effect of social media advertising attributes on consumers' purchasing decisions in cosmetic products. It will serve as basic data for SNS's advertising strategy and marketing that promotes cosmetics sales. This study conducted a survey and went through the analysis process of SPSS v.25.0 statistical program. Frequency analysis, exploratory factor analysis, descriptive statistical analysis, correlation analysis, and regression analysis were conducted to analyze that informativity, reliability, entertainment, interactivity, and disturbance among SNS advertising attributes were used as effective advertising strategies, which had a positive effect on consumers' purchasing decisions. Therefore, in the cosmetics industry, it is necessary to seek strategies to actively utilize marketing in the social media space to promote consumers' purchase needs and to activate purchases.

**Keywords** : *Cosmetics, Social Networking Service, Advertising Attributes, Advertising Attitude, Purchasing intention*

## 1. Introduction

In modern society, the development of cutting-edge industrial technology and the full-scale development of high-speed Internet

have taken place. Under these circumstances, consequentially, the formation of human infrastructure in social networks system (SNS) and the sharing of various information appear[1]. SNS, which is the closest thing to

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people's daily life, is the center of the social network and acts as an important human network as it appears in the form of a single-person media or a single-person community[2]. As the influence of SNS grows, various companies are making efforts to use social networks as a marketing tool[3][4]. SNS communicates with companies quickly through showing direct reactions and participation of customers, and it is easy to share information and form consensus among consumers. This characteristic of SNS is a communicative sales strategy that can maximize the ripple effect of advertising[5]. Advertisements reflect consumer needs and aim to stimulate purchase desire to lead actual purchase. Exposure to advertisements for specific products affects consumers' beliefs and also determines their thoughts and judgments. Advertisements directly related to purchase play an important role for both sellers and buyers[6]. Recently, consumers' purchase decisions are more influenced by objective information about products and reviews that record the usage of various buyers than by unilateral advertisements by companies. In this phenomenon, the characteristics of SNS, where various information moves quickly and in a friendly manner, have become an important means of corporate promotion[7]. Going into studies on SNS advertising attributes, they have been conducted to investigate the relationship between advertising value, brand image, advertising strategy, behavioral intention, purchasing behavior, consumer response, and purchasing decision in various industries such as airlines (Lee Ji-young, Lee Ji-young, 2021)[8], beauty establishments (Park Ha-eun & Kim Seong-nam, 2020; Yang Do-yeon, 2019)[9][10], hotels (Moon Jeong-nam, 2020)[11], restaurants (Park Jin-ah & Jo Won-young, 2020; Seowon-tak, 2018)[12][13]. Discussions in the cosmetics industry have been taking place recently. Kim In-ui (2021) said that SNS advertisements for cosmetics

brands play an important role in brand loyalty and purchase, and Kim Eun-hee(2021) argued that SNS advertisements for female college students affect engagement and behavioral intention[14]. Meanwhile, the number of users who use SNS advertisements in cosmetics purchase choices is increasing, but research on the actual situation where information exposed to SNS advertisements leads to actual purchase when customers purchase cosmetics is lacking[15]. Therefore, this study verifies that the specific environment of SNS has a positive effect in the decision to purchase cosmetics products for consumers who have been exposed to SNS cosmetics advertisements.

## 2. Reserch Method

### 2.1. The subject selection and data collection

This study was conducted from May 15 to May 30, 2023, after explaining the purpose of the survey, focusing on consumers who have been exposed to SNS cosmetic advertisements. Of the 520 questionnaires collected, a total of 512 copies were subject to final analysis, excluding 18 faithless questionnaires.

### 2.2. Reserch Model and Hypothesis

The reserch model of this study is show in <Figure 1>, and the reserch questions are set as follows.

### 2.3. The Reserch Tool and Mersurement

The tool of this study was to prepare a questionnaire by revising the preceding papers such as Kim In-ui (2021)[3] (2019)[16], Hwang Ji-sung (2020)[17]), etc. for the purpose of the study. The composition of the questions is a total of 32 questions: 4 general characteristics, 19 SNS advertising attributes, 4 advertising attitudes, and 5 purchase intentions. In addition, using a 5-point Likert scale, it was measured as 5 points when it was very yes and 1 point when it was not at all.

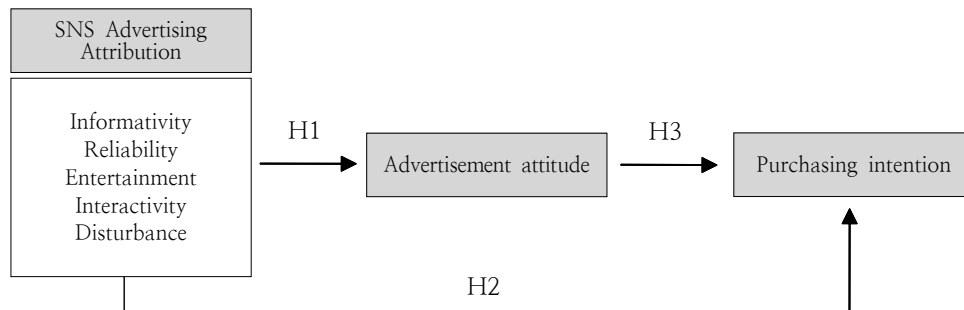


Fig. 1. Research Model.

H1. SNS advertising attributes will have a significant impact on advertising attitudes.

H1-1. Informativity will have a significant impact on advertising attitudes.

H1-2. Reliability will have a significant impact on advertising attitudes.

H1-3. Entertainment will have a significant impact on advertising attitudes.

H1-4. Interaction will have a significant impact on advertising attitudes.

H1-5. Obstructiveness will have a significant impact on advertising attitudes.

H2. SNS advertising attributes will have a significant positive (+) effect on purchase intention.

H2-1. Informativity will have a significant impact on purchase intentions.

H2-2. Reliability will have a significant impact on purchase intentions.

H2-3. Entertainment will have a significant impact on purchase intentions.

H2-4. Interaction will have a significant impact on purchase intentions.

H2-5. Obstruction will have a significant impact on purchase intentions.

H3. Advertising attitude will have a significant positive (+) effect on purchase intention.

## 2.4. Data Analysis Method

Statistical processing of the collected data was analyzed using the SPSS v.25.0 statistical package program. First, a frequency analysis was conducted to find out the general characteristics of the survey subjects. Second, exploratory factor analysis was conducted to verify the validity of the measurement tool, and Cronbach's  $\alpha$  coefficient was calculated to verify the reliability. Third, descriptive statistical analysis was performed to find out the mean and standard deviation of the main variables, and correlation analysis was performed to find out the correlation between each variable. Fourth, regression analysis was performed to verify the hypothesis.

## 3. Results and Discussions

### 3.1. General Characteristics of Survey Subjects

〈Table 1〉 shows the results of frequency analysis to find out the general characteristics of the survey subjects. As a result of the analysis, the gender was 147 males (28.7%) and 365 females (71.3%), and the ages were 34 under the age of 19 (6.6%), 300 between the ages of 20 and 29 (58.6%), 125 between the ages of 30 and 39 (24.4%), and 53 over the age of 40 (10.4%). The daily use of SNS was 70 people (13.7%), 143 people (27.9%), less than 1–2 hours (28.1%), and 155 people (30.3%) for more than 3 hours. The frequency of searching for cosmetic information through

Table 1. General Characteristics of the Survey Participants

item	number of times (N)	percentage(%)	
Sex	man	147	28.7
	under 19	365	71.3
Age	under 19	34	6.6
	20s	300	58.6
	30s	125	24.4
	over 40	53	10.4
SNS screen time for a day	under 1 hour	70	13.7
	between 1 hour and 2 hours	143	27.9
	between 2 hours and 3 hours	144	28.1
	over 3 hours	155	30.3
Frequency of doing search on SNS	more than 3 times for a day	78	15.2
	1 or 2 times for a day	96	18.8
	more than 3 times for a week	58	11.3
	1 or 2 times for a week	111	21.7
	more than 3 times for a month	39	7.6
	1 or 2 times for a month	98	19.1
	etc.	32	6.3
Total	512	100.0	

SNS was 78 people (15.2%) at least three times a day, 96 people (18.8%) at least once a day, 58 people (11.3%) at least three times a week, 111 people (21.7%) at least three times a week, 39 people (7.6%) at least three times a month, and 98 people (19.1%) at least once a month.

### 3.2. Validation of the Measurement Tool's Validity and Reliability

#### 3.2.1. Validation of the validity and reliability of SNS advertising attributes

Table 2 shows the results of verifying the validity and reliability of SNS advertisement attributes. First, as the KMO value was 0.916

and Bartlett's sphericity test result was  $\chi^2 = 7965.333$  ( $df=171$ ,  $p=0.000$ ), it was judged that the selection of variables for factor analysis was good. As a result of factor analysis, five factors were derived, and the total variance explanatory power was 80.436%. In other words, factor 1 (19.699%) was named 'informativity', factor 2 (17.056%) was named 'disturbance', factor 3 (16.314%) was named 'entertainment', factor 4 (14.171%) was named 'reliability', and factor 5 (13.196%) was named 'interactivity'. The load value of a total of five factors was 0.40 or more, so it was judged that the validity was verified, and the reliability was 0.60 or more, indicating that there was no problem.

Table 2. Validation of the Measurement Tool's Validity and Reliability

Item	Questions	Elements				
		factor 1	factor 2	factor 3	factor 4	factor 5
factor1 Informativity	2. SNS cosmetics ads provide the latest informations.	.811	-.048	.264	.093	.198
	4. SNS cosmetics ads provide various informations.	.785	-.106	.280	.158	.214
	3. SNS cosmetics ads are useful.	.778	-.067	.230	.289	.222
	1. SNS cosmetics ads include full details.	.752	-.031	.193	.376	.155
	5. SNS cosmetics ads are a good source of informatons.	.689	-.119	.286	.191	.316
factor2 Disturbance	17. I want to block the cosmetics ads on SNS.	-.105	.912	-.094	.020	-.020
	19. SNS cosmetics ads are annoying.	-.100	.906	-.076	.061	-.014
	18. SNS cosmetics ads are difficult to understand.	-.096	.873	-.051	.157	.003
	16. SNS cosmetics ads disturb the use of other contents.	.048	.847	-.015	-.022	.053
factor3 Entertainment	10. SNS cosmetics ads attract curiosity.	.336	-.118	.802	.066	.164
	9. SNS cosmetics ads are entertaining.	.212	-.026	.796	.343	.161
	11. SNS cosmetics ads make people feel better.	.246	-.031	.768	.311	.237
	12. SNS cosmetics ads attract intentions.	.366	-.156	.761	.122	.252
factor4 Reliability	7. SNS cosmetics ads are authentic.	.259	.114	.184	.842	.204
	6. SNS cosmetics ads are reliable.	.288	.122	.178	.812	.237
	8. All reviews of SNS cosmetics ads are reliable.	.206	.040	.279	.765	.211
factor5 Interactivity	15. SNS cosmetics ads provide many opportunities for communication.	.267	.050	.217	.264	.818
	14. People can choose some of information about SNS cosmetics ads.	.327	-.023	.196	.159	.817
	13. SNS cosmetics ads make people engage in various activities.	.261	.033	.297	.293	.772
eignevalue		3.743	3.241	3.100	2.693	2.507
explained variance(%)		19.699	17.056	16.314	14.171	13.196
accumulated explanation(%)		19.699	36.755	53.069	67.240	80.436
reliability		.917	.913	.911	.891	.905

KMO=.916, Bartlett's test  $\chi^2 = 7965.333$  (df=171, p=.000)

### 3.2.2. Verificaiton of the Validity and Reliability of Advertising Attitudes

The results of verifying the validity and reliability of the advertising attitude are shown in <Table 3>. First, the KMO value was 0.841, and as a result of Bartlett's sphericity test,  $\chi^2 = 1723.934$  (df=6, p=0.000), indicating that the selection of variables for factor analysis was good. As a result of factor

analysis, one factor was derived, and the total variance explanatory power was 82.947%. That is, factor 1 (82.947%) was named as 'advertising attitude'. The load value of a total of one factor was 0.40 or more, so it was judged that the validity was verified, and the reliability was 0.60 or more, indicating that there was no problem.

Table 3. Verification of the Validity and Reliability of Advertising Attitudes

Item	Questions	Element
		factor1
factor1 Advertising Attitudes	3. Using SNS ads is a positive behavior for me.	.929
	2. I am favorable about social media advertising.	.929
	4. It is beneficial to me to use SNS advertisements.	.898
	1. I like SNS ads.	.886
eignevalue		3.318
explained variance(%)		82.947
accumulated explanation(%)		82.947
reliability		.931

KMO=.841, Bartlett's test  $\chi^2 = 1723.934$  (df=6, p=.000)

Table 4. Verification of the Validity and Reliability of the Purchase Intention

Item	Questions	Element
		factor1
factor1 Purchasing Intention	3. I want to use products that have experienced SNS.	.898
	1. It is highly likely to use products that have experienced SNS cosmetic advertisements.	.887
	2. Products that have experienced SNS cosmetic advertisements stimulate my purchase intention.	.872
	5. Products that have experienced SNS cosmetic advertisements will be considered first.	.857
	4. I would like to recommend products that have experienced SNS cosmetic advertisements to others.	.856
eignevalue		3.821
explained variance(%)		76.423
accumulated explanation(%)		76.423
reliability		.922

KMO=.872, Bartlett's test  $\chi^2 = 1908.791$  (df=10, p=.000)

### 3.2.3. Verification of the Validity and Reliability of the Purchase Intention

〈Table 4〉 shows the results of verifying the validity and reliability of the purchase intention. First, as the KMO value was 0.872, and as a result of Bartlett's sphericity test,  $\chi^2 = 1908.791$  (df=10, p=0.000), it was judged that the selection of variables for factor analysis was good. As a result of factor

analysis, one factor was derived, and the total variance explanatory power was 76.423%. That is, factor 1 (76.423%) was named as 'purchase intention'. The load value of a total of one factor was 0.40 or more, so it was judged that the validity was verified, and the reliability was 0.60 or more, indicating that there was no problem.

Table 5. Technical Statistics and Correlation Analysis

item	M±SD	SNS Advertising Attributes					Advertising intention	Purchasing intention
		Informativity	Reliability	Entertainment	Interactivity	Disturbance		
Informativity	5.00±1.225	1						
Reliability	4.19±1.418	.586***	1					
Entertainment	4.80±1.342	.668***	.555***	1				
Interactivity	4.54±1.377	.635***	.587***	.590***	1			
Disturbance	3.56±1.528	-.149**	.119***	-.158***	.004	1		
Advertising Intention	4.30±1.353	.499***	.487***	.592***	.546***	-.159***	1	
Purchasing Intention	4.51±1.309	.586***	.516***	.608***	.589***	-.181***	.707***	1

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

### 3.3. Technical Statistics and Correlation Analysis

〈Table 5〉 shows the results of analyzing the technical statistics and correlations of SNS advertising attributes, advertising attitudes, and purchase intentions. First, according to the technical statistics analysis, SNS advertising attributes averaged 5.00 points for each sub-factor, 4.80 points for entertainment, 4.54 points for interactivity, 4.19 points for reliability, and 3.56 points for obstruction. Advertising attitudes averaged 4.30 points and purchase intentions averaged 4.51 points.

Correlation analysis showed that informativity, reliability, entertainment, and interactivity by sub-factors of SNS advertising attributes had a statistically significant positive (+) correlation with advertising attitude (p<.001), and obstruction by sub-factors of SNS advertising attributes had a statistically significant negative (-) correlation with advertising attitude (p<.001). In addition, informativity, reliability, entertainment, and interactivity by sub-factors of SNS advertising attributes were statistically significant positive (+) correlation with purchase intention (p<.001), and obstruction by sub-factors of SNS advertising attributes had a statistically significant negative (-) correlation with purchase intention (p<.001). Finally, advertising attitude was found to have

a statistically significant positive (+) correlation with purchase intention (p<.001).

### 3.4. Verification of Hypothesis

#### 3.4.1. Verification of Hypothesis 1

〈Table 6〉 shows the results of multiple regression analysis to verify the effect of SNS advertising attributes on advertising attitudes. As a result of the analysis, the explanatory power of the regression model was 43.6%, and the regression equation was statistically significant (F=78.179, p<.001). By independent variable, entertainment ( $\beta=.327$ , p<.001), interactivity ( $\beta=.252$ , p<.001), reliability ( $\beta=.173$ , p<.001) was found to have a statistically significant positive (+) effect on advertising attitude, and obstruction ( $\beta=-.129$ , p<.001) was found to have a statistically significant negative (-) effect on advertising attitude. Therefore, it can be seen that the higher the entertainment, interactivity, reliability, and disturbance of each sub-factor of SNS advertising attributes, the higher the advertising attitude. In a study by Park Jin-ah (2018), it was confirmed that advertising attributes had a significant effect on advertising attitude, and it was proved that consumers are getting a lot of information through SNS advertising [18]. These results show that the higher the

Table 6. The Effect of SNS Advertising Attributes on Advertising Attitudes

item	Non-standardized coefficient		Standardized coefficient	t	p
	B	S.E	$\beta$		
(constant)	1.308	.242		5.401	.000
Informativity	.000	.057	.000	-.009	.993
Reliability	.165	.044	.173	3.739***	.000
Entertainment	.330	.049	.327	6.748***	.000
Interactivity	.248	.047	.252	5.329***	.000
Disturbance	-.114	.031	-.129	-3.628***	.000

$R^2 = .436$ , Adj.  $R^2 = .430$ ,  $F=78.179$ \*\*\*,  $p=.000$

\*\*\* $p<.001$ 

Table 7. The Effect of SNS Advertising Attributes on Purchase Intention

item	Non-standardized coefficient		Standardized coefficient	t	p
	B	S.E	$\beta$		
(constant)	1.285	.222		5.798	.000
Informativity	.149	.052	.139	2.883**	.004
Reliability	.148	.040	.160	3.661***	.000
Entertainment	.245	.045	.251	5.478***	.000
Interactivity	.246	.043	.258	5.769***	.000
Disturbance	-.121	.029	-.141	-4.197***	.000

$R^2 = .495$ , Adj.  $R^2 = .490$ ,  $F=99.189$ \*\*\*,  $p=.000$

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

entertainment, interactivity, and reliability among advertising attributes, the more valuable customers perceive advertising, and it is believed that the advertising effect can be enhanced by allowing entertainment, interactivity, and reliability.

#### 3.4.2. Verification of Hypothesis 2

〈Table 7〉 shows the results of multiple regression analysis to verify the effect of SNS advertising attributes on purchase intention. As a result of the analysis, the explanatory power of the regression model was 49.5%, and the regression equation was analyzed to be statistically significant ( $F=99.189$ ,  $p<.001$ ). By

independent variable, interactivity ( $\beta=.258$ ,  $p<.001$ ), entertainment ( $\beta=.251$ ,  $p<.001$ ), reliability ( $\beta=.160$ ,  $p<.001$ ), informativity ( $\beta=.139$ ,  $p<.01$ ) was found to have a statistically significant positive (+) effect on purchase intention, and obstruction ( $\beta=-.141$ ,  $p<.001$ ) was found to have a statistically significant negative (-) effect on purchase intention. Therefore, it can be seen that the higher the interactivity, entertainment, reliability, and information by sub-factors of SNS advertising attributes, and the lower the disturbance, the higher the purchase intention. These results are similar to the study of Kim Hye-jeong and Kang Eun-ju (2018), and it was found that



Table 8. The Effect of SNS Advertising Attitudes on Purchase Intention

item	Non-standardized coefficient		Standardized coefficient	t	p
	B	S.E	$\beta$		
(Constant)	1.570	.136		11.504	.000
Advertising Attributes	.684	.030	.707	22.578***	.000

$R^2 = .500$ , Adj.  $R^2 = .499$ ,  $F=509.745^{***}$ ,  $p=.000$

\*\*\* $p < .001$

the higher the information and entertainment among advertising attributes, the more positively the purchase intention changes [19].

#### 3.4.3. Verification of Hypothesis 3

〈Table 8〉 shows the results of a simple regression analysis to verify the effect of advertising attitude on purchase intention. As a result of the analysis, the explanatory power of the regression model was 50.0%, and the regression equation was analyzed to be statistically significant ( $F=509.745$ ,  $p < .001$ ). As an independent variable, advertising attitude ( $\beta = .707$ ,  $p < .001$ ) was found to have a statistically significant positive (+) effect on purchase intention. Therefore, it can be seen that the higher the advertising attitude, the higher the purchase intention. This is similar to the study of Ahn Tae-young (2018), which means that the more positive the customer's photometric attitude is, the higher the likelihood of purchasing cosmetics, and it is judged that it is necessary to utilize advertising strategies and techniques that can increase the advertising attitude [20].

## 4. Conclusion

This study investigated the effect of SNS advertising attributes on people's cosmetic choices on advertising attitudes and purchase intentions, and analyzed the effect of

advertising attitudes on cosmetic purchase intentions. Furthermore, it was intended to provide the basic data necessary to establish cosmetics sales strategies and criteria for segmenting the cosmetics market. A survey was conducted from May 15 to May 30, 2023, focusing on consumers who have been exposed to SNS cosmetic advertisements, and the data were analyzed using the SPSS v. 25.0 statistical program. The research results are as follows.

First, as a result of multiple regression analysis to verify the effect of SNS advertising attributes on advertising attitudes, it was found that entertainment, interactivity, and reliability of each sub-factor of SNS advertising attributes were high, and the lower the disturbance, the higher the advertising attitude.

Second, as a result of multiple regression analysis to verify the impact of SNS advertising attributes on purchase intention, it was found that the higher the interactivity, entertainment, reliability, and information of each sub-factor of SNS advertising attribute, and the lower the disturbance, the higher the purchase intention.

Third, a simple regression analysis was conducted to verify the effect of advertising attitude on purchase intention, and it was found that advertising attitude had a statistically significant positive (+) effect on purchase intention, and it was confirmed that the higher the advertising attitude, the higher the purchase intention.

Therefore, it was found that customers were actively obtaining information through SNS. Cosmetic companies should keep an eye on long-term changes in consumer behavior with customers through SNS and hope to actively communicate with customers.

This study is meaningful in that cosmetics companies provide objective data to provide more effective SNS advertisements to consumers, and it presents a theoretical model that can be referred to and applied in the cosmetics industry by verifying the purchase intention process of consumers through SNS advertising attributes and advertising attitudes.

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