SOCIAL MEDIA USAGE AND ITS INFLUENCE ON BEHAVIORAL INTENTION: IN CONTEXT OF BEAUTY AND WELLNESS CENTRES IN URBAN PUNJAB

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COMMERCE

By

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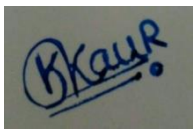
DECLARATION

I declare that the thesis entitled "SOCIAL MEDIA USAGE AND ITS INFLUENCE ON BEHAVIORAL INTENTION: IN CONTEXT OF BEAUTY AND WELLNESS CENTRES IN URBAN PUNJAB" has been prepared by me under the guidance of Dr. Pawan Kumar, Associate Professor, Department of Marketing, Mittal School of Business, Lovely Professional University. This thesis is my original research work with ideas and references duly acknowledged. This work has not been submitted to any other university for the award of any degree or fellowship.



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ABSTRACT

INTRODUCTION

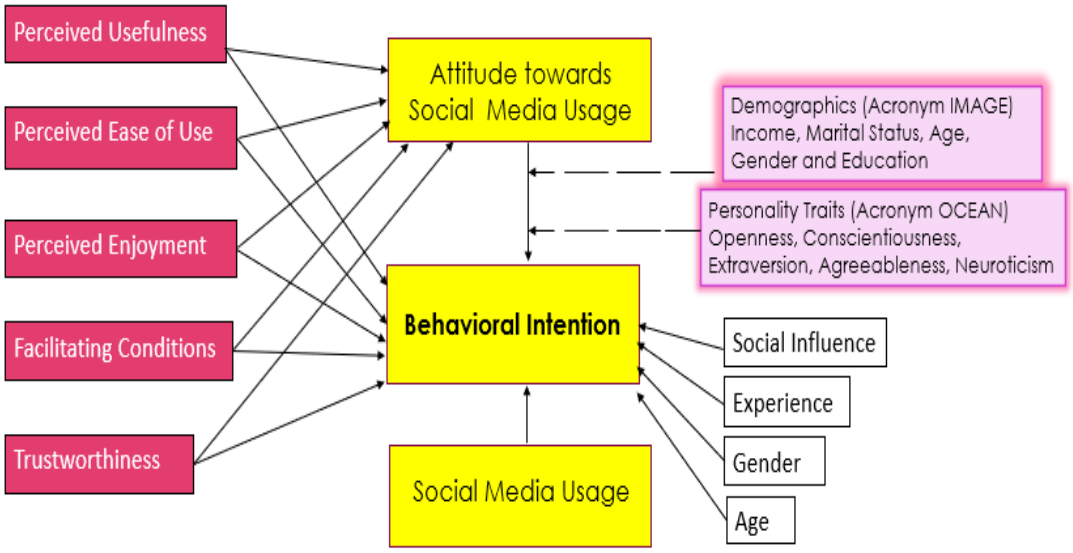
Social media is a hybrid term to define the online technological tools used for varied purposes. It allows swift sharing of multi-media content and real-time interaction with the public sitting at distant places. Today, there are millions of social media users, and brands cannot skip this opportunity to turn these users into potential buyers. The ever-increasing usage intensity and influence of social media marketing have forced businesses to customize marketing strategies to attract customers. The visual nature of social media makes it an ideal fit for the beauty and wellness industry and serves as a lifetime portfolio for businesses (Kaur and Kumar, 2020, 2021). There are numerous social media applications with their own sets of benefits and drawbacks but using all of them is not a wise decision. The most crucial decision includes selecting the appropriate platforms and posting the content at the right time to reach the maximum audience. Through exploratory research, the researcher discovered that Instagram and Facebook are the most popular platforms in the beauty and wellness industry, followed by YouTube, Snapchat, and LinkedIn. Social media usage in this industry has excelled; still, very little research has been carried out (Lagrosen and Grunden, 2014). This industry remained unfocused by researchers because it is highly unorganized, fragmented, and not regulated yet has high growth potential. This research will make efforts for a close look at this industry as well as social media marketing. Further, as the individual's personality traits highly influence small businesses, studying the impact of social media separately for small firms would be highly beneficial (Francesca *et al*., 2017). Moreover, conducting empirical research on social media usage in this industry from dual perspectives will narrow the gap in understanding the proprietor and customer behavior with respect to social media usage. This research will provide novel insights to social media marketers and proprietors in the beauty and wellness industry, which will lead to the growth of this industry.

OBJECTIVES

The primary goal of the research is to examine Social Media Usage and its influence on Behavioral Intention in the context of the Beauty and Wellness centre in Urban Punjab. This study consists of four objectives. Each aim will be assessed from two perspectives: business owners and customers of beauty and wellness centres who are using social media. Finally, the proposed conceptual model will be empirically tested to understand the strength of relationships between the variables. Following are the objectives of the study.

1. To examine the influence of Social media usage on Behavioral Intention.
2. To analyze the effect of determinants of Attitude towards social media usage on Behavioral Intention.
3. To determine the moderating effect of Demographics on relationship between Attitude and Behavioral Intention.
4. To determine the moderating influence of Personality traits on relationship between Attitude and Behavioral Intention.

Proposed Conceptual Model



Designed by Researcher

RESEARCH HYPOTHESES

The following hypotheses have been formulated to achieve the objectives of the research.

H0 (1): Proprietor social media usage has a significant positive influence on behavioral intention.

H0 (2): Customer social media usage has a significant positive influence on behavioral intention.

H0 (3): Proprietor attitude towards social media usage has a significant positive influence on behavioral intention.

H0 (3a): Perceived usefulness has a significant positive influence on attitude towards social media usage.

H0 (3b): Perceived usefulness has a significant positive influence on behavioral intention.

H0 (3c): Attitude towards social media usage significantly mediates the relationship between perceived usefulness and behavioral intention.

H0 (3d): Perceived ease of use has a significant positive influence on attitude towards social media usage.

H0 (3e): Perceived ease of use has a significant positive influence on behavioral intention.

H0 (3f): Attitude towards social media usage significantly mediates the relationship between perceived ease of use and behavioral intention.

H0 (3g): Perceived enjoyment has a significant positive influence on attitude towards social media usage.

H0 (3h): Perceived enjoyment has a significant positive influence on behavioral intention.

H0 (3i): Attitude towards social media usage significantly mediates the relationship between perceived enjoyment and behavioral intention.

H0 (3j): Facilitating condition has a significant positive influence on attitude towards social media usage.

H0 (3k): Facilitating condition has a significant positive influence on behavioral intention.

H0 (3l): Attitude towards social media usage significantly mediates the relationship between facilitating condition and behavioral intention.

H0 (3m): Trustworthiness has a significant positive influence on attitude towards social media usage.

H0 (3n): Trustworthiness has a significant positive influence on behavioral intention.

H0 (3o): Attitude towards social media usage significantly mediates the relationship between trustworthiness and behavioral intention.

H0 (4): Customer attitude towards social media usage has a significant positive influence on behavioral intention.

H0 (4a): Perceived usefulness has a significant positive influence on attitude towards social media usage.

H0 (4b): Perceived usefulness has a significant positive influence on behavioral intention.

H0 (4c): Attitude towards social media usage significantly mediates the relationship between perceived usefulness and behavioral intention.

H0 (4d): Perceived ease of use has a significant positive influence on attitude towards social media usage.

H0 (4e): Perceived ease of use has a significant positive influence on behavioral intention.

H0 (4f): Attitude towards social media usage significantly mediates the relationship between perceived ease of use and behavioral intention.

H0 (4g): Perceived enjoyment has a significant positive influence on attitude towards social media usage.

H0 (4h): Perceived enjoyment has a significant positive influence on behavioral intention.

H0 (4i): Attitude towards social media usage significantly mediates the relationship between perceived enjoyment and behavioral intention.

H0 (4j): Facilitating condition has a significant positive influence on attitude towards social media usage.

H0 (4k): Facilitating condition has a significant positive influence on behavioral intention.

H0 (4l): Attitude towards social media usage significantly mediates the relationship between facilitating condition and behavioral intention.

H0 (4m): Trustworthiness has a significant positive influence on attitude towards social media usage.

H0 (4n): Trustworthiness has a significant positive influence on behavioral intention.

H0 (4o): Attitude towards social media usage significantly mediates the relationship between trustworthiness and behavioral intention.

H0 (5): Proprietor demographics significantly moderate the relationship between attitude towards social media usage and behavioral intention.

H0 (5a): Income significantly moderates the relationship between attitude towards social media usage and behavioral intention.

H0 (5b): Marital status significantly moderates the relationship between attitude towards social media usage and behavioral intention.

H0 (5c): Age significantly moderates the relationship between attitude towards social media usage and behavioral intention.

H0 (5d): Gender significantly moderates the relationship between attitude towards social media usage and behavioral intention.

H0 (5e): Education significantly moderates the relationship between attitude towards social media usage and behavioral intention.

H0 (6): Customer demographics significantly moderate the relationship between attitude towards social media usage and behavioral intention.

H0 (6a): Income significantly moderates the relationship between attitude towards social media usage and behavioral intention.

H0 (6b): Marital status significantly moderates the relationship between attitude towards social media usage and behavioral intention.

H0 (6c): Age significantly moderates the relationship between attitude towards social media usage and behavioral intention.

H0 (6d): Gender significantly moderates the relationship between attitude towards social media usage and behavioral intention.

H0 (6e): Education significantly moderates the relationship between attitude towards social media usage and behavioral intention.

H0 (7): Proprietor personality traits significantly moderate the relationship between attitude towards social media usage and behavioral intention.

H0 (7a): Openness significantly moderates the relationship between attitude towards social media usage and behavioral intention.

H0 (7b): Conscientiousness significantly moderates the relationship between attitude towards social media usage and behavioral intention.

H0 (7c): Extraversion significantly moderates the relationship between attitude towards social media usage and behavioral intention.

H0 (7d): Agreeableness significantly moderates the relationship between attitude towards social media usage and behavioral intention.

H0 (7e): Neuroticism significantly moderates the relationship between attitude towards social media usage and behavioral intention.

H0 (8): Customer personality traits significantly moderate the relationship between attitude towards social media usage and behavioral intention.

H0 (8a): Openness significantly moderates the relationship between attitude towards social media usage and behavioral intention.

H0 (8b): Conscientiousness significantly moderates the relationship between attitude towards social media usage and behavioral intention.

H0 (8c): Extraversion significantly moderates the relationship between attitude towards social media usage and behavioral intention.

H0 (8d): Agreeableness significantly moderates the relationship between attitude towards social media usage and behavioral intention.

H0 (8e): Neuroticism significantly moderates the relationship between attitude towards social media usage and behavioral intention.

RESEARCH METHODOLOGY

The present study primarily consists of the application of both qualitative and quantitative research techniques. It is exploratory and descriptive in nature. The researcher explored the use of social media in the beauty and wellness industry by conducting interviews with the owners of beauty and wellness centres of urban Punjab. The results revealed that Facebook and Instagram are highly used social media channels in this industry, followed by YouTube, Snapchat, and LinkedIn (Kaur and Kumar, 2020, 2021). All these five platforms are taken in the current research. This research is descriptive, as the researcher does not have any control over the variables. The descriptive character of the study allows a thorough and complete examination of the variables taken under this study. It is cross-sectional as the information is gathered from respondents at a particular point of time. As a part of a quantitative investigation, primary data was collected using a structured questionnaire. Separate questionnaires were prepared for proprietors and customers of beauty and wellness centres to understand the role of social media in this industry. All the Beauty and Wellness centres, including beauty salons, spas, rejuvenation, gyms, fitness, and yoga centres, etc., constitute the universe for the study. Out of these, beauty and wellness centres located in urban areas of Punjab covering Amritsar, Jalandhar, Ludhiana, Mohali, and Patiala were chosen based on population. Purposive sampling technique was used to select the Proprietors, and convenience was used for the customers of beauty and wellness centres. The proposed sample size was 1000 (Proprietors: 200 and Customers: 800) which is sufficient according to the guidelines given by Memon *et al*. (2020). The data was collected from those proprietors and customers who are using at least one of the five social media platforms. The questionnaires were distributed in printed form by the researcher and google form was circulated via WhatsApp and social media platforms.

DATA ANALYSIS

The data analysis was performed using SPSS (version 21) and Smart-PLS (version 3.3.3). Structural equation modeling was used, which covers two components: regression and factor analysis. CB-SEM and PLS-SEM are widely used approaches to predict complicated models with a large number of constructs, measurement items, and structural routes. Hair *et al*. (2018) suggested using the PLS-SEM technique when the sample size is small (business-related research). It also works well with a large sample size (customer-based studies). He recommended using PLS-SEM if the structural model is complex with many constructs and indicators. PLS-SEM supports both reflective as well as formative models. It also provides latent variable estimates which are required for follow-up studies in research, especially when working with control variables. Latent scores were used in SPSS to control the influence of control variables for measuring the exact effect of the independent variables. Higher effects of moderation (Demographic and Personality traits) and mediation (Attitude) are checked in this research from the dual perspective (Proprietors and Customers).

MAJOR FINDINGS

The major findings of the research from proprietor and customers perspective are given below:

- Instagram is highly used by the proprietors of the beauty and wellness industry while customers use YouTube the most. LinkedIn is the least used social media platform by the owners and customers of beauty and wellness centres.
- Proprietors prefer to post photos while customers prefer to watch videos. Text is the least preferred content type.
- Instagram is more frequently used platform by proprietors. Customers frequently use both YouTube and Instagram.
- The majority of respondents use social media platforms for less than 5 hours a week. Smartphones are the most popular means of accessing these social media platforms.

- The beauty industry is still women centric. Men used to dominate the wellness industry, but women have also entered the wellness industry and have started dominating in this industry both as proprietors and as customers.
- Proprietors Attitude towards social media usage is significantly influenced by perceived usefulness, perceived ease of use, facilitating conditions, and trustworthiness. Behavioral Intention is significantly influenced by attitude towards social media usage, perceived ease of use and facilitating conditions.
- Customer Attitude towards social media usage is significantly influenced by perceived usefulness, perceived enjoyment, facilitating conditions, and trustworthiness, while Behavioral intention is significantly influenced by attitude towards social media usage and trustworthiness.
- Proprietor Attitude towards social media usage fully mediates the relationship between perceived usefulness and behavioral intention. Partial mediation of attitude on the relationship between perceived ease of use and behavioral intention; and facilitating conditions and the behavioral intention was observed. Attitude neither mediates the relationship between perceived enjoyment and behavioral intention nor between trustworthiness and behavioral intention.
- Customer Attitude towards social media usage has a full mediating influence on three relationships: perceived usefulness and behavioral intention; perceived enjoyment and behavioral intention; facilitating conditions and behavioral intention. The relationship between trustworthiness and behavioral intention is partially mediated by attitude. Attitude does not mediate the relationship between perceived ease of use and behavioral intention.
- Four control variables (CVs) used in the study are social influence, experience, gender, and age. All the CVs positively influence the behavioral intention to increase the use of social media to promote beauty or wellness centres. However, none of them significantly influences the behavioral intention of proprietors.
- Social media usage shows a significant influence on proprietor behavioral intention in the presence of four CVs. Additionally, after controlling the effect

of CVs, the other variables still leads to a significant increase in the value of R^2. Thus, variables apart from control variables also influence behavioral intention.

- From the customer-based study, all the CVs positively influence the behavioral intention to increase the use of social media in planning to visit beauty or wellness centres. Social influence and experience significantly influence behavioral intention.
- In the presence of CVs, social media usage has a considerable impact on customer behavioral intention. Furthermore, after controlling for the effect of CVs, a significant increase in the R^2 change was observed. Thus, variables other than control variables also affect behavioral intention.
- Demographic characteristics included in the study are Income, Marital status, Age, Gender, and Education (acronym IMAGE). Only Education acts as a moderating variable in the relationship between proprietor attitude and behavioral intention, while the remaining four demographics do not act as a significant moderator. None of the customer demographics moderate the relationship between customer attitudes towards social media usage and behavioral intention.
- Big Five Personality Traits: Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism (acronym OCEAN) do not moderate the relationship between proprietor attitude and behavioral intention. For the customer study, only Agreeableness acts as a moderating variable between customer attitude towards social media usage and behavioral intention, while the remaining four personality traits do not act as a moderator.

CONCLUSION, IMPLICATIONS AND FUTURE SCOPE

Social media originated as a means of communication, turned to gain prominence in the marketing industry. With the increasing number of social media users, the brands' attempt to leverage the benefits from social media marketing is also increasing. Every social media site provides active communication between brands and customers, but they do not provide equivalent benefits to all businesses. The researcher identified

five platforms (Facebook, Instagram, YouTube, Snapchat, and LinkedIn) that are highly used in the beauty and wellness centres of Urban Punjab (Kaur and Kumar, 2021). The present research offers an in-depth understanding of how social media is utilized in this industry. The findings indicate that Instagram is extensively used by proprietors of the Punjabi beauty and wellness industry. They prefer to upload photos, while customers prefer to watch videos on YouTube. It also sheds light on proprietors' and customers' attitudes towards social media usage and behavioral intentions. A combination of TRA, TAM, and UTAUT was employed, and the result shows that attitude significantly influences behavioral intention, which is aligned with the literature (Lee *et al.,* 2012; Rauniar *et al.,* 2014; Ramadari *et al.,* 2014; Matikiti *et al.,* 2017). Further, not all the determinants of attitude show a significant relationship with attitude towards social media usage and behavioral intention. The results vary for both the samples. Attitude also acts as a mediator in these relationships. Education is a moderator between proprietor attitude and behavioral intention, while Agreeableness moderates the relationship between customer attitude and behavioral intention.

Social media provides an online space for businesses and connects them with a broad audience. Owing to the little investment required to start online commercial work, anyone can become an entrepreneur at a low cost. The popularity of social media is creating the demand for social media marketers and analytics, resulting in the creation of employment opportunities. The income of social media influencers, bloggers, and vloggers is also increasing with the growth of social media usage. Healthy living is promoted highly on social media platforms through blogs, photos, and video content, thus, help society by creating awareness regarding health and fitness (Ahmad *et al*., 2019). Paperless promotion through Social media will save trees and the environment. The limitation of this study is that it is confined to the beauty and wellness industry only. Due to time constraints, the survey was conducted in urban areas of Punjab. Future researchers can explore its usage in other industries and geographical locations. They can even conduct qualitative or mixed-method research to gain a better understanding of this industry. The use of artificial intelligence in the beauty and wellness industry also has excellent potential for future research.

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The Ph.D. journey proved to be a life-changing experience for me. It sowed the seeds of love and passion for research. I learned a lot during this time with the assistance of my guide, mentors, family, and friends. Special thanks to the almighty for showering endless blessings on me.

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LIST OF ABBREVIATIONS

ANOVA	Analysis of Variance
ATT	Attitude towards Social Media Usage
AVE	Average Variance Extracted
B2B	Business-to-Business
BI	Behavioral Intention
BRT	Behavioral Reasoning Theory
CB-SEM	Covariance Based-Structural Equation Modelling
CFA	Confirmatory Factor Analysis
C-TAM-TPB	Combined TAM and TPB
CV	Control Variable
dG	Geodesic Discrepancy
DOI	Diffusion of Innovations Theory
dULS	The Unweighted Least Squares Discrepancy
DV	Dependent Variable
E-WOM	Electronic Word of Mouth
EXP	Experience
FB	Facebook
FC	Facilitating Conditions
HTMT	Heterotrait-Monotrait Ratio
IDT	Innovation Diffusion Theory
IDV	Independent Variable

IT	Information Technology
ITU	Intention to Use
KPMG	Klynveld Peat Marwick Goerdeler
LV	Latent Variable
MGA	Multigroup Analysis
MPCU	Model of Personal Computer Utilization
MSMEs	Micro, Scale and Medium Enterprises
MSV	Maximum Shared Variance
NFI	Non-Fuzzy Index
NSDC	National Skill Development Corporation
PE	Perceived Enjoyment
PEOU	Perceived Ease of Use
PLS	Partial Lease Square
PLS-SEM	Partial Lease Square-Structural equation Modelling
PU	Perceived Usefulness
RMSE	Root Mean Square Deviation
SCT	Social Cognitive Theory
SEM	Structural Equation Modeling
SI	Social Influence
SM	Social Media
SMM	Social Media Marketing
SMU	Social Media Usage

SNS	Social Networking Sites
SRMR	Standardized Root Mean Square Residual
TAM	Technology Acceptance Model
TPB	Theory of Planned Behavior
TRA	Theory of Reasoned Action
TW	Trustworthiness
UTAUT	Unified Theory of Acceptance and Use of Technology
WOM	Word of Mouth

CHAPTER-1

INTRODUCTION

Social media is an online technology that allows swift sharing of multi-media content and real-time interaction with the public. It offers a wide range of delivery platforms like Facebook, Instagram and YouTube, whose functions and features are somewhat alike. Browsing materials such as text, digitized photos, videos, and comments act as a soul to social networking sites. The world of social media is so dynamic that new features and platforms get introduced every now and then. Word of Mouth (WOM) has taken on a new meaning in the era of social media. While a vast network of followers is impressive, the frequency with which the fans share the content becomes a strong indicator of social media success. In today's competitive world, it plays a critical role and influences the life of the people in society.

1.1: Background of the Study

We are living in a revolutionary world where several bombardments of new inventions are happening time and again. Social media, which was initially developed for communication purposes, has started attracting considerable attention in the domain of marketing. Its role in the promotion of various small and large businesses is most significant (Isodje, 2013; Hassan *et al.,* 2015). Like the traditional way, it allows brands to interact with their customers directly, while un-traditionally, it allows customers to interact directly with the brand and other customers (Mangold and Fauld, 2009). This customer-to-customer communication has magnified the marketplace. Many times, the same person acts as a buyer and seller simultaneously. Small business owners prefer social media over traditional media for promotion as it is inexpensive, covers a broad audience, and is easy to use through smartphones (Lagrosen and Grunden, 2014; Ukpere *et al.,* 2014; Genc and Oksuz, 2015; Parveen *et al.,* 2016; Thakur and Thakur, 2018). The photo and video content creation and sharing feature make it a perfect fit for the beauty and wellness industry (Kaur and Kumar, 2020) and serves as a lifetime portfolio for the brands (Genc and Oksuz, 2015). The ever-increasing usage intensity and influence of social media

advertisements have forced brands to customize social media marketing strategies in order to attract buyers (Pelletier *et al.*, 2020).

There are plenty of social media platforms and every platform has its advantages and disadvantages but using all of them is not a prudent move. Choosing the right platforms and the right time to post are the most crucial decisions (Kaur and Kumar, 2020). The researcher of the present study, through exploratory research, found that Instagram and Facebook are highly used platforms in the beauty and wellness sector, followed by YouTube, Snapchat, and LinkedIn. This study enhances the knowledge by offering an in-depth understanding about how social media is used in this industry. It also sheds light on the fact that every social media site offers active communication between brands and customers but not all of them are equally beneficial for the business. Here arrives the need to understand the proprietors' attitudes and behavioral intentions towards social media usage. Also, it is essential to discover the factors influencing customers' behavioral intention and explore what content they enjoy the most and which platforms drive them to visit the brand. The results will help the app developers to make modifications and improve the features of social media applications. As every person acts differently due to differences in personality and demographics, and these differences will be beneficial to understand the use of social media from both owners as well as customer perspectives. This research expands the scope of entrepreneurship as social media provides an online space for businesses and connects them with a broad audience. Owing to the little investment required to start online commercial work, anyone can become an entrepreneur at a low cost. The popularity of social media is also creating the demand for social media marketers and analytics, resulting in the creation of employment opportunities. The income of social media influencers, bloggers and vloggers is also rising with the popularity of social media. In the wellness industry, healthy living is highly encouraged on social media platforms through blogs, pictures, and video content (Ahmad *et al.*, 2019). Thus, social media is helping society by creating awareness regarding health and fitness. Social media advertising will reduce the dependence on paper-based marketing activities, which will save trees and our environment. The limitation of this study is that it is confined to the beauty and wellness industry only. Due to time constraints,

the survey was conducted in urban areas of Punjab. Future researchers can explore its usage in other industries and geographical locations. This area of research has excellent potential for future research.

1.2: Social Media: An Overview

Social media is an umbrella term for online technological tools which facilitate sharing information with a broad audience. One-to-many communication was the driving force behind the creation of social media. It has transformed the way we socialize and interact with people around the world. Today, millions and billions of people are using social media owing to its ease of use. It has made its place in every aspect of life and people are using it for varied purposes, including entertainment, collaboration, advertisement, sharing opinions, and reviews (Mangold and Faulds, 2009; Whiting and Williams, 2013). It is used by individuals and professionals (Hennig-Thurau *et al.*, 2010). Since marketers always follow their customers, brands started using social media as a valuable marketing tool. Consumers, brands, marketers, and business owners now communicate with each other directly through social media and engage them with innovative content.

1.2.1: Emergence of Social Media

People have been using social media for decades, yet there is a lot of confusion among users and researchers regarding the term Social Media, where it has come from, and what it entails. Inter-linked concepts like Web 2.0, user-generated content, social networking sites, and social media are often used interchangeably. As a result, it is necessary to take a step back and understand these concepts in detail. The evolution of social media is still a mystery. In the literature, there is no clear evidence regarding the emergence of social media. Some researcher says that it was started around the 1950s with the introduction of computers, other says it begins with the birth of social networking sites like LinkedIn (2003), Facebook (2004), Myspace (2004), YouTube (2005), Twitter (2006), etc. Kaplan and Haenlein (2010) detailed the emergence of social media. According to them, the era of social media began with the launch of “Open Diary” by Bruce and Susan Abelson, which linked online diary

writers into a virtual group. During the same time, the term Weblog emerged, which later become famous as Blog. The ever-increasing popularity of the internet further added to the development of more social networking sites such as My space (2003), Facebook (2004), and Virtual world –3D Linden Lab's Second Life.

1.2.2: Meaning and Definitions

Social media is a medium to share content with society via virtual communities. The word social media is the combination of two words SOCIAL (society and its people) + MEDIA (user-generated content). "According to Merriam-Webster, Social media is a form of electronic communication through which users create online communities to share information, ideas, personal messages, and other content." Social networking site (SNS), on the other hand, is for engagement, i.e., establish relationships, communicate with the public, build fan followings, and connect with the audience through a virtual space. Social media is a complex term which includes SNS, virtual worlds, blog posts, video, and photo sharing sites, etc. (Mangold and Faulds, 2009; Kaplan and Haenlein, 2010). SNS is nothing without social media. Various scholars have provided definitions of social media over time; a few of them are given below:

Definitions of social media:

(1). "A group of Internet-based applications which are built on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of User Generated Content" (Kaplan and Haenlein, 2010).

(2). "The second generation of web development and design, that aims to facilitate communication, secures information sharing, interoperability, and collaboration on the World Wide Web" (Paris, *et al*., 2010).

(3). "Social media is made up of various user-driven platforms facilitating diffusion of compelling content, dialogue creation and communication to a broader audience. It is essentially a digital space created by the people for the people and provides an environment which is conducive for interactions and networking to occur at different

levels (for instance, personal, professional, business, marketing, political, and societal" (Kapoor *et al.*, 2017).

Cyberspace and social media have opened new opportunities and challenges for both the private lives of individuals and the business activities of organizations. People can use it for socialization, promotion, brand awareness, and online content sharing (Correa *et al.*, 2013). Some popular social media platforms are Facebook, YouTube, Instagram, Twitter, Snapchat, LinkedIn, and Pinterest.

Individual Perspective

From the individual perspective, social media is a tool for communication and interaction with people across the globe. The communication process is made so easy with the advent of internet-based social media that a person can communicate with hundreds and thousands of people at once (Mangold &and Faulds, 2009; Adegbuyi *et al.*, 2015), that is why it has been considered a one-to-many-communication tool. With the help of SNS, it supports multi-way intersections, due to which its popularity has touched the sky.

Business Perspective

From a business perspective, social media is used as a marketing tool for creating brand awareness, promotion, engaging customers, maintaining relationships, customer support, lure traffic to the website (Ruane and Wallace, 2013). Businesses can save enough using free or low-cost social media sites as compared to expensive traditional media. Many business owners take advantage of this low-cost tool (Peters *et al.*, 2013).

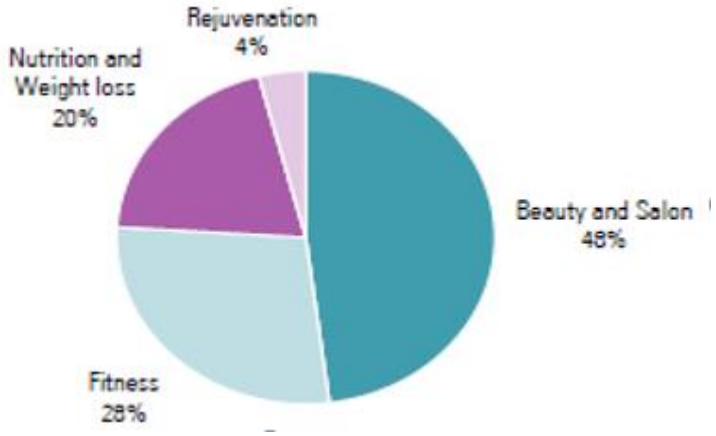
1.3: Social Media Use in Beauty and Wellness Industry

The beauty and wellness industry is one of the fastest-growing industries in recent times. This industry has shown tremendous growth in both developed and developing countries. India is among the top five fastest-growing beauty and wellness markets, with a compound annual growth rate of 18.6%. The beauty industry was primarily

meant for basic hygienic needs like haircuts, trimming, and waxing. Many individuals were hesitant to try additional skin treatments as these services were considered costly and accessible to those with higher socioeconomic status. Social media created awareness regarding the necessity of beauty and wellness services. Before the advent of social media, this industry mostly relied on campaigns and celebrity advertisements to attract customers. A massive transformation from traditional marketing to social media marketing has been observed in the 21st century (Michael, 2015). The advancement of internet technologies and social media has propelled this industry forward and has changed the ways of marketing products and services (Pentina and Koh, 2012). Brands began to concentrate on social media influencer marketing, rather than celebrity influencer marketing (Sondhi and Dhote, 2021), which reduces the cost, thus, is more advantageous to businesses and provides a positive return on investment. The YouTube Beauty Community is one of the largest online communities in the world (Genc and Oksuz, 2019), with YouTubers or beauty influencers wielding significant influence over large audiences (Choi and Behm-Morawitz, 2017). In a study conducted by Lovett and Staelin (2016), it was found that social media conversations influence 54% of customer decisions. Customers seek information from different social media platforms before paying a visit to the websites or stores (Li and Chang, 2016). They even buys products after watching content made by influencers (Masuda *et al*., 2021). It necessitates the need of influencer marketing and therefore, even renowned cosmetic brands are collaborating with Social media influencers (Genc and Oksuz, 2019) to influence viewers' purchase intention (Watanabe *et al*., 2021). Users of social media utilise it for product search, entertainment, communication, shopping, learning new skills, etc. (Al-Emadi et al., 2020; Aljukhadar et al., 2020; Qin, 2020). The beauty and wellness industry is being re-shaped by social media marketing (Kaur and Kumar, 2020). Bloggers and Vloggers are pillars of marketing the beauty and fitness industry (Schouten *et al*., 2019; Sun, 2021). Other key drivers for the rapid expansion of this industry include increased disposable income, rapid urbanization, and willingness to stepping-up toward a healthy and better lifestyle. The growing acceptance of beauty and wellness in everyday life widens its scope. Beauty and wellness spending is no longer considered

a luxury rather became a necessity (Tfaily, 2017). The youth is so much fascinated with the beauty world that they have started spending a hefty amount on it (Manideep *et al.,* 2018). People of all ages are giving importance to physical beauty and wellbeing. Customers are willing to pay more for premium beauty and wellness experiences. Figure 1.1 shows the share of beauty and wellness services in the Indian market. It has been observed that the beauty industry is women-centric while men continue to dominate the wellness segment. Many international players have also entered the Indian markets, primarily in the metro cities, and now shifting towards tier-II and tier-III cities due to increased demand from the middle-class population and youth of these cities. Despite the entry of Indian and global players, the industry's potential remains untapped as this industry is highly unorganized.

Figure 1.1: Share of Beauty and Wellness Services



Source: KPMG Analysis

1.4: Individual Differences, Attitude and Behavioral Intention

“Social media is a collection of web-based applications that allow users to create and share user-generated content based on the ideological and technological roots of Web 2.0” (Kaplan and Haenlein, 2010, 2012). It has become an integral part of our daily life, whether for business, entertainment, information, or any other purpose. At the same time, mobile access to social networks has improved tailored advertising and as a result, these platforms have become a more valuable source of prospects for

marketers. Social media is used to increase the width of the sales funnel and expand customer support. It has the power to lure the target customer to the website or store. It does not affect a single business but a line of businesses, be it manufacturing, trading, or services. But the usage of social media may vary from person to person because no two people are the same in this world. There will be individual differences in terms of demographic and psychographic personality factors. These individual differences along with other factors influence attitude and behavioral intention. The present study aims to get a deeper understanding of demographic and personality traits of the users of social media and their moderating effect between attitude and behavioral intention linkage in the beauty and wellness centers of Urban Punjab. The antecedent of attitude includes perceived usefulness, ease of use, enjoyment, trustworthiness, and facilitating conditions. Interaction effect of the big five personality traits comprising of openness, conscientiousness, extraversion, agreeableness, and neuroticism; and categorical moderation of five demographics covering income, marital status, age, gender, and education will also be checked in this study.

1.5: Problem Formulation

Social media is a hybrid element that supports multi-media formats (audio-visuals) and provides a virtual space for dialogue creation, education, and entertainment. Millions of people are using it, and brands can't afford to miss out on this opportunity to reach out to potential customers through social media. But the problem arises because the nature of social media is dynamic. It is still a newly developed media and many businesses do not exactly know how to make optimum utilization of this low-cost marketing tool to acquire customers. Social media platforms ramped up with unique features, so it is essential to be updated with the latest trends. Business owners should have a firm understanding of how customers perceive and evaluate social media. Based on previous research on customers' attitudes and behavioral intention regarding social media usage, it was discovered that attitude is a key predictor of behavioral intention. Further, understanding the personality traits of both proprietors

and customers will be helpful for successful social media marketing (Correa *et al*., 2013).

In the beauty and wellness industry, social media is quite useful because of its unique features. It is highly used to advertise beauty and fitness-related products and services. But there is a dearth of academic research in this industry compared to other industries (Wu *et al*., 2013; Kaur and Kumar, 2020). Social media usage in this industry has excelled; still, very little research has been carried out (Lagrosen and Grunden, 2014). This industry remained unfocused by researchers because it is highly unorganized, fragmented, and not regulated yet has high growth potential. This research will make efforts for a close look at this industry as well as social media marketing. Further, as the individual's personality traits highly influence small businesses, studying the impact of social media separately for small firms would be highly beneficial (Francesca et al., 2017). Moreover, conducting empirical research on social media usage in this industry from dual perspectives will narrow the gap in understanding the proprietor and customer behavior with respect to social media usage.

1.6: Rationale of the Study

The high relevance and continuously increasing importance of social media for most businesses make this topic highly intriguing from theoretical and practical viewpoints. A rapid increase in the urban population of Punjab and an increase in disposable income raise the standard of living, and these are the market drivers for the beauty and wellness industry. Many people now consider beauty and wellness a necessity. In Punjab, various training centers are opened under the PMKVY scheme to increase the number of skilled professionals and create self-employment in this industry. Promotional activities also play a dominant role in the growth of this industry. The current research examines social media usage from dual perspectives (business owners and customers) for a better understanding of their attitudes and intentions. This research will provide novel insights to social media marketers and proprietors in

the beauty and wellness industry. In this way, we believe our research makes a dual contribution:

(i) Adding to our general understanding about the use of social media in the promotion of the beauty and wellness industry by exploring those variables which were not considered in prior research.

(ii) Gaining insights into the beauty and wellness industry, which is a growing market in urban areas, particularly in Tier II and Tier III cities.

Additionally, we shall augment our study by investigating the moderating influence of demographic and personality traits of owners and customers on the relation between social media usage attitude and intention.

CHAPTER-2

REVIEW OF LITERATURE

This chapter offers a theoretical foundation for the present research. The sole aim of this section is to review the existing literature on the beauty and wellness industry, social media usage, attitude, behavioral intention, and related theoretical models such as TRA, TPB, TAM, and UTAUT. Various journals, e-books, and statistical reports contributed to expand knowledge and identify research gaps. Efforts were made to compile a list of relevant studies and grouped them into subsections for an in-depth understanding of the research topic.

2.1: Social Media Use

Social media is an extensive term used for several online platforms encouraging information sharing from one to many. People are using it for various purposes, including communication, marketing, entertainment, and the list goes on. (Mangold and Faulds, 2009). It was primarily created for communication purposes only but has recently gained tremendous popularity in the advertising world. Its usage has increased in both the personal and professional spheres (Jarvinen *et al.,* 2012) and has revolutionized the way consumers, brands, and marketers interact with one another. It is now the preferred choice for communicating directly with users and providing interest-creating content that is less intrusive (Patino *et al.,* 2012). Many researchers studied social media usage in different contexts and sectors, including education (Ivala and Gachago, 2012; Lin *et al.,* 2013; Palmer, 2013; Prestride, 2014), spa (Tabacchi, 2010; Islam, 2014), beauty (Stokinger and Ozuem, 2014, 2016; Kampani and Jhamb, 2021), fashion (Mohr 2013; Hsiao *et al.*, 2020; Rienda *et al.,* 2021), hotel (Mueller and Kaufmann, 2001; Antony *et al.,* 2004), restaurant (DiPietro *et al.,* 2012; Yaris and Aykol, 2021), healthcare (DeVries, 2012; Gupta *et al.,* 2013) and tourism (Voigt *et al.,* 2011; Telej and Gamble, 2019). Research on social media can be helpful for all its stakeholders, be it individuals, businesses, or customers.

2.1.1: Business Perspective

Social media plays a crucial role in the promotion of businesses. They use social media to interact with a broad audience, create brand awareness, promote their business, advertise their work and the list is so long. The use of social media provides ample opportunities for online brands to turn the online audience into potential customers (Kaplan and Haenlein, 2010; Kaur and Kumar, 2020). It is considered better than traditional marketing (Ukpere *et al.,* 2014; Genc and Oksuz, 2015) as it creates a competitive advantage for the business (Michaelidou *et al.*, 2011; Buratti *et al.,* 2018). However, the usage differs upon the age, size, type, and nature of the company. For small businesses, suggested the AIDA model when creating a social media marketing strategy. New firms are focusing on influencers who can further persuade their fans to adopt new products. The influencers are members of the general public, and they created a strong positive impact on consumer behavior (Wang and Lee, 2021). With the power to influence purchase decisions through influential marketing, social media is becoming the first preference of many brands. The digital era is not only changing consumer buying behavior but also entrepreneur choices and strategies of marketing. Merely creating an account on social media does not guarantee success (Lagrosen and Josefsson, 2011). Mindful adoption, community building, and absorptive capacity are required to successfully implement social media in business (Culnan *et al.,* 2010). The metrics to measure success include the number of subscribers, page views, engagement rate, etc. (Hallock *et al.,* 2019).

2.1.2: Customer Perspective

Social media are the virtual platforms where any person can create their account to become a part of virtual communities. It provides an online space where the photo and video content can be uploaded and shared to interact with the world. Facebook is the most popular among all networking sites, with 2.89 billion active users (Statista, 2021a). People use social media for interaction, communication, entertainment, and social bonding (Rauniar *et al*., 2014; Genc and Oksuz, 2015). Due to its popularity in

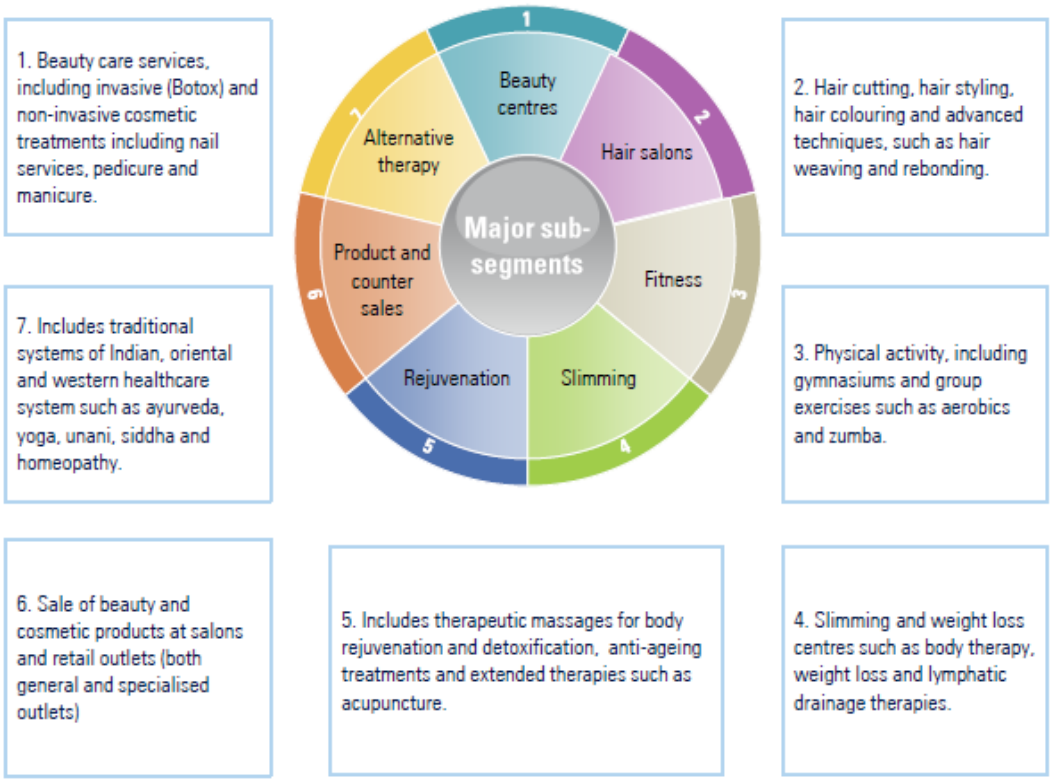
the field of marketing, the individuals on social media are turning into customers. People get attracted to the advertisement displayed over social media platforms and have shown intention to buy them (Sun and Wang, 2010; Boateng and Okoe, 2015). It is useful from customers' perspective as it provides an option to share their positive or negative experiences through comments, ratings, and reviews (Whiting et al., 2019). A positive word of mouth benefits the brand, while negative conversations spoil the brand image (Tuten and Perotti 2019). Further, it helps to build a strong relationship between customers and brands with two-way interaction (Sashi, 2012; Schaffer, 2013; Diffley and McCole, 2019). Social media usage from customers' perspective is extensively studied in different contexts; the majority of these studies focus on the impact of social media marketing on consumer buying behavior (Hajli, 2014; Vinerean et al., 2013; Mohammadpour et al., 2014).

2.2: Beauty and Wellness Industry

This industry comprises of beauty, skincare, spa, rejuvenation, fitness, and yoga (Manideep *et al.,* 2019). It is a service-centric industry where the quality of service can build a competitive advantage (Rapert and Wren, 1998). Beauty includes all those products and services which enhance an individual's appearance like skin, hair, and nails. Wellness means a healthy balance of the mind and body (Manideep *et al.,* 2018). Due to an emerging interest in cosmetics, especially those using Botox will continue to generate beauty content to meet commercial objectives and gain popularity (Castillo-Abdul *et al.,* 2021). Clients, particularly women, visit salons to escape from their mundane lives and reinvent themselves, which gives them more confidence in their appearances (Black, 2002). They are pampered by enjoying unique beauty services in a suitable services cape (Kampani and Jhamb, 2021). These days ayurvedic wellness and spa culture are also becoming popular (Islam, 2014) and becoming an indispensable element of the health care industry (Tfaily, 2017). The modern spa industry is diverse and complex in its offerings, providing many services (Tabacchi, 2010). Development in beauty technologies has also led to the growth of this sector. The top five markets where the growth of the beauty and wellness industry is at a fast pace are India, China, Brazil, the USA, and Indonesia (NSDC, 2015). This

industry is prospering because middle-class people have begun to see beauty and wellbeing as a necessity. The increase in health issues such as obesity, hypertension, and depression resulted in the growth of the fitness industry while the desire to look young and attractive created the demand for beauty products and services. Beauty centres, Hair Salons, Fitness, Slimming, Rejuvenation, Alternate therapy, product and counter sales are the major sub-segment of beauty and wellness. The services covered under each segment is given in detail below:

Figure 2.1: Major Sub-Segments of Beauty and Wellness



Source: KPMG analysis

The industry is expanding at a face pace with high growth potential in all the segments. The expansion of this industry is not confined to its core segments but scattered to several sectors like tourism, hospitality, and health insurance (FICCI and EY, 2019). Figure 2.1 shows major sub-segments, while Figure 2.2 depicts various related sectors of the beauty and wellness industry. The spa is the fast-growing

segment (Kim *et al.,* 2010). Different kinds of spas are offered according to the philosophy of one's country (Tabacchi, 2010). Hotels are giving greater importance to all types of wellness services (Mueller and Kaufmann, 2001). The credit for the growth of the wellness industry also goes to Wellness tourism (Voigt *et al.,* 2011; Kazandzhieva, 2014). People are getting aware of their physical and mental well-being and are interested in obtaining more information about it through social media (Page *et al.,* 2017; Reine, 2017).

Figure 2.2: Beauty and Wellness Industry and Related Sectors

Source: EY analysis

2.2.1: Indian Beauty and Wellness Industry

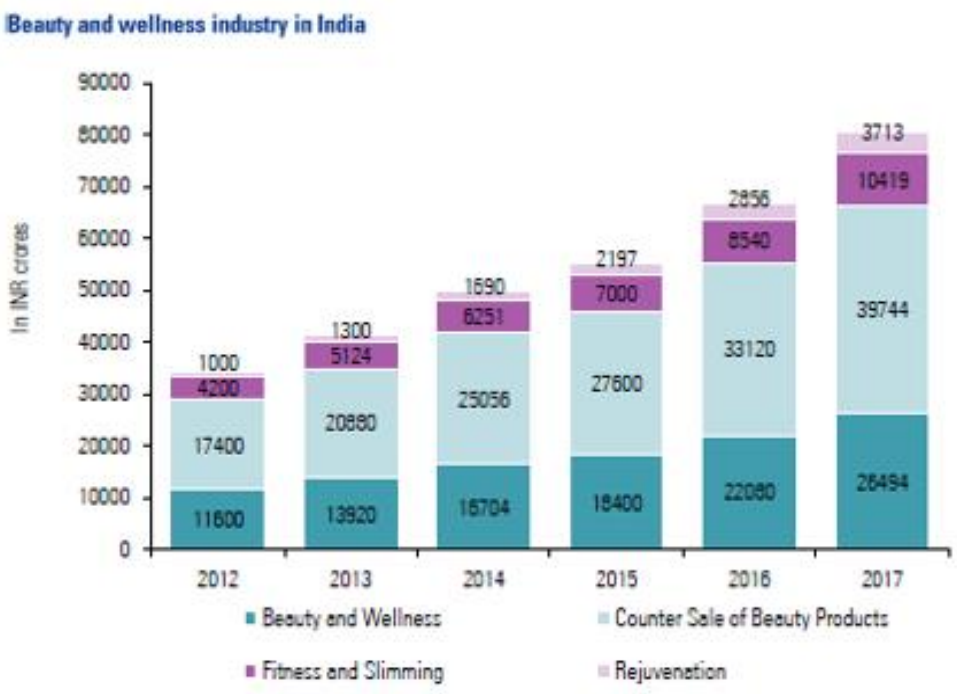
The Indian beauty industry is defined as "a gamut of all those services and products which focus on enhancing the aesthetics or appeal of an individual to make him/her look and smell better" (FICCI and EY, 2019). Pre-Liberalization, the sales of beauty products in India were limited due to poverty, inequality, and high taxes. The majority of Indians could hardly afford beauty products and services. At that time, it was

considered a luxury and was confined to the upper class of society. After liberalization, the country was seen as a potential market which was untapped for many years (Pathak and Nichter, 2018). This sector is highly unorganized, unregulated, and fragmented, yet has huge growth potential (Manideep *et al.,* 2018; Manideep *et al.,* 2019). Many international players have entered the Indian market, contributing to make this sector an organized one (Martin, 2017). However, most businesses are still unorganized, with many regional players running home-based salons and skin clinics (FICCI and EY, 2019). This industry is irked by the scarcity of skilled workforce, the less established training institutes, and increased operational costs (Martin, 2017). Kampani and Jhamb (2021) identified three stagings of servicescape in beauty salons: substantive, communicative, and social staging. The emergence of beauty blogs, vlogs, and hauls helps in the fast expansion of beauty products and services, including cosmetics, makeup, nails, and hair care. The rise in the number of content creators and bloggers is an additional benefit to this industry (Pathak and Nichter, 2018). A study conducted in Pune (India) found that social media influencers are aiding the beauty industry, whereas celebrity influencers are helping the wellness industry (Sondhi and Dhote, 2021). Millennials are often considered as the main drivers behind the meteoric growth of this industry. In a study conducted by Voigt et al. (2011), 38 percent of the people of beauty and spa centres are younger than 34 years. To sum up, the critical drivers for the development of this sunrise industry include the rising middle-class population, urbanization, increasing disposable income, and a vast young population base, and digital marketing (FICCI and EY, 2019).

According to a joint report by KPMG and NSDC, the Indian beauty and wellness industry was expected to reach INR 80,370 crores in 2017-18, with a CAGR of 18.60%, about double that of the US or European beauty markets. According to research published by the US Commercial Service and the International Trade Administration's Industry and Analysis in 2017, the overall size of the Indian personal care and cosmetic market, including services, was $ 4.5 to $5 billion in 2017. The bridal makeover section is most popular and profitable in the beauty service industry. The beauty industry was formerly dominated by women but has recently begun to

focus on male grooming, resulting in an increase in unisex salons (Martin, 2017). The number of beauty salons is mushrooming at the rate of 30% p.a. (ITA, 2016). Both the large and small salons are expanding towards Tier II and Tier III cities. The growth drivers towards this shift include increased awareness, low rentals, and a rising trend of consumer spending in these cities (FICCI, 2013). These markets provide similar potential as their metro counterparts (Martin, 2017). This industry faces challenges like lack of skilled workforce, fewer training institutes, and increased operational costs. The government of India, through its skill development program, is trying to overcome these challenges. Many training institutes are opened in India to boost the supply of skilled people to this sector. Further, the employment rate from the beauty salon industry is six times more than the employment from beauty products and counter sales (NSDC, 2017). Thus, the service sector of beauty and wellness is more beneficial for employment generation than the retail sector in a country like India. Given below is the graph showing growth in the Indian beauty and wellness industry from 2012 to 2017 (see Figure 2.3).

Figure 2.3: Beauty and Wellness Industry in India



Source: NSDC report

2.2.2: Social Media Use in the Beauty and Wellness Industry

In today's digital realm, social media acts as a powerful tool to communicate with people around the world. It allows the users to interact with the audience sitting in far-flung areas, share content, make connections, and is a good source of entertainment (Akar and Mardikyan, 2014; Lagrosen and Grunden, 2014; Voorveld *et al.,* 2018). The increased usage of internet technology and social media has resulted in a shift in marketing activities from offline to online. It plays a crucial role in the beauty and wellness industry. Business owners can save enough using this low-cost marketing tool. The visual nature and multimedia content sharing feature of social media make it a powerful tool for the promotion of this industry. Social media and E-WOM have the potential to influence the buying behavior of beauty products (Wang *et al.,* 2012, Nosita and Lestari, 2019; Manan *et al.,* 2020; Dalziel and De Klerk, 2021). With so many people connected to social media, brands cannot afford to ignore the possibility of turning these users into customers. Using Facebook, the brands can exchange and disseminate information, sell the products or services, maintain contact with current and new clients, and gain better knowledge about their client's likings (Ramsaran and Fowdar, 2013). Using YouTube, customers can watch, listen, and read about the products all at once (Kristen, 2016; Sun, 2021). In 2010, Ireson predicted that the reason why Facebook marketing will work. According to him, when companies will enter the Facebook community and engage with their customers like a friend, then, on the notion of friendship, Facebook will build trust (Ramsaran and Fowdar, 2013). Many organizations have started using social media to create consumer awareness (FICCI, 2013; Michael, 2015), while others are using it to maintain a strong connection with their customers and retain them (Stokinger and Ozuem, 2014; 2016). Shen and Bissell (2013) performed a content analysis on six beauty brands and concluded that they use social media, particularly Facebook, to create brand awareness and reinforce brand loyalty. Dodokh and Al-Maaitah (2019) found that social media usage improves the performance of organizations working in the cosmetic sector. However, usage patterns and strategies differ (Natarajan *et al.,* 2014) because one strategy does not fit for all (Kefi *et al.,* 2016; Mack *et al.,* 2017). Motives, Media, Management, Merit,

and Metrics are the five dimensions of social media in the Indian beauty and wellness industry (Kaur and Kumar, 2020). Social media set higher expectations in the health and wellness sector, while in reality, the experience obtained is multi-faceted (Monks *et al.*, 2021).

2.3: Theoretical Framework

The theoretical framework is a theory or set of theories on which the researcher laid the foundation of research work. It is used to describe the problem that the study is trying to solve. The researcher combines popular theories to investigate the interrelationship between the constructs. The current research focuses on social media usage behavior and the popular theories related to technology acceptance and behavior including TRA, TPB, DOI, SCT, TAM, and UTAUT. All these theories have been evolved gradually and developed from each other (Fidani, 2011, Ramadari *et al*., 2014). These theories are further have been modified from time to time by several researchers. The primary theoretical base of the current study is formed by TRA, TAM, and UTAUT. The base theories for human behavior and technology acceptance are TRA and TAM (Al-Tarawneh, 2019). UTAUT combined eight theories (Venkatesh *et al*., 2003) but excluded Attitude (Turan and Kara, 2018). In context of social media, attitude is developed and should be a core construct (Reuniar *et al*., 2014; Matikiti *et al.*, 2017). Therefore, a combination of several theories via extensions and modifications was required in social media context (Willis, 2008; Dahnil *et al*., 2014; Weerasinghe and Hindagolla, 2017). Additionally, personality traits play a vital role in determining social media use (Rosen and Kluemper, 2008; Ozguven and Mucan, 2013; Pornsakulvanich *et al*., 2020). However, modified TAM and UTAUT did not consider personality traits and several demographic variables. This study covers them all and leads to formation of a new model.

2.3.1: Popular Behavioral and Technology Acceptance Theories

(i) Behavioral studies

- TRA: Theory of Reasoned Action (Fishbein: 1967, 1973, 1975)

- TPB: Theory of Planned Behavior (Ajzen: 1991)
- BRT: Behavioral Reasoning Theory (Westaby: 2005)

(ii) Technology Domain

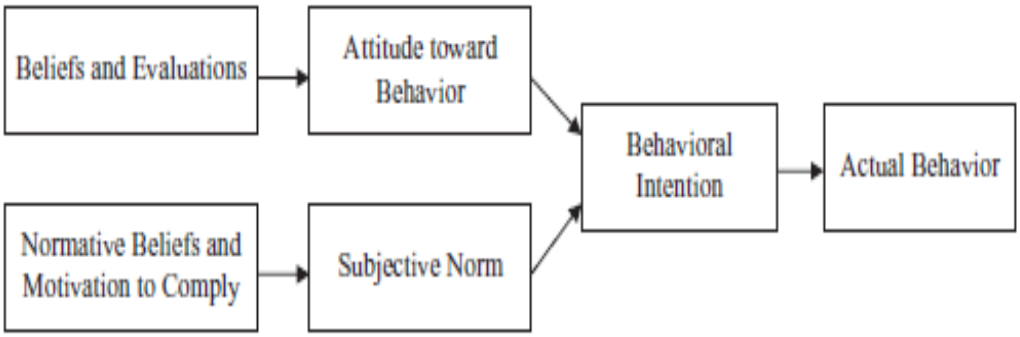
- TAM: Technology Acceptance Model (Davis: 1989)
- C-TAM-TPB: Combined TAM and TPB (Taylor and Todd: 1995a)
- UTAUT: Unified Theory of Acceptance and Use of technology (Venkatesh: 2003, 2012)

Let us understand these theories in brief, along with the core constructs.

2.3.1.1: Theory of Reasoned Action (TRA)

It is a social psychology-based theory and is among the most important and well-known theories of human behavior (Venkatesh *et al*., 2003). TRA, shown in Figure 2.4, has been used to forecast a wide range of behaviors (Sheppard *et al*., 1988). Davis *et al*. (1989) used this theory to investigate the acceptance of technology and discovered that the variance explained was substantially consistent with the results of TRA to investigate behaviors.

Figure 2.4: Theory of Reasoned Action (TRA)

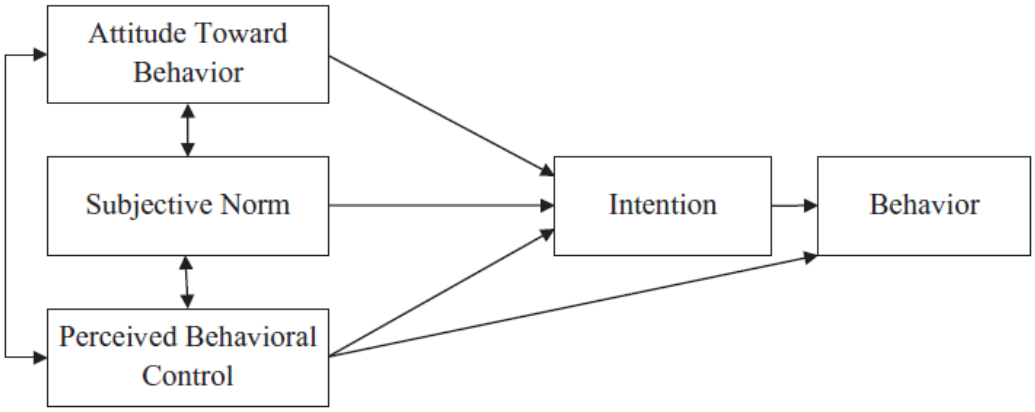


Source: (Fishbein and Ajzen, 1975)

2.3.1.2: Theory of Planned Behavior (TPB)

This theoretical model added perceived behavioral control to TRA, which is believed to influence intention and behavior (see Figure 2.5). Ajzen (1985, 1991) reviewed many studies that employed TPB to forecast behavior in a number of contexts. Many researchers like Mathieson (1991), Harrison *et al.* (1997) and Taylor and Todd (1995b) used TPB to investigate acceptance and use of various technologies and found similar results. The Decomposed Theory of Planned Behavior (DTPB) and TPB are equal in terms of forecasting intention (Venkatesh *et al*., 2003). It decomposes attitude, subjective norms, and perceived behavioral control within the context of technology adoption.

Figure 2.5: Theory of Planned Behavior (TPB)

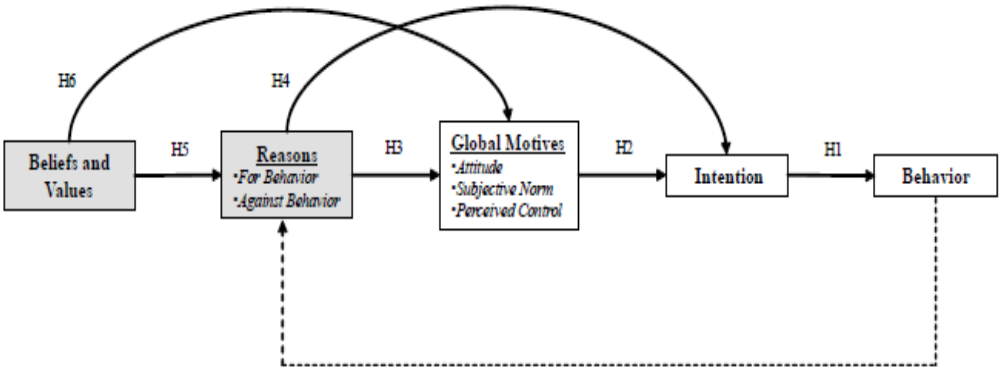


Source: (Ajzen, 1991)

2.3.1.3: Behavioral Reasoning Theory (BRT)

BRT is a behavioral theory which explains the motivations behind human actions and behavior. In this approach, beliefs and values influence attitude, subjective norms, and perceived control, while reasons for and against behavior determine behavioral intention (see Figure 2.6). According to BRT, beliefs and values are essential antecedents of reasons. These reasons become strong after a particular behavior is performed.

Figure 2.6: Behavioral Reasoning Theory (BRT)

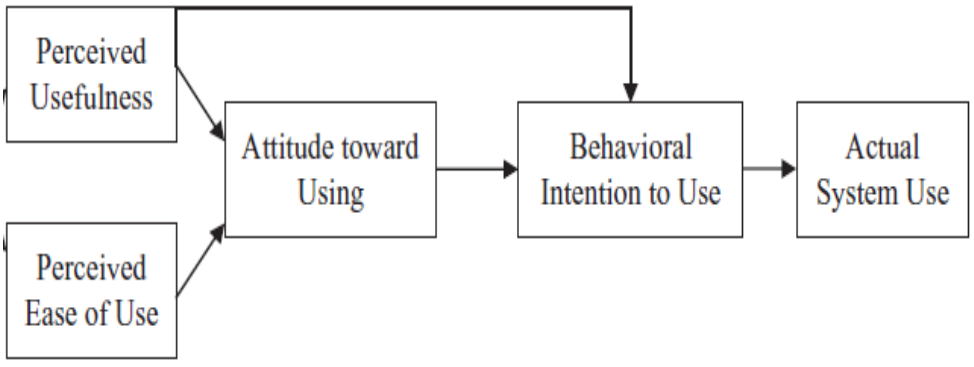


Source: (Westaby, 2005)

2.3.1.4: Technology Acceptance Model (TAM)

TAM was created to predict the acceptance of Information Systems and their utilization on the job. The main focus was laid on technology adoption and acceptance (see Figure 2.7). Unlike TRA, TAM excludes the attitude construct to predict intention if the technology is new. TAM is extended by integrating subjective norms in TAM-2 as a predictor of intention. But as people are using social media for more than a decade, their attitude towards social media is developed, which is the key predictor of Behavioral Intention. TAM has been used for varied technologies and in different contexts.

Figure 2.7: Technology Acceptance Model (TAM)

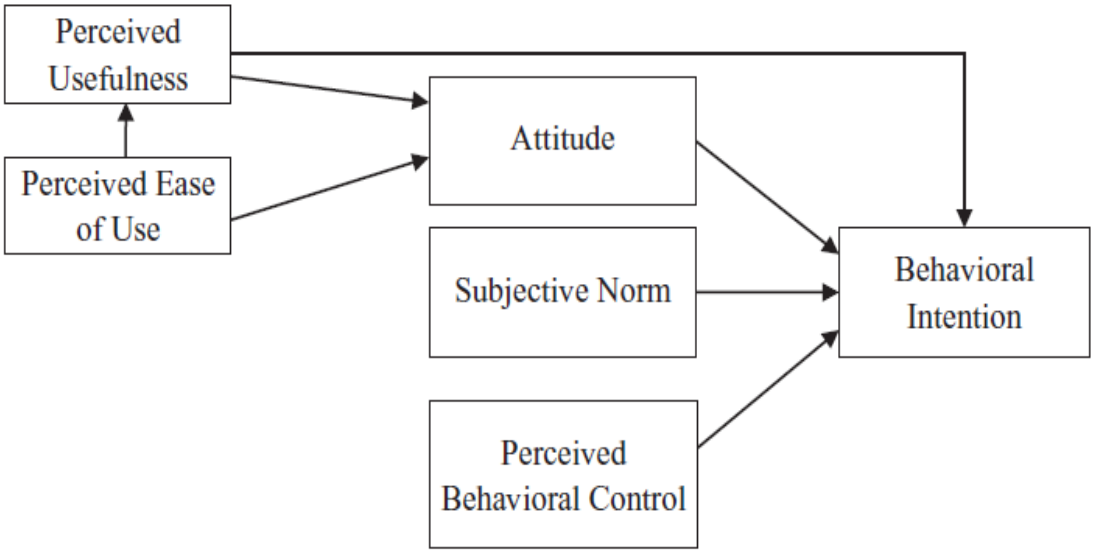


Source: (Davis, 1989)

2.3.1.5: Combined TAM and TPB (C-TAM-TPB)

Combine TAM and TPB, as the name suggests, combines two models to create a hybrid model. This model merges the core constructs of the TPB and TAM to predict behavior (Taylor and Todd 1995a). This model increased the popularity of linking different theories and checking the relationship between variables and constructs of numerous streams. (see Figure 2.8)

Figure 2.8: Combined TAM and TPB (C-TAM-TPB)



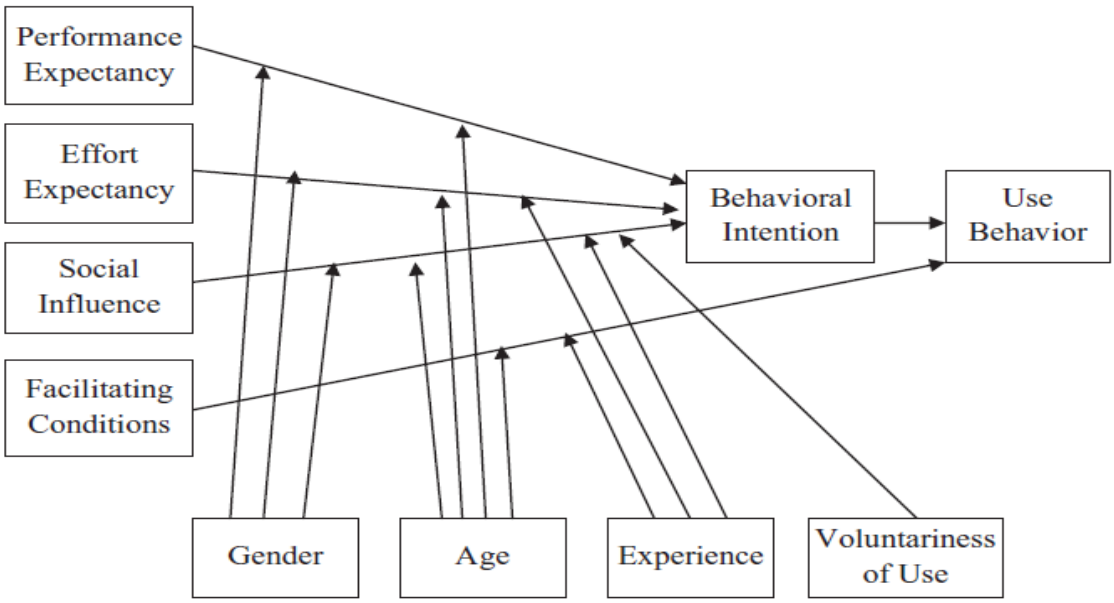
Source: (Taylor and Todd, 1995a)

2.3.1.6: Unified Theory of Acceptance and Use of Technology (UTAUT)

UTAUT is an integrated view of the technology acceptance model developed by Venkatesh and his colleagues. The UTAUT model seeks to explain how users intend to use an information system and how they utilize it. Original UTAUT evaluated the commonalities and dissimilarities of eight widely used theories in the technology acceptance context and identified four factors that influence behavioral intention to use technology as shown in Figure 2.9. It was created by combining constructs from eight different theories and four individual differences (demographics) acted as

moderators. UTAUT2 added three more variables to the original UTAUT, namely, Hedonic Motivation, Price, and Habit.

Figure 2.9: Unified Theory of Acceptance and Use of Technology (UTAUT)



Source: (Venkatesh et al., 2003)

2.4: Relevant Theories in Social Media Context

Social media popularity encouraged researchers to conduct studies covering various aspects. Many researchers used technology acceptance and behavioral studies in the social media context (Dahnil *et al.*, 2014). Pinho and Soares (2011) discovered that TAM could be used to check Social Networking sites adoption. Many researchers have successfully used TAM via its extension and modifications to explain user acceptance or adoption of social media (Lee *et al.*, 2012; Rauniar *et al.*, 2014; Weerasinghe and Hindagolla, 2017; Naqvi *et al.*, 2019). UTAUT constructs and credibility indicate the great potential of its usage in the social media context (Curtis *et al.*, 2010; Turan and Kara, 2018). Table 2.1 summarizes the major theories and their application to social media context, personality traits, and the beauty and wellness industry.

Table 2.1: Social Media and Related Studies

Authors	Title	Major Topic	Theoretical perspective	Paper Type	Major Findings
Rosen and Kluemper, 2008	The Impact of the Big Five Personality Traits on the Acceptance of Social Networking Website	SN Website, BIG FIVE	TAM	Research Paper	The study linked Big Five personality traits with PU and PEOU to BI, and the results show that Big Five personality traits can be major indicators of ease of use and usefulness in TAM.
Curtis *et al*., 2009	Adoption of social media for public relations by nonprofit organizations	SM	UTAUT	Research in Brief	Findings indicate that females consider social media advantageous whereas males show more confidence in actively using social media. Firms with appropriate public-relation departments are more likely to adopt social media for business use. A positive correlation between UTAUT constructs and credibility indicates the potential for greater use of social media.
Kim *et al*., 2010	A Predictive Model of Behavioral Intention to Spa Visiting: An Extended Theory of Planned Behavior	SM Ads	TPB	Research Paper	Attitude, Subjective norms, Perceived Behavioral Control, Spiritual wellness positively influence Behavioral Intention to SPA visiting.
Pinho and Soares, 2011	Examining the technology acceptance model in the adoption of social networks	SN use	TAM	Research Paper	The findings show that Social Networks are extremely simple to use, as respondents quickly gain proficiency in its usage. In terms of attitudes, respondents find SN entertaining and enjoyable. Attitude towards SN use is influenced by PU and PEOU, which further impact the behavioral intention towards SN usage. Thus, this study validates the use of TAM in SN adoption.

Authors	Title	Major Topic	Theoretical perspective	Paper Type	Major Findings
Lee *et al.*, 2012	The effect of Facebook users' arousal and valence on intention to go to the festival: Applying an extension of the technology acceptance model	FB, Perceived Enjoyment	TAM	Research Paper	Perceived Enjoyment strongly influences ATT, and ATT strongly influences BI. PU and PEOU do not significantly affect ATT.
Ozguven and Mucan, 2013	The relationship between personality traits and social media use	SM	None	Research Paper	Personality traits play a vital role in determining the level of social media use. The findings show that two personality traits (namely, conscientiousness and openness to experience), two demographics (namely, education and income), and life satisfaction significantly influence social media usage.
Dahnil *et al.*, 2014	Factors Influencing SMEs Adoption of Social Media Marketing	SMM	TRA, TAM, UTAUT	Literature Review	**Gap:** Business-related SM studies are less. TAM can successfully explain corporate-level technology adoption attitude and behavior. Definition of SMM: "Social media marketing refers to the use of social media technology in order to conduct a firm's marketing activities".
Ramadari *et al.*, 2014	Social media channels: the factors that influence the behavioral intention of customers	SM	TAM	Research Paper	The total effect of the factors that influence customers' behavioral intention to use social media channels is ranked as follows: perceived enjoyment, accessibility, perceived usefulness, trust, perceived ease of use, attitude, social influence, and self-efficacy. Structural equation modeling (SEM) was used to evaluate the results.

Authors	Title	Major Topic	Theoretical perspective	Paper Type	Major Findings
Rauniar *et al.*, 2014	Technology acceptance model (TAM) and social media usage: An empirical study on Facebook	SMU, FB	TAM	Research Paper	The study presented a revised TAM for social media, in which Intention to Use (IU) is determined by PU and TW. IU is an immediate antecedent of SMU. PEOU, Critical Mass, Capability, and Perceived Playfulness (PP) are the four determinants of PU, and there is a positive relationship between them.
Boateng and Okoe, 2015	Consumers' attitude towards social media advertising and their behavioral response (The moderating role of corporate reputation)	SM Ads	TAM	Research Paper	In the consumer behavior literature, it has been proved that customers' attitude significantly influences their intention to perform the behavior. Consumers with a favorable attitude toward an attitude-related object are likely to take actions that reflect their attitude. As a result, customers who have a positive attitude toward social media advertising are more likely to respond positively to social media advertising, purchase a product advertised on social media, or seek additional information.
Veldeman *et al.*, 2015	Social Media Adoption in Business-to-Business: IT and Industrial Companies Compared	SM	TAM	Research paper (Mixed Methods)	To better understand how social media is used in IT and industrial B2B organizations, the researcher used a mixed-method approach. IT B2B enterprises are more likely to use social media because they perceive fewer drawbacks, are more conversant with new technologies and believe that their stakeholders are already using social media.

Authors	Title	Major Topic	Theoretical perspective	Paper Type	Major Findings
Ahmad and Khan, 2017	Factors Influencing Consumers' Attitudes toward Social Media Marketing	SMM	TAM	Research paper	Usefulness, Reliability, and Word-of-Mouth Quality were revealed as significant elements influencing SNS users' attitudes toward advertisements.
Matikiti *et al.*, 2017	Social media in tourism: Establishing factors influencing attitudes towards the usage of social networking sites for trip organisation	SM	TAM, TPB, TRA	Research paper	The findings suggest that perceived benefits, subjective norm, and perceived behavioral control influence attitudes about using SNSs for trip planning, with perceived usefulness having the maximum impact.
Weera Singhe and Hindagolla, 2017	Technology acceptance model and social network sites (SNS): a selected review of literature	SNS	TAM	Literature Review	TAM has been successfully applied via its extension and modification for explaining user adoption and acceptance of SNS. Curran 2011: Social Influence is imp determinant of Attitude towards SNS. Lennon 2012: Demographic attributes and SMU (gender, age, marital status). Qin 2011: Social influence (SN and Critical Mass) influence PU. Willis (2008) confirmed that the TAM could explain and predict SNS acceptance and use.
Hong, 2018	Social and Personal Dimensions as Predictors of Sustainable Intention to Use Facebook in Korea: An Empirical Analysis	SNS	TAM, TPB, Social Influence Theory	Research paper	The antecedents of Intention to use social networking sites are Personal factors including Attitude and Perceived behavioral control, and Social Factors including Subjective norm and Information Cascade. Perceived Usefulness and Perceived Ease of Use are the determinants of Attitude.

Authors	Title	Major Topic	Theoretical perspective	Paper Type	Major Findings
Turan and Kara, 2018	Online social media usage behavior of entrepreneurs in an emerging market: Reasons, expected benefits and intentions	SM	UTAUT	Research paper	Attitude is used as a second-order construct. Further, using the UTAUT model, it is concluded that efforts performance expectations and social influences entrepreneurs' intentions to use online social media.
Mukherjee and Banerjee, 2019	Social networking sites and customers' attitude towards advertisements	SNS	TAM	Research Paper	The research found the importance of brand advertisements on social networks in developing a positive attitude as well as a buying intention for the brand in the SNS users' minds.
Naqvi *et al.*, 2019	The rise of social networking sites: An empirical investigation applying demographic differences and the technology acceptance model	SNS	TAM	Research Paper	The findings indicate that perceived privacy, demographic factors, and perceived usefulness have a significant effect on the Intention to use SNS. Age does not moderate the relationship between PEOU and PU.
Kaur and Kumar, 2020	Social media usage in Indian beauty and wellness industry: a qualitative study	SM	None	Research Paper	The study established 5M of SMU in the beauty and wellness industry. Facebook and Instagram are found to be the prominent platforms in this industry, followed by YouTube, Snapchat, and LinkedIn.
Pornsakulvanich *et al.*, 2020	Personality Traits and Demographics Influencing Social Networking Site Addiction	SNS BIG FIVE	None	Research Paper	Extraversion are more likely to get addicted to SNS, while Emotional Stability and Conscientiousness are less likely to get addicted. Furthermore, there were disparities in age groups and addiction to SNS, but no gender differences.

Authors	Title	Major Topic	Theoretical perspective	Paper Type	Major Findings
Castillo-Abdul *et al.*, 2021	How to Botox on YouTube: Influence and Beauty Procedures in the Era of User-Generated Content	SM Beauty	None	Research Paper	Due to the emerging interest in cosmetics, particularly those using Botox will continue to generate beauty content to meet commercial objectives and gain popularity.
Dalziel and De Klerk, 2021	Media and group influence on Generation Y consumers' attitudes towards beauty products	SM BI Beauty	TAM	Research Paper	Social media and E-WOM have the potential to influence the buying behavior of beauty products.
Kampani and Jhamb, 2021	Uncovering the dimensions of servicescape using mixed method approach – A study of beauty salons	Beauty salon	None	Research Paper	Customers are pampered by enjoying beauty services in a suitable servicescape. The three stagings of servicescape in beauty salons are substantive, communicative, and social.
Sondhi and Dhote, 2021	Social media influencers and consumer purchase decision with special reference to beauty and wellness products: a study of millennials in Pune	SM Beauty and wellness	None	Research Paper	Brands concentrate more on social media influencer marketing rather than celebrity influencer marketing as it has the power to influence purchase decision in the beauty industry. However, in the wellness industry, celebrity influencer marketing still preserves its position.
Sun, 2021	Research on the Influence of Video Marketing of Social Media Influencers on Consumers Purchase Intention of Beauty Products – Taking YouTube as Example	SM Beauty	None	Research Paper	Using YouTube, customers can watch, listen, and read about the products all at once. Video marketing on social media influences buying behavior of customers.

2.5: Attitude Towards Social Media Usage

Attitude can be defined as "an individual's positive or negative feelings about performing the target behavior" (Fishbein and Ajzen 1975). It is the key dimension which influences Behavioral Intention (Davis, 1986, 1989). This construct was first used in TRA, followed by TPB and TAM. Venkatesh *et al.* (2003) did not use this construct in the UTAUT model to predict Behavioral Intention. The attitude has not been developed in case of the adoption of new technology and that's why it does not affect Behavior Intention. However, for technology acceptance, attitude is developed and thus, it is a significant predictor of Intention. In the context of social media, the attitude has been established as people are using it for quite some time and there may be positive or negative feelings about its usage. Thus, it makes sense to use attitude as a construct in studies evolving social media acceptance. Attitude positively influences behavioral intention to use social media for varied purposes viz. Spa visiting (Kim *et al.,* 2010), Online shopping (Um, 2018), Trip organization (Matikiti *et al.,* 2017), and business promotion (Turan and Kara, 2018). Following are the determiners of attitude towards social media usage.

2.5.1: Perceived Usefulness

Perceived Usefulness can be defined as "the degree to which a person believes that using a particular system would enhance his or her job performance" (Davis 1989). It is found to be a strong antecedent of Attitude towards social media usage (Lee *et al.,* 2012; Ramadari *et al.,* 2014). Further, User intention to use social media is also influenced by the perceived usefulness of social media use (Pinho and Soares, 2011; Jaradat *et al.,* 2014).

2.5.2: Perceived Ease of Use

The construct is chosen from Technology acceptance model. According to Davis (1989), “Perceived ease of use is the degree to which an individual believes that using a particular system would be free from physical and mental efforts.” It has been considered a strong antecedent of Attitude (Lee *et al*., 2012) and Behavioral Intention

(Kallaya *et al.,* 2009). Some research also linked perceived ease of use with perceived usefulness (Lee *et al.,* 2012; Ramadari *et al.,* 2014; Jaradat *et al.,* 2014; Teo and Zhou, 2014). According to them, high ease of use leads to high usefulness, which further influences Attitude and Intention.

2.5.3: Perceived Enjoyment

"Perceived enjoyment is the extent to which the activity of using a specific system is perceived to be enjoyable in its own right, aside from any performance consequences resulting from system use" (Venkatesh *et al*., 2003). This construct is chosen from the UTAUT model. Apart from any performance repercussions emerging from system use, it should be entertaining and enjoyable. The past research shows that perceived enjoyment influences attitude (Lee *et al.,* 2012; Ramadari *et al.,* 2014; Um, 2018) and Behavioral intention (Venkatesh *et al.,* 2003, 2012).

2.5.4: Trustworthiness

Trust on social media is also an essential component to understand Attitude and Intention to use technology. Many businesses invest in technology because other businesses are also using it. The issue of a social media site's trustworthiness (TW) is a key element in the TAM model for social media usage (Ramadari *et al.,* 2014; Rauniar *et al.,* 2014). If the recommendations about brands are given on social media by near and dear ones, then it helps to build trust in brands (Hughes *et al.,* 2012). Trust is also built with time. Hence, trustworthiness is an antecedent of attitude towards social media and affects behavioral intention too.

2.5.5: Facilitating Conditions

"Facilitating conditions is the degree to which an individual believes that an organizational and technical infrastructure exists to support the use of the system" (Venkatesh *et al.,* 2003). One form to facilitate the situation is the provision of technical support which can influence the system use (Thompson *et al*., 1991). MPCU

uses Facilitating conditions to determine behavior, and this construct is similar to perceived behavioral control of TPB and BRT model.

2.6: Behavioral Intention

The variables that motivate someone to engage in a given behavior are referred to as behavioral intention and it reveals persons willingness to try or how seriously they endeavor to accomplish that action (Ajzen, 1991; Matikiti *et al.*, 2017). There are a lot of theories focusing on behavior intention like TRA, TPB, BRT, TAM, UTAUT. Some theories focus on general human behavior, while others focus on specialized behavior related to technology acceptance (Venkatesh *et al.*, 2003, 2012). In the content of social media usage, the intention is mainly determined by three core constructs, namely, attitude, social norms, and experience Ramadari *et al.*, 2014; Poon and Huang, 2017).

2.6.1: Social Influence

The process by which an individual's views, beliefs, or conduct get influenced by key people such as friends or family is known as social influence. It is a strong predictor of attitude towards social media usage and behavioral intention (Venkatesh *et al.*, 2003, 2012; Matikiti *et al.*, 2017). Subjective norm in TRA, TPB, TAM 2 and C-TAM-TPB, social factors in MPCU, and image in IDT are all examples of social influence as a direct indicator of behavioral intention (Venkatesh *et al.*, 2003). Thompson *et al.* (1991) defined their construct as social norms, and they acknowledge that it is similar to the subjective norm. Thus, Social influence has been studied in a lot of popular theories with different names.

2.6.2: Experience

Previous research has found that the user experience always has an impact on behavioral intention. In the framework of social media, users' own experience is a powerful indicator of intention towards social media usage. Experience is an important predictor of Behavioral Intention (Poon and Huang, 2017). If the users get

benefitted from the past use of technology, their intention to use it in the future will be positive. Often, experience moderates the relationship between core constructs. Venkatesh *et al.* (2003, 2012) used the experience as a moderating variable between Behavioral intention and its predictors.

2.7: Big Five Personality Traits and Social Media Use

A stable psychological characteristic of people that predicts a wide variety of attitudes and behaviors is referred to as personality (Correa *et al.,* 2013). It took decades for psychologists to conclude that the Big Five personality traits, often known as the "five-factor model", cover almost all individual personality differences and give a solid foundation for universally understanding the personality of individuals (McCrae and Costa, 1997). The researchers initially looked at the link between personality traits and Web usage in general. (Hamburger and Artzi, 2000; Tuten and Bosnjak, 2001; Hamburger and Artzi, 2003; Amiel and Sargent, 2004; Kalmus *et al.,* 2011). But after the emergence of social networking sites like LinkedIn (2003) and Facebook (2004), the research trend shifted to social media and social networking sites. This trend has led researchers to conduct studies on specific uses of social media. There are many specific studies on Facebook (Ross *et al.,* 2009; Hamburger and Vinitzky, 2010; Hughes *et al.,* 2012; Seidman, 2013). Most of the studies related to Big Five personality traits and social media are quantitative in nature (Tuten and Bosnjak, 2001; Amiel and Sargent, 2004; Correa *et al.,* 2010). Apart from these traits, the other elements that influence the use of social media include entertainment (Tuten and Bosnjak, 2001), social interaction, avoid loneliness (Hamburger and Artzi, 2003; Hughes *et al.,* 2012), voice one's opinion (Mangold and Faulds, 2009; Kaplan and Haenlein, 2010). The present study focuses on checking the moderating effect of Big five personality traits (Acronym OCEAN) on the link between Attitude and Behavioral intention. Given below is a brief explanation of Big Five Personality traits.

2.7.1: Openness

Openness means how open a person is to try something new and relish new experiences. People with extreme openness are imaginative and have plenty of plans

and experiences to share. On the contrary, people low on openness are close-minded and inflexible. Openness to experiences is positively related to social media use (Correa *et al.,* 2010). A person who is innovative and open-minded tends to accept new technology faster than uncreative and close-minded people.

2.7.2: Conscientiousness

Conscientiousness refers to the preference of a person for an organized and planned life. People high on conscientiousness are reliable, prompt, organized, and perfectionism. On the other hand, people with low conscientiousness are irresponsible, lazy, and easily distracted. Conscientious people limit the use of social media technologies and are more focused on their work. They tend to use social media slightly lesser than other individuals (Sharma and Jaswal, 2016).

2.7.3: Extraversion

Extraversion means how social a person is in society. People with high Extraversion are talkative, energetic, assertive, and interactive with others. People with low extraversion are called introverts, and these people are detached cold, prefer social withdrawal. Literature shows mixed results regarding their use of social media. Extrovert people love to make new connections, and therefore, they highly use social media platforms (Correa *et al.,* 2010). Few studies show that introverted people are more comfortable in the virtual world like Facebook, Twitter than being around people in person, and they are frequent users of social media.

2.7.4: Agreeableness

Agreeableness means to put another person's needs ahead of oneself. People with high agreeableness are selfless, friendly, kind, affectionate, cooperative. Low agreeableness traits are manipulative, suspicious, and deceitful. Individuals who are high on agreeableness do not want to spend too much time on social media and love to make connections with people around them (Alan and Kabadayi, 2016). On the

contrary manipulative people prefer to join the online community and initiates chats with unknowns on social media.

2.7.5: Neuroticism

It is also known as emotional stability. It is a measurement of how much a person tends to worry. People high on Neuroticism are shameful, moody, tense, and depressive. People with low Neuroticism are shameless and fearless. Neurotic people tend to highly use social media to avoid loneliness (Hamburger and Artzi, 2003; Butt and Phillips, 2008). They prefer posting more photos on Facebook profiles than individuals with the low neurotic group (Hamburger and Vinitzky, 2010; Seidman, 2012). On the contrary, Correa *et al.,* 2010 reported that emotional stability was a negative predictor of social media usage.

2.8: Demographic Characteristics and Social Media Use

According to past research, the users' demographic characteristics also influence the acceptance of technology. Young people accept technology faster than the elders. Similarly, there are gender and age differences when using internet-based technologies. Empirical research revealed that males and females behave differently, and thus their adoption and use of social media also differs. But Anasi (2018) found that females and males act the same to adopt and use technology, particularly social media. Lin *et al.,* (2013) looked at the elements that influence people's attitudes and intentions for sharing information on social media sites. The findings revealed significant gender variations in the parameters that influence information-sharing behaviors. Lubua and Pretorius (2018) investigated the effect of demographic factors on the relevance of social media-based commerce and found a positive influence of both age and gender. Demographic characteristics can change the attitude and behavior of the user (Lee, 2010). The current study investigates the moderating effect of demographic variables on the link between social media usage attitude and behavioral intention. For this purpose, five Demographic characteristics (Acronym IMAGE) will be considered as under:

2.8.1: Income

Interestingly, income affects the purchasing power of the consumer. In the era of digitalization, more and more people are buying technological gadgets. Affluent people tend to be more technology-savvy than poor. Availability of internet connection increase in the number of smartphone users made it easy to be on social media.

2.8.2: Marital Status

In Indian society, married people tend to have more responsibilities compared to unmarried ones. Due to the burden of responsibility, the schedule of married people is quite busy. Hughes *et al.* (2012) recommended studying the effect of Marital status on social media usage. Further, the moderating influence of marital status will be useful.

2.8.3: Age

The age of respondents is one of the variables used in this study. It enables the categorization of respondents into clear groups with verifiable characteristics. Age can be categorized as Generation X (1960-1980), Y (1980-2000), and Z (2000 to till date). The literature shows that Generation Y frequently uses social media, though, with changing times, Generation X and Z have also started adopting social media technologies. Thus, age differences can also influence attitude and behavior intention with respect to social media usage.

2.8.4: Gender

Not surprisingly, males are more likely to accept new technologies. But with the changing trends, female attitude towards technology is also changing. They are no longer considered technology-challenged, rather regarded as technology-savvy (Upkere *et al.,* 2014).

2.8.5: Education

The education level of a person decides the literacy level. In India, primary education is free, yet the literacy rate is not up to the mark. The education level of an individual also affects social media acceptance (Hughes *et al.,* 2012). Therefore, considering this variable to study social media would be of great use.

2.9: Moderating Effect of Demographic and Personality Traits

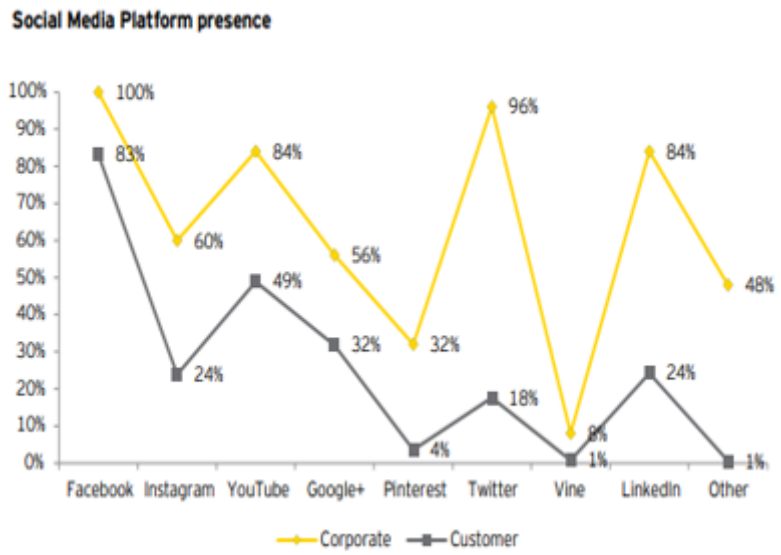
The use of technology is highly influenced by varied demographic attributes and personality traits. It is also affected by PU and PEOU, which ultimately affect the attitude and behavior of the user towards technology usage (Davis, 1989). Personal traits and Demographics of the user directly affect their attitude. The popularity of social media has encouraged researchers to analyze the relationship between activities performed on social media with the demographics and personality traits of the users. In the literature, significant attention has been paid to users' demographics and personality characteristics concerning their use in social media. In the present study, we employ the big five personality traits and demographic characteristics to explore moderating influence between social media usage attitude and behavioral intention.

2.10: Social Media Platforms

Social media marketing requires creativity and careful selection of platforms. It is not essential to be present on every channel; however, it is critical to select the optimal network for reaching and engaging the target client. Currently, Facebook, Instagram, Pinterest, Twitter, YouTube, and LinkedIn are all popular social media sites that help businesses to create brand awareness, and lead generation. Facebook is the most widely used social networking platform as it is user-friendly, but soon it will lose its position to newly developed Instagram in various industries (Genc and Oksuz, 2015). Another study on marketing executives of MSMEs in Mumbai shows that Facebook is still the most popular, followed by Instagram, and both will prove fruitful for businesses (Srinivasan *et al.,* 2016). The intent behind social media marketing is to generate business opportunities and attract customers to the brand. Over 75% of these

businesses dedicate up to 5 hours per week on social media marketing. The content post frequency of Facebook and Instagram are high, followed by YouTube with 1-2 posts a week. The average response time is 1-6 hours (Srinivasan *et al.*, 2016). One cannot imagine a life without Facebook, YouTube, WhatsApp, Twitter, Instagram, and LinkedIn. Figure 2.10 shows the comparative graph of corporate and customer usage of various social media platforms. The number of social media users is increasing day by day and this can be evident from the report of the global book of Jan 2018, which shows that India's total population is around 1347 million out of which 462 million people are internet users, followed by 250 million active SM users. About 230 million people are active mobile phone SM users, which shred evidence about its popularity (Kemp, 2018). Users feel that using social media platforms will strengthen their social connections and provide them with more knowledge, and as a result, they have developed a favorable attitude towards using social media.

Figure 2.10: Social Media Platforms Presence



Source: Social Media Marketing: India Trend Study

2.10.1: Facebook

With 2.89 billion active users, Facebook is the most popular SNS (Statista, 2021a). It is the perfect medium to communicate with your customers. Due to its popularity,

many beauty salon owners are using it for the promotion of their business. People are using Facebook for various purposes, viz. information sharing, buying, and selling, entertainment, and learning (Ramsaran and Fowdar, 2013). Facebook is integrated with millions of applications and websites and is available in more than 70 languages for communication purposes.

2.10.2: Instagram

Instagram is one of the most popular SNS, and it has become a new marketing tool in social network marketing. Instagram had some 800 million users in September 2017, but in June 2018, it reaches 1 billion active users. Kevin Systrom, CEO of Instagram, told in an event held in San Francisco that their photo and video sharing social network now has a community of one billion users. He also unveiled a new long-form video feature to attract "creators" to give a tough competition to google-owned YouTube (Charpentrat, 2018). At present, there are around 1.4 billion active Instagram users and India is the leading country with 180 million users, followed by the USA with 170 million users (Statista, 2021b). IGTV and reels can reach many people and is a perfect fit for the beauty and wellness industry. It is also used to handle appointment updates, complaints, and many more.

2.10.3: YouTube

With more than 2.2 billion active users, YouTube is the best video content site in the world. YouTube is famous for fashion, lifestyle, beauty, and the list is long. Statista once forecasted that the annual beauty content views to be 88 billion in 2018 but it was 169 billion (Statista, 2021c). It is almost double of what was forecasted which shows its popularity in the beauty industry. In a study conducted by Stelzer (2013), 69% of marketing managers plan to increase the use of YouTube in the coming years.

2.10.4: Snapchat

Snapchat is a mobile social media application that was founded in 2011 by Evan Spiegel and Bobby Murphy. It allows its users to capture, modify and share photos

and videos using very attractive filters. This shared media frequently referred to as "Snaps," has the property of self-destructing after 24 hours. Users, often known as Snap-chatters, can search for data compiled by brands or Snapchat itself (Garnica, 2017). Snapchat is one of the fastest ways to share a moment in an innovative way. It is popular among youngsters and there are 280 million active Snapchat users in the world. At present, the USA is leading in terms of the number of Snapchat users, followed by India with 105.25 and 99.8 million users respectively (Statista, 2021d).

2.10.5: LinkedIn

LinkedIn has 756 million users, with many businesses, professionals, academic staff, and students. It is used for communication, entertainment, brands publicity, and marketing (Davis *et al.*, 2020). Its features are similar to Facebook, but still, it is less popular (Chang *et al.*, 2017). In academic research, it has received significantly less attention from researchers when compared to Facebook (Brewer, 2018). LinkedIn has started gaining the attention of businesses to target educated youth and professionals. As the number of LinkedIn users is increasing day by day, it is creating a potential market for many businesses.

2.11: Research Gap

▶ There is a dearth of research in the field of SM usage in the beauty and wellness industry. (Lagrosen and Grunden, 2014; Kaur and Kumar, 2020; Sondhi and Dhote, 2021). Therefore, we can say that:

▶ Very little information is available about the usage and contribution of different social media platforms in the field of marketing as well as consumer research (Nataranjan, 2014).

▶ The number of studies regarding social media usage from the business perspective is quite less. (Dahnil 2014; Turan and Kara, 2018).

▶ TAM emphasized on the use of Information systems within the organization, but it fails to emphasize system usage outside the company by individual users.

▶ Psychological researchers proved that individual behavior is influenced by other people's behavior surrounding them (Social Influence) and through their own experience (Rauniar *et al.,* 2014; Venkatesh *et al.,* 2003, 2012).

▶ Moderating effect of each of BIG FIVE personality traits on the association between social media usage attitude and behavioral intention is seen with very few studies. Sharma and Citurs (2014) mentioned themselves to be the first ones to check the moderating effect of Big five personality traits between the constructs of UTAUT.

▶ Hence, the present study will focus on this identified research gap regarding the use of different SM platforms in the beauty and wellness sector. This research will consider the perspective of owners and customers for understanding their attitude towards social media usage and its influence on behavioral intention. The researcher used popular theories of technology acceptance and behavioral studies to determine the factors affecting Social Media Usage Attitude and Behavioral Intention. Demographic characteristics and Big five personality traits affect social media usage. The moderating influence of these traits on the relationship between social media usage attitude and behavioral intention will also be studied.

Therefore, the topic **"Social Media Usage and its Influence on Behavioral Intention: In Context of Beauty and Wellness Centres in Urban Punjab"** has been taken for the present study.

CHAPTER-3

RESEARCH METHODOLOGY

The methodology used for conducting the research is described in this chapter. It explains the research designs, sampling designs, sample size, tools, and techniques used for this research. The present study aims to understand the use of social media and its influence on behavioral intention in the beauty and wellness industry from a dual perspective. Social media usage and attitude are treated as exogenous variables, while behavioral intention is the endogenous variable. Social influence, experience, gender, and age are the control variables for behavioral intention. The items used in the survey are taken from established instruments for measuring Social Media Usage, Attitude, Behavioral intention, and Big Five Personality traits. Scale development, validity, and reliability are explained in this chapter, followed by statistical tools and software used to test the proposed conceptual model.

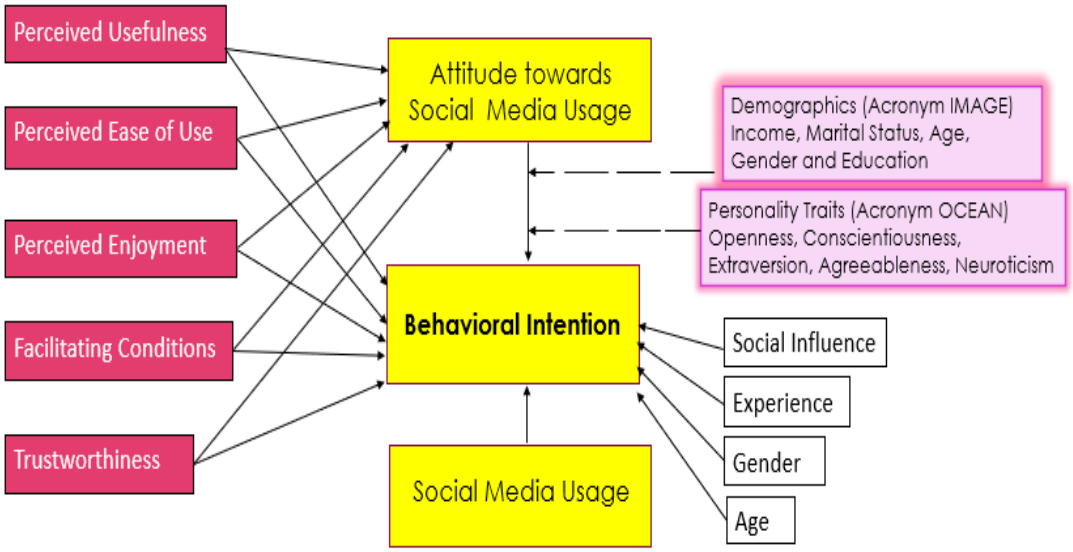
3.1: Objectives of the Study

The primary goal of the present study is to examine "Social Media Usage and its influence on Behavioral Intention in the context of the Beauty and Wellness centre in Urban Punjab." A total of four objectives were formulated for this study. Each goal will be evaluated from two perspectives: Proprietors and Customers of the beauty and wellness centres of urban Punjab who are using social media. Finally, the proposed conceptual model (see Figure 3.1) will be empirically tested to understand the strength of relationships between the variables. Following are the objectives.

1. To examine the influence of Social media usage on Behavioral Intention.
2. To analyze the effect of determinants of Attitude towards social media usage on Behavioral Intention.
3. To determine the moderating influence of Demographics on relationship between Attitude and Behavioral Intention.

4. To determine the moderating influence of Personality traits on relationship between Attitude and Behavioral Intention.

Figure 3.1: Proposed Conceptual Model



Designed by Researcher

3.2: Formulation of Research Hypotheses

After reviewing the literature extensively, it has been found that there is an influence of all the variables of social media on the behavioral intention of proprietor and customer in the context of Beauty and Wellness centres in Urban Punjab. Since the data has been collected from different geographical locations from a different set of groups of people of the society, therefore the result may vary based on the characteristics of respondents. The following hypotheses have been framed to study the problem during the present research:

H0 (1): Proprietor social media usage has a significant positive influence on behavioral intention.

H0 (2): Customer social media usage has a significant positive influence on behavioral intention.

H0 (3): Proprietor attitude towards social media usage has a significant positive influence on behavioral intention.

H0 (3a): Perceived usefulness has a significant positive influence on attitude towards social media usage.

H0 (3b): Perceived usefulness has a significant positive influence on behavioral intention.

H0 (3c): Attitude towards social media usage significantly mediates the relationship between perceived usefulness and behavioral intention.

H0 (3d): Perceived ease of use has a significant positive influence on attitude towards social media usage.

H0 (3e): Perceived ease of use has a significant positive influence on behavioral intention.

H0 (3f): Attitude towards social media usage significantly mediates the relationship between perceived ease of use and behavioral intention.

H0 (3g): Perceived enjoyment has a significant positive influence on attitude towards social media usage.

H0 (3h): Perceived enjoyment has a significant positive influence on behavioral intention.

H0 (3i): Attitude towards social media usage significantly mediates the relationship between perceived enjoyment and behavioral intention.

H0 (3j): Facilitating condition has a significant positive influence on attitude towards social media usage.

H0 (3k): Facilitating condition has a significant positive influence on behavioral intention.

H0 (3l): Attitude towards social media usage significantly mediates the relationship between facilitating condition and behavioral intention.

H0 (3m): Trustworthiness has a significant positive influence on attitude towards social media usage.

H0 (3n): Trustworthiness has a significant positive influence on behavioral intention.

H0 (3o): Attitude towards social media usage significantly mediates the relationship between trustworthiness and behavioral intention.

H0 (4): Customer attitude towards social media usage has a significant positive influence on behavioral intention.

H0 (4a): Perceived usefulness has a significant positive influence on attitude towards social media usage.

H0 (4b): Perceived usefulness has a significant positive influence on behavioral intention.

H0 (4c): Attitude towards social media usage significantly mediates the relationship between perceived usefulness and behavioral intention.

H0 (4d): Perceived ease of use has a significant positive influence on attitude towards social media usage.

H0 (4e): Perceived ease of use has a significant positive influence on behavioral intention.

H0 (4f): Attitude towards social media usage significantly mediates the relationship between perceived ease of use and behavioral intention.

H0 (4g): Perceived enjoyment has a significant positive influence on attitude towards social media usage.

H0 (4h): Perceived enjoyment has a significant positive influence on behavioral intention.

H0 (4i): Attitude towards social media usage significantly mediates the relationship between perceived enjoyment and behavioral intention.

H0 (4j): Facilitating condition has a significant positive influence on attitude towards social media usage.

H0 (4k): Facilitating condition has a significant positive influence on behavioral intention.

H0 (4l): Attitude towards social media usage significantly mediates the relationship between facilitating condition and behavioral intention.

H0 (4m): Trustworthiness has a significant positive influence on attitude towards social media usage.

H0 (4n): Trustworthiness has a significant positive influence on behavioral intention.

H0 (4o): Attitude towards social media usage significantly mediates the relationship between trustworthiness and behavioral intention.

H0 (5): Proprietor demographics significantly moderate the relationship between attitude towards social media usage and behavioral intention.

H0 (5a): Income significantly moderates the relationship between attitude towards social media usage and behavioral intention.

H0 (5b): Marital status significantly moderates the relationship between attitude towards social media usage and behavioral intention.

H0 (5c): Age significantly moderates the relationship between attitude towards social media usage and behavioral intention.

H0 (5d): Gender significantly moderates the relationship between attitude towards social media usage and behavioral intention.

H0 (5e): Education significantly moderates the relationship between attitude towards social media usage and behavioral intention.

H_0 (6): Customer demographics significantly moderate the relationship between attitude towards social media usage and behavioral intention.

H0 (6a): Income significantly moderates the relationship between attitude towards social media usage and behavioral intention.

H0 (6b): Marital status significantly moderates the relationship between attitude towards social media usage and behavioral intention.

H0 (6c): Age significantly moderates the relationship between attitude towards social media usage and behavioral intention.

H0 (6d): Gender significantly moderates the relationship between attitude towards social media usage and behavioral intention.

H0 (6e): Education significantly moderates the relationship between attitude towards social media usage and behavioral intention.

H0 (7): Proprietor personality traits significantly moderate the relationship between attitude towards social media usage and behavioral intention.

H0 (7a): Openness significantly moderates the relationship between attitude towards social media usage and behavioral intention.

H0 (7b): Conscientiousness significantly moderates the relationship between attitude towards social media usage and behavioral intention.

H0 (7c): Extraversion significantly moderates the relationship between attitude towards social media usage and behavioral intention.

H0 (7d): Agreeableness significantly moderates the relationship between attitude towards social media usage and behavioral intention.

H0 (7e): Neuroticism significantly moderates the relationship between attitude towards social media usage and behavioral intention.

H_0 (8): Customer personality traits significantly moderate the relationship between attitude towards social media usage and behavioral intention.

H0 (8a): Openness significantly moderates the relationship between attitude towards social media usage and behavioral intention.

H0 (8b): Conscientiousness significantly moderates the relationship between attitude towards social media usage and behavioral intention.

H0 (8c): Extraversion significantly moderates the relationship between attitude towards social media usage and behavioral intention.

H0 (8d): Agreeableness significantly moderates the relationship between attitude towards social media usage and behavioral intention.

H0 (8e): Neuroticism significantly moderates the relationship between attitude towards social media usage and behavioral intention.

3.3: Research Design

The framework that guides and organizes the research is the research design. It provides a blueprint for performing the research that involves data collection, measurement, and analysis methods (Creswell, 2003; 2014). The present study primarily consists of the application of both qualitative and quantitative research techniques. It is exploratory and descriptive in nature. The researcher explored the use of social media in the beauty and wellness industry by conducting interviews with the owners of beauty and wellness centres of Urban Punjab. The results revealed that Facebook and Instagram both are highly used in this industry, followed by YouTube, Snapchat, and LinkedIn (Kaur and Kumar, 2020). All these five platforms are taken in

the current research. This research is descriptive, where the researcher will not have any control over the variables. The descriptive character of the study allows a thorough and complete examination of the variables taken under this study. As part of a quantitative investigation, primary data was collected using a structured questionnaire. Separate questionnaires were prepared for proprietors as well as customers to understand the role and effectiveness of social media in the beauty and wellness business. The study seeks to find the inter-relationships between the constructs. It is cross-sectional as the information is gathered from respondents at a point of time.

3.4: Sampling Procedure

Sampling can be defined as the portion of an aggregate population from which inferences about the aggregate can be drawn. A population is a group of people sharing similar traits or characteristics. Finding a suitable sample that can represent the entire population is among the most crucial components of performing the research. Apart from this, identifying the target group, sampling technique and sample size also play an important role in a research study (Zikmund et al., 2013). The following points explain the sampling procedure of the current study.

3.4.1: Targeted Population

Numerous elements must be considered for deciding the target population. It plays a major role to achieve the objectives of the study. In the present study, all the Beauty and Wellness centres, including beauty salons, spas, rejuvenation, gyms, fitness, and yoga centres, etc., shall constitute the universe for the study. Out of these, beauty and wellness centres located in urban areas of Punjab covering Amritsar, Jalandhar, Ludhiana, Mohali, and Patiala were chosen based on the urban population size. Further, the proprietors and customers of beauty and wellness centres were considered the target population. The Proprietors and the Customers who are using any social media platforms out of the given options (Facebook, Instagram, YouTube, Snapchat, LinkedIn) were taken as sampling units. The researcher visited beauty and wellness centres, connected with them on social media platforms and encouraged them to

participate in the survey. From each geographical location (Ludhiana, Amritsar, Jalandhar, Patiala, and Mohali) a total of 200 responses were required, thus, making a total sample size of 1000.

3.4.2: Sampling Design and Technique

The probability of any particular sample being drawn is the sampling design. It is broadly classified into two categories: probability sampling and non-probability sampling. The sampling technique assists the researcher in choosing the sample elements for the study. For the present study, a purposive sampling technique was used to select the proprietors. For customers of the beauty and wellness industry, the convenience sampling technique was applied. The proposed sample size was 1000 (Proprietors: 200 and Customers: 800). Both purposive and convenience sampling are non-probability sampling methods are used in this research for selecting the sample that will represent the entire population.

3.4.3: Sample Size

Selecting the number of observations to be taken from the population to carry out the research is referred to as sample size. The nature of the investigation affects the size of the sample. Small sample size is required for experimental and qualitative studies, but a larger sample is recommended for confirmatory and conclusive studies. Further, there are variations in terms of the selection of sample size for quantitative studies. A small sample size of 150 is appropriate for business-related research, while a customer-based study necessitates a much bigger sample size. A well-selected small sample is more meaningful than a carelessly selected large sample (Memon *et al*., 2020). Sample size also differs according to the nature of the software package. Because of the latter's estimation methodology, it is widely accepted that partial least squares structural equation modeling (PLS-SEM) programs like Smart-PLS work perfectly with small sample size, whereas covariance-based structural equation modeling (CB-SEM) programs like AMOS works best with large sample size (Hair *et al*., 2017a; Ringle *et al*., 2020; Ryan, 2020). The ten times rule suggested by Barclay *et al*. (1995) is the most popular technique to choose sample size when using PLS

(Hair *et al.*, 2017a). However, this technique is criticized by several researchers (Marcoulides and Chin, 2013; Ringle *et al.*, 2020). 'Inverse-square root' and 'Gamma-exponential methods' were proposed by Kock and Hadaya (2018) as two new methods for determining the minimal sample size required for PLS-SEM path models. Based on the inverse square root, the minimal sample size would be 160. This sample size is reduced to 146 if researchers use the gamma exponential approach. There are plenty of ways to determine the sample size for the research. The present study is based on the beauty and wellness industry, which is highly unorganized, and therefore, the exact number of beauty and wellness centres in the given geographical location remains unknown. Many of these centres are not using social media for business promotion, so they are outside the scope of the present research. None of the sources can provide an exact number of beauty and wellness centres of urban Punjab using social media for the promotion of their business. The current research covers a dual perspective. Due to the nature of research and statistical analysis tools, it is found appropriate to collect data from 200 proprietors and 800 customers of the beauty and wellness centres of Urban Punjab (Memon *et al.*, 2020). A descriptive formula is used to check the average sample size required to conduct research. The formula given by Cochran (1977) has been used for this purpose:

$$n = Z^2 (p\ q) / e^2$$

Considering a case when we need to determine the sample size for a larger population with unknown levels of variation. Taking a presumption of 50% maximum variability (p =0.5) and a 95% level of confidence with a 5% accuracy, the necessary sample size can be determined as follows: p = 0.5, q =1-0.5 = 0.5; e = 0.05; z =1.96. Where n is the representative sample, z is the intended confidence level's determined significant level, p is the general populations estimate the percentage of a characteristic, q p = 1, for desired accuracy level. So, $n = (1.96)^2 \times (0.5) \times (0.5) / (0.05)^{\cdot} = 384.16$, therefore, n= 384. The sample size of the present study is 1000 which is sufficient for the generalization of findings.

3.5: Data Collection

The primary data was collected with the help structure questionnaire to be filled by the proprietors and customers of Beauty and Wellness centres of Urban Punjab. The questionnaires were distributed to Proprietors and customers in printed form as well as google form, which was circulated via WhatsApp and social media platforms. Overall, 204 responses were received from the proprietor, out of which 22 were either pattern response, incomplete, and carelessly filled. Thus, 182 responses were considered for final analysis from the proprietor's perspective. Regarding data collection from customers, a total of 834 responses were received, out of which 97 responses were discarded due to varied locations, carelessly filled, pattern, or incomplete responses. Finally, a sample of 737 was taken for final analysis from the customer's perspective. Thus, this study analyzes the data based on the duly filled questionnaire from 919 respondents (737 + 182). For primary data, accurately filled responses of 91.90 % is a healthy response rate. Common sources for secondary data include the internet, magazines, newspapers, online databases, journals, dissertations, and government statistics, etc.

3.6: Instruments for Data Collection

Two well-structured questionnaires were prepared and distributed to the customers and proprietors separately. The information about the respondents' use of social media was gathered in Section-A of both questionnaires. It includes the platforms used in terms of frequency and duration. Section-B provides information about attitude towards social media usage and behavioral intention. Section-C throws light on the information related to the personality traits of the proprietors and the customers. Finally, Section-D provides information about the demographic characteristics of proprietors as well as the customers. Seven-point Likert scale was used to measure the continuous variables. Social media usage behavior scale was adapted from Venkatesh *et al*. (2003, 2012), Ramadari *et al*. (2014), Reuniar *et al*., 2014, Matikiti *et al*. (2017) and personality traits scale was adapted from Saucier (1994), John and Srivastava (1999), Gosling *et al*. (2003). Confidentiality of data

was maintained at all the stages of data collection. Let us understand each questionnaire in detail:

3.6.1: Proprietor Questionnaire

A) Social media usage: Section-A of the questionnaire comprises of understanding the usage of social media by proprietors of the beauty and wellness centre for their business. For this purpose, respondents were asked about the social media platforms used by them to promote their business. The frequency of usage was checked on the ordinal scale 'Never' to 'Daily'. Further, they were asked about the weekly spent time by them on each platform. Additionally, the type of content they prefer to post and devices they mostly use for handling social media platforms were also asked. Social media usage was also measured using reflective statements established by Ellison *et al.* (2007) on a 7-point Likert scale.

B) Attitude and Behavioral Intention: Section-B of the questionnaire is related to dimensions of Attitude and Behavioral Intention. Social media usage attitude is a predisposition or tendency to respond positively or negatively towards using social media. The five dimensions of attitude identified through literature are Perceived Usefulness, Perceived Ease of use, Perceived Enjoyment, Trustworthiness, and Facilitating conditions. The meaning of each variable in terms of social media usage is given below:

Perceived usefulness is the number of benefits obtainable by using social media. Perceived ease of use is the degree of ease related to the use of social media. Perceived enjoyment means fun or pleasure derived from the use of social media. Facilitating Conditions deals with the availability of resources and support to use social media. Trustworthiness is the level of trust and safety on social media platforms for profiles and postings. All these determinants might also affect the behavioral intention along with attitude, social influence, and experience. Behavioral Intention is the perceived likelihood to continue or discontinue the use of social media platforms for the promotion of business in the future. Social Influence is the degree to which an individual is influenced by the society

regarding use of social media. Experience means a lived situation that leaves an impression about the use of social media.

C) **Personality Traits:** Section-C of the questionnaires deals with Personality traits. Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism are the five personality traits that predict the overall personality of an individual. These big five personality traits are widely used in psychology. Openness is the degree to which an individual is open to new experiences, innovative, and curious about many things. Conscientiousness is the degree to which an individual is reliable, hardworking, and organized. Extraversion is the degree to which an individual is talkative, full of energy, and emotionally expressive. Agreeableness is the degree to which an individual is helpful, friendly, unselfish with others, has a forgiving nature, and generally trusting. Neuroticism is the degree to which an individual is tense, worries more than others, and is moody.

D) **Demographics:** Section-D of the questionnaire comprised of demographical profiles of the Proprietor; It consisted of (a) Name (b) Business segment (c) Gender (d) Age (e) Marital Status (f) Education (g) Annual Income (h) Geographical Location. This demographical information of the proprietor is required to check the moderating influence on the relationship between various variables.

3.6.2: Customer Questionnaire

A) **Social media usage:** Section-A of the questionnaires comprised of understanding the usage of social media from the customers' perspective. The main objective is to know the influence of social media in planning a visit to the beauty or wellness centre. For this purpose, respondents were asked about the social media platforms used by them along with the frequency and duration of use of each of the five platforms. The questions related to the type of content and the device they use to browse were also a part of the survey. Additionally, social media usage was measured using reflective statements established by Ellison *et al.* (2007) on a 7-point Likert scale. Most importantly, they were asked if they follow any beauty or

wellness brands on these social media platforms, and if the content they saw on these platforms influenced their decision to visit a beauty or wellness centre.

B) **Attitude and Behavioral Intention:** Section-B of the questionnaire is related to dimensions of Attitude and Behavioral Intention. Attitude towards social media is a predisposition or tendency to respond positively or negatively towards the usage of social media. The five dimensions of attitude identified through literature are PU, PEOU, PE, TW, and FC. The meaning of each variable in terms of social media usage is given below:

Perceived usefulness is the number of benefits obtainable by using social media. Perceived ease of use is the degree of ease related to the use of social media. Perceived enjoyment means fun or pleasure derived from the use of social media. Facilitating Conditions deals with the availability of resources and support to use social media. Trustworthiness is the level of trust and safety on social media platforms for profiles and postings. All these determinants might also affect the behavioral intention along with attitude, social influence, and experience. Behavioral Intention is the perceived likelihood that a user will start using or continue or discontinue the use of social media platforms in planning a visit to Beauty and Wellness Centre. Social Influence is the degree to which an individual is influenced by the society regarding use of social media. Experience means a lived situation that leaves an impression about the use of social media.

C) **Personality Traits:** Section-C of the questionnaires deals with Personality traits. Openness, Conscientiousness, Extraversion, Agreeableness and Neuroticism are the five personality traits that predict the overall personality of an individual. These big five personality traits are widely used in psychology. Openness is the degree to which an individual is open to new experiences, innovative, and curious about many things. Conscientiousness is the degree to which an individual is reliable, hardworking, and organized. Extraversion is the degree to which an individual is talkative, full of energy, and emotionally expressive. Agreeableness is the degree to which an individual is helpful, friendly, unselfish with others, has

a forgiving nature, and generally trusting. Neuroticism is the degree to which an individual is tense, worries more than others, and is moody.

D) Demographics: Section-D of the questionnaire comprised of demographical profiles of the Proprietor; It consisted of (a) Name (b) Customer of segment (c) Gender (d) Age (e) Marital Status (f) Education (g) Annual Income (h) Geographical Location. This demographical information of the customers is required to check the moderating influence on the relationship between various variables.

3.7: Scale Description

All the scale items are measured on seven-point Likert scale, where 1 = Strongly Disagree, 2 = Disagree, 3 = Somewhat Disagree, 4 = Neutral, 5 = Somewhat Agree, 6 = Agree, 7 = Strongly Agree. The statements used for measuring Social Media Usage, determinants of Attitude, Behavioral Intention, and personality traits in the context of Beauty and Wellness centres in Urban Punjab were codified as under:

Table 3.1: Description of Scale Items (Proprietor)

Sr No.	Constructs	Statements
Social Media Usage Scale		
1.	**Social Media Usage (SMU)**	**SMU1:** I use social media regularly.
		SMU2: I am in the habit of using social media.
		SMU3: I dedicate some time of my daily routine to social media.
		SMU4: I feel out of touch if I don't check social media for a while.

		SMU5: I feel sad if social media stops working.
Attitude Scale		
2.	**Perceived Usefulness (PU)**	**PU1:** The use of social media is beneficial to promote my business.
		PU2: Social media is an economical tool and has a wide reach.
		PU3: Social media is useful to generate business.
		PU4: Social media keeps our followers updated about latest offers and events.
3.	**Perceived Ease of Use (PEOU)**	**PEOU1:** Social media is quite simple and easy to use.
		PEOU2: Uploading photos and videos on social media is very easy for me.
		PEOU3: Handling social media accounts is simple.
		PEOU4: I can easily use social media to promote my business.
4.	**Perceived Enjoyment (PE)**	**PE1:** Social media is a good source of entertainment.
		PE2: Using social media is interesting.
		PE3: I enjoy being part of social media.
		PE4: I feel bored when I use social media. *

5.	**Trustworthiness (TW)**	**TW1:** Social media is a safe platform for sharing information.
		TW2: Social media provides security to my account.
		TW3: I trust social media's privacy policies.
		TW4: I feel safe when posting content on social media.
6.	**Facilitating Conditions (FC)**	**FC1:** Social media can be accessed at anytime from anywhere.
		FC2: I have the knowledge to use social media sites.
		FC3: I am capable of using social media platforms.
		FC4: I have sufficient resources (e.g., mobile, internet connection, etc.) to use social media.
		FC5: I can easily get help when I find difficulties while using social media.
7.	**Attitude towards Social Media Usage (ATT)**	**ATT1:** I like to use social media to promote products and services.
		ATT2: The use of social media is worthy.
		ATT3: It makes sense to use social media for promotion of my business.
		ATT4: Overall, my attitude towards social

		media usage for business promotion is positive.
Behavioral Intention Scale		
8.	**Behavioral Intention (BI)**	**BI1:** I will continue to use social media in near future.
		BI2: I am planning to increase the use of social media.
		BI3: I expect that I will use social media more actively.
		BI4: I intend to use social media even if its usage cost increases.
Social Influence Scale		
9.	**Social Influence (SI)**	**SI1:** Social media is popular in the beauty and wellness industry, that's why I am using it.
		SI2: People who are important to me, expect that I should use social media for my business.
		SI3: My friends, relatives, and clients encouraged me to use social media.
		SI4: People whose opinion I value, suggest me to use social media for business promotion.
Experience (Single Global Item)		
10.	**Experience (Exp)**	**EXP1:** My prior experience encourages me to use social media for business promotion.
Big Five Personality Trait Scale		

11.	**Openness (O)**	**O1:** I am curious to learn new things.
		O2: I come up with innovative business ideas.
		O3: I am hesitant to try new things in business. *
12.	**Conscientiousness (C)**	**C1:** I am disciplined during business hours.
		C2: I perform business tasks efficiently.
		C3: I am careless in managing business tasks. *
13.	**Extraversion (E)**	**E1:** I love to interact with my customers.
		E2: I am talkative while dealing with customers.
		E3: I am quite reserved and like to keep quiet. *
14.	. **Agreeableness (A)**	**A1:** I am kind to almost every client.
		A2: I like to help customers my staff
		A3: I am rude with my employees. *
15.	**Neuroticism (N)**	**N1:** I am emotionally stable during business hours.
		N2: I remain calm in tense business situations.
		N3: I get upset very easily. *

**Negative Statements*

Table 3.2: Description of Scale Items (Customers)

Sr No.	Constructs	Statements

Social Media Usage Scale		
1.	**Social Media Usage (SMU)**	**SMU1:** I use social media regularly.
		SMU2: I am in the habit of using social media.
		SMU3: I dedicate some time of my daily routine to social media.
		SMU4: I feel out of touch if I don't check social media for a while.
		SMU5: I feel sad if social media stops working.
Attitude Scale		
2.	**Perceived Usefulness (PU)**	**PU1:** Social media platforms are useful to get information about brands, products, and services.
		PU2: Social media platforms keep me updated about latest offers and events.
		PU3: Social media shows the content of my interest.
		PU4: Visuals on social media are appealing.
3.	**Perceived Ease of use (PEOU)**	**PEOU1:** Social media is quite simple and easy to use.
		PEOU2: Social media can be used without putting much effort.
		PEOU3: Saving photos and videos from social media is very easy for me.
		PEOU4: Using social media is difficult for me.

		*
		PEOU5: Learning to use new social media is easy.
4.	**Perceived Enjoyment (PE)**	**PE1:** Social media is a good source of entertainment.
		PE2: Using social media is interesting.
		PE3: I enjoy being part of social media.
		PE4: I feel bored when I use social media. *
5.	**Trustworthiness (TW)**	**TW1:** Social media is a safe platform to surf information.
		TW2: Social media provides security to my account.
		TW3: I trust social media's privacy policies.
		TW4: I feel safe when posting comments or reviews on social media.
6.	**Facilitating Conditions (FC)**	**FC1:** Social media can be accessed at anytime from anywhere.
		FC2: I have the knowledge to use social media sites.
		FC3: I am capable of using social media platforms.
		FC4: I have sufficient resources (e.g., mobile, internet connection, etc.) to use social media.

		FC5: I can easily get help when I find difficulties while using social media.
7.	**Attitude towards Social Media Usage (ATT)**	**ATT1:** I like to use social media.
		ATT2: The use of social media is worthy.
		ATT3: It makes sense to use social media.
		ATT4: Overall, my attitude towards social media usage is positive.
Behavioral Intention Scale		
8.	**Behavioral Intention (BI)**	**BI1:** I am willing to use social media in future to choose a beauty or wellness centre.
		BI2: I expect that I will use social media when planning to visit a beauty or a wellness centre.
		BI3: I intend to use social media to search for beauty or wellness centres near me and their services.
		BI4: I forecast that I will check social media page of the beauty or wellness centres before visiting it.
Social Influence Scale		
		SI1: People (who are important to me) encourage me to use social media when planning to visit a beauty or a wellness centre.
		SI2: People (whom I trust) recommend me to check social media page of beauty or wellness

9.	**Social Influence (SI)**	centre before visiting it.
		SI3: My friends and relatives suggest me to go through the work and public comments on social media before visiting any beauty or wellness centre.
		SI4: People whose opinion I value, would prefer me to use social media to choose the beauty or wellness centre to visit.
Experience (Single Global Item)		
10	**Experience (Exp)**	**EXP1:** My previous experience encourages me to use social media when planning to visit a beauty or wellness centre.
Big Five Personality Trait Scale		
11.	**Openness (O)**	**O1:** I am innovative.
		O2: I am curious to learn about new things.
		O3: I am hesitant to try new things. *
12.	**Conscientiousness (C)**	**C1:** I do things efficiently.
		C2: I am self-disciplined.
		C3: I am careless. *
13.	**Extraversion (E)**	**E1:** I am comfortable around people.
		E2: I am talkative.
		E3: I am quite reserved and like to keep quiet. *

14.	. **Agreeableness (A)**	**A1:** I am kind to almost everyone.
		A2: I like to help others.
		A3: I am rude to others. *
15.	**Neuroticism (N)**	**N1:** I am emotionally stable.
		N2: I remain calm in tense situations.
		N3: I get upset very easily. *

** Negative statements*

3.8: Reliability and Validity of Instruments

It is essential to ensure that established scales are utilized effectively to measure the variables. Thus, the questionnaire is subjected to professional scrutiny and pilot testing (Sekaran, 2003). The content validity of the questionnaire is done by seven experts (five national and two international) who had a good understanding of the constructs used in this study and social media trends. For face validity, the researcher visited five proprietors of the beauty and wellness centres to ensure that the language and content are easy to understand by the target audience. As a part of pilot testing, 20 responses were obtained from proprietors and 80 responses from the customers for scale reliability. The Cronbach alpha, which is the widely used method to check internal consistency, was used, and according to Nunnally (1978), a threshold value of 0.70 and well above is the permissible limit. However, it should not be greater than 0.95. Cronbach alpha values for each scale are above the prescribed standard values shown in Table 3.3, indicating the suitability of the questionnaire for final data collection.

Table 3.3: Reliability for Data Analysis

Constructs	**Reliability (Proprietor)**	**Reliability (Customer)**

SMU	0.766	0.828
PU	0.770	0.799
PEOU	0.887	0.838
PE	0.817	0.788
TW	0.938	0.892
FC	0.741	0.837
ATT	0.725	0.839
BI	0.762	0.917
SI	0.748	0.865
O	0.899	0.719
C	0.701	0.717
E	0.874	0.769
A	0.725	0.734
N	0.913	0.810

Source: Primary Data

For the proprietor questionnaire, the highest reliability score is 0.938 for trustworthiness and the lowest reliability is 0.701 for conscientiousness. For the customer questionnaire, the highest reliability score is 0.917 for behavioral intention and the lowest reliability is 0.717 again for conscientiousness. There was no need to eliminate any items from either questionnaire because the Cronbach alpha values were above the acceptable value of 0.70.

3.9: Data Analysis

This present study was conducted to find the influence of Social Media Usage on behavioral Intention in the context of Beauty and Wellness Centres in urban Punjab. This relationship among the variables was identified through literature review and tested through the survey. The survey was conducted from March 2020 to July 2020. The data analysis was done using statistical software such as SPSS and PLS-SEM.

3.10: Statistical Tools and Techniques

For the current research, following inferential statistics tools and techniques have been used:

3.10.1: Cross Tab in SPSS

In quantitative research methodologies, cross-tabulation is used to check the relationship between demographic characteristics (such as age, gender, marital status, education, income, geographical location for both proprietors and customers. The Cross tab was checked in SPSS. It was also used for reverse coding and to check the reliability of pilot testing. The influence of all the variables in the presence of the control variable using linear regression was also performed in SPSS.

3.10.2: Multiple Regression

A statistical technique that uses several independent variables to predict the outcome of a dependent variable is called multiple regression. The following results are provided in multiple regression: model summary, ANOVA table, and coefficients. The modeling summary includes R, which represents for correlation coefficient, R^2, which is the coefficient of determination. ANOVA table includes F value and significant value, which aids in researching significance levels and decision rules. The coefficients represent the un-standardized coefficient beta used for formulating the regression model and standardized coefficient, which describes the power of association of the independent variable with the dependent variable. The p-value should be less than 0.05 for a significant relationship. It means the independent

variable is significant of the predictor of the dependent variable. Thus, multiple regression is employed to study the influence of social media usage and attitude towards social media usage on Behavioral Intention with social influence, experience, gender, and age as control variables. Multiple regression is checked using Smart-PLS software (v. 3.3.3).

3.10.3: Structural Equation Modeling (SEM)

SEM is a statistical methodology which has two components: regression and factor analysis, both of which are diagrammatically represented to aid in theory conceptualization. Covariance-based SEM **(**CB-SEM) and Partial least squares SEM (PLS-SEM) are widely used approaches to predict complicated models with a large number of constructs, measurement items, and structural routes. CB-SEM is best suited for estimating the observed covariance matrix, whereas PLS-SEM is used to explain variations in endogenous constructs (Hair *et al.,* 2014). Hair *et al.* (2018) suggested using the PLS-SEM technique when the sample size is small (business-related research). It also works well with a large sample size (customer-based studies). For a complex structural model where the number of constructs and indicators is more, it is recommended to use PLS-SEM. It supports both reflective as well as formative models. Further, it provides latent variable estimates which are required for follow-up studies in research, especially when working with control variables. In the present study, PLS-SEM is used using Smart-PLS software version 3.3.3 (Ringle *et al.*, 2015).

3.10.4: Assumptions of PLS-SEM

The three major concerns related to the application of PLS-SEM are "Data requirement, Model properties, Model evaluation" (Hair *et al.,* 2017a; 2019).

(1) Data Requirements:

(a) Sample Size (Thumb rule of 10)

(b) No assumption for Normality

(c) Highly robust for missing values

(d) Can work with Metric measurement (Interval), Ordinal as well as Binary coded variables. There are certain limitations if DV is a categorical variable.

(2) Model Properties:

(a) Work on Reflective as well as Formative models

(b) Work on Single statement factor

(c) Work on Recursive models only (No feedback loop)

(d) Cannot work on measurement model alone.

(e) It always works on Structural Models i.e., models with definite IDVs and DVs.

(3) Model Evaluation:

(a) No global Goodness of fit indicator

(b) **Measurement Model:**

-Reflective Model:

-Convergent Validity: Construct Reliability, Internal Consistency, AVE

-Discriminant Validity: Cross Loading, AVE > MSV, HTMT

-Formative Model:

-Content Validity and Convergent Validity

-Significance value (Which in turn will give an idea of multi-collinearity)

(c) **Path Model (Structural Part):**

-Significance of path coefficients

-Coefficient of Determination (R square)

-Effect Size (F^{square})

-Predictive relevance (Q square and Q square size effect)

-Multi-Collinearity among sets of constructs

(d) **Higher Effects:**

- Mediation

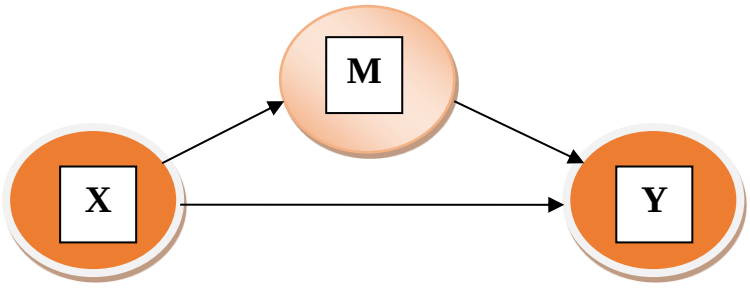
- Moderation (Interaction effect and PLS-MGA)

3.10.5: Mediation

Mediation is a situation in which the influence of the exogenous variable on the endogenous variable is intermediated by a third variable called the mediator (Zhao *et al.*, 2010; Nitzl *et al.*, 2016). This third variable has the power to modify the relationship between independent and dependent variables. In technical terms, "the effect of the independent variable (X) on the dependent variable (Y) is mediated by a third variable (M) which is referred to as the mediator" (see Figure 3.2 and 3.3). The mediating effect (also known as an indirect effect or mediation) can be of three types: Full Mediation, Partial Mediation, and No Mediation. Partial mediation can be Complementary (Consistent) or Competitive (Inconsistent).

Figure 3.2: Direct Effect

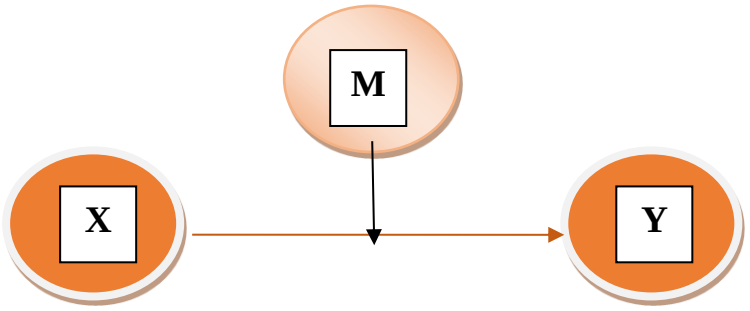
Figure 3.3: Indirect Effect (Mediation)



3.10.6: Moderation

A moderator or moderating variable is also a third variable that affects the degree or direction of the relationship between exogenous and endogenous variables (Dawson, 2013). In technical terms, "the effect of the independent variable (X) on the dependent variable (Y) is moderated by a third variable (M) called moderator" (see Figure 3.4), and it has the power to strengthen or weakens the relationship between X and Y. In moderation, two things must be reported. First, determine whether a moderator exists. The next step is to report its strength (Henseler and Fassott, 2010). In Smart-PLS, the interaction effect is used to assess the effect of moderation for a specific path, whereas multi-group analysis is used to check the influence on the entire model.

Figure 3.4: Moderation Effect



CHAPTER-4

DATA ANALYSIS: PROPRIETOR PERSPECTIVE

Social media is a virtual realm that has infiltrated many aspects of life. With billions of people using social media today, it's more important than ever to understand how people use these platforms and what they're looking for. It plays a crucial role in the marketing world, and many brands are using social media to advertise their products and services. In this chapter, the analysis of social media usage is presented, based on the collected data from the proprietors of beauty and wellness centres of urban Punjab. It begins with descriptive statistics, followed by a detailed description of their social media usage. Each research objective is discussed in detail. The relationship between attitude and behavior intention is also tested along with the factors influencing them. Further, the moderating influence of demographics and Big five personality traits on the relationship between attitude and behavioral intention will be checked. Different analysis techniques such as descriptive statistics, Regression Analysis, and Partial Least Square (Structural Equation Modelling) have been utilized to achieve the objectives of the research.

4.1: Demographic Summary

It is vital to explain the respondents' profile using frequency distribution in order to better comprehend the study and outcomes. Table 4.1 shows the demographic profile of the proprietors who took part in the survey. The details regarding gender, age, marital status, education qualification, income, and geographical location are presented in a tabular form along with a brief description. The final sample consisted of 182 responses, out of which 28.20 percent were filed by males while 71.98 percent were filed by females. There were more female participants in the survey as compared to men and the literature also supports that primarily females are the proprietors of beauty and wellness centres. With passing time, females are getting out to become financially independent and beauty industry is among the favorite profession. Around 27.48 percent of respondents were up to 25 years of age, whereas 72.52 percent were

above 25 years of age. When it comes to the respondents' marital status, 48.35 percent were unmarried, while 51.65 percent were married. Regarding educational qualification, 57.69 percent of respondents were either Undergraduate or Graduate while 42.31 percent of respondents were Postgraduate or even higher. Regarding income, it was observed that 49.45 percent of the respondents' yearly earnings were less than 2.5 lacs, while 50.55 percent were earning more than 2.5 lacs per annum. The literature supports the notion that beauty and wellness is the fastest-growing industry. Many people are choosing it as a source of their livelihood. The demographics of proprietors are represented in the table below (see Table 4.1).

Table 4.1: Demographic Profile of the Proprietor

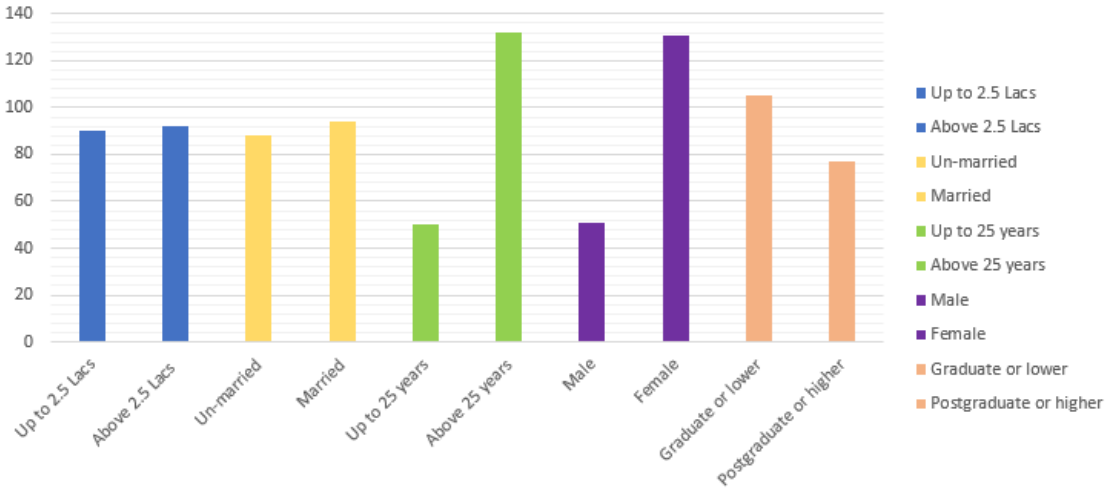
Demographics	Indicators	Frequency	Percent
Gender	Male	51	28.02
	Female	131	71.98
	Total	182	100.00
Age (in years)	Up to 25 years	50	27.48
	Above 25 years	132	72.52
	Total	182	100.00
Marital Status	Unmarried	88	48.35
	Married	94	51.65

	Total	182	100.00
Education	Graduate or lower	105	57.69
	Postgraduate or higher	77	42.31
	Total	182	100.00
Annual Income (₹)	Up to 2.5 Lacs	90	49.45
	Above 2.5 Lacs	92	50.55
	Total	182	100.00
Geographical Location	Amritsar	34	18.68
	Jalandhar	36	19.78
	Ludhiana	40	21.98
	Mohali	40	21.98
	Patiala	32	17.58
	Total	182	100.00

Source: Primary Data

Figure 4.1 depicts the demographic features of proprietors of beauty and wellness centres covering Income, Marital status, Age, Gender, Education (acronym IMAGE) along with the geographical location of the respondents.

Figure 4.1: Demographic Profile of Proprietor

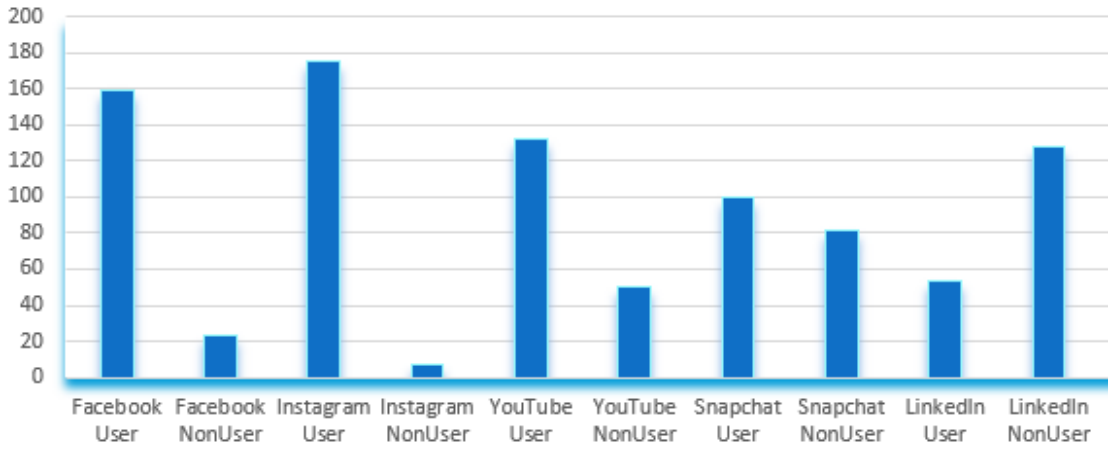


Designed by Researcher

4.2: Social Media Usage

The frequency and duration of social media use were studied in depth. Respondents were asked to choose their preferred social networking platform (Facebook, Instagram, YouTube, Snapchat, and LinkedIn). Further, the usage frequency and weekly time spent on each of these platforms gave an idea about the actual usage of social media in their daily life. The results show that they use Instagram the most, following by Facebook, YouTube, and Snapchat. LinkedIn is the least used social media platform by the respondents of the survey. Only seven respondents are not using Instagram out of 182, which shows its popularity. When it comes to frequency of usage, Instagram is used in routine by many of them. The majority of the respondents use social media platforms for less than 5 hours a week. Figure 4.2 illustrates the number of users and non-users for each platform. Table 4.2 shows the numeric data about the number of users, usage frequency, and weekly time spent on each social media platform.

Figure 4.2: Users and Non-Users of Social Media Platforms



Designed by Researcher

Table 4.2: Social Media Usage Pattern

	Facebook	**Instagram**	**YouTube**	**Snapchat**	**LinkedIn**
Usage • User	159	175	132	100	54
• Non-User	23	7	50	82	128
Total	182	182	182	182	182
Frequency • Never	23	7	50	82	128
• Rarely	32	24	46	29	29

• Sometimes	38	25	39	22	17
• Often	51	42	22	25	6
• Daily	38	84	25	24	2
Total	182	182	182	182	182
Duration • 0-5 hours	91	61	82	57	47
• 6-10 hours	34	40	27	24	7
• 11-15 hours	24	29	12	7	0
• 16-20 hours	7	20	6	7	0
• More than 20 hours	3	25	5	5	0
• Not Using	23	7	50	82	128s
Total	182	182	182	182	182

Source: Primary Data

4.3: Preferences on Social Media

One of the reasons behind the growing popularity of social media is that it supports multi-media content. In this proprietor-based survey, it is noticed that photo is the most preferred content type, followed by video and text. Further, 87.91% of proprietors are browsing content on social media via smartphone. Thus, smartphones provide an edge to social media platforms. The research focuses to measure the influence of social media, and for this purpose, it is necessary to know their social media usage pattern along with preferable content and device. Table 4.3 shows the details regarding the content and the device used by the proprietors of beauty and wellness centres to promote their brand and services.

Table 4.3: Preferences on Social Media

	Indicators	**Frequency**	**Percent**
Content	Text	17	09.34
	Photo	125	68.68
	Video	40	21.98
	Total	182	100.00
Device	Desktop	03	01.65
	Laptop	09	04.95
	Tablet	10	05.49

	Smartphone	160	87.91
	Total	182	100.00

Source: Primary Data

4.4: Influence of Social media Usage and Attitude on Behavioral Intention

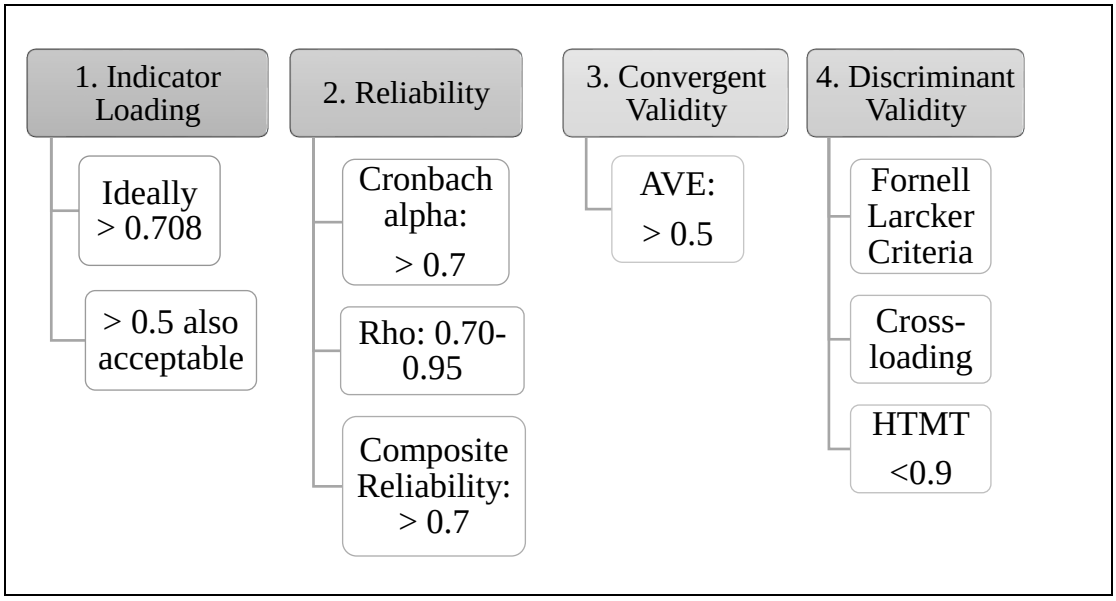
The study's initial goal is to investigate the influence of social media usage on behavioral intention. The next objective is to analyze the effect of attitude towards social media usage on behavioral intention. The use of SEM modeling can help attain these two goals. The literature study found five antecedents of attitude: usefulness, ease of use, enjoyment, facilitating conditions, and trustworthiness, which sometimes affect behavioral intention too. PLS-SEM was used to analyze the impact of social media usage and attitude about social media usage on behavioral intention. SEM is the combination of Confirmatory Factor Analysis (CFA) and Regression-based Path analysis. CFA is used for checking the reliability, validity, and model fit, which is a part of the measurement model. CFA is used to check if the instrument is reliable and valid enough to measure different variables, so it is checked for constructs and their items and is also called the outer model. The percentage of effect of the exogenous variable(s) on the endogenous variable is measured through Regression using R-value, R square, Beta values, etc. Regression-based path analysis checks relationships between constructs which can be positive or negative, significant, or insignificant, and it is also known as the Structural model or Inner model. PLS-SEM technique computes measurement and structural model relationships separately rather than concurrently. When building a model, ellipses represent factors and rectangles represent indicators. The inner or structural model is made up of the factor ellipses and the arrow that creates them. The outer or measuring model is made up of the indicator rectangles and the arrows that connect them. For the present study, Smart-PLS was used to analyze the data as works on both the models using two algorithms:

the Standard PLS algorithm and the Consistent PLS algorithm. Both are valuable in research (Dijkstra and Henseler, 2015). It is recommended to use PLS consistent when all the scale items are reflective. The results may be more consistent for a large sample as compared to a small sample (Rigdon, 2016). PLS algorithm was employed to acquire better findings for path coefficients, inter-construct correlations, and indicator loadings.

4.4.1: Measurement Model

The initial step in analyzing PLS-SEM data is to look at the measurement model. The link between the latent variables and their indicators is investigated in the measurement model only. Additionally, it is used for validation of the outer model's reliability and validity. Hair *et al.* (2019) gave the guidelines regarding what needs to be reported in the measurement model. These guidelines differ for reflective and formative measurement models. Because all the scales in our study are reflective, we'll look at Indicator Reliability (Outer Loading), Convergent Validity, and Discriminant Validity before moving on to the structural model. Figure 4.3 depicts stepwise guidelines for interpreting and reporting a reflective measurement model.

Figure 4.3: Reflective Measurement Model Assessment

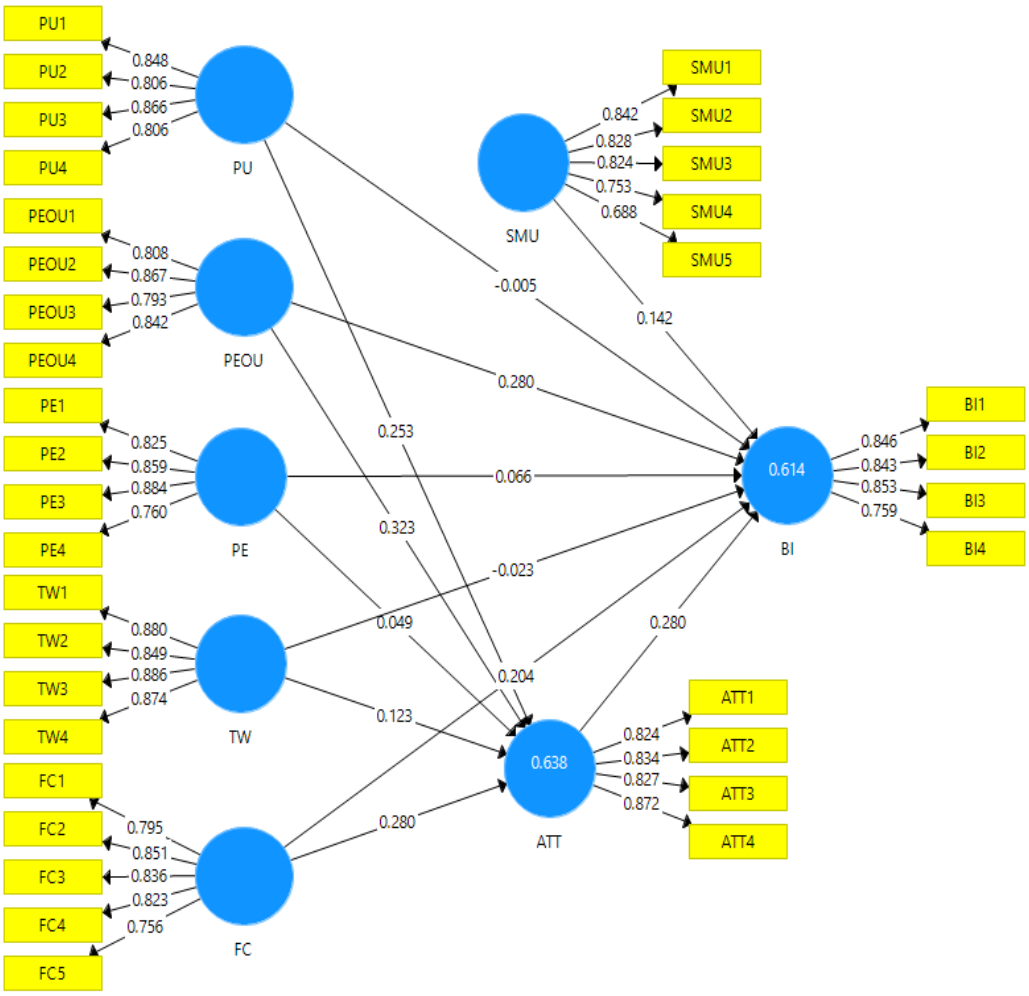


Designed by Researcher

4.4.1.1: Assessment of Reflective Measurement Model

When evaluating the reflective measurement model, the first step is to check the factor loading which should be above 0.708. This value is recommended as the square of loadings will compute AVE, which should be more than 0.5. However, it is not necessary to eliminate the items with less loading unless AVE becomes a problem. Less item loading is permitted if the AVE and other reliability and validity criteria are met. Therefore, if convergent validity is met in the third step (which includes AVE), none of the items needs to be removed. The outer loading of all indicators is shown in the measurement model, along with path coefficient values that illustrate the constructs' direct relationship with one another (see Figure 4.4).

Figure 4.4: Measurement Model (Model 1)



- *Indicator loadings*

The indicator loadings of all the items are above the permissible value of 0.708 except for the 5th item of the social media usage scale whose loading is 0.688 (see Table 4.4). As mentioned above, it is not necessary to remove this item until AVE is an issue. The square of loadings of the complete social media scale items gives an AVE value of 0.623, which is greater than 0.5. Thus, all the items of the scales are considered good enough to be checked for reliability and other validity criterion.

Table 4.4: Outer Loadings (Model 1)

	ATT	BI	FC	PE	PEOU	PU	SMU	TW
ATT1	0.824							
ATT2	0.834							
ATT3	0.827							
ATT4	0.872							
BI1		0.846						
BI2		0.843						
BI3		0.853						
BI4		0.759						

FC1	0.795			
FC2	0.851			
FC3	0.836			
FC4	0.823			
FC5	0.756			
PE1		0.825		
PE2		0.859		
PE3		0.884		
PE4		0.760		
PEOU1			0.808	
PEOU2			0.867	
PEOU3			0.793	
PEOU4			0.842	
PU1				0.848

PU2	0.806		
PU3	0.866		
PU4	0.806		
SMU1		0.842	
SMU2		0.828	
SMU3		0.824	
SMU4		0.753	
SMU5		0.688	
TW1			0.880
TW2			0.849
TW3			0.886
TW4			0.874

- *Reliability and Convergent Validity*

Internal consistency reliability is checked in the second step, followed by Convergent validity in the third step. Internal consistency reliability is measured using two

different criteria, namely, Cronbach alpha (α) and composite reliability (C.R). In exploratory research, a reliability level between "0.60 and 0.70" is regarded as "acceptable," while any value between "0.70 and 0.90" is usually "recommended" by many researchers (Hair *et al.*, 2019). Pattern response may trigger the reliability to 0.95 and above, which is a problematic situation as it leads to redundancy issues and reduces the validity of the construct (Drolet and Morrison, 2001, Diamantopoulos *et al.*, 2012). Cronbach alpha value is usually lower than the values of composite reliability. Dijkstra and Henseler (2015) suggested checking rho_A as the proximity of construct reliability and declared it a fair criterion to measure the reliability of the construct. The threshold values for measuring the Cronbach alpha, composite reliability, and rho_A are the same. In the third step, the convergent validity of each construct is measured. The extent to which a construct converges to explain the variance of its items is known as convergent validity. The AVE of all items for each construct is the metric used to evaluate convergent validity. It is the square of indicator loadings, as previously stated; thus, it should be 0.5 or higher for each construct, indicating that the construct explains at least 50% of the variance of its items.

Table 4.5: Reliability and Convergent Validity (Model 1)

	α	**rho_A**	**C.R.**	**AVE**
ATT	0.860	0.862	0.905	0.705
BI	0.844	0.852	0.895	0.682
FC	0.871	0.872	0.907	0.661
PE	0.852	0.859	0.901	0.694

PEOU	0.847	0.852	0.897	0.685
PU	0.852	0.858	0.900	0.692
SMU	0.849	0.863	0.892	0.623
TW	0.896	0.902	0.927	0.761

Table 4.5 shows the result of the reliability and validity of the variables. The value of Cronbach alpha lies between 0.844 to 0.886. The Rho A values range between 0.852 to 0.902, and compositive reliability is between 0.852 to 0.927. As all the values are above 0.708, so it can be concluded that the instrument is reliable enough to measure the variables. Furthermore, the AVE values are between 0.623 to 0.761 (above 0.5), indicating convergent validity. Thus, the scale and responses are reliable enough to measure the constructs.

- *Discriminant Validity*

The last step is to check the discriminant validity, which tells how distinct a construct is from other constructs. Fornell and Larcker, cross-loading, and heterotrait-monotrait (HTMT) ratio are the three popular ways to check discriminant validity. Table 4.6 illustrates that all the diagonal values obtained from Fornell-Larcker Criterion are equal to or more than the values of its row and column, thus, ensuring discriminant validity.

Table 4.6: Discriminant Validity "Fornell-Larcker Criterion" (Model 1)

	ATT	**BI**	**FC**	**PE**	**PEOU**	**PU**	**SMU**	**TW**
ATT	0.840							

BI	0.703	0.826						
FC	0.683	0.653	0.813					
PE	0.554	0.541	0.632	0.833				
PEOU	0.627	0.630	0.498	0.404	0.828			
PU	0.630	0.525	0.617	0.559	0.413	0.832		
SMU	0.606	0.581	0.636	0.642	0.390	0.584	0.789	
TW	0.465	0.374	0.444	0.455	0.328	0.354	0.397	0.873

Henseler *et al.* (2015) demonstrate that the Fornell-Larcker criterion is unsuccessful in some cases and propose the Heterotrait-monotrait (HTMT) ratio as its replacement. No doubt, the Fornell-Larcker criterion is found to be successful in our investigation. Further, the HTMT technique was also used to check discriminant validity. A value below 0.90 is suggested as any value above 0.90 violates discriminant validity and creates the issue of multi-collinearity. Many researchers advised that HTMT should be lower than 0.85 (Henseler *et al.,* 2015; Franke and Sarstedt, 2019) because the lower value is considered better. Table 4.7 shows the HTMT scores which ranges between 0.371 to 0.823. Thus, discriminating validity is not a concern for model 1.

Table 4.7: Discriminant Validity [HTMT] (Model 1)

	ATT	**BI**	**FC**	**PE**	**PEOU**	**PU**	**SMU**	**TW**
ATT								

BI	0.823						
FC	0.785	0.755					
PE	0.644	0.627	0.734				
PEOU	0.730	0.736	0.576	0.468			
PU	0.729	0.604	0.712	0.653	0.477		
SMU	0.696	0.672	0.726	0.753	0.449	0.685	
TW	0.527	0.424	0.498	0.515	0.371	0.398	0.456

The reliability and validity tests of the measurement model are satisfactory, indicating that the items used to measure constructs in this dissertation are valid and suitable for estimating parameters in the structural model.

- *Goodness of Model fit*

CB-SEM provides more robust indicators for determining model fit than PLS-SEM. It is because PLS-SEM was mainly developed for theory testing and prediction-based studies. Smart-PLS provides few indicators to check model fit which includes standardized root mean square residual (SRMR), the unweighted least squares discrepancy (dULS), geodesic discrepancy (d_G), and non-fuzzy index (NFI). According to Hair *et al.* (2014) and Henseler *et al.* (2014), the ideal value for SRMR is less than 0.08, whereas the ideal value for NFI is greater than 0.9. Table 4.8 shows the fit statistics for research model 1 and only the SRMR criterion was met. The value of SRMR is 0.063, whereas NFI is 0.757. Henseler *et al.* (2016) suggested reporting the upper limit of confidence interval for a perfect test of model fit. In our study,

0.060 is the upper limit of SRMR at a 99% confidence interval of the bootstrap distribution.

Table 4.8: Model Fit (Model 1)

	Saturated Model	Estimated Model
SRMR	0.063	0.063
d_ULS	2.353	2.389
d_G	1.059	1.065
Chi-Square	1059.430	1062.400
NFI	0.757	0.757

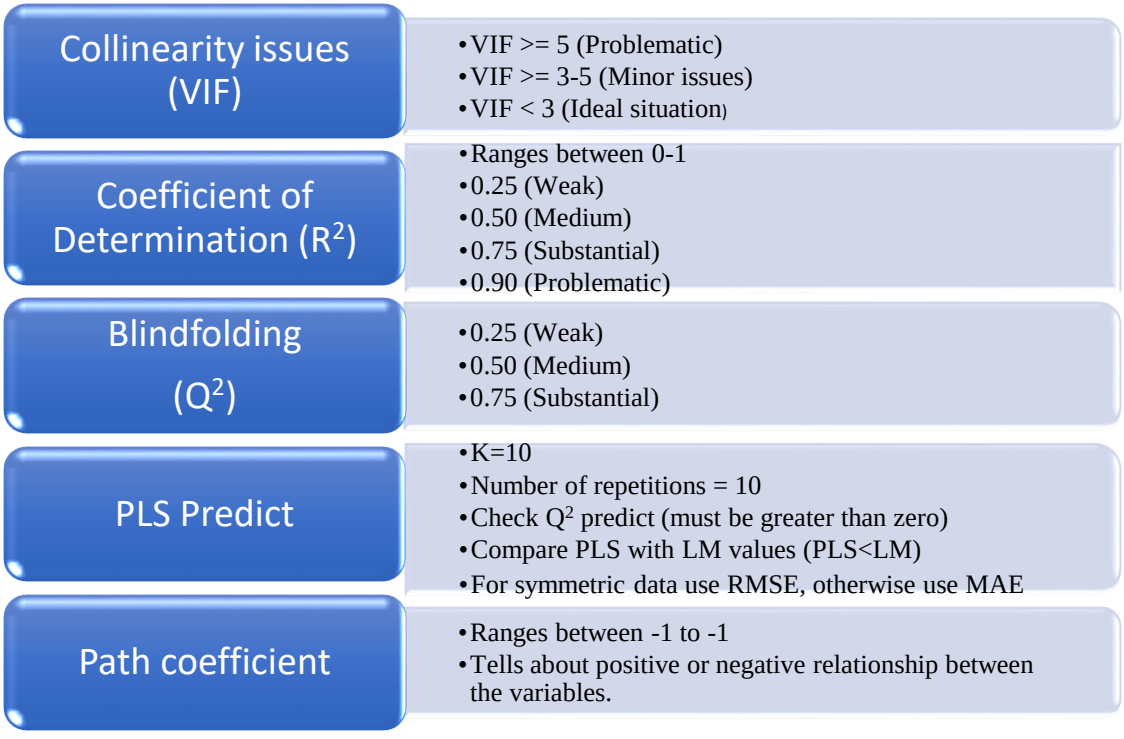
4.4.2: Structural Model

After the measurement model's validation, the structural model will be investigated because it helps to check if the hypotheses are rejected or not (Urbach and Ahlemann, 2010). In Smart-PLS, R square and path coefficients are used to evaluate the structural model. The R^2 should be more than 0.19, and the path coefficient should be above 0.1. The path coefficient can be positive or negative depending upon the relationship between the constructs. A significant relationship is established when the p-value is less than 0.05 for a 95% confidence level. Bootstrapping is used to see if the relationship between the constructs is significant. It is advised that bootstrapping be performed with a k value of 5000. (Nitzl *et al*. 2016). In our study, all the bootstrapping is run at a 0.05 significance level 0.05 with 5000 subsamples.

4.4.2.1: Assessment of Structural Model

The assessment in the structural model starts with determining the Collinearity (VIF) between the construct's items. The VIF number should ideally be less than 3, but any value from 3 to 5 is also accepted to some extent. The VIF value greater than 5 indicates collinearity issues. If collinearity is a concern, creating higher-order models justified by relevant theory or literature is a common solution (Hair *et al.*, 2017a). If collinearity isn't an issue, the coefficient of determination (R^2) should be checked next. In this study, all the VIF values were below 3, so there is no collinearity issue and model is free of common method bias. (Kock, 2015).

Figure 4.5: Structural Model Assessment



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- *Coefficient of Determination (R^2)*

One of the fundamental criteria for evaluating the structural model is R square, which analyses the connection between explained variance and overall variance of latent

variables. It displays the percentage of variance explained by exogenous variables for the endogenous variable. The R^2 value of 0.25, 0.50, 0.70, and 0.90 shows a weak, moderate, substantial, and problematic relationship between the variables (Henseler *et al.*, 2009; Hair *et al.*, 2011; 2017a). Table 4.9 reveals that the determinants of attitude explain 63.8% of attitudes towards social media. The R^2 value is high indicating a substantial relationship. On the other hand, the endogenous variable Behavioral Intention is 61.4% explained by social media usage and attitude towards social media usage, indicating a weak to moderate relationship between the constructs.

Table 4.9: Regression (Model 1)

	R^2	**R^2 Adjusted**
ATT	0.638	0.627
BI	0.614	0.598

The coefficient of correlation (R^2) is a metric used by some academics to assess the predictive power of their models. Rigdon (2012) states that the R^2 simply shows the model's in-sample explanatory strength, not its out-of-sample predictive capability. Blindfolding is recommended to test the prediction accuracy (Dolce *et al.*, 2017).

- *Blindfolding (Q^2)*

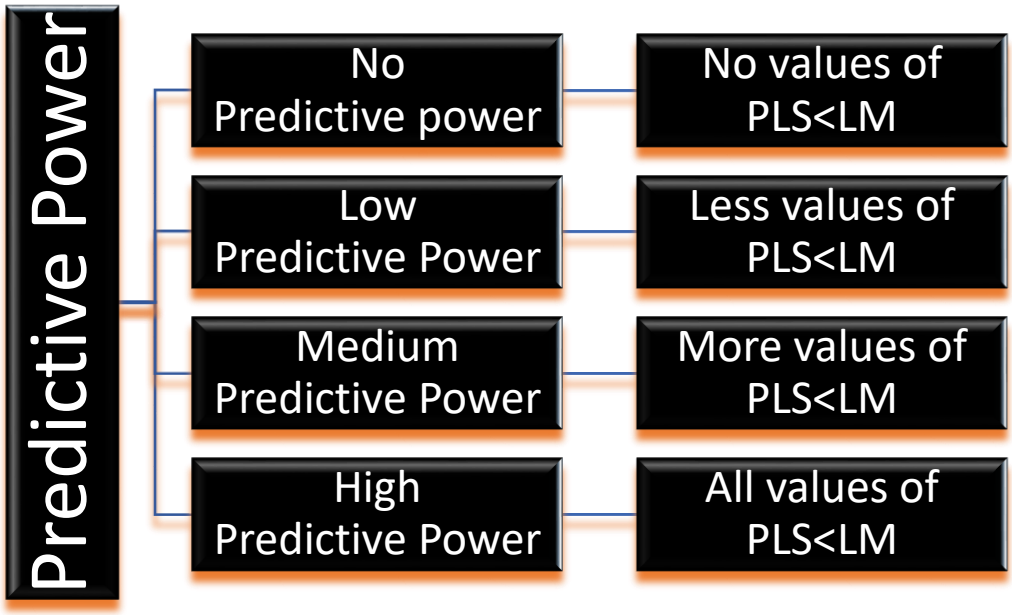
The next step is to examine the Q^2 value, which shows the PLS path model's predicted accuracy (Stone, 1974). The blindfolding method is the basis for this measure, which entails eliminating individual values from a data matrix, substituting the mean for the removed points, and calculating model parameters (Rigdon, 2014b). As a result, the Q^2 incorporates both “out-of-sample” and “in-sample” explanatory power (Shmueli *et al.*, 2016). The value of Q^2 can be zero, suggesting that there is no significant relationship. “The small, medium, and large predictive accuracy of the PLS path model is shown by values greater than 0, 0.25, and 0.50 respectively” (Shmueli *et al.*,

2016). The Q^2 of Attitude is 0.428 and for the behavioral intention, it is 0.393 indicating medium predictive accuracy.

- *PLS predict*

The next step is to apply the PLS predict technique to verify their model's out-of-sample prediction power (Shmueli *et al.*, 2016, 2019). PLS predict uses the concepts of separate training and holdout samples to assess a model's prediction power. "A training sample is a subset of the entire dataset that is used to estimate model parameters such as path coefficients, indicator weights, and loadings" (Shmueli *et al.*, 2016). The holdout sample refers to the portion of the dataset that was not used for the model estimate (Hair *et al.*, 2018).

Figure 4.6: Predictive Power Guidelines



Designed by Researcher

Researchers suggest checking the predicted power of dependent variables. For this purpose, set k = 10 (ten repetitions) and run PLS predict. The predictive power can be zero, low, medium, or high. Figure 4.6 shows the guidelines for PLS predictive power.

The first step in reporting is to check the Q^2 prediction of all the items. It should be greater than zero, and in our study, all the values are above zero ranging between 0.225 to 0.494. The next step is to check whether the data is highly symmetrical. As the data is symmetrical, therefore, RMSE values of Partial least square (PLS) are compared with RMSE values of the Linear Regression model (LM). The positive difference values show that PLS > LM while negative difference values show that PLS < LM. The lower value PLS indicates higher predictability. All eight values are negative (see Table 4.10), so it can be concluded that model 1 has high predictive power.

Table 4.10: Predictive Power (Model 1)

	PLS RMSE	**Q^2_predict**	**LM RMSE**	**Difference (PLS-LM)**
ATT1	0.725	0.398	0.790	-0.065
ATT3	0.651	0.494	0.693	-0.042
ATT2	0.765	0.350	0.792	-0.027
ATT4	0.700	0.438	0.757	-0.057
BI1	0.610	0.502	0.659	-0.049
BI2	0.744	0.359	0.808	-0.064
BI3	0.908	0.225	0.958	-0.050
BI4	0.763	0.363	0.826	-0.063

- *Path Coefficients*

The final step after confirming the model's explanatory and predictive power is assessment of relevance as well as statistical significance of path coefficients. It

forecasts the degree to which two latent variables are correlated. For this purpose, path coefficient, algebraic sign, T-statistics, magnitude, and significance level must be checked. Both the measurement model and structural model gives path coefficient values. The sole difference is that the structural model employs bootstrapping, which generates t-values and p-values for examining the significance level.

Figure 4.7: Structural Model (Model 1)

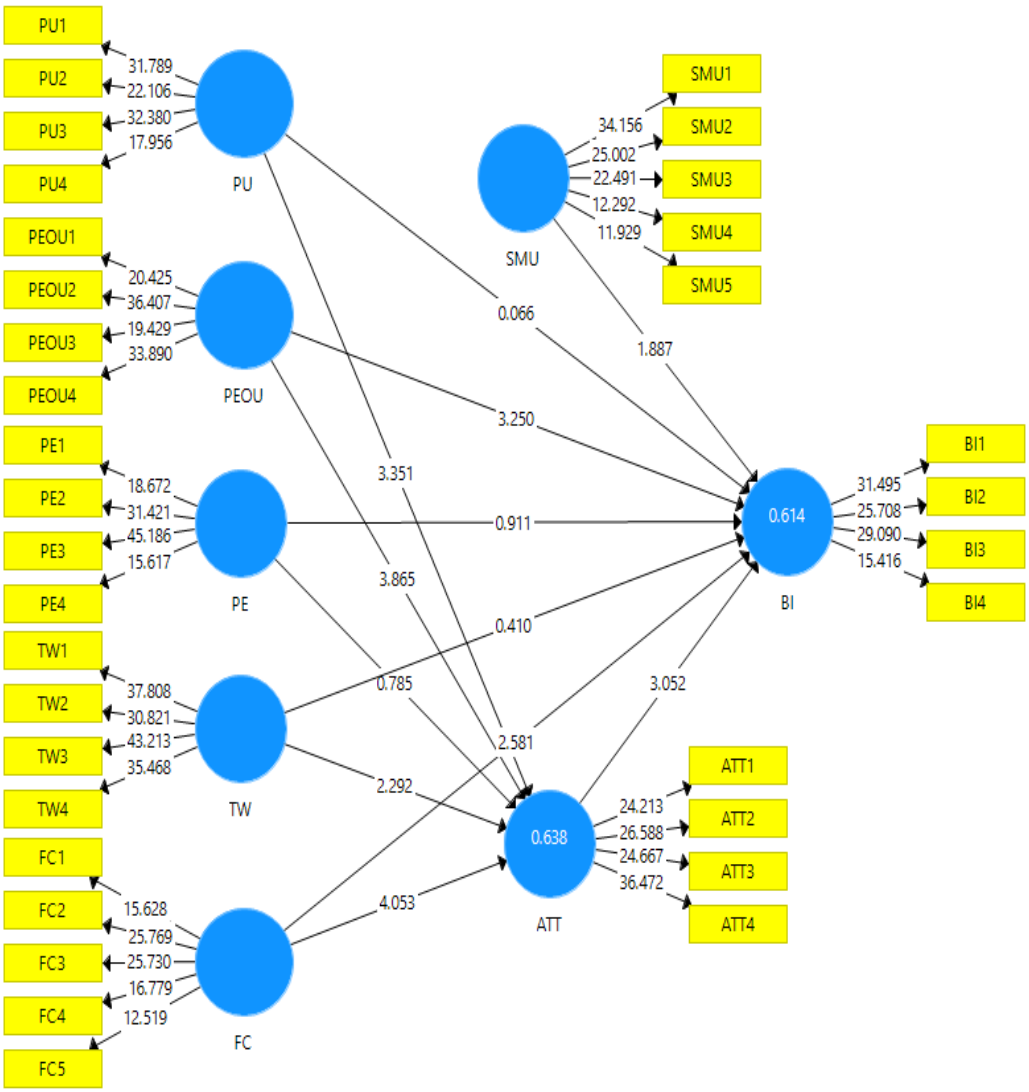


Figure 4.7 shows the structural model with T-values of all the constructs and the items which should be above 1.96 for a significant relationship at 95% of confidence level.

Additionally, the path coefficient must exceed 0.100 and be significant at the 0.05 level to have an appropriate influence within a model. When comparing the magnitude of path coefficients and effect sizes (f^2), the relevance of the predictor constructs in explaining a dependent construct is generally ranked in the same (Hair *et al.*, 2019). "Small, medium, and large f^2 effect sizes are represented by values higher than 0.02, 0.15, and 0.35, respectively" (Cohen, 1988).

Table 4.11: Effect Size (f^2) (Model 1)

	ATT	**BI**
ATT	-	0.071
FC	0.098	0.042
PE	0.003	0.005
PEOU	0.208	0.121
PU	0.099	0.000
SMU	-	0.024
TW	0.031	0.001

Attitude and social media usage have a weak effect size of 0.071 and 0.024 respectively on Behavioral Intention. All the other variables (PU, PEOU, PE, TW, and FC) also have either weak or no effect on Behavioral Intention. Only PEOU have a medium effect on attitude, while all the other variables have a weak effect size on attitude (see Table 4.11). After running the PLS bootstrapping, the results of the path coefficient along with T-values and P-values are given in the Table 4.12. Perceived usefulness (PU) positively and significantly influences Attitude ($ß$ = 0.253; t = 3.351; $p < 0.05$). It has negative insignificant influence on Behavioral intention ($ß$ = -0.005; t = 0.066; $p > 0.05$). Perceived ease of use (PEOU) positively and significantly

influences the Attitude (ß = 0.323; t = 3.865; $p < 0.05$) and Behavioral intention (ß = 0.280; t = 3.250; $p < 0.05$). Perceived enjoyment (PE) has a positive and insignificant influence on Attitude (ß = 0.049; t = 0.785; $p > 0.05$) and Behavioral intention (ß = 0.056; t = 0.911; $p > 0.05$). Facilitating conditions (FC) has a positive significant effect on Attitude (ß = 0.280; t = 4.053; $p < 0.05$) as well as on Behavioral intention (ß = 0.204; t = 2.581; $p < 0.05$). Trustworthiness (TW) positively and significantly influences both Attitude (ß = 0.123; t = 2.292; $p < 0.05$). It has negative insignificant effect on Behavioral intention (ß = -0.023; t = 0.410; $p > 0.05$). The results of hypotheses testing show that the determinant of attitude has a varied influence on behavioral intention. The overall influence of Attitude towards social media usage is found to be statistically positive and significant (β = 0.280, t = 3.052, $p < 0.05$) on Behavioral intention, but the influence of social media usage on behavioral intention (ß = 0.142; t = 1.887; $p > 0.05$) is insignificant yet positive. At 90% of confidence level, even social media usage has a significant influence on behavioral intention. In summary, Attitude towards social media is significantly influenced by perceived usefulness, perceived ease of use, facilitating conditions, and trustworthiness, while Behavioral Intention is significantly influenced by Attitude towards social media, ease of use and facilitating conditions. At 95% confidence level, H0 (3), (3a), (3d), (3e), (3k), (3l), and (3m) are supported, while H0 (1), (3b), (3g), (3h), and (3n) are not supported.

Table 4.12: Hypotheses Testing

	β	Mean	STDEV	T-Value	P-Value	Hypotheses
SMU -> BI	0.142	0.144	0.075	1.887	0.059	Not Supported
ATT -> BI	0.280	0.265	0.092	3.052	0.002*	Supported
PU -> ATT	0.253	0.253	0.075	3.351	0.001*	Supported

PU -> BI	-0.005	-0.010	0.070	0.066	0.947	Not Supported
PEOU -> ATT	0.323	0.330	0.084	3.865	0.000*	Supported
PEOU -> BI	0.280	0.295	0.086	3.250	0.001*	Supported
PE -> ATT	0.049	0.046	0.062	0.785	0.433	Not Supported
PE -> BI	0.066	0.068	0.073	0.911	0.362	Not Supported
FC -> ATT	0.280	0.271	0.069	4.053	0.000*	Supported
FC -> BI	0.204	0.197	0.079	2.581	0.010*	Supported
TW -> ATT	0.123	0.126	0.054	2.292	0.022*	Supported
TW -> BI	-0.023	-0.022	0.056	0.410	0.682	Not Supported

**At 95% confidence level*

The value of Path coefficients normally falls between -1 to +1. In model 1, apart from the direct effect, an indirect effect also took place. The result of the bootstrapping deciphers an indirect influence on a target construct caused by an intervening variable (Attitude towards social media usage). This indirect effect type is important when evaluating mediating effects (Nitzl, 2016). All the hypotheses are testing at a significance level of 5 percent, which means if the p-value is less than 0.05, the hypotheses are supported, while if the p-value is above 0.05, the hypotheses are not supported.

- *Mediation*

A situation when a third variable intervenes in the direct relationship between independent and dependent variables is referred to as mediation. Nitzl *et al*. (2016) advised that the indirect effect be checked first, followed by the direct effect, in order to check the Mediation. There will be no mediation effect if there is no indirect or direct effect. Furthermore, if the indirect effect is negligible while the direct effect is significant, then also there is no mediation effect. Hence, it can be concluded that if the indirect effect is not present, there won't be any mediation. However, if it is significant then it can be either full mediation or partial mediation. An insignificant direct effect shows that there is a total indirect effect which is the case of full mediation. In contrast, if the direct effect is also significant, then it is partial mediation, which is further categorized into two parts. Complementary Partial Mediation (also called consistent partial mediation) is when all the three effects (p1*p2*p3) are either positive or two negative and one positive. Competitive Partial Mediation (also called inconsistent partial mediation) is when all the three effects (p1*p2*p3) are either negative or two positive and one negative.

Figure 4.8: Three-steps Mediation Procedure

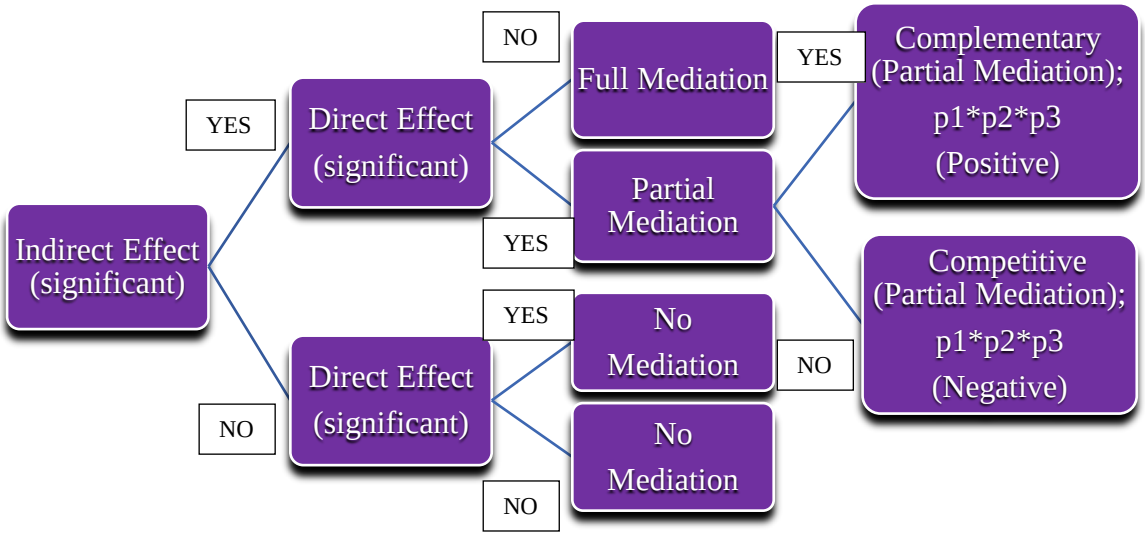


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Figure 4.8 shows a three-step mediation approach based on Zhao *et al*. (2010) and Nitzl *et al*. (2016) recommendations. Checking indirect effects in the presence of a mediator, direct effects, and deciding on the type of mediation based on the indirect and direct effects are the three steps to be followed while working with a mediating variable.

Table 4.13 shows the direct as well as the indirect effect of all the determinants of attitude. The findings show that Perceived usefulness (*ß* = 0.071; t = 0. 2.144; $p < 0.05$) has significant indirect effects, while insignificant direct effects (*ß* = -0.005; t = 0.066; $p > 0.05$), which indicates full mediation effect of attitude on relationship between perceived usefulness and behavioral intention. Perceived ease of use (*ß* = 0.090; t = 2.714; $p < 0.05$) and facilitating conditions (*ß* = 0.078; t = 2.308; $p < 0.05$) have significant indirect effects as well as significant direct effects (*ß* = 0.280; t = 3.250; $p < 0.05$) respectively, and as all these relationships are positive, it is partial mediation (complementary). Perceived enjoyment has neither significant indirect effect (*ß* = 0.014; t = 0.733; $p > 0.05$) nor significant direct effect (*ß* = 0.066; t = 0.911; $p > 0.05$) on Behavioral intention, thereby creating no mediation effect. Same is the case with trustworthiness with no indirect (*ß* = 0.034; t = 1.937; $p > 0.05$) and no direct (*ß* = -0.023; t = 0.410; $p > 0.05$) effect, thus, attitude does not act as a mediator between trustworthiness and behavioral intention.

Table 4.13: Mediation Effect

Path	**Indirect Effect**			**Direct effect**			**Mediation**
	β	t-val.	p- val.	β	t-val.	p- val.	
PU→ATT→BI	0.071	2.144	0.032*	-0.005	0.066	0.947	Full Mediation
PEOU→ATT→	0.090	2.714	0.007*	0.280	3.250	0.001*	Partial

BI							Mediation
PE→ATT→BI	0.014	0.733	0.464	0.066	0.911	0.362	No Mediation
FC→ATT→BI	0.078	2.308	0.021*	0.204	2.581	0.010*	Partial Mediation
TW→ATT→BI	0.034	1.937	0.053	-0.023	0.410	0.682	No Mediation

**At 95% confidence level*

As there is a significant mediating effect of attitude on the relationship between perceived usefulness and behavioral intention, perceived ease of use and behavioral intention and facilitating conditions and behavioral intention, thereby supporting three hypotheses H0 (3c), (3i), and (3l). The insignificant mediating effect of attitude on the relationship between perceived enjoyment and behavioral intention and trustworthiness and behavioral intention refutes the presence of mediation. Thus, two hypotheses H0 (3f) and (3o) are not supported.

4.5: Influence of Social media Usage and Attitude on Behavioral Intention in presence of Control Variables.

In this study, the effect of independent variables on the dependent variable will also be examined in the presence of four control variables: social influence (SI), experience (Exp), gender, and age. Model 2 is created by adding four control variables to the previously generated model 1. Given below is the assessment of measurement model and structural model for model 2.

4.5.1: Measurement Model Assessment

The result of the indicators loadings, reliability, and validity of all the variables used in model 2 are shown in Table 4.14. Social influence is measured on continuous scale, while experience is measured using single global item. The loadings, reliability, and validity indicators for categorical variables (gender and age) and single item (experience) will be obviously one. The loading for social influence lies between 0.864 to 0.897. Cronbach's alpha (α), rho_A (ρ), and composite reliability (C.R.) are 0.910, 0.916 and 0.937 respectively. The AVE is 0.787. Thus, there are no reliability and validity issues in the measurement model 2.

Table 4.14: Outer Loadings and Convergent Validity (Model 2)

Factors	Loadings	α	ρ	C.R.	AVE
ATT1	0.824	0.860	0.862	0.905	0.705
ATT2	0.834				
ATT3	0.827				
ATT4	0.872				
Age	1.000	1.000	1.000	1.000	1.000
BI1	0.845	0.844	0.851	0.895	0.682
BI2	0.843				

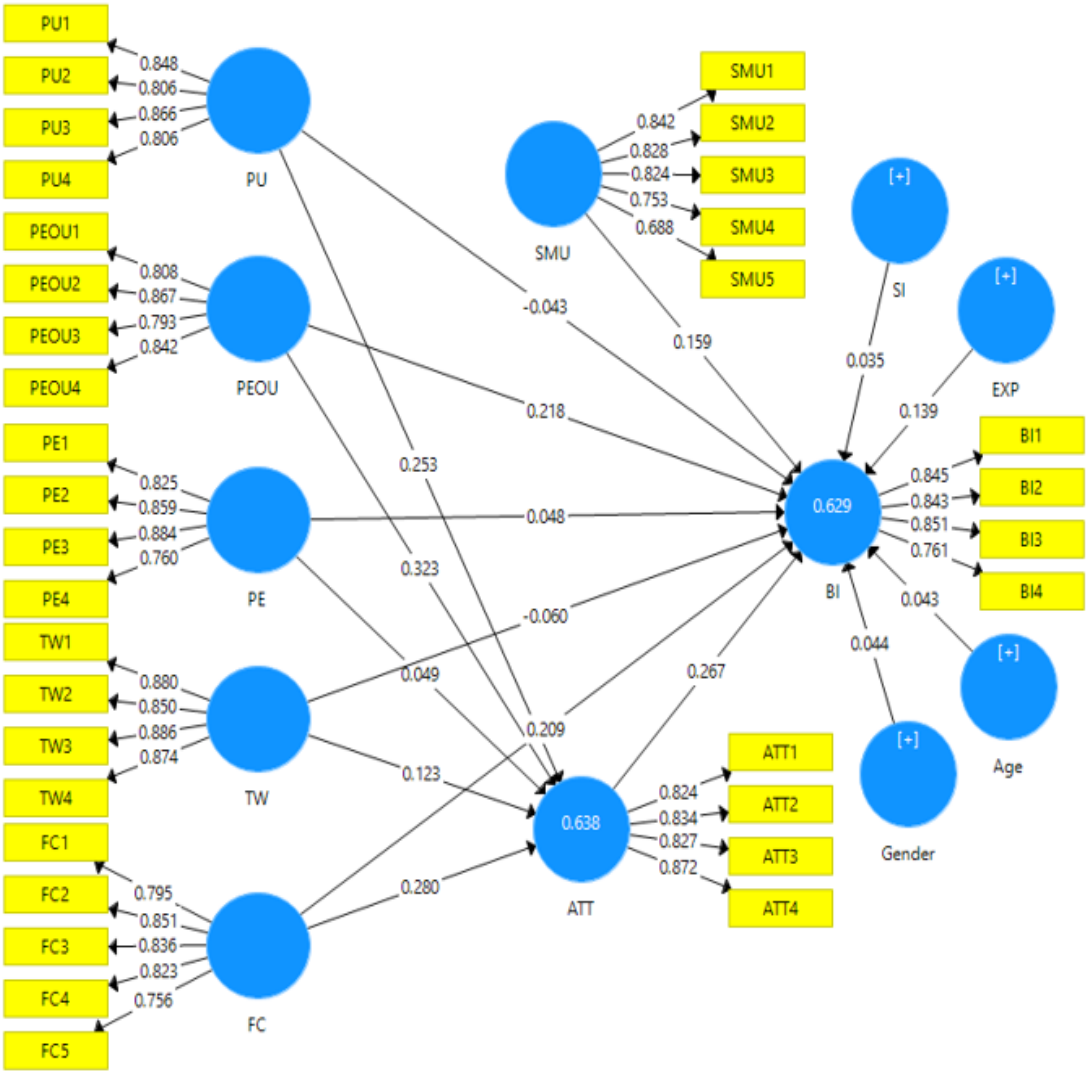
BI3	0.851				
BI4	0.761				
EXP1	1.000	1.000	1.000	1.000	1.000
FC1	0.795	0.871	0.872	0.907	0.661
FC2	0.851				
FC3	0.836				
FC4	0.823				
FC5	0.756				
Gender	1.000	1.000	1.000	1.000	1.000
PE1	0.825	0.852	0.859	0.901	0.694
PE2	0.859				
PE3	0.884				
PE4	0.760				
PEOU1	0.808	0.847	0.852	0.897	0.685

PEOU2	0.867				
PEOU3	0.793				
PEOU4	0.842				
PU1	0.848	0.852	0.858	0.900	0.692
PU2	0.806				
PU3	0.866				
PU4	0.806				
SI1	0.864	0.910	0.916	0.937	0.787
SI2	0.897				
SI3	0.890				
SI4	0.897				
SMU1	0.842	0.849	0.863	0.892	0.623
SMU2	0.828				
SMU3	0.824				

SMU4	0.753				
SMU5	0.688				
TW1	0.880	0.896	0.902	0.927	0.761
TW2	0.850				
TW3	0.886				
TW4	0.874				

The measurement model is the initial step while interpreting PLS-SEM data for investigating the relationship between the latent variables and their indicators. The measurement model for model 2 is the extension of model 1 in the presence of four control variables: social influence, experience, gender, and age. All the control variables positively influence the behavioral intention to increase the use of social media for promotion of the beauty or wellness centres. Figure 4.9 shows the path coefficient values in the inner model and indicator loadings in the outer model. Perceived usefulness, perceived ease of use, perceived enjoyment, facilitating conditions, and trustworthiness together explain Attitude towards social media usage by 63.8%, which is a high R^2 value. All these antecedents of attitude, social media usage, attitude, and four control variables together explain 62.9% of the behavioral intention, which is again a high R^2 value. To determine the exact effect of attitude and social media usage on behavioral intention, we will examine the influence of all independent variables after controlling the control variables in model 2.

Figure 4.9: Measurement Model (Model 2)



The HTMT ratio was proposed by Henseler *et al.* (2015) to test discriminant validity. Any value above 0.90 violates discriminant validity and raises the issue of multicollinearity, hence a value below 0.90 is recommended. HTMT should be less than 0.85, according to many researchers (Henseler *et al.*, 2015; Franke and Sarstedt, 2019), because the lower the number, the better it will be. The HTMT values for model 2 lie between 0.072 to 0.823 which shows that discriminant validity is met (see Table 4.15).

Table 4.15: Discriminant Validity [HTMT] (Model 2)

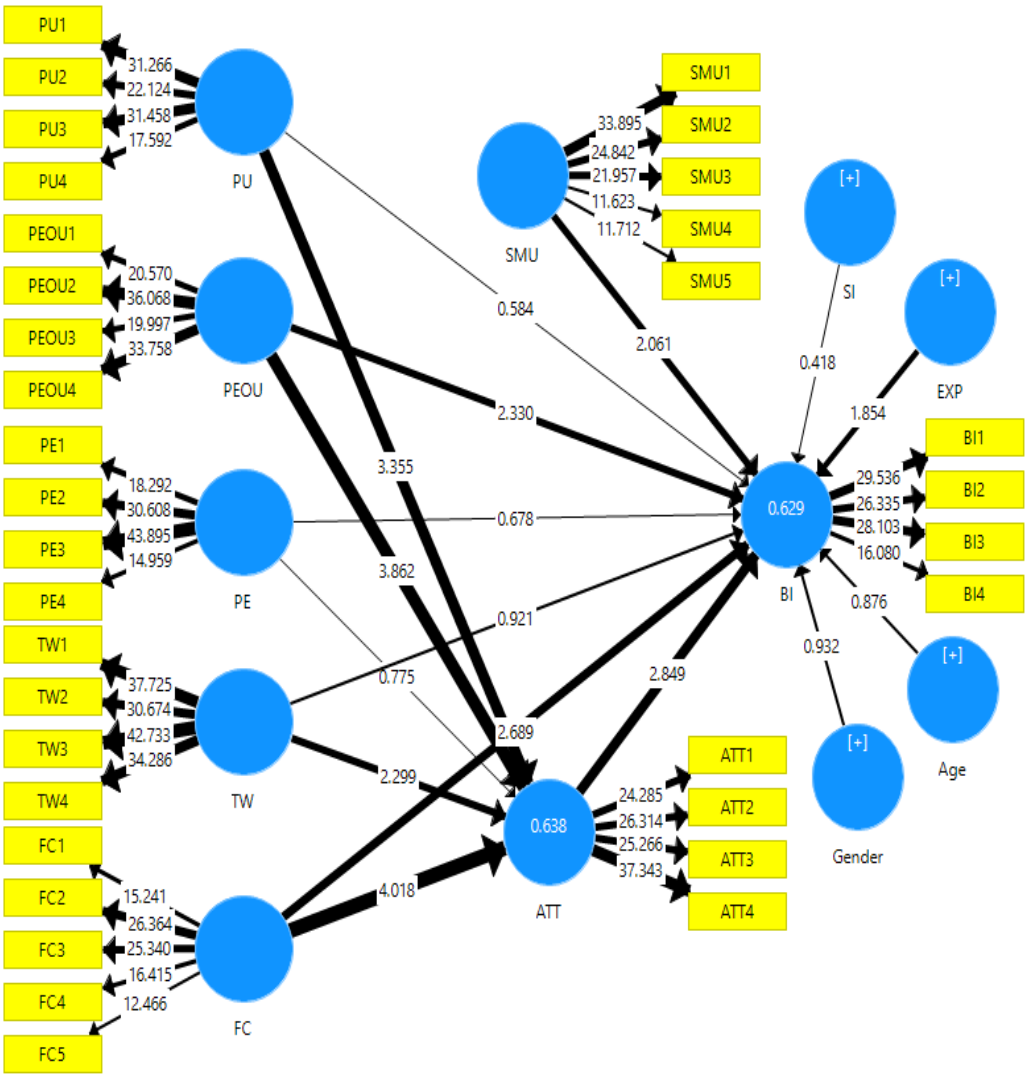
	ATT	Age	BI	Exp	FC	Gen	PE	PEOU	PU	SI	SMU	TW
ATT												
Age	0.079											
BI	0.823	0.066										
Exp	0.607	0.115	0.600									
FC	0.785	0.072	0.755	0.480								
Gen	0.089	0.110	0.060	0.101	0.118							
PE	0.644	0.045	0.627	0.446	0.734	0.029						
PEOU	0.730	0.128	0.736	0.619	0.576	0.092	0.468					
PU	0.729	0.057	0.604	0.531	0.712	0.074	0.653	0.477				
SI	0.596	0.055	0.524	0.480	0.579	0.109	0.618	0.491	0.499			
SMU	0.696	0.059	0.672	0.375	0.726	0.079	0.753	0.449	0.685	0.443		
TW	0.527	0.078	0.424	0.404	0.498	0.124	0.515	0.371	0.398	0.822	0.456	

4.5.2: Structural Model Assessment

Structural model in the presence of control variables with path highlight using relative values is shown in Figure 4.10. It clearly shows that attitude has maximum influence

on behavioral intention followed by facilitating conditions, perceived ease of use and social media usage.

Figure 4.10: Structural Model (Model 2)



Social influence, experience, gender, and age have a positive influence, but it is not significant. Further, facilitating condition, perceived ease of use, and perceived usefulness (rank-wise) show a significant positive relationship with attitude. Only perceived enjoyment neither shows any significant relationship with attitude nor behavioral intention.

Table 4.16: Comparison of Model 1 and 2

	Model 1			Model 2		
	Mean	**STDEV**	**P-Value**	**Mean**	**STDEV**	**P-Value**
ATT -> BI	0.265	0.092	0.002*	0.255	0.094	0.004*
FC -> ATT	0.271	0.069	0.000*	0.271	0.070	0.000*
FC -> BI	0.197	0.079	0.010*	0.202	0.078	0.007*
PE -> ATT	0.046	0.062	0.433	0.046	0.063	0.438
PE -> BI	0.068	0.073	0.362	0.047	0.071	0.498
PEOU -> ATT	0.330	0.084	0.000*	0.330	0.084	0.000*
PEOU -> BI	0.295	0.086	0.001*	0.234	0.094	0.020*
PU -> ATT	0.253	0.075	0.001*	0.252	0.075	0.001*
PU -> BI	-0.010	0.070	0.947	-0.054	0.074	0.559
SMU -> BI	0.144	0.075	0.059	0.159	0.077	0.039*
TW -> ATT	0.126	0.054	0.022*	0.126	0.054	0.022*

TW -> BI	-0.022	0.056	0.682	-0.064	0.066	0.357
Age -> BI				0.046	0.050	0.381
Exp -> BI				0.137	0.075	0.064
Gender -> BI				0.047	0.047	0.351
SI -> BI				0.045	0.083	0.676

**At 95% confidence level*

Table 4.16 shows the mean (average), standard deviation (variation from the mean), and p-value of both models 1 and 2. In model 2, social media usage positively and significantly influences behavioral intention. Rest all the other relations are the same in model 2 as in model 1. For control variables, Experience, social influence, gender, and age have an insignificant positive effect on behavioral intention. Experience has a significant positive effect at 10% significance level.

Controlling the effect of control variables allows researchers to determine the precise impact of independent variables. Smart-PLS cannot regulate the influence of variables, but it can provide Latent variable scores which are used to control the effect of social influence, experience, gender, and age in SPSS. For this purpose, Latent scores can be obtained in Importance map performance analysis (IMPA), which can be used in SPSS. While using Linear regression, all the control variables were put in block 1 and other variables in block 2. The model summary of SPSS is shown in Table 4.17.

Table 4.17: Model Summary

Model	R	R^2	Adj. R^2	Std. Error of Estimate	Change Statistics				
					R^2 Change	F Change	df1	df2	Sig. F Change
1	.604[a]	.365	.350	.80814	.365	25.414	4	177	.000
2	.793[b]	.629	.605	.63044	.264	17.264	7	170	.000

a. Predictors: (Constant), SI, Gender, Age, Exp

b. Predictors: (Constant), SI, Gender, Age, Exp, SMU, FC, TW, PU, PE, PEOU, ATT

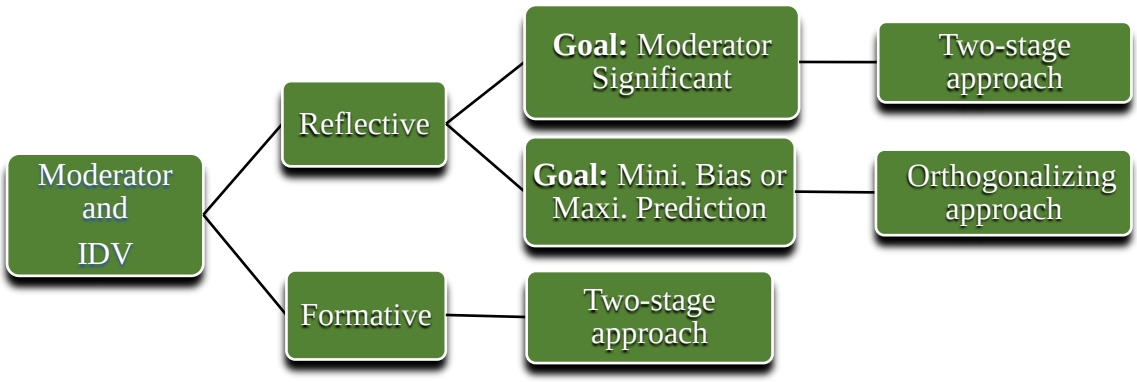
Control variables (Social influence, experience, gender, and age) explain 36.5% of Behavioral intention. In the presence of control variables when Social media usage, Attitude, and its determinants were added, the value of R square increases to 0.629, which shows that it is good to add these variables to the model. The change in R^2 is 0.264, which is good and is significant too.

4.6: Moderating Influence

The third and fourth objectives are concerned with determining if demographic and personality characteristics have a moderating effect on the independent-dependent variables. Moderators, also known as moderating variables, alter the strength or direction of association between independent and dependent variables. Two things need to be reported in moderation. First, whether the moderator exists or not. It is checked using path coefficient values greater than 0.01. If the moderator exists, the

second step is to check the strength, which can be interpreted through t-values and p-values (Henseler and Fassott, 2010). Bootstrapping is used to obtain such values in order to check the significance of moderators. There are two ways to get the bootstrapping results. One is using standard PLS bootstrapping and the second is using consistent PLS bootstrapping. The results of both might be different, but they should be consistent with what was used in the simple model prior to checking the effect of the moderator. However, in order to avoid the issues of variance or multi-collinearity for a small sample size, standard bootstrapping will give appropriate results. Another major thing that needs to be checked is whether the moderator is a categorical or continuous variable. In our study, the third objective is related to categorical moderators, while the fourth objective deals with continuous moderators. Categorical variables can be further checked in two ways: interaction effect through bootstrapping (simple moderation on a specific structural path) and multi-group analysis (moderation on entire model). The product-indicator, orthogonalizing, and two-stage approaches are the three basic methods for determining the moderating effect. Becker *et al*. (2018) advocated for a two-stage method to achieve the best results. The guidelines for selecting an approach are listed below (see Figure 4.11).

Figure 4.11: Moderation Approach Selection Criteria



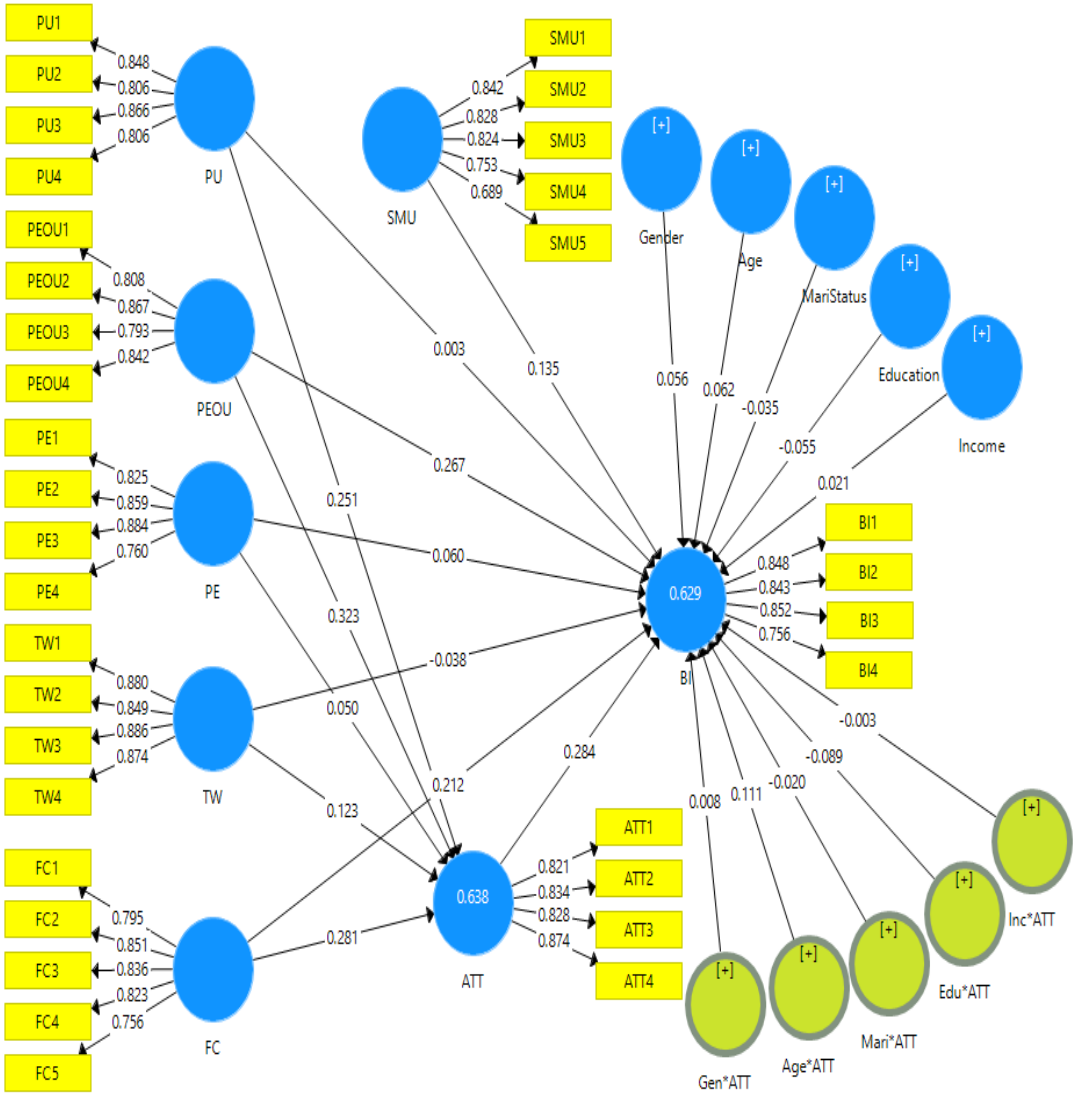
Designed by Researcher

4.7: Moderating Influence of Demographic variables on relationship between Attitude and Behavioral Intention

Demographic variables are categorical variables whose interaction effect is checked by PLS bootstrapping for a specific structural path. Here, the specific path for which moderation is checked is between attitude towards social media usage and behavioral intention. It is a case of simple moderation as there is single independent variable and dependent variable for the specified path. Income, Marital status, Age, Gender, Education are the five categorical variables whose interaction effect will be checked on the link between exogenous and endogenous variables. All these categorical variables have two groups viz. gender (male or female), age (young or elder), marital status (unmarried or married), education (less or more), and income (low or high). Becker *et al.* (2018) performed a comparative study to check the moderating effect using PLS and PLSc and suggested using two-stage because orthogonalizing approach overestimates the results while the Product indicator approach underestimates it. They also claimed that the two-stage method outperforms the other two methods and is the most effective approach for both reflective and formative components. As a result, the two-stage strategy is used in this research.

Figure 4.12 shows the indicator loadings and path coefficient values of all the variables. It also shows the ß value of categorical variables (direct and moderator both). It indicates that the positive influence of age and gender as a moderator (Age ß = 0.111, Gen ß = 0.008) and as an independent variable (Age ß = 0.062, Gen ß = 0.056). Marital status and education negatively influence behavioral intention in both the cases i.e., as a moderator (Mari ß = -0.020; Edu ß = -0.089) as well as an independent variable (Mari ß = -0.035; Edu ß = -0.055). Further, income share positive (Inc ß = 0.021) relation with behavioral intention, but as a moderator, it negatively Inc ß = -0.003) influences the relationship between attitude and behavioral intention.

Figure 4.12: Measurement Model of Demographic variables Interaction effect (Model 3)



PLS bootstrapping was run at 5000 samples to know the significance of each relationship. The results are given in the structural model (see Figure 4.13).

Figure 4.13: Structural Model of Demographic variables Interaction effect (Model 3)

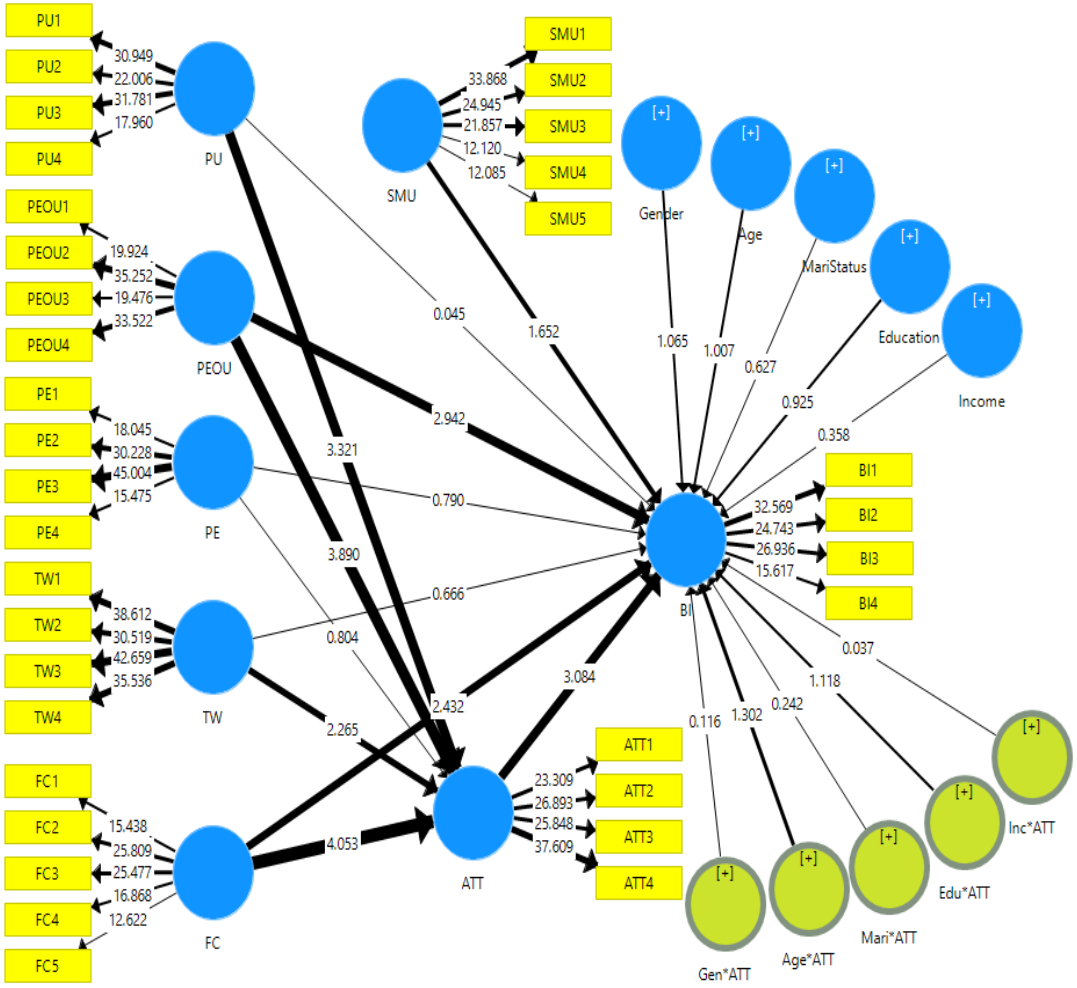


Table 4.18: Moderation (Model 3)

Interaction Effect Path	β value	T-Value	P-Value	Hypotheses
Income*ATT -> BI	-0.003	0.037	0.971	Not Supported
Marital Status*ATT -> BI	-0.020	0.242	0.809	Not Supported
Age*ATT -> BI	0.111	1.302	0.193	Not Supported

Gender*ATT -> BI	0.008	0.116	0.908	Not Supported
Education*ATT -> BI	-0.089	1.118	0.263	Not Supported

**At 95% confidence level*

Table 4.18 shows that all the categorical variables insignificantly influence the Behavioral intention directly and as a moderator. Thus, all the five categorical variables: income (ß = -0.003; t = 0.037; $p > 0.05$), marital status (ß = -0.020; t = 0.242; $p > 0.05$), age (ß = 0.111; t = 1.302; $p > 0.05$), gender (ß = 0.008; t = 0.116; $p > 0.05$) and education (ß = -0.089; t = 1.118; $p > 0.05$) insignificantly moderate in relationship between attitude and behavioral intention. Thus, the hypotheses for income, age, marital status, gender are rejected as there is no significant moderating influence of these categorical variables on proprietor behavioral intention. Thus, H0 (5a), (5b), (5c), (5d) and (5e) are not supported.

4.8: Moderating Influence of Personality Traits on relationship between Attitude and Behavioral Intention

The fourth objective is to check if openness, conscientiousness, extraversion, agreeableness, and neuroticism (Acronym OCEAN) moderate the relationship between attitude toward social media usage and behavioral intention. OCEAN (continuous variables) were measured on a "7-point Likert scale". It is suggested to make interaction effect of moderator and independent variable when working with continuous variables. It is very easy to check the interaction effect in Smart-PLS. The measurement model after adding the direct and interaction effect of each of the personality traits is given below (see Figure 4.14). It depicts that openness and neuroticism have negative direct and interaction effects on behavioral intention. Conscientiousness and extraversion have a positive effect on behavioral intention while their interaction effect is negative. Agreeableness shows a negative direct effect while positive interaction effect on behavioral intention. As a result, the influence of the big five personality traits (direct as well as moderator) on behavioral intention is complex in terms of negative and positive relationships.

Figure 4.14: Measurement Model of Personality traits (Model 4)

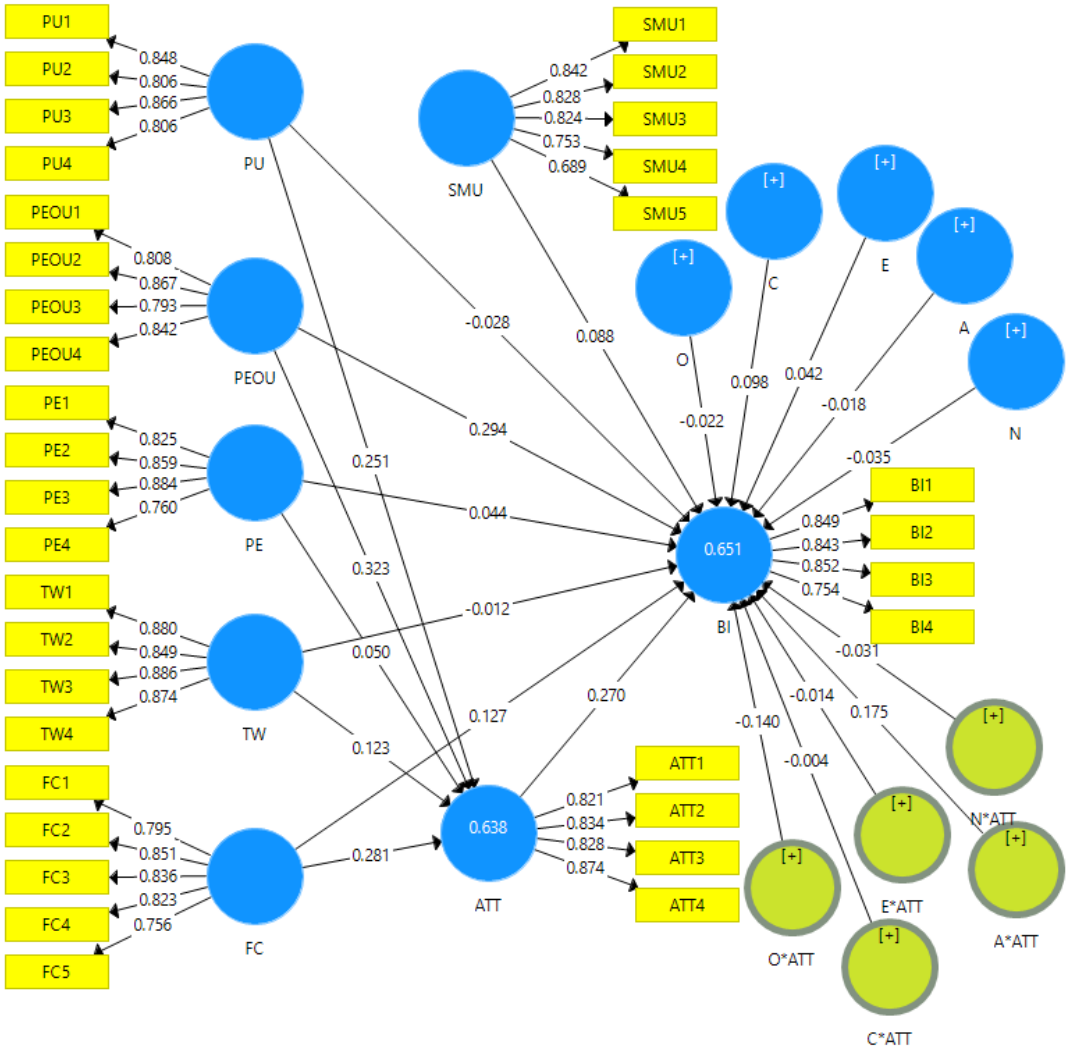


Figure 4.15 illustrates the structural model obtained after running bootstrap at k=5000. All the t-values of the big five personality traits are below 1.96. Thus, we can conclude that the big five personality traits do not significantly influence behavior intention except Agreeableness, which influences the relationship between attitude and behavioral intention. After adding continuous moderating variables, many antecedents of attitude show a strong significant relationship with attitude and behavioral intention.

Figure 4.15: Structural Model of Personality traits (Model 4)

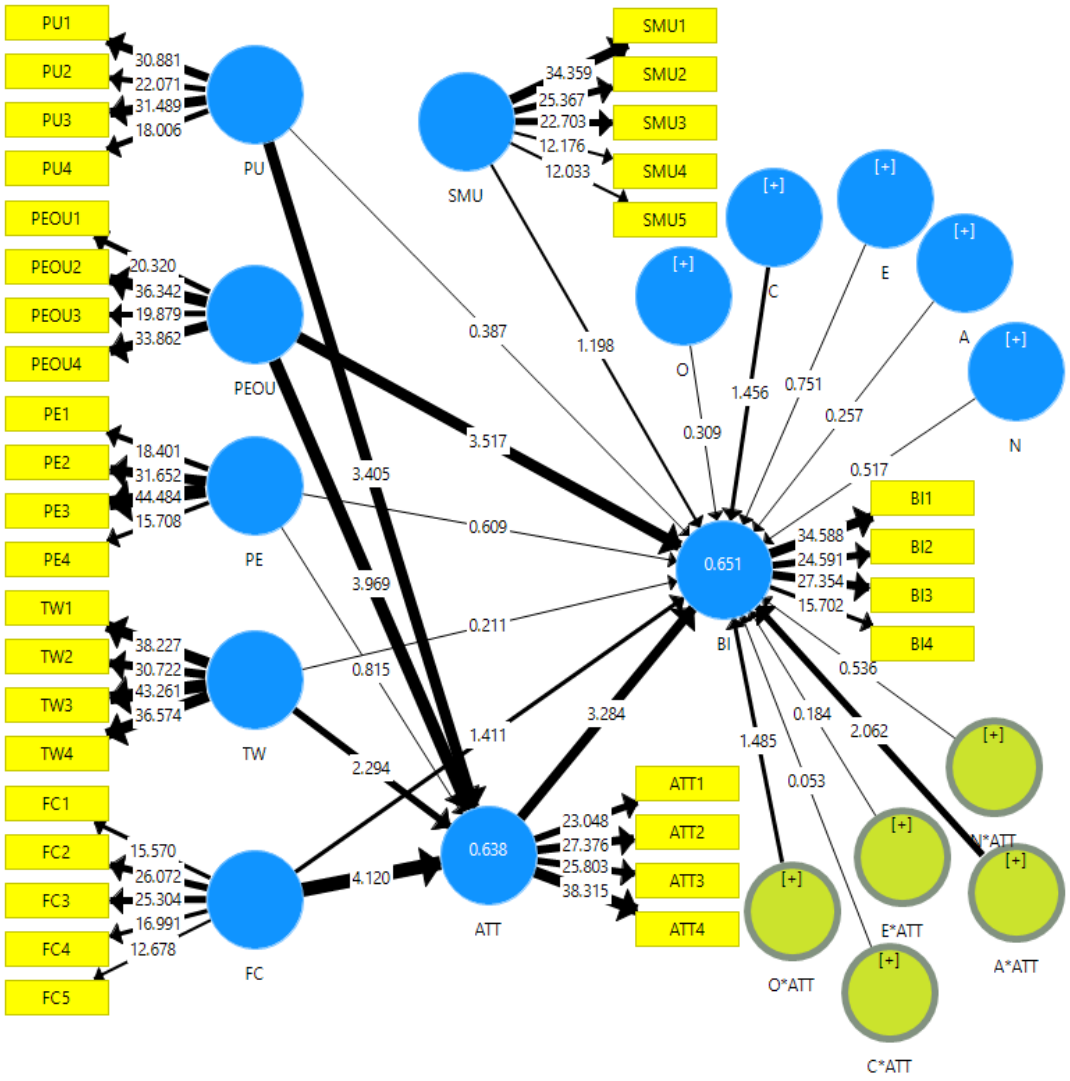


Table 4.19: Interaction Effect of Personality Traits (Model 4)

	β value	T-Value	P-Value	Hypotheses
O*ATT -> BI	-0.140	1.485	0.138	Not Supported
C*ATT -> BI	-0.004	0.053	0.958	Not Supported

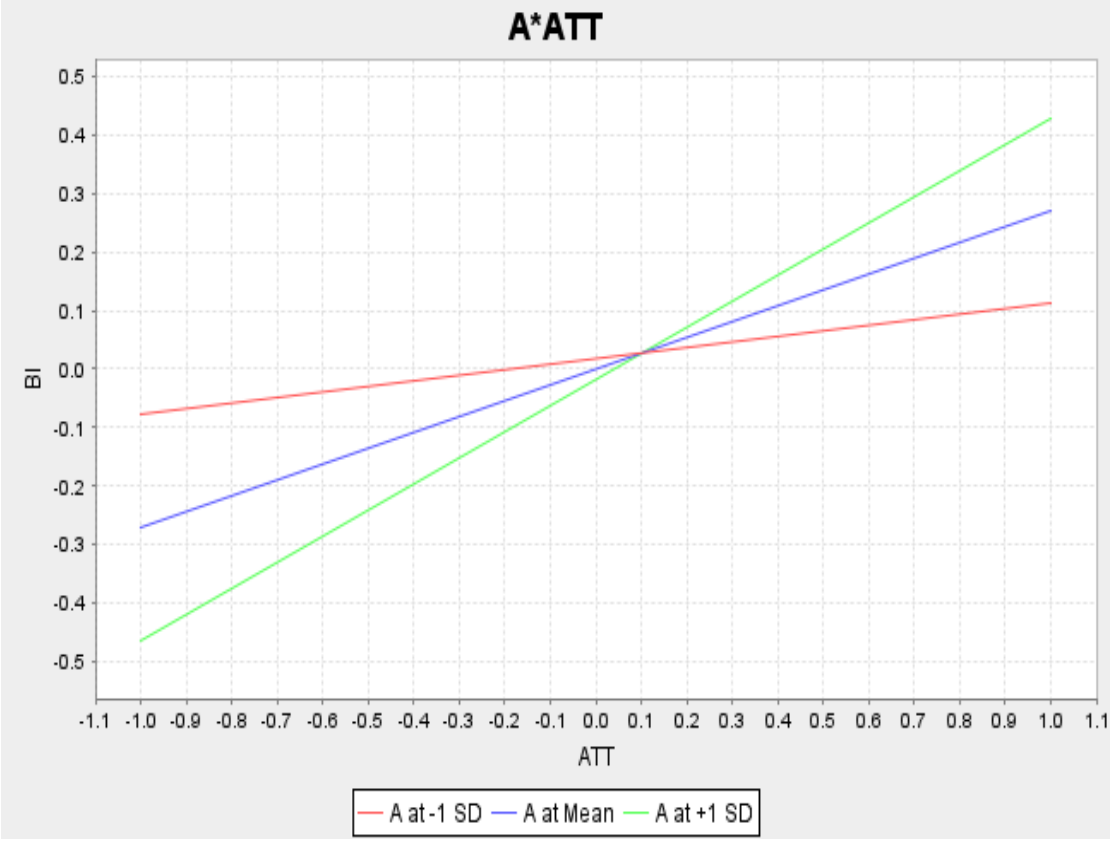
E*ATT -> BI	-0.014	0.184	0.854	Not Supported
A*ATT -> BI	0.175	2.062	0.039*	Supported
N*ATT -> BI	-0.031	0.536	0.592	Not Supported

**At 95% confidence level*

Table 4.19 shows the result of interaction effect of continuous variable, which shows that only one personality traits act as a significant moderator. The interaction of Attitude with Agreeableness (*ß* = 0.175; t = 2.062; $p < 0.05$) have significant positive influence on behavioral intention. The interaction of Attitude with Openness (*ß* = -0.140; t = 1.485; $p > 0.05$), Conscientiousness (*ß* = -0.004; t = 0.053; $p > 0.05$), Extraversion (*ß* = -0.014; t = 0.184; $p > 0.05$) and Neuroticism (*ß* = -0.031; t = 0.536; $p > 0.05$) have negative insignificant effect on behavioral intention. Thus, only one hypothesis H0 (8d) is supported while all the other four hypotheses H0 (8a), (8b), (8c), and (8e) are not supported. Conscientious and extraversion have zero effect size. Neuroticism ($f^2 = 0.003$) and openness ($f^2 = 0.027$) shows small and medium effect size respectively. Only agreeableness ($f^2 = 0.037$) has high effect size. The predictive accuracy (Q^2) of attitude is 0.428 and for behavioral intention it is 0.391, demonstrating medium predictive accuracy.

PLS Simple Slope for Agreeableness is the graphical representation of the interaction effect of education (see Figure 4.16). It clearly depicts that as attitude increases, behavior intention also increases (at mean). Agreeableness at -SD is Low Agreeableness (Group 1), whereas Agreeableness at +1 SD is High Agreeableness (Group 2). The Interaction occurs within the graph at 0.1 ATT and 0.03 BI and is called dis-ordinal interaction. After the interaction, the slope of high education (green) is above the mean value (blue), which means that high agreeableness will positively and significantly influence the relationship of Attitude and Behavioral Intention. Now, the next question arises regarding the effect size of this moderator variable. For this purpose, f^2 needs to be checked which is 0.037 (high effect size) with medium predictive accuracy.

Figure 4.16: PLS Simple Slope for Agreeableness



Source: Own research

4.9: Summary

This chapter provides a thorough examination of social media usage from the standpoint of business owners. It is being investigated for its impact on behavioral intention in a variety of settings, including mediation, moderation, and control variables. The results show that attitude and a few of its antecedents significantly influence behavioral intention. Social media usage has insignificant positive influence on behavioral intention. All the control variables insignificantly influence behavioral intention. Attitude influences behavioral intention the most, followed by facilitating conditions, perceived ease of use, and social media usage. It is worth noticing that social media usage significantly influences behavioral intention in the presence of control variables. Perceived enjoyment does not show any significant relationship

with attitude and behavioral intention. Three antecedents of attitude i.e., perceived usefulness, perceived ease of use and facilitating conditions indirectly influence the behavioral intention, thus creating a mediating effect of attitude. In the case of moderation, only agreeableness has a moderating influence on the relationship between attitude and behavioral intention. This association is not moderated by any other categorical or continuous variable. Table 4.20 shows the cumulative conclusion of all hypotheses from the viewpoint of the proprietors.

Table 4.20: Summary of Hypotheses Result

Proprietor Hypotheses	**Result**
H0 (1): Proprietor social media usage has a significant positive influence on behavioral intention.	*Not Supported*
H0 (3): Proprietor attitude towards social media usage has a significant positive influence on behavioral intention.	*Supported*
H0 (3a): Perceived usefulness has a significant positive influence on attitude towards social media usage.	*Supported*
H0 (3b): Perceived usefulness has a significant positive influence on behavioral intention.	*Not Supported*
H0 (3c): Attitude towards social media usage significantly mediates the relationship between perceived usefulness and behavioral intention.	*Supported*
H0 (3d): Perceived ease of use has a significant positive influence on attitude towards social media usage.	*Supported*
H0 (3e): Perceived ease of use has a significant positive influence on behavioral intention.	*Supported*

H0 (3f): Attitude towards social media usage significantly mediates the relationship between perceived ease of use and behavioral intention.	*Not Supported*
H0 (3g): Perceived enjoyment has a significant positive influence on attitude towards social media usage.	*Not Supported*
H0 (3h): Perceived enjoyment has a significant positive influence on behavioral intention.	*Not Supported*
H0 (3i): Attitude towards social media usage significantly mediates the relationship between perceived enjoyment and behavioral intention.	*Supported*
H0 (3j): Facilitating condition has a significant positive influence on attitude towards social media usage.	*Supported*
H0 (3k): Facilitating condition has a significant positive influence on behavioral intention.	*Supported*
H0 (3l): Attitude towards social media usage significantly mediates the relationship between facilitating condition and behavioral intention.	*Supported*
H0 (3m): Trustworthiness has a significant positive influence on attitude towards social media usage.	*Supported*
H0 (3n): Trustworthiness has a significant positive influence on behavioral intention.	*Not Supported*
H0 (3o): Attitude towards social media usage significantly mediates the relationship between trustworthiness and behavioral intention.	*Not Supported*

H0 (5): Proprietor demographics significantly moderate the relationship between attitude towards social media usage and behavioral intention.	*Not Supported*
H0 (5a): Income significantly moderates the relationship between attitude towards social media usage and behavioral intention.	*Not Supported*
H0 (5b): Marital status significantly moderates the relationship between attitude towards social media usage and behavioral intention.	*Not Supported*
H0 (5c): Age significantly moderates the relationship between attitude towards social media usage and behavioral intention.	*Not Supported*
H0 (5d): Gender significantly moderates the relationship between attitude towards social media usage and behavioral intention.	*Not Supported*
H0 (5e): Education significantly moderates the relationship between attitude towards social media usage and behavioral intention.	*Not Supported*
H0 (7): Proprietor personality traits significantly moderate the relationship between attitude towards social media usage and behavioral intention.	*Supported*
H0 (7a): Openness significantly moderates the relationship between attitude towards social media usage and behavioral intention.	*Not Supported*
H0 (7b): Conscientiousness significantly moderates the relationship between attitude towards social media usage and behavioral intention.	*Not Supported*

H0 (7c): Extraversion significantly moderates the relationship between attitude towards social media usage and behavioral intention.	*Not Supported*
H0 (7d): Agreeableness significantly moderates the relationship between attitude towards social media usage and behavioral intention.	*Supported*
H0 (7e): Neuroticism significantly moderates the relationship between attitude towards social media usage and behavioral intention.	*Not Supported*

CHAPTER-5

DATA ANALYSIS: CUSTOMER PERSPECTIVE

Social media is a virtual world that has made its place in every walk of life. It is used for varied purposes and is becoming an indispensable part of life. Today, billions of people are using social media and it becomes crucial to understand their attitude towards it and intention to continue using social media platforms in different contexts. The present research focuses to investigate the influence of social media usage and Attitude towards social media on Behavioral intention in the beauty and wellness industry. For this purpose, data was collected from the users of social media platforms who are the customers of the beauty or wellness centres of urban Punjab. The data was collected using the survey method, and the analysis was done by making the use of statistical packages like Smart-PLS (v.3.3.3) and SPSS (version 21). The influence of exogenous variables on the endogenous variable in the presence of four control variables is also shown. Higher effects of moderation and mediation are discussed in detail.

5.1: Demographic Summary

For a better understanding of the analysis and results, it is necessary to explain the respondents' profile using frequency distribution. The demographic profile of the respondents who were part of the survey is depicted in Table 5.1. The details regarding gender, age, marital status, education qualification, income, and geographical location are presented in a tabular form along with a brief description. The final sample contains 737 responses, out of which 34.19 percent were males and 65.81 percent were females. There were more female participants in the survey as compared to men and the literature also supports that primarily females are the customers of beauty services. With passing time, females are getting more fitness conscious and many of them were the customer of both Beauty as well as wellness centres. Around 55.22 percent of the respondents were up to the age of 25 years, whereas 44.78 percent were above 25 years of age. When it comes to the respondents'

marital status, 68.25 percent were unmarried, while 31.75 percent were married. As far as educational qualification is concerned, 54.68 percent of respondents were either Undergraduate or Graduate while 45.32 percent of respondents were Postgraduate or ever higher. Regarding income, it was observed that 68.52 percent of the respondents' yearly earnings were less than 2.5 lacs, while 31.48 percent were earning more than 2.5 lacs per annum. The literature also supports the notion that beauty and wellness are no longer regarded as a luxury, but rather an essential component of life, with individuals of all ages and financial levels prioritizing beauty, health, and fitness. Given below is the tabular representation of Customer demographics (see Table 5.1).

Table 5.1: Demographic Profile of the Customers

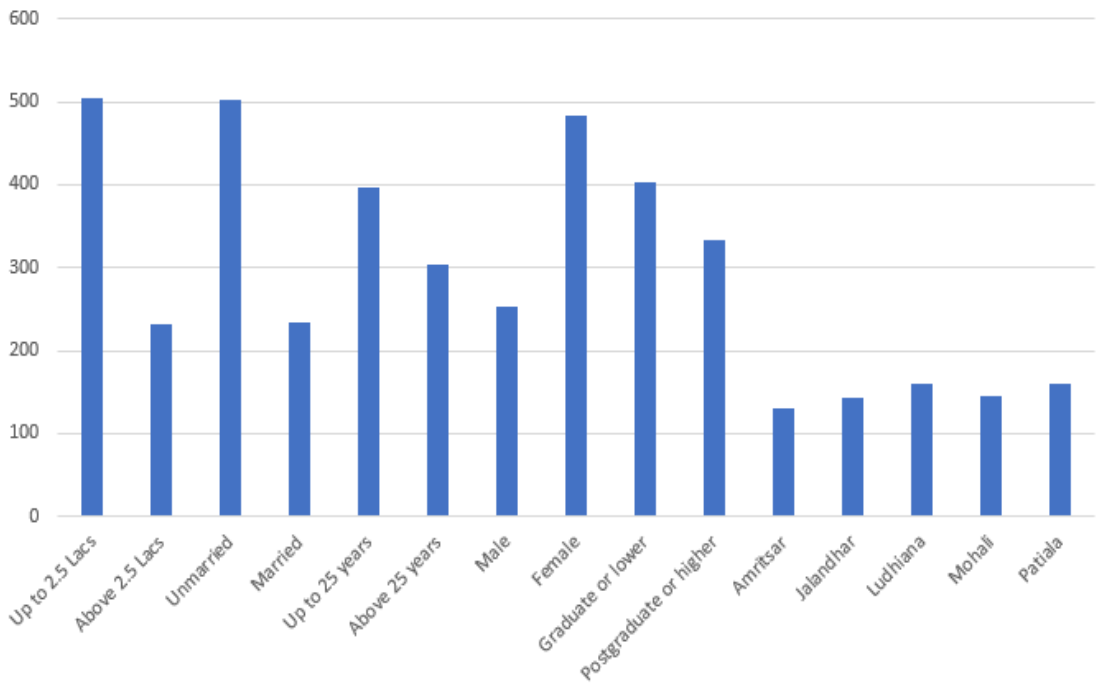
Demographics	Indicators	Frequency	Percent
Gender	Male	252	34.19
	Female	485	65.81
	Total	737	100.00
Age (in years)	Up to 25 years	407	55.22
	Above 25 years	330	44.78
	Total	737	100.00
Marital Status	Unmarried	503	68.25
	Married	234	31.75

	Total	737	100.00
Education	Graduate or lower	403	54.68
	Postgraduate or higher	334	45.32
	Total	737	100.00
Annual Income (₹)	Up to 2.5 Lacs	505	68.52
	Above 2.5 Lacs	232	31.48
	Total	737	100.00
Geographical Location	Amritsar	130	17.64
	Jalandhar	142	19.27
	Ludhiana	160	21.71
	Mohali	145	19.67
	Patiala	160	21.71
	Total	737	100.00

Source: Primary Data

Figure 5.1 depicts the demographic features of customers of beauty and wellness centres covering Income, Marital status, Age, Gender, Education (acronym IMAGE) along with the geographical location of the respondents.

Figure 5.1: Demographic Profile of Customers



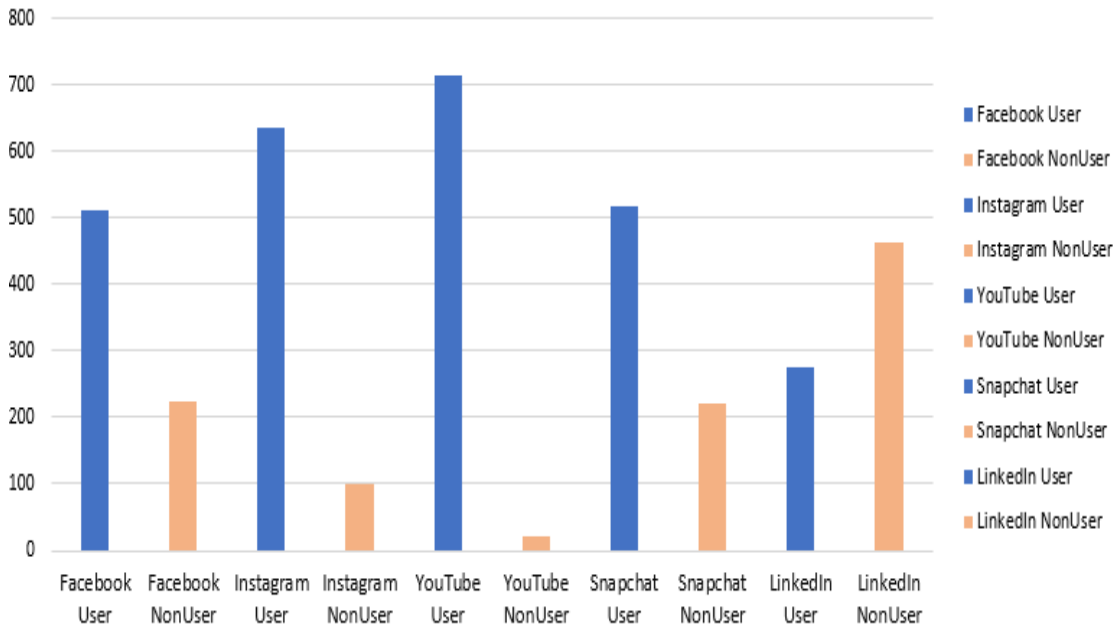
Designed by Researcher

5.2: Social Media Usage

The pattern of using social media was evaluated in detail in terms of frequency and duration. Respondents were asked to select the social media platform (Facebook, Instagram, YouTube, Snapchat, and LinkedIn) which they are using at present. Further, the usage frequency and weekly time spent on each of these platforms gave an idea about the actual usage of social media in their daily life. The results show that they use YouTube the most, following by Instagram, Facebook, and Snapchat. LinkedIn is the least used social media platform by the respondents of the survey. Only 21 respondents are not using YouTube out of 737, which shows its popularity. The number of users of Facebook and Snapchat is almost the same. When it comes to

frequency of usage, Instagram and YouTube are used in routine by many of them. Most of the respondents are using these social media platforms for less than 5 hours a week. The number of users and non-users of each platform is presented in Figure 5.2 and a tabular form shows numeric data about users, usage frequency, and weekly time spent (see Table 5.2).

Figure 5.2: Users and Non-Users of Social Media Platforms



Designed by Researcher

Table 5.2: Social Media Usage Pattern

	Facebook	**Instagram**	**YouTube**	**Snapchat**	**LinkedIn**
Usage • User	513	636	716	520	274
• Non-User	224	101	21	217	463

Total	737	737	737	737	737
Frequency • Never	224	101	21	217	463
• Rarely	174	96	75	177	125
• Sometimes	182	185	289	152	83
• Often	61	118	145	74	31
• Daily	96	237	207	117	35
Total	737	737	737	737	737
Duration • 0-5 hours	418	351	419	415	236
• 6-10 hours	55	152	162	54	23
• 11-15 hours	17	60	55	24	08
• 16-20 hours	16	39	57	19	07
• More than 20 hours	07	34	23	08	00

• Not Using	224	101	21	217	463
Total	737	737	737	737	737

Source: Primary Data

5.3: Preferences on Social Media

Social media support multi-media content which can be one of the reasons for its growing popularity. In this customer-based survey, it is noticed that video is the most preferred content type, followed by photo and text. Further, 95.52% of customers are browsing content on social media via smartphone. Thus, smartphones provide an edge to social media platforms. As the main focus of this study is to measure the influence of social media, the customers of the beauty and wellness industry were asked if they follow any beauty or wellness brand on any of the social media platforms, and 67.30% do follow such brands pages on social media. Further, 30.94% have visited any beauty or wellness centre with the influence of social media. Table 5.3 shows the details regarding the content, the device used, follow brand and influence of social media to visit beauty and wellness centres through promotional strategies of the brands in this industry.

Table 5.3: Preferences on Social Media

	Indicators	**Frequency**	**Percent**
Content	Text	110	14.92
	Photo	209	28.36

	Video	418	56.72
	Total	737	100.00
Device	Desktop	07	0.95
	Laptop	19	2.58
	Tablet	07	0.95
	Smartphone	704	95.52
	Total	737	100.00
Follow page	Yes	496	67.30
	No	241	32.70
	Total	737	100.00
Influence	Yes	228	30.94
	No	509	69.06
	Total	737	100.00

Source: Primary Data

5.4: Influence of Social media Usage and Attitude on Behavioral Intention

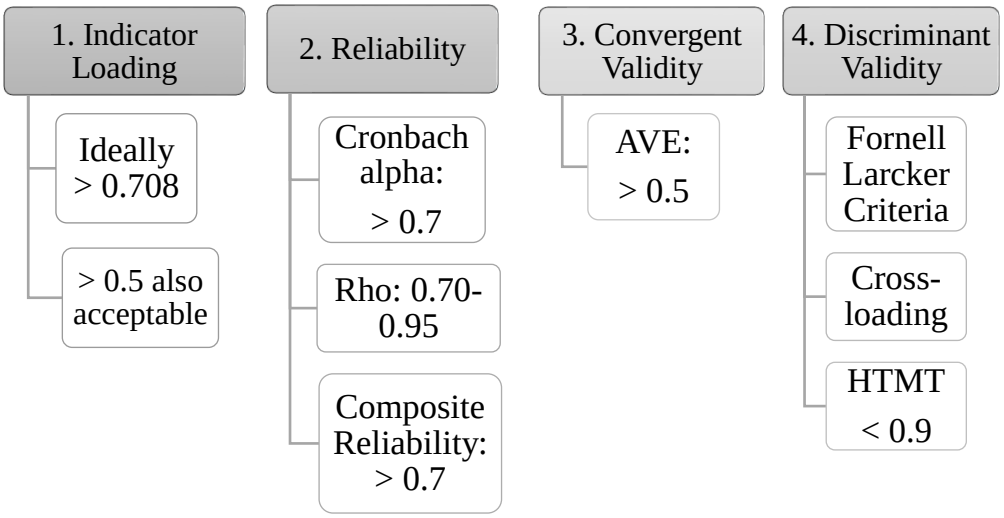
The first objective of the research is to examine the influence of social media usage on behavioral intention. The second objective is to analyze the effect of attitude towards social media usage on behavioral intention. These two objectives can be achieved with the use of SEM modeling. Five antecedents of attitude were identified through the literature review namely, Perceived usefulness, Perceived ease of use, Perceived enjoyment, facilitating conditions and trustworthiness. In order to check the influence of social media usage and attitude towards social media usage on behavioral intention, PLS-SEM was employed. SEM is the mixture of Confirmatory Factor Analysis (CFA) and Regression based Path analysis. CFA is used for checking the reliability, validity and model fit, which is a part of the measurement model. CFA is used to check if the instrument is reliable and valid enough to measure different variables, so it is checked for constructs and their items and is also called the outer model. The effect of exogenous variable(s) on endogenous variable is measured through Regression using R-value, R square, Beta values, etc. Regression based path analysis checks relationships between constructs which can be positive or negative, significant, or insignificant, and it is also known as Structural or Inner model. PLS-SEM technique computes measurement and structural model relationships separately rather than concurrently. When building a model, ellipses represent factors and rectangles represent indicators. The inner or structural model is made up of the factor ellipses and the arrow that creates them. The outer or measuring model is made up of the indicator rectangles and the arrows that connect them. For the present study, Smart-PLS was used to analyze the collected data as works on both the models using two algorithms: the Standard PLS algorithm and the Consistent PLS algorithm. Both are valuable in research. However, researchers cautioned that if all scales are reflective, the PLS algorithm may produce inconsistent results and adversely impact hypotheses testing outcomes (Dijkstra and Henseler, 2015). They suggested using consistent PLS (PLSc) to get consistent results for path coefficients, inter-construct

correlations, and indicator loadings. As all the scale items are reflective in this study, it is found appropriate to use PLS consistent.

5.4.1: Measurement Model

Examining the measurement models is the foremost step in analyzing PLS-SEM results. The measurement model investigates the relationship between the latent variables and their indicators. It is used to check the reliability and validity of the outer model. Hair *et al.* (2019) gave the guidelines regarding what needs to be reported in the measurement model. These guidelines vary for reflective and formative measurement models. In our study, as all the scales are reflective, therefore, Indicator Reliability (Outer loading), Convergent validity and Discriminant Validity will be checked before moving to the structural part. Figure 5.3 briefly explains the guidelines related to the reflective measurement model.

Figure 5.3: Reflective Measurement Model Assessment

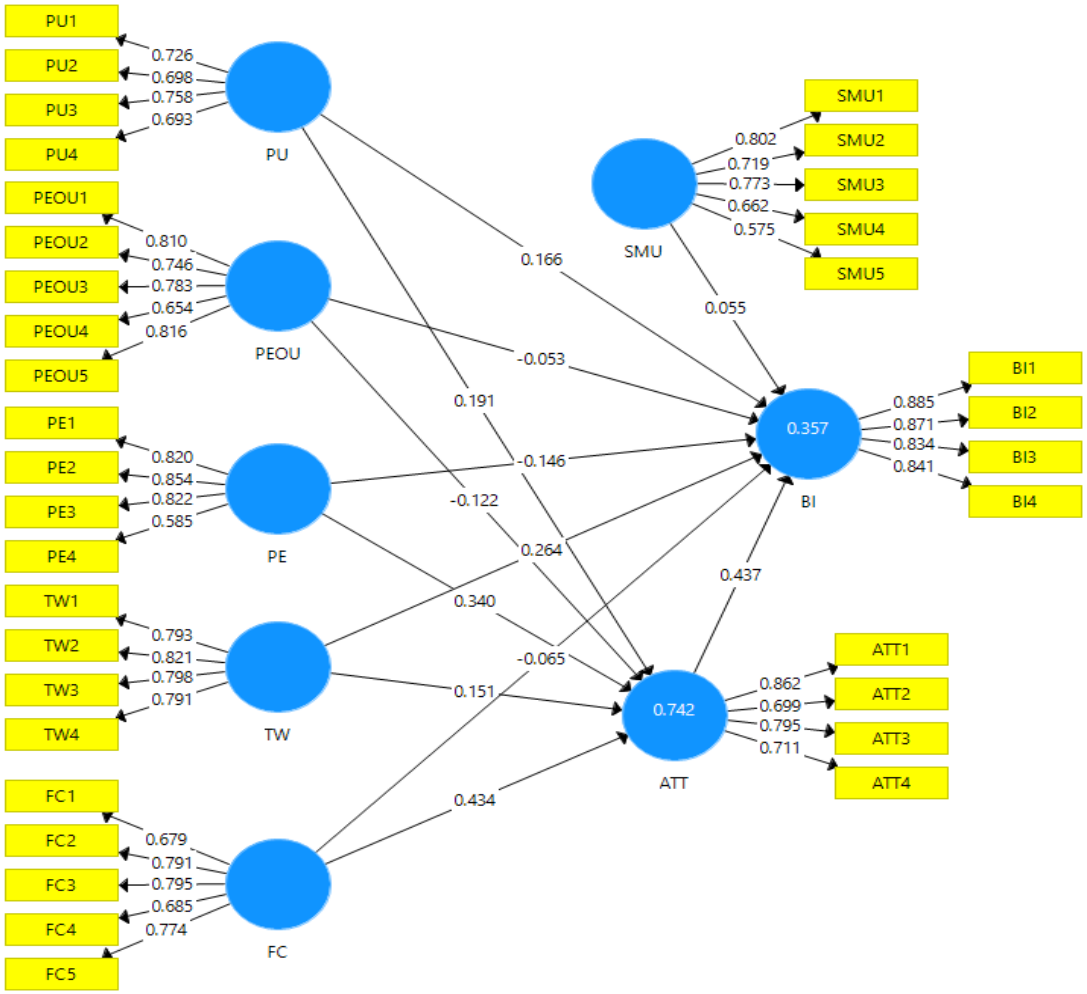


Designed by Researcher

5.4.1.1: Assessment of Reflective Measurement Model

The reflective constructs assessment in the model begins with checking all the factor loadings and it should be 0.708 or higher. This value is recommended as the square of loadings will compute AVE, which should be above 0.5. However, it is not mandatory to remove the items with less loading until AVE is an issue. If AVE and other reliability and validity criterion are met, less loading of items is acceptable. But if convergent validity is met in the third step, none of the items needs to be removed. The measurement model shows the outer loading of all the indicators along with path coefficient values which shows the direct relationship of the constructs with each other (see Figure 5.4)

Figure 5.4: Measurement Model (Model 1)



- *Indicator loadings*

The measurement model shows that the indicator loadings of 24 out of 35 items were above the permissible value of 0.708 (also see Table 5.4). Item 1 of the Behavioral intention scale has the highest loading of 0.885, whereas the 5th item of the social media usage scale has the least factor loading of 0.575. As mentioned above, it is not necessary to remove items with low loading until AVE is an issue. The square of loadings of the complete scale items gives an AVE value of above 0.5. All the items of the scales are considered good enough for achieving convergent validity and thus are adequate to measure the construct.

Table 5.4: Outer Loadings (Model 1)

	ATT	BI	FC	PE	PEOU	PU	SMU	TW
ATT1	0.862							
ATT2	0.699							
ATT3	0.795							
ATT4	0.711							
BI1		0.885						
BI2		0.871						
BI3		0.834						
BI4		0.841						

FC1	0.679		
FC2	0.791		
FC3	0.795		
FC4	0.685		
FC5	0.774		
PE1		0.820	
PE2		0.854	
PE3		0.822	
PE4		0.585	
PEOU1			0.810
PEOU2			0.746
PEOU3			0.783
PEOU4			0.654
PEOU5			0.816

PU1	0.726		
PU2	0.698		
PU3	0.758		
PU4	0.693		
SMU1		0.802	
SMU2		0.719	
SMU3		0.773	
SMU4		0.662	
SMU5		0.575	
TW1			0.793
TW2			0.821
TW3			0.798
TW4			0.791

- *Reliability and Convergent Validity*

The second and third step is to check the Internal consistency reliability and Convergent validity, which can be achieved by checking reliability and AVE respectively. Internal consistency reliability is measured by Cronbach alpha (α) and Composite reliability values. In exploratory research, reliability levels between 0.60 and 0.70 are regarded as "acceptable," while values between 0.70 and 0.90 are "recommended" by many researchers (Hair *et al.*, 2019). Pattern response may trigger the reliability to 0.95 and above, which is a problematic situation as it leads to redundancy issues and reduces the validity of the construct (Drolet and Morrison, 2001, Diamantopoulos *et al.*, 2012). The Cronbach alpha value is usually lower than composite reliability. Dijkstra and Henseler (2015) suggested checking rho_A as the proximity of construct reliability whose value falls somewhere between the two measures. As a result, rho_A may be a fair criterion to measure the reliability of the construct. The threshold values for measuring the Cronbach alpha, composite reliability, and construct reliability are the same. In the third step, the convergent validity of each construct is measured. The extent to which a construct converges to explain the variance of its items is known as convergent validity. The average variance extracted (AVE) for all items on each construct is the metric used to assess convergent validity. As previously stated, it is the square of indicator loadings; so, for each construct, it should be 0.5 or higher, implying that the construct explains at least 50% of the variance of its items.

Table 5.5: Reliability and Convergent Validity (Model 1)

	α	**ρ**	**C.R.**	**AVE**
ATT	0.853	0.859	0.852	0.592
BI	0.917	0.918	0.918	0.736

FC	0.861	0.866	0.862	0.557
PE	0.851	0.871	0.857	0.604
PEOU	0.875	0.879	0.875	0.584
PU	0.810	0.812	0.810	0.517
SMU	0.836	0.843	0.835	0.506
TW	0.877	0.878	0.877	0.641

Table 5.5 shows the outcome values of reliability and validity of all the variables. The value of Cronbach alpha lies between 0.810 to 0.917. The compositive reality ranges between 0.810 to 0.918, and Rho A values are between 0.812 to 0.918. As all the values are above 0.708, so it can be concluded that the instrument is reliable enough to measure the variables. Further, convergent validity is also met as all the values of AVE are more than 0.5, ranging between 0.506 to 0.736.

- *Discriminant Validity*

Table 5.5 is showing the reliability and convergent validity which includes Cronbach's Alpha, rho_A, and Composite Reliability of all the constructs. All the values are above 0.708, and none of the constructs shows reliability greater than 0.95. Further, the AVE values range between 0.506 to 0.736 indicating that the constructs explain 50.6 % to 73.6 % of the variance of its items. The scale and responses are reliable enough to measure the constructs. The last step is to check the discriminant validity, which tells how distinct a construct is from other constructs. Fornell and Larcker, cross-loading, and heterotrait-monotrait (HTMT) ratio are the three popular ways to check discriminant validity. Table 5.6 shows that discriminant validity is met

using Fornell-Larcker Criterion as all the values in the diagonal are either equal or higher than the values of its row and column.

Table 5.6: Discriminant Validity "Fornell-Larcker Criterion" (Model 1)

	ATT	BI	FC	PE	PEOU	PU	SMU	TW
ATT	0.770							
BI	0.546	0.858						
FC	0.770	0.396	0.771					
PE	0.770	0.412	0.668	0.777				
PEOU	0.653	0.345	0.733	0.691	0.764			
PU	0.735	0.449	0.719	0.746	0.743	0.739		
SMU	0.639	0.394	0.510	0.607	0.550	0.640	0.711	
TW	0.562	0.478	0.438	0.544	0.417	0.457	0.392	0.801

Henseler *et al.* (2015) demonstrate that the Fornell-Larcker criteria can be ineffective in some situations and offered the Heterotrait-monotrait (HTMT) ratio as a replacement for the Fornell-Larcker criterion. In our study Fornell-Larcker criterion proved to be effective. Further, the HTMT technique was also used to check discriminant validity. A value below 0.90 is suggested as any value above 0.90 violates discriminant validity and creates the issue of multi-collinearity. Many researchers advised that HTMT should be lower than 0.85 (Henseler *et al.*, 2015;

Franke and Sarstedt, 2019) because lower the value, better it is. Table 5.7 shows the HTMT scores which range between 0.342 to 0.768. Thus, discriminate validity is not an issue for model 1.

Table 5.7: Discriminant Validity [HTMT] (Model 1)

	ATT	BI	FC	PE	PEOU	PU	SMU	TW
ATT								
BI	0.548							
FC	0.768	0.395						
PE	0.767	0.413	0.669					
PEOU	0.648	0.342	0.780	0.696				
PU	0.733	0.450	0.721	0.749	0.740			
SMU	0.631	0.399	0.499	0.612	0.536	0.636		
TW	0.565	0.478	0.438	0.548	0.414	0.456	0.396	

Overall, the measurement model's reliability and validity tests are satisfactory, indicating that the items used to measure constructs in this dissertation are valid and suitable for estimating parameters in the structural model.

- *Goodness of Model fit*

CB-SEM provides strong indicators to check the Model fit as compared to PLS-SEM. It is because PLS-SEM was mainly developed for theory testing and prediction-based studies. Smart-PLS provides few indicators to check model fit which includes standardized root mean square residual (SRMR), the unweighted least squares discrepancy (dULS), geodesic discrepancy (d_G), and non-fuzzy index (NFI). Hair *et al.* (2014) and Henseler *et al.* (2014), suggested that SRMR should be below 0.08, whereas NFI should be above 0.9. Table 5.8 shows the fit statistics for research model 1 and only the SRMR criterion was met. The value of SRMR is 0.042, whereas NFI is 0.872. Henseler *et al.* (2016) suggested reporting the upper limit of confidence interval for a perfect test of model fit. In our study, 0.027 is the upper limit of SRMR at 99% confidence interval of the bootstrap distribution.

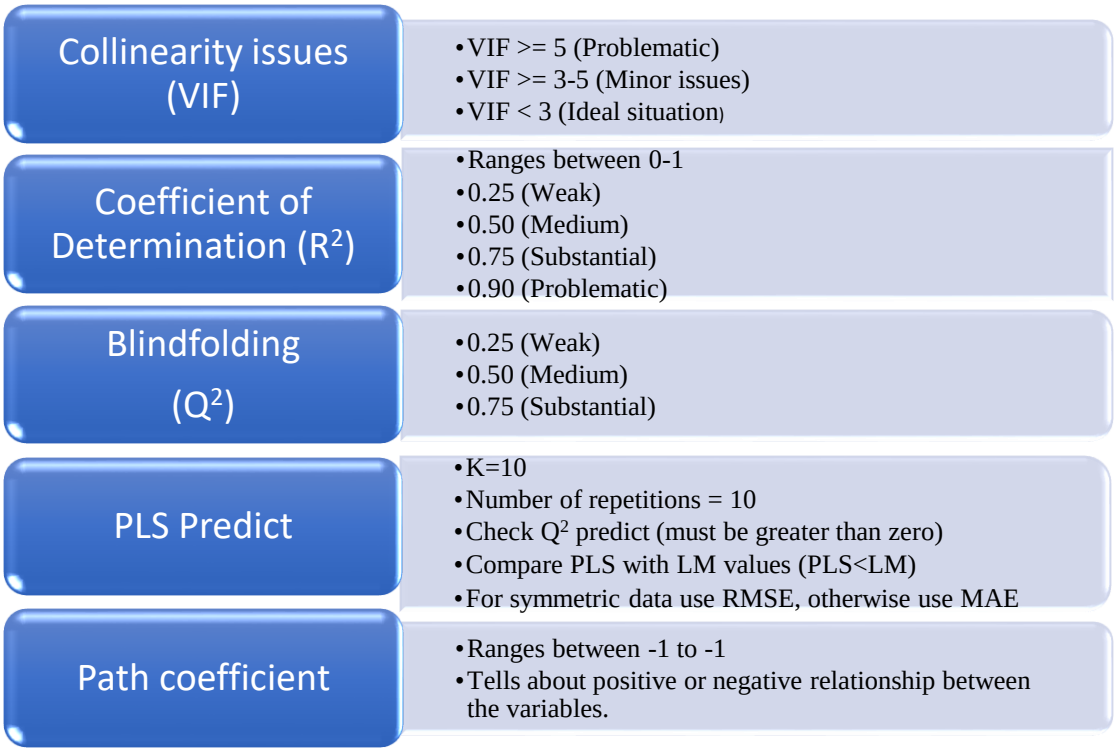
Table 5.8: Model Fit (Model 1)

	Saturated Model	**Estimated Model**
SRMR	0.041	0.042
d_ULS	1.043	1.113
d_G	0.556	0.565
Chi-Square	2085.030	2113.399
NFI	0.874	0.872

5.4.2: Structural Model

Once the measurement model is approved, the next stage should be to analyze the structural model. Validating the structural model can assist in analyzing the data to check if the hypotheses are supported (Urbach and Ahlemann, 2010). In Smart-PLS, the coefficient of determination (R^2) and path coefficients are used to evaluate the structural model. The R^2 should be more than 0.19, and the path coefficient between the latent variables should be above 0.1. The path coefficient can be positive or negative depending upon the relation between the constructs. A significant relationship is established when the p-value is less than 0.05 at 95% confidence level. Bootstrapping is run to check the significance of the relationship between the constructs. It is recommended to run bootstrapping with the k value of 5000 (Nitzl *et al.* 2016).

Figure 5.5: Structural Model Assessment



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5.4.2.1: Assessment of Structural Model

In the structural model, the assessment begins with checking the Collinearity (VIF) between the items of the construct (see Figure 5.5). Ideally, the value of VIF should be below 3. But it can be between 3 to 5. The VIF value greater than 5 indicates collinearity issues. If collinearity is a concern, creating higher-order models that can be justified by theory is a common solution (Hair *et al.*, 2017a). If collinearity isn't an issue, then the next step is to check the coefficient of determination (R^2). In this study, all the VIF values were below 3, so there is no collinearity issue and model is free of common method bias. (Kock, 2015).

- *Coefficient of Determination (R^2)*

The R^2, which assesses the relationship between explained variance and overall variance of the latent variable, is the main criterion for evaluating the structural model. It indicates the percentage of variance in the endogenous variable explained by the exogenous variables. The R^2 value of 0.25, 0.50, 0.70, and 0.90 shows a weak, moderate, substantial, and problematic relationship between the variables (Henseler *et al.*, 2009; Hair *et al.*, 2017a). Table 5.9 shows that the determinants of attitude explain 74.2% of attitudes towards social media. The R^2 value is high indicating a substantial relationship. On the other hand, the endogenous variable Behavioral Intention is 35.7% explained by social media usage and attitude towards social media usage, which shows a weak to moderate relationship between the constructs.

Table 5.9: Regression (Model 1)

	R^2	**R^2 Adjusted**
ATT	0.742	0.740
BI	0.357	0.351

Some researchers use R^2 to gauge the predictive power of their models. The R^2 only represents the model's "in-sample explanatory power" (Rigdon, 2012), not its "out-of-sample predictive potential". Blindfolding is recommended to check the predictive accuracy (Dolce *et al.*, 2017).

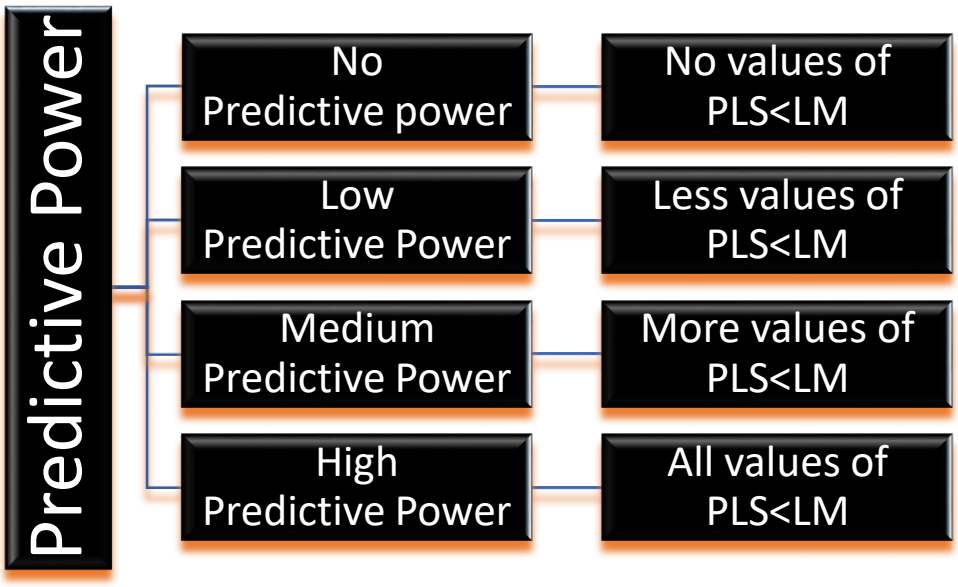
- *Blindfolding (Q^2)*

The next step is to look at the Q^2 value, which indicates the predictive accuracy of the PLS path model (Stone, 1974). This metric is built on the blindfolding technique, which involves "removing single points from a data matrix, imputing the removed points with the mean, and estimating model parameters" (Rigdon, 2014b). As a result, the Q^2 incorporates both "out-of-sample and in-sample explanatory power" (Shmueli *et al.*, 2016). The value of Q^2 can be zero, suggesting that there is no significant link. "The small, medium and large predictive accuracy of the PLS path model is shown by values greater than 0, 0.25, and 0.50 respectively" (Hair *et al*., 2019). The Q^2 of Attitude is 0.404 showing medium predictive accuracy, while for the behavioral intention it is 0.234 indicating small predictive accuracy.

- *PLS predict*

The next step is to use PLS predict technique to test the out-of-sample predictive power of their model (Shmueli *et al.*, 2016, 2019). PLS predict is built on the notions of separate "training" and "holdout samples" to evaluate the predictive power of a model. A training sample is a subset of the entire dataset that is used to estimate model parameters such as path coefficients, indicator weights, and loadings. The holdout sample refers to the portion of the dataset that was not used for the model estimate (Hair *et al.*, 2018). Researchers suggest checking the predicted power of dependent variables. For this purpose, set k = 10 (ten repetitions) and run PLS predict. The predictive power can be zero, low, medium, or high. The details regarding PLS predictive power are presented in Figure 5.6 along with the guidelines.

Figure 5.6: Predictive Power Guidelines



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The first step in reporting is to check the Q^2 prediction of all the items. It should be greater than zero, and in our study, all the values are above zero ranging between 0.168 to 0.503. The next step is to check whether the data is highly symmetrical. As the data is symmetrical, therefore, RMSE values of Partial least square (PLS) are compared with RMSE values of the Linear Regression model (LM). The positive difference values show that PLS > LM while negative difference values show that PLS < LM. The lower value PLS indicates higher predictability. Only three values show negative values, while five values are positive (see Table 5.10). Thus, it can be concluded that the predictive power of model 1 is low.

Table 5.10: Predictive Power (Model 1)

	PLS RMSE	Q^2_predict	LM RMSE	Difference (PLS-LM)
ATT1	0.923	0.503	0.866	0.056
ATT3	1.020	0.427	1.030	-0.010

ATT2	1.151	0.326	1.163	-0.013
ATT4	1.097	0.352	1.139	-0.041
BI4	1.460	0.198	1.449	0.011
BI1	1.405	0.216	1.403	0.002
BI2	1.413	0.212	1.389	0.023
BI3	1.435	0.168	1.432	0.002

- *Path Coefficients*

After confirming the model's explanatory and predictive power, the final stage is to evaluate the relevance and significance of path coefficients. It predicts the strength of the association between two latent variables. For this purpose, path coefficient, algebraic sign, T-statistics, magnitude, and significance level must be checked. Both the measurement model and structural model gives path coefficient values. The sole difference is that the structural model employs bootstrapping, which generates t-values and p-values for examining the significance level. Figure 5.7 shows the structural model with T-values of all the constructs and the items which should be above 1.96 for a significant relationship at 95% of confidence level. Additionally, **t**he path coefficient must exceed 0.100 and be significant at the 0.05 level to have an appropriate influence within a model. When comparing the magnitude of the path coefficients and the f^2 effect sizes, the rank order of the predictor constructs' relevance in explaining a dependent construct is generally equivalent (Hair *et al.*, 2019). “Small, medium, and large f^2 effect sizes are represented by values higher than 0.02, 0.15, and 0.35, respectively” (Cohen, 1988). Attitude and social media usage have a weak effect size of 0.072 and 0.002 respectively on Behavioral Intention. All the other variables (PU, PEOU, PE, TW, and FC) also have a weak effect size below 0.15 on Behavioral Intention. The two variables FC and PE have a medium effect on Attitude, while the rest have a weak effect size (see Table 5.11).

Figure 5.7: Structural Model (Model 1)

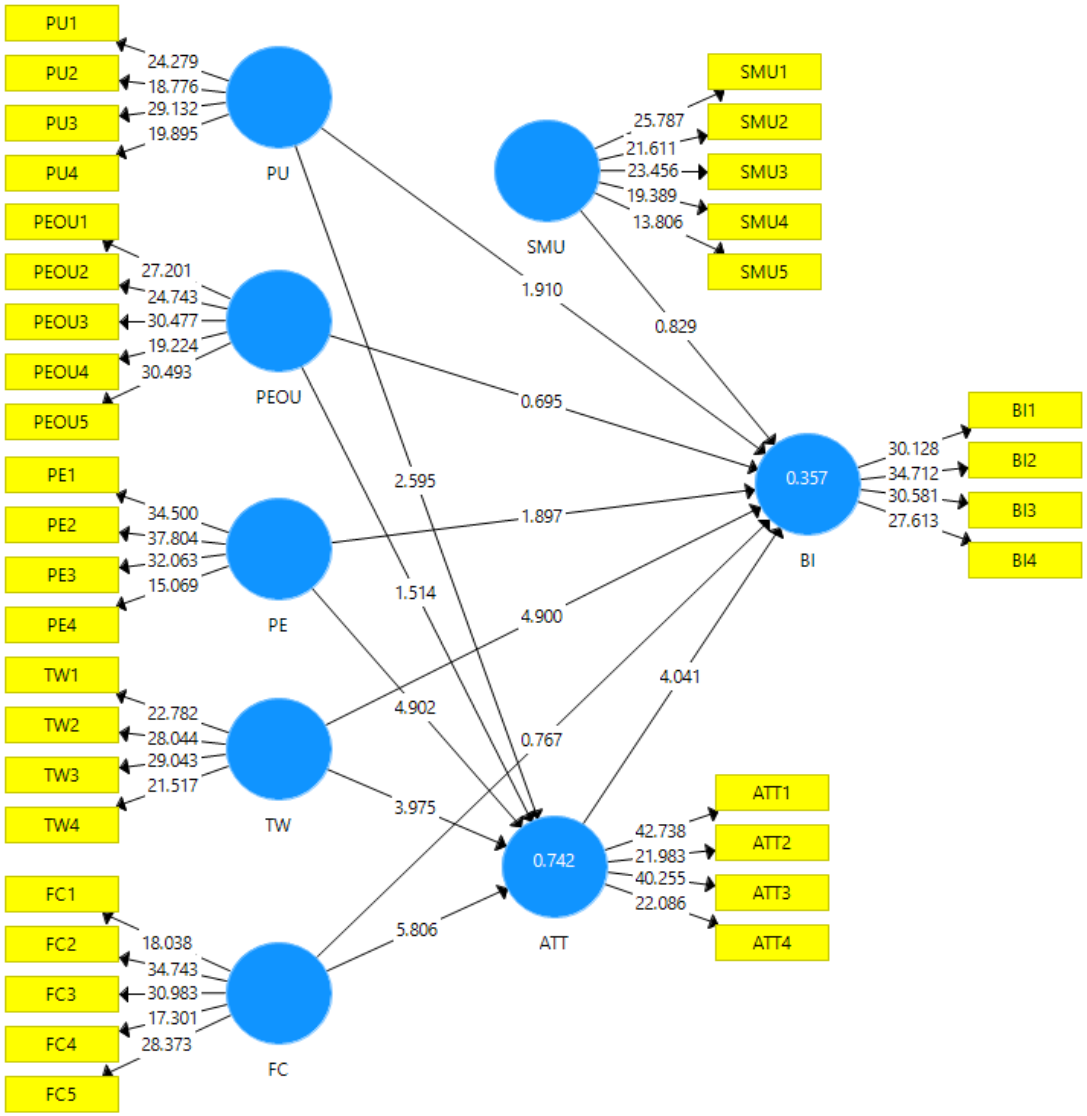

Table 5.11: Effect Size (f^2) (Model 1)

	ATT	BI
ATT	-	0.072
FC	0.251	0.002

PE	0.159	0.010
PEOU	0.018	0.001
PU	0.046	0.013
SMU	-	0.002
TW	0.061	0.071

After running the consistent bootstrapping, the results of the path coefficient along with T-values and P-values are displayed in the Table 5.12. Perceived usefulness positively and significantly influences Attitude (ß = 0.191; t = 2.616; $p < 0.05$). It has positive influence on Behavioral intention too (ß = 0.166; t = 1.878; $p > 0.05$), which is insignificant at 95% confidence level, but is significant at 90% confidence level. Perceived ease of use negatively and insignificantly influences the Attitude (ß = -0.122; t = 1.504; $p > 0.05$) and Behavioral intention (ß = -0.053; t = 0.680; $p > 0.05$). Perceived enjoyment has positive and significant influence on Attitude (ß = 0.340; t = 4.923; $p < 0.05$) but a negative and insignificant influence on Behavioral intention (ß = -0.146; t = 1.856; $p > 0.05$). However, at 90% confidence level perceived enjoyment significantly influences Behavioral intention. Trustworthiness positively and significantly influences both Attitude (ß = 0.151; t = 3.955; $p < 0.05$) and Behavioral intention (ß = 0.264; t = 4.871; $p < 0.05$). Facilitating conditions has a positive significant effect on Attitude (ß = 0.434; t = 5.763; $p < 0.05$), while a negative insignificant effect on Behavioral intention (ß = -0.065; t = 0.761; $p > 0.05$). The results of hypotheses testing shows that the determinant of attitude has varied influence on behavioral intention. The overall influence of Attitude towards social media usage is found to be statistically positive and significant (β = 0.437, t = 4.104, p < 0.05) for Behavioral intention, but the influence of social media usage on behavioral intention (ß = 0.055; t = 0.799; $p > 0.05$) is insignificant yet positive. In summary, Attitude towards social media is significantly influenced by perceived usefulness, perceived enjoyment, facilitating conditions, and trustworthiness, while Behavioral

Intention is significantly influenced by Attitude towards social media and trustworthiness. At 95% of a confident level, the supported directional research hypotheses are H0 (4), (4a), (4g), (4j), (4m) and (4n). Not Supported hypotheses are H0 (2), (4b), (4d), (4e), (4h) and (4k).

Table 5.12: Hypotheses Testing

	β	Mean	STDEV	T-Value	P-Value	Hypotheses
SMU -> BI	0.055	0.052	0.069	0.799	0.424	Not Supported
ATT -> BI	0.437	0.442	0.107	4.104	0.000*	Supported
PU -> ATT	0.191	0.193	0.073	2.616	0.009*	Supported
PU -> BI	0.166	0.174	0.088	1.878	0.060	Not Supported
PEOU -> ATT	-0.122	-0.123	0.081	1.504	0.133	Not Supported
PEOU -> BI	-0.053	-0.058	0.078	0.680	0.496	Not Supported
PE -> ATT	0.340	0.340	0.069	4.923	0.000*	Supported
PE -> BI	-0.146	-0.150	0.078	1.856	0.063	Not Supported
FC -> ATT	0.434	0.434	0.075	5.763	0.000*	Supported
FC -> BI	-0.065	-0.065	0.086	0.761	0.447	Not Supported

TW -> ATT	0.151	0.150	0.038	3.955	0.000*	Supported
TW -> BI	0.264	0.263	0.054	4.871	0.000*	Supported

**At 95% confidence level*

The value of Path coefficients normally falls between -1 to +1. In model 1, apart from the direct effect, an indirect effect also took place. The result of the bootstrapping deciphers an indirect influence on a target construct caused by an intervening variable (Attitude towards social media usage). This indirect effect type is important when evaluating mediating effects (Nitzl, 2016). All the hypotheses are testing at 5 percent significance level, i.e., if the p-value is below 0.05, the hypotheses are supported while if the p-value is above 0.05, the hypotheses are not supported. Some authors also interpret this as reject and fail to reject.

- *Mediation*

Mediation is a condition in which a third variable intervene the direct relationship between independent and dependent variables. To check the Mediation, Nitzl *et al.* (2016) suggested checking the indirect effect first, followed by the Direct effect. If there is no indirect effect or direct effect, then there will be no mediation effect. Further, if indirect is insignificant while the direct effect is significant, then also there is no mediation. Thus, the conclusion is that if the indirect effect is not present, there won't be any mediation. However, if it is significant then it can be either full mediation or partial mediation. An insignificant direct effect shows that there is a total indirect effect which is the case of full mediation. On the contrary, if the direct effect is also significant, then it is partial mediation, which is further categorized into two parts. Complementary Partial Mediation is when all the three effects (p1*p2*p3) are either positive or two negative and one positive. Inconsistent Partial Mediation is when all three effects (p1*p2*p3) are either negative, or two are positive while one is negative. After referring to Zhao *et al.* (2010) and Nitzl *et al.* (2016), a three-step mediation procedure is presented in Figure 5.8. The three steps include checking

indirect effect in the presence of mediator, direct effect, and based on the indirect and direct effect, decide the type of mediation.

Figure 5.8: Three-steps Mediation Procedure

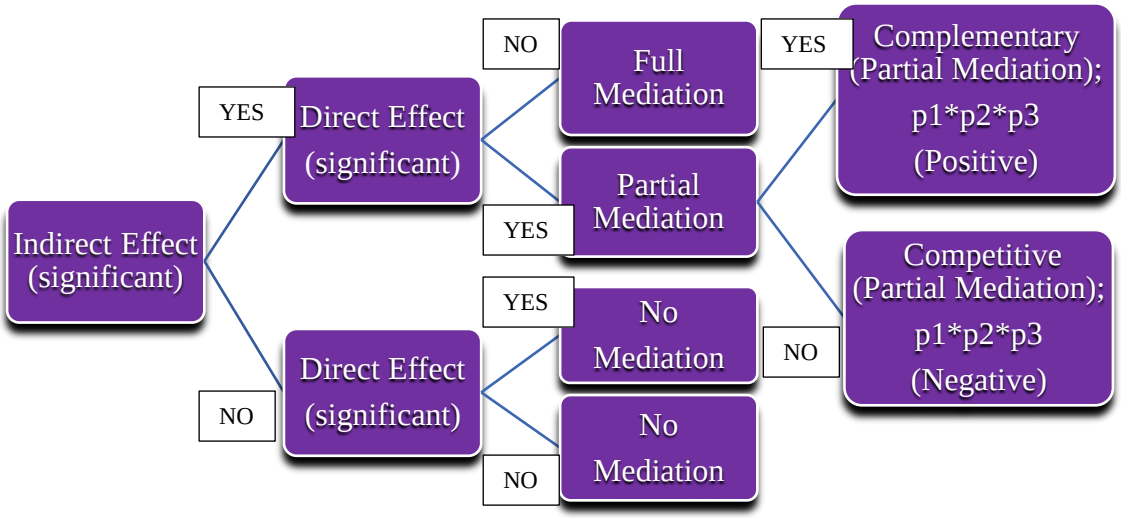

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Table 5.13 shows the direct as well as the indirect effect of all the determinants of attitude. The results reveal that perceived usefulness (ß = 0.084; t = 0. 2.271; $p < 0.05$), perceived enjoyment (ß = 0.149; t = 3.074; $p < 0.05$), facilitating conditions (ß = 0.190; t = 3.363; $p < 0.05$) have significant indirect effects, while insignificant direct effects (ß = 0.166; t = 1.878; $p > 0.05$), (ß = -0.146; t = 1.856; $p > 0.05$), (ß = -0.065; t = 0.761; $p > 0.05$) respectively, so it can be concluded that attitude fully mediates the relationship between these three determinants and behavioral intention. Trustworthiness has both significant indirect effect (ß = 0.066; t = 2.642; $p < 0.05$) and significant direct effect (ß = 0.264; t = 4.871; $p < 0.05$) on behavioral intention, and as all the relationships are positive, it is partial mediation (complementary). Perceived ease of use has neither significant indirect effect (ß = -0.053; t = 1.401; $p > 0.05$) nor significant direct effect (ß = 0.053; t = 0.680; $p > 0.05$) on behavioral intention, thereby creating no mediation effect.

Table 5.13: Mediation Effect

Path	Indirect Effect			Direct effect			Mediation
	β	t-val.	p- val.	β	t-val.	p- val.	
PU→ATT→BI	0.084	2.271	0.023*	0.166	1.878	0.060	Full Mediation
PEOU→ATT→ BI	-0.053	1.401	0.161	-0.053	0.680	0.496	No Mediation
PE→ATT→BI	0.149	3.074	0.002*	-0.146	1.856	0.063	Full Mediation
FC→ATT→BI	0.190	3.363	0.001*	-0.065	0.761	0.447	Full mediation
TW→ATT→BI	0.066	2.642	0.008*	0.264	4.871	0.000*	Partial Mediation

**At 95% confidence level*

As there is a significant influence of mediating effect of attitude on the relationship between perceived usefulness and behavioral intention; perceived enjoyment and behavioral intention; facilitating conditions and behavioral intention; trustworthiness and behavioral intention; thereby supporting four hypotheses H0 (4c), (4i), (4l) and (4o). The insignificant mediating effect of attitude on the relationship between perceived ease of use and behavioral intention resulted in failure to support the hypothesis H0 (4f).

5.5: Influence of Social Media Usage and Attitude on Behavioral Intention in presence of Control Variables

The effectiveness of independent variables on the dependent variable in presence of four control variables namely social influence (SI), experience (Exp) gender, and age are also be checked in this study. For this purpose, four control variables are added to the previously formed model to make model 2. The assessment of the measurement model for model 2 is given below:

5.5.1: Measurement Model Assessment

Table 5.14 presents the result of the indicators loadings, reliability, and validity of all the variables used in model 2. The social influence is measured on a continuous scale, while experience is measured using a single global item. The loadings, reliability, and validity indicators for categorical variables (gender and age) and single item (experience) will be obviously one. The loading for social influence lies between 0.803 to 0.854. Cronbach's alpha, rho_A, and composite reliability are all 0.810. The AVE is 0.685. Thus, there are no reliability and validity issues in the measurement model 2.

Table 5.14: Outer Loadings and Convergent Validity (Model 2)

Factors	Loadings	α	ρ	C.R.	AVE
ATT1	0.854	0.853	0.858	0.852	0.592
ATT2	0.698				
ATT3	0.797				
ATT4	0.719				

Age	1.000	1.000	1.000	1.000	1.000
BI1	0.893	0.917	0.920	0.918	0.737
BI2	0.898				
BI3	0.815				
BI4	0.824				
EXP1	1.000	1.000	1.000	1.000	1.000
FC1	0.668	0.861	0.867	0.862	0.557
FC2	0.793				
FC3	0.796				
FC4	0.663				
FC5	0.798				
Gender	1.000	1.000	1.000	1.000	1.000
PE1	0.810	0.851	0.871	0.857	0.604
PE2	0.853				

PE3	0.829				
PE4	0.588				
PEOU1	0.815	0.875	0.879	0.874	0.584
PEOU2	0.746				
PEOU3	0.789				
PEOU4	0.643				
PEOU5	0.814				
PU1	0.722	0.810	0.811	0.810	0.517
PU2	0.698				
PU3	0.753				
PU4	0.700				
SI1	0.835	0.897	0.897	0.897	0.685
SI2	0.803				
SI3	0.817				

SI4	0.854				
SMU1	0.789	0.836	0.841	0.835	0.506
SMU2	0.718				
SMU3	0.745				
SMU4	0.687				
SMU5	0.603				
TW1	0.792	0.877	0.877	0.877	0.641
TW2	0.806				
TW3	0.802				
TW4	0.802				

The measurement model for model 2 is the extension of model 1 in the presence of four control variables: social influence, experience, gender, and age. All the control variables positively influence the behavioral intention to visit the beauty or wellness centre.

Figure 5.9: Measurement Model (Model 2)

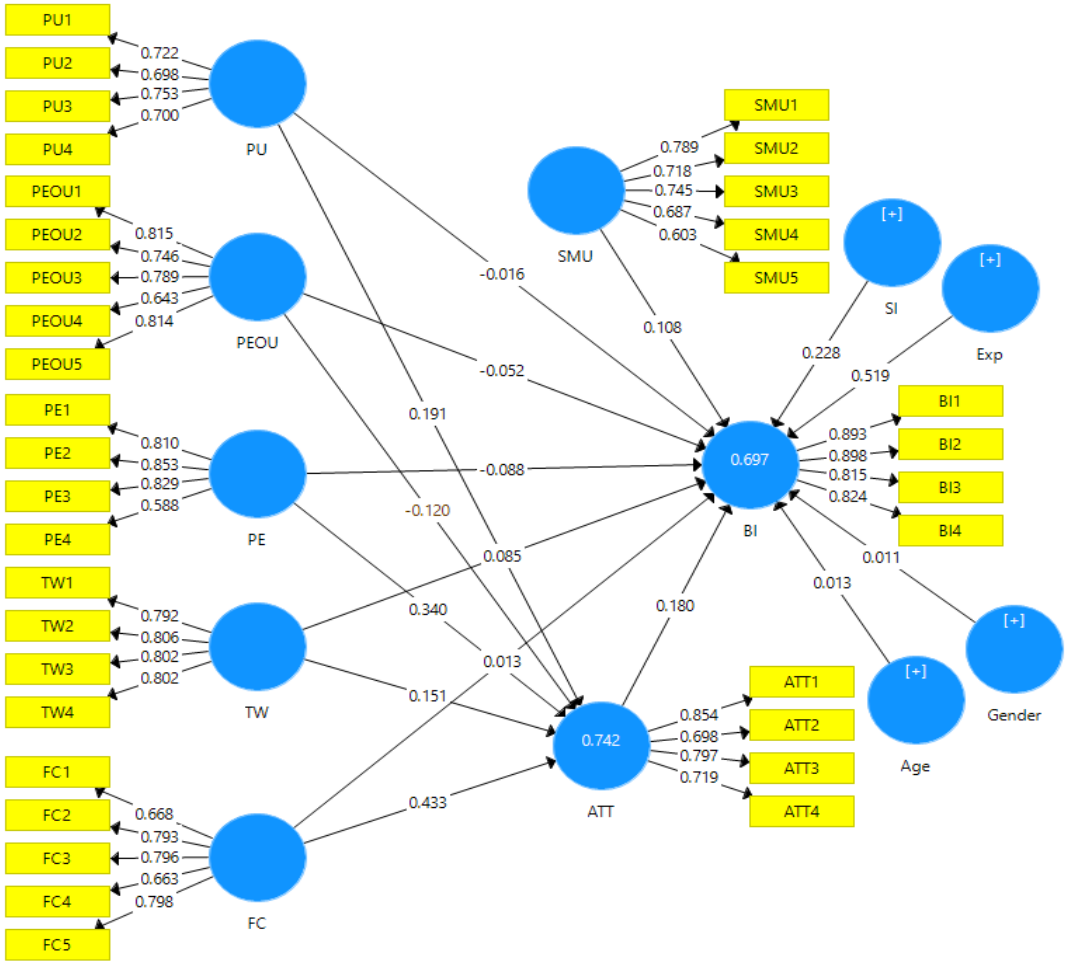


Figure 5.9 depicts path coefficient values in the inner model and indicator loadings in the outer model. Perceived usefulness, perceived ease of use, perceived enjoyment, facilitating conditions, and trustworthiness together explain Attitude towards social media usage by 74.2%, which is a high R^2 value. All these antecedents of attitude, social media usage, attitude, and four control variables together explain 69.7% of the behavioral intention, which is again a high R^2 value. For model 2, we are also interested in checking the influence of all the independent variables after controlling the control variables to know the exact effect of attitude and social media usage on behavioral intention.

The next step is to check discriminant validity through the HTMT ratio proposed by Henseler *et al.* (2015). Any value above 0.90 violates discriminant validity and raises the issue of multicollinearity, hence values below 0.90 are recommended. The HTMT should be less than 0.85, according to many researchers (Henseler *et al.*, 2015; Franke and Sarstedt, 2019). The HTMT values for model 2 lie between 0.017 to 0.780 which shows that discriminant validity is met (see Table 5.15).

Table 5.15: Discriminant Validity [HTMT] (Model 2)

	ATT	Age	BI	Exp	FC	Gen	PE	PEOU	PU	SI	SMU	TW
ATT												
Age	0.035											
BI	0.548	0.020										
Exp	0.425	0.018	0.777									
FC	0.768	0.036	0.395	0.313								
Gen	0.029	0.030	0.036	0.040	0.041							
PE	0.767	0.040	0.413	0.362	0.669	0.050						
PEOU	0.648	0.029	0.342	0.306	0.780	0.052	0.696					
PU	0.733	0.067	0.450	0.407	0.721	0.071	0.749	0.740				
SI	0.586	0.031	0.737	0.742	0.431	0.017	0.454	0.377	0.477			
SMU	0.631	0.094	0.399	0.286	0.499	0.032	0.612	0.536	0.636	0.350		

TW	0.565	0.087	0.478	0.392	0.438	0.081	0.548	0.414	0.456	0.517	0.396

5.5.2: Structural Model Assessment

Structural model in the presence of control variables with path highlight using relative values is shown in Figure 5.10. It clearly shows that experience has maximum influence on behavioral intention followed by social influence, social media usage, trust, and attitude. Gender and age have a positive influence, but it is not significant. Further, facilitating condition, perceived enjoyment, trustworthiness, and perceived usefulness show a significant positive relationship with attitude in rank order. Only perceived ease of use did not show any significant relationship neither with attitude nor behavioral intention.

Figure 5.10: Structural Model (Model 2)

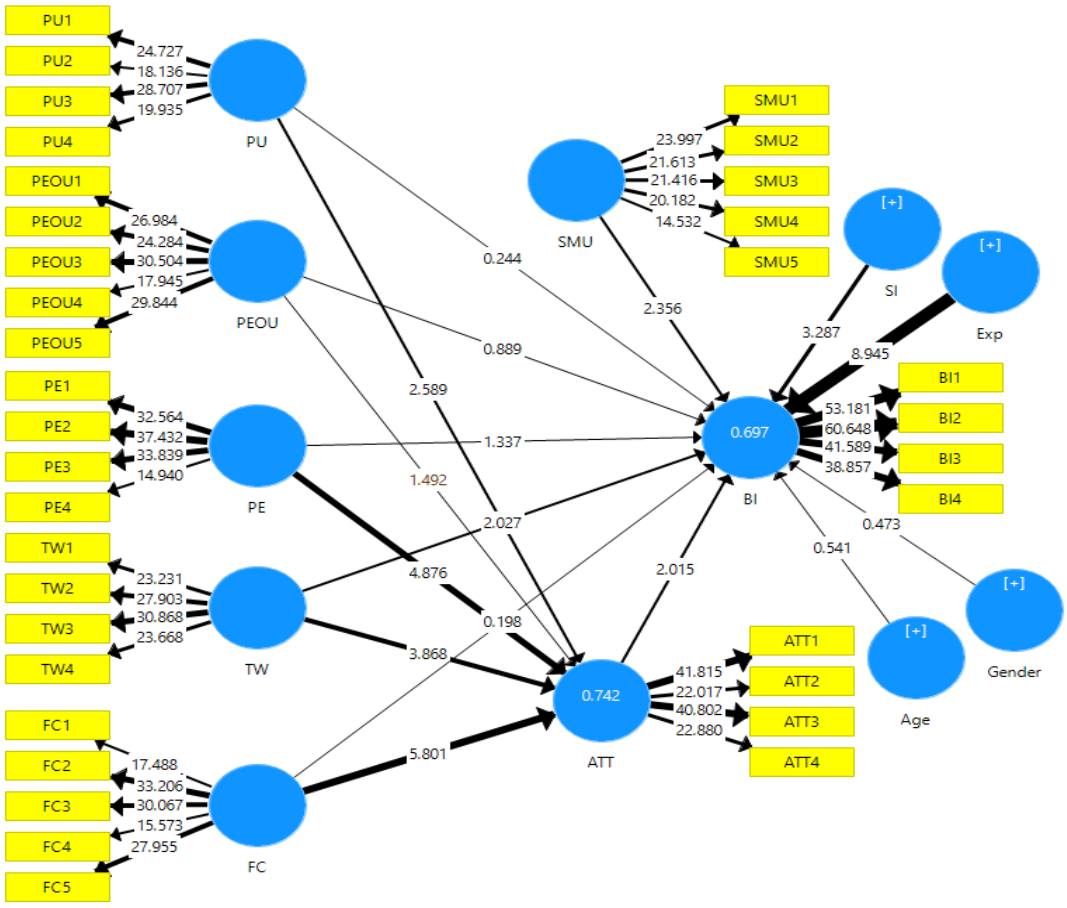


Table 5.16 shows the mean (average) value, standard deviation (deviation from the mean), and p-value of both models 1 and 2. In model 2, social media usage positively and significantly influences behavioral intention. Rest all the other relations are the same in model 2 as in model 1. For control variables, experience and social influence show a significant positive relationship with behavioral intention. However, gender and age have an insignificant positive effect on behavioral intention.

Table 5.16: Comparison of Model 1 and 2

	Model 1			**Model 2**		
	Mean	**STDEV**	**P-Value**	**Mean**	**STDEV**	**P-Value**
ATT -> BI	0.442	0.107	0.000*	0.181	0.089	0.044*
FC -> ATT	0.434	0.075	0.000*	0.433	0.075	0.000*
FC -> BI	-0.065	0.086	0.447	0.016	0.067	0.843
PE -> ATT	0.340	0.069	0.000*	0.342	0.070	0.000*
PE -> BI	-0.150	0.078	0.063	-0.089	0.066	0.181
PEOU -> ATT	-0.123	0.081	0.133	-0.122	0.081	0.136
PEOU -> BI	-0.058	0.078	0.496	-0.056	0.059	0.374
PU -> ATT	0.193	0.073	0.009*	0.192	0.074	0.010*

PU -> BI	0.174	0.088	0.060	-0.014	0.065	0.807
SMU -> BI	0.052	0.069	0.424	0.107	0.046	0.019*
TW -> ATT	0.150	0.038	0.000*	0.150	0.039	0.000*
TW -> BI	0.263	0.054	0.000*	0.083	0.042	0.043*
Age -> BI				0.014	0.024	0.588
Exp -> BI				0.513	0.058	0.000*
Gender -> BI				0.012	0.023	0.636
SI -> BI				0.234	0.069	0.001*

**At 95% confidence level*

Controlling the effect of control variables allows researchers to determine the precise impact of independent variables. Smart-PLS cannot regulate the influence of variables, but it can provide Latent variable scores are used to control the effect of social influence, experience, gender, and age in SPSS. For this purpose, Latent scores can be obtained in Importance map performance analysis (IMPA), which can be used in SPSS. While using Linear regression, all the control variables were put in block 1 and other variables in block 2. The result of SPSS shows that the Control variables (Social influence, experience, gender, and age) explain 60% of Behavioral intention (see Table 5.17). In the presence of control variables when Social media usage, Attitude, and its determinants were added, the value of R square increases, which shows that it is good to add these variables to the model. No doubt, the change in R^2 (0.031) is not much but is significant.

Table 5.17: Model Summary

Model	R	R^2	Adj. R^2	Std. Error of Estimate	Change Statistics				
					R^2 Change	F Change	df1	df2	Sig. F Change
1	.774[a]	.600	.597	.63488	.600	274.134	4	732	.000
2	.794[b]	.631	.625	.61267	.031	8.717	7	725	.000

a. Predictors: (Constant), SI, Gender, Age, Exp

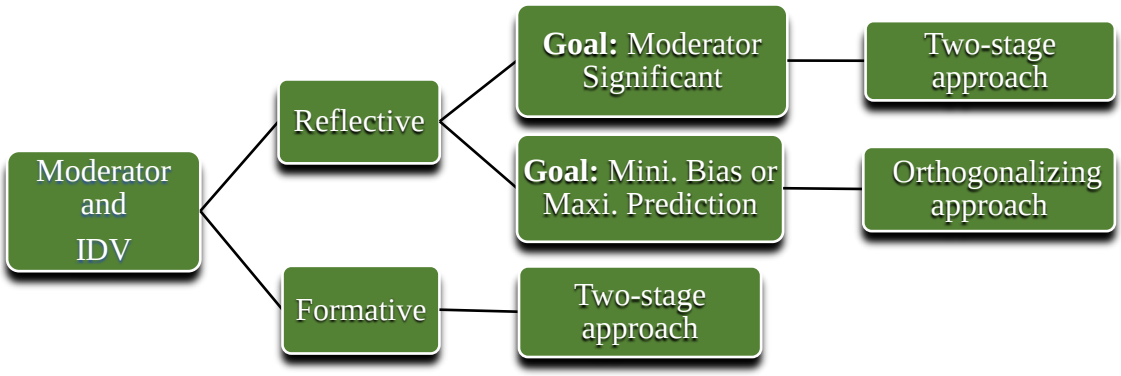
b. Predictors: (Constant), SI, Gender, Age, Exp, SMU, FC, TW, PU, PE, PEOU, ATT

5.6: Moderating Influence

The third and the fourth objective deals with checking the moderating influence of demographic and personality traits between the independent-dependent variables. Moderators or moderating variables are those which change the degree or direction of the relationship between independent and dependent variables. Two things need to be reported in moderation. First, whether the moderator exists or not. It is checked using path coefficient values greater than 0.01. If the moderator exists, the second step is to check the strength, which can be interpreted through t-values and p-values (Henseler and Fassott, 2010). Bootstrapping is used to obtain such values to check the significance of moderators. There are two ways to get the bootstrapping results. One is using standard PLS bootstrapping and the second is using consistent PLS bootstrapping. The results of both might be different, but for reflective scale items, it is recommended to use PLS consistent. Another major thing that needs to be checked is whether the moderator is a categorical or continuous variable. In our study, the third

objective is related to categorical moderators, while the fourth objective deals with continuous moderators. Categorical variables can be further checked in two ways: interaction effect through bootstrapping (simple moderation on a specific structural path) and multi-group analysis (moderation on entire model). There are three main approaches to check the moderating effect: Product-indicator, Orthogonalizing, and Two-Stage approach. Becker *et al.* (2018) suggested using the two-stage approach for appropriate results. The approach select criteria are given below (See Figure 5.11).

Figure 5.11: Moderation Approach Selection Criteria



Designed by Researcher

5.7: Moderating Influence of Demographic variables on relationship between Attitude and Behavioral Intention

Demographic variables are categorical variables whose interaction effect is checked by PLS bootstrapping for a specific structural path. Here, the specific path for which moderation is checked is between attitude towards social media usage and behavioral intention. It is simple moderation as there is a single independent variable and dependent variable for the specified path. Income, Marital status, Age, Gender, Education (Acronym IMAGE) are the five categorical variables whose interaction effect will be checked on the relationship between exogenous and endogenous variables. All these categorical variables have two groups viz. gender (male or female), age (young or elder), marital status (unmarried or married), education (less or

more), and income (low or high). Becker *et al.* (2018) performed a comparative study to check the moderating effect using PLS and PLSc and suggested that for purely reflectively measured constructs, PLSc with two-stage is preferred because orthogonalizing approach overestimates the results while Product indicator approach results are often underestimated. They also claim that the two-stage technique surpasses the other two approaches and works best for both reflective and formative constructs. Therefore, the two-stage approach is applied in the present study.

Figure 5.12: Measurement Model of Demographic variables Interaction effect (Model 3)

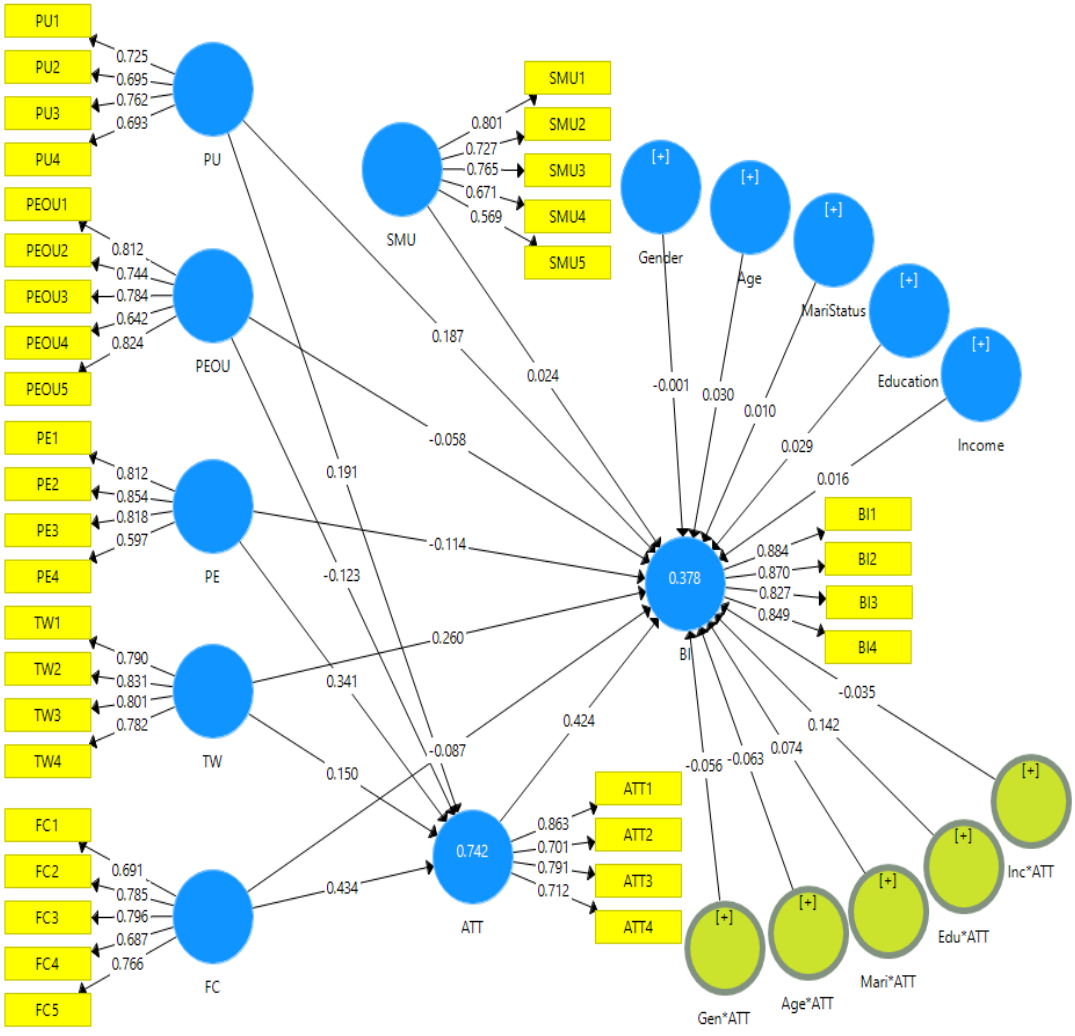


Figure 5.12 shows the indicator loadings and path coefficient values of all the variables. It also shows the ß value of categorical variables (direct and moderator both). It indicates that the positive influence of education and marital status is more as a moderator (Edu ß = 0.142, Mari ß = 0.074) than as an independent variable (Edu ß = 0.029, Mari ß = 0.010). Further, age and income share positive (Age ß = 0.030, Inc ß = 0.016) relation with behavioral intention, but as a moderator, it negatively (Age ß = -0.063, Inc ß = -0.035) influences the relationship between attitude and behavioral intention. Gender negatively influences behavioral intention in both the cases i.e., as a moderator (Gen ß = -0.056) as well as an independent variable (Gen ß = -0.001). To know the significance of each relationship, PLS consistent bootstrapping was run at 5000 samples. The scores are given in the structural model (see Figure 5.13).

Figure 5.13: Structural Model of Demographic variables Interaction effect (Model 3)

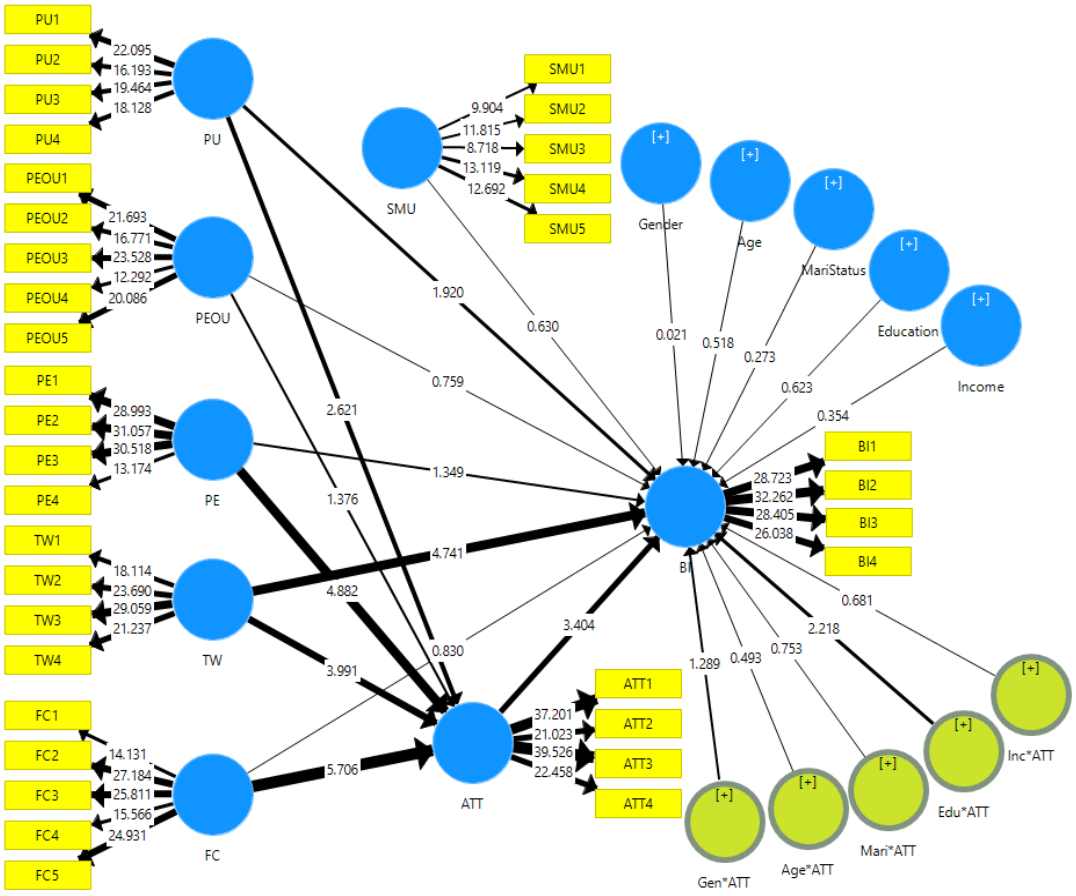


Table 5.18: Moderation (Model 3)

Interaction Effect Path	β value	T-Value	P-Value	Hypotheses
Income*ATT -> BI	-0.035	0.681	0.496	Not Supported
Marital Status*ATT -> BI	0.073	0.753	0.452	Not Supported
Age*ATT -> BI	-0.064	0.493	0.622	Not Supported
Gender*ATT -> BI	-0.055	1.289	0.198	Not Supported
Education*ATT -> BI	0.143	2.218	0.027*	Supported

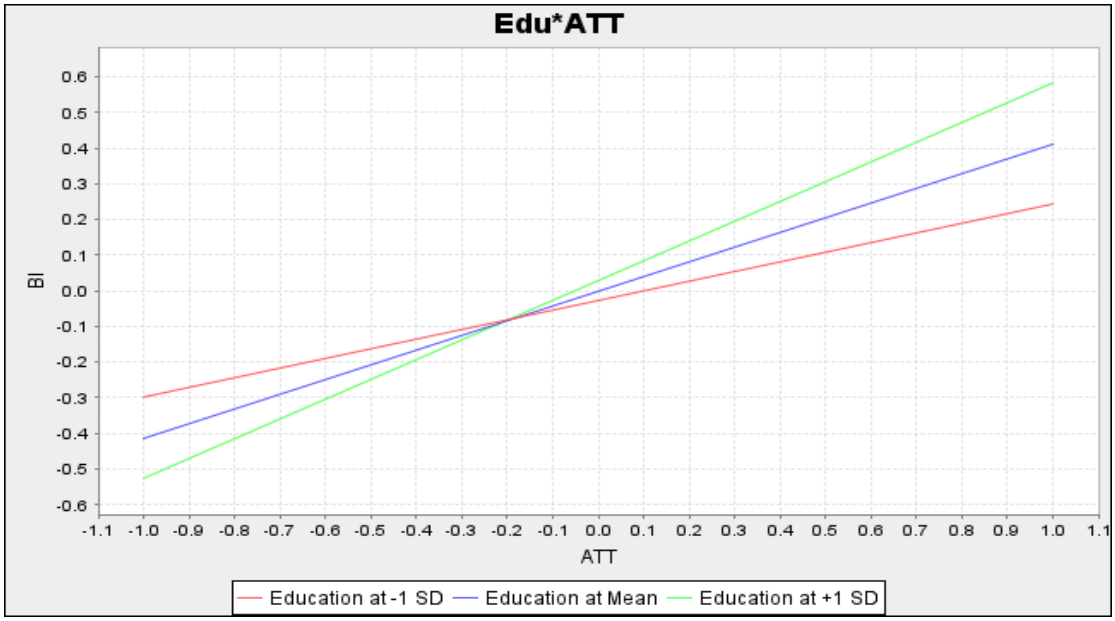
**At 95% confidence level*

Table 5.18 shows that all the categorical variables insignificantly influence the Behavioral intention directly and as a moderator except Education, which shows a significant positive moderating effect between attitude towards social media usage and behavioral intention. Thus, only education (*ß* = 0.143; t = 2.218; $p < 0.05$) acts as a significant positive moderator between attitude and behavioral intention. The other four categorical variables: income (*ß* = -0.035; t = 0.681; $p > 0.05$), marital status (*ß* = 0.073; t = 0.753; $p > 0.05$), age (*ß* = -0.064; t = 0.493; $p > 0.05$), and gender (*ß* = -0.055; t = 1.289; $p > 0.05$) do not significantly moderate in relationship between attitude and behavioral intention. The hypotheses for income, age, marital status, and gender are not supported as there is no significant moderating influence of these categorical variables on behavioral intention. Thus, H0 (6a), (6b), (6c), and (6d) are not supported while H0 (6e) is supported as education positively and significantly moderates the relationship between attitude and behavioral intention.

PLS Simple Slope for Education is the graphical representation of the interaction effect of education (see Figure 5.14). It clearly depicts that as attitude increases, behavior intention also increases (at mean). Education at -SD is Low Education (Group 1), whereas Education at +1 SD is High Education (Group 2). The Interaction

occurs within the graph at -0.2 ATT and -0.1 BI and is called dis-ordinal interaction. After the interaction, the slope of high education (green) is above the mean value (blue), which means that high education will positively and significantly influence the relationship between Attitude and Behavioral Intention. Now, the next question arises regarding the effect size of this moderator variable. For this purpose, f^2 needs to be checked which is 0.021 (small effect size) with medium predictive accuracy.

Figure 5.14: PLS Simple Slope for Education



Source: Own research

5.8: Moderating Influence of Personality traits on relationship between Attitude and Behavioral Intention

The fourth objective is to check the influence of attitude towards social media usage with moderating influence of Big five personality traits namely, openness, conscientiousness, extraversion, agreeableness, and neuroticism. The big five personality traits (continuous variables) were measured on a "7-point Likert scale". It is suggested to make interaction effect of moderator and independent variable when working with continuous variables. It is very easy to check the interaction effect in Smart-PLS. The measurement model after adding the direct and interaction effect of

each of the personality traits is given below (see Figure 5.15). It depicts that openness and its interaction effect with attitude negatively influence behavioral intention. The interaction effect of neuroticism and attitude also has a negative influence on the dependent variable. Conscientiousness, extraversion, agreeableness, and neuroticism positively affect behavioral intention. The interaction effect of conscientiousness, extraversion, agreeableness with attitude is also positively related to behavioral intention. Thus, there is a varied relationship of big five personality traits on behavioral intention.

Figure 5.15: Measurement Model of Personality traits (Model 4)

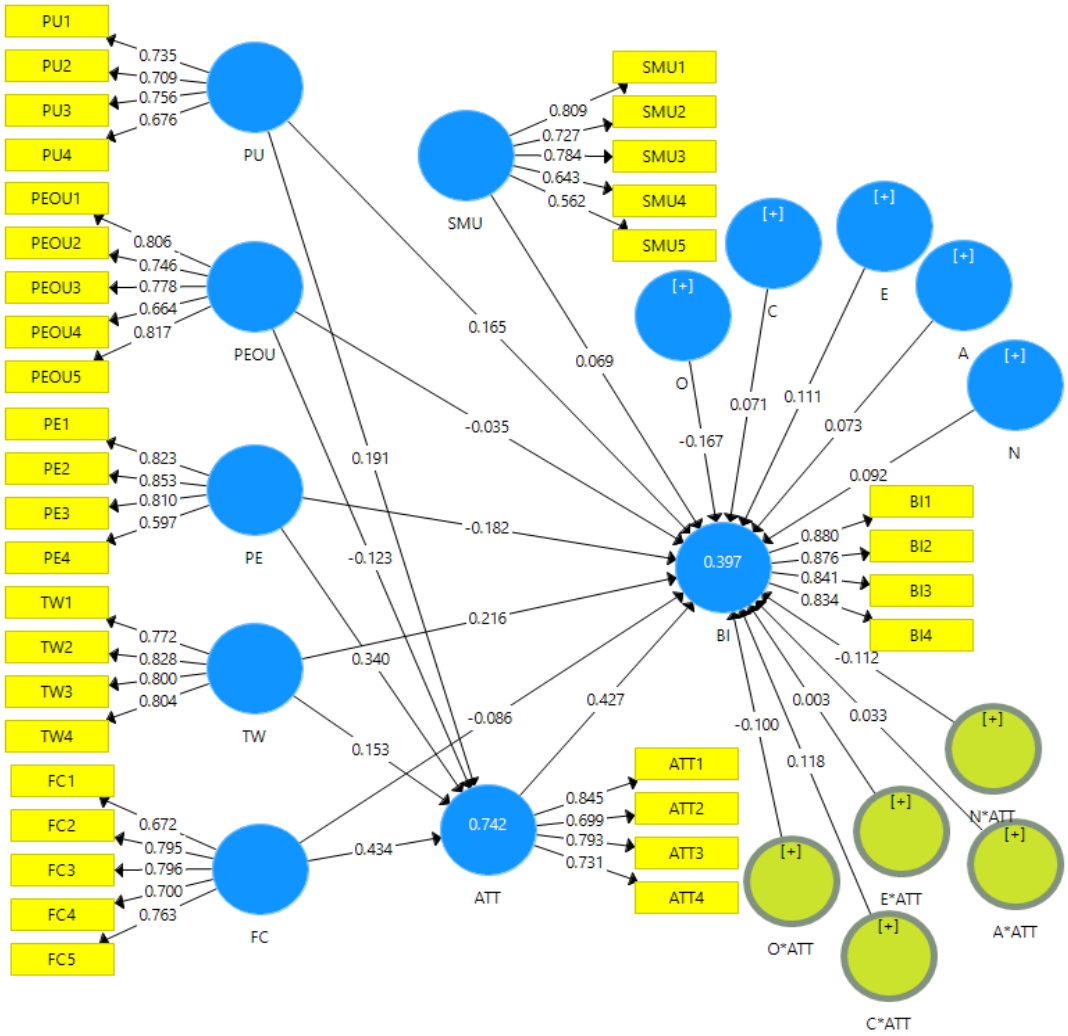


Figure 5.16 illustrates the structural model obtained after running bootstrap at k=5000. All the t-values of the big five personality traits are below 1.96. Thus, we can conclude that the big five personality traits (acronym OCEAN) do not significantly influence behavior intention at a 5 percent significant level. After adding moderating variables, none of the antecedents shows a significant relationship with behavioral intention.

Figure 5.16: Structural Model of Personality traits (Model 4)

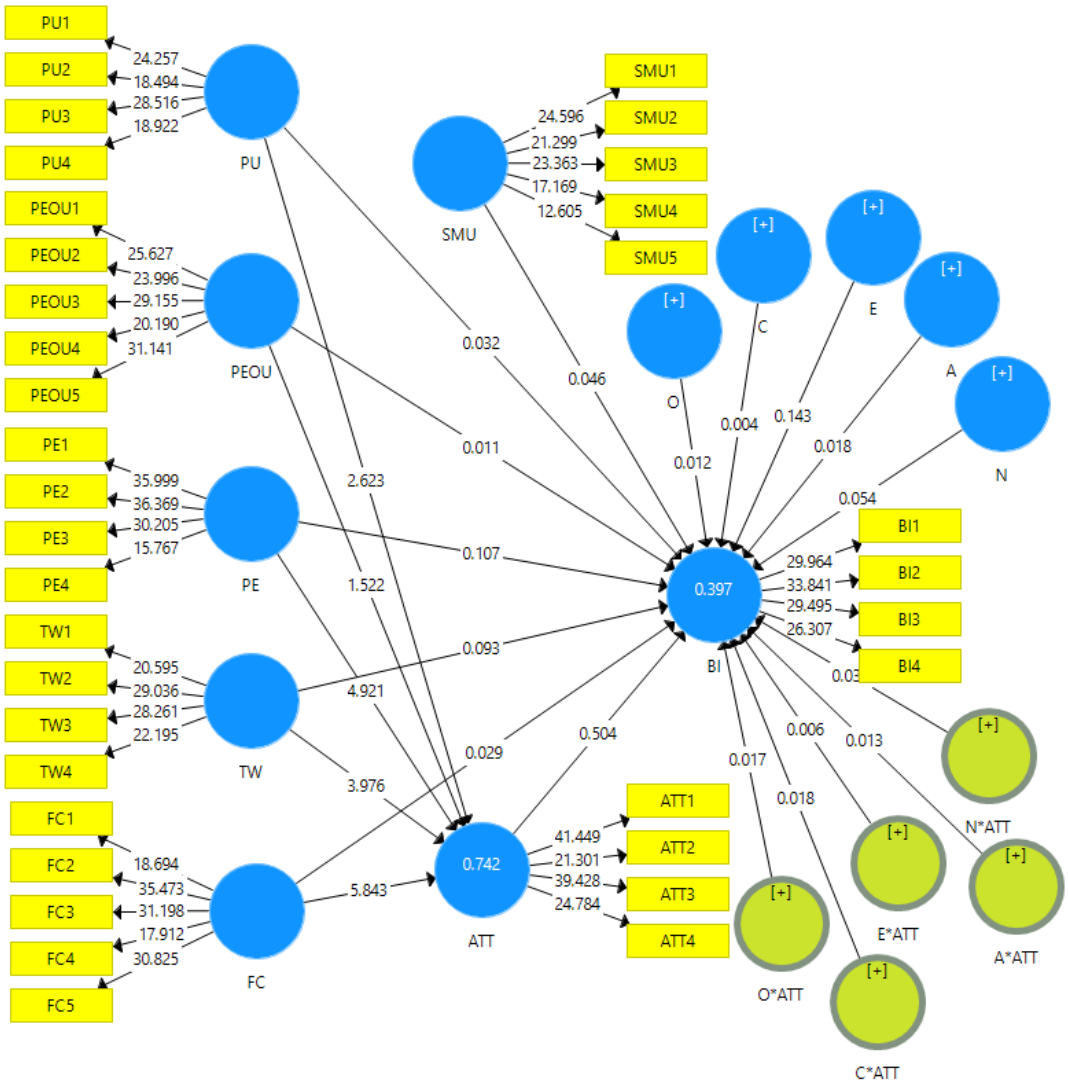


Table 5.19: Interaction Effect of Personality Traits (Model 4)

	β value	T-Value	P-Value	Hypotheses
O*ATT -> BI	-0.100	0.017	0.986	Not Supported
C*ATT -> BI	0.118	0.018	0.986	Not Supported
E*ATT -> BI	0.003	0.006	0.996	Not Supported
A*ATT -> BI	0.033	0.013	0.990	Not Supported
N*ATT -> BI	-0.112	0.037	0.971	Not Supported

**At 95% confidence level*

Table 5.19 shows the result of interaction effect of continuous variable, which shows that neither of the Big Five personality traits act as a significant moderator. The interaction of Attitude with Openness (*ß* = -0.100; t = 0.017; $p > 0.05$), and Neuroticism (*ß* = -0.112; t = 0.037; $p > 0.05$), have a negative insignificant effect on Behavioral intention. On the other hand, Conscientiousness (*ß* = 0.118; t = 0.018; $p > 0.05$), Extraversion (*ß* = 0.003; t = 0.006; $p > 0.05$), and Agreeableness (*ß* = 0.033; t = 0.013; $p > 0.05$) have an insignificant positive influence on behavioral intention. Thus, all the five hypotheses H0 (8a), (8b), (8c), (8d) and (8e) are not supported Extraversion has zero effect size while openness ($f^2 = 0.014$), conscientious ($f^2 = 0.012$), agreeableness ($f^2 = 0.002$) shows small effect size. Only neuroticism ($f^2 = 0.018$) has medium effect size. The predictive accuracy (Q^2) of attitude is 0.405 and for behavioral intention it is 0.252, demonstrating medium predictive accuracy.

5.9: Summary

In this chapter, a detailed analysis of social media usage from customers' perspectives is done. Efforts are made to check its influence on behavioral intention in varied situations like mediation, moderation, and control variables. The results show that attitude and a few of its antecedents significantly influence behavioral intention.

Social media usage has an insignificant positive influence on behavioral intention. All the control variables influence the dependent variable, but gender and age do not significantly influence behavioral intention. Experience influences behavioral intention the most, followed by social influence, attitude, and social media usage. It is worth noticing that social media usage significantly influences behavioral intention in the existence of control variables. Perceived ease of use does not show any significant relationship with attitude and behavioral intention, and it is the only variable that does not show mediating effect. All the other antecedents of attitude indirectly influence the behavioral intention, thus creating mediating effect of attitude. In the case of moderation, only education moderates the relationship between attitude and behavioral intention. No other categorical or continuous variable moderates this relationship. The combined result of all the hypotheses from customers' perspectives is shown below in Table 5.20.

Table 5.20: Summary of Hypotheses Result

Customer Hypotheses	**Result**
H0 (2): Customer social media usage has a significant positive influence on behavioral intention.	*Not Supported*
H0 (4): Customer attitude towards social media usage has a significant positive influence on behavioral intention.	*Supported*
H0 (4a): Perceived usefulness has a significant positive influence on attitude towards social media usage.	*Supported*
H0 (4b): Perceived usefulness has a significant positive influence on behavioral intention.	*Not Supported*
H0 (4c): Attitude towards social media usage significantly mediates the relationship between perceived usefulness and behavioral intention.	*Supported*

H0 (4d): Perceived ease of use has a significant positive influence on attitude towards social media usage.	*Not Supported*
H0 (4e): Perceived ease of use has a significant positive influence on behavioral intention.	*Not Supported*
H0 (4f): Attitude towards social media usage significantly mediates the relationship between perceived ease of use and behavioral intention.	*Not Supported*
H0 (4g): Perceived enjoyment has a significant positive influence on attitude towards social media usage.	*Supported*
H0 (4h): Perceived enjoyment has a significant positive influence on behavioral intention.	*Not Supported*
H0 (4i): Attitude towards social media usage significantly mediates the relationship between perceived enjoyment and behavioral intention.	*Supported*
H0 (4j): Facilitating condition has a significant positive influence on attitude towards social media usage.	*Supported*
H0 (4k): Facilitating condition has a significant positive influence on behavioral intention.	*Not Supported*
H0 (4l): Attitude towards social media usage significantly mediates the relationship between facilitating condition and behavioral intention.	*Supported*
H0 (4m): Trustworthiness has a significant positive influence on attitude towards social media usage.	*Supported*
H0 (4n): Trustworthiness has a significant positive influence	*Supported*

on behavioral intention.	
H0 (4o): Attitude towards social media usage significantly mediates the relationship between trustworthiness and behavioral intention.	*Supported*
H0 (6): Customer demographics significantly moderate the relationship between attitude towards social media usage and behavioral intention.	*Supported*
H0 (6a): Income significantly moderates the relationship between attitude towards social media usage and behavioral intention.	*Not Supported*
H0 (6b): Marital status significantly moderates the relationship between attitude towards social media usage and behavioral intention.	*Not Supported*
H0 (6c): Age significantly moderates the relationship between attitude towards social media usage and behavioral intention.	*Not Supported*
H0 (6d): Gender significantly moderates the relationship between attitude towards social media usage and behavioral intention.	*Not Supported*
H0 (6e): Education significantly moderates the relationship between attitude towards social media usage and behavioral intention.	*Supported*
H0 (8): Customer personality traits significantly moderate the relationship between attitude towards social media usage and behavioral intention.	*Not Supported*
H0 (8a): Openness significantly moderates the relationship between attitude towards social media usage and behavioral	*Not Supported*

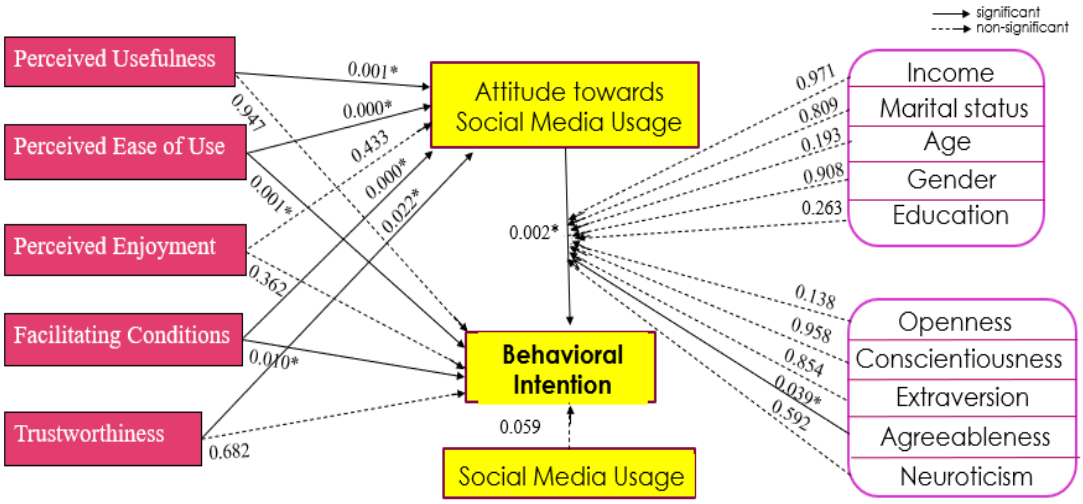
intention.	
H0 (8b): Conscientiousness significantly moderates the relationship between attitude towards social media usage and behavioral intention.	*Not Supported*
H0 (8c): Extraversion significantly moderates the relationship between attitude towards social media usage and behavioral intention.	*Not Supported*
H0 (8d): Agreeableness significantly moderates the relationship between attitude towards social media usage and behavioral intention.	*Not Supported*
H0 (8e): Neuroticism significantly moderates the relationship between attitude towards social media usage and behavioral intention.	*Not Supported*

CHAPTER-6

CONCLUSION, IMPLICATIONS AND FUTURE SCOPE

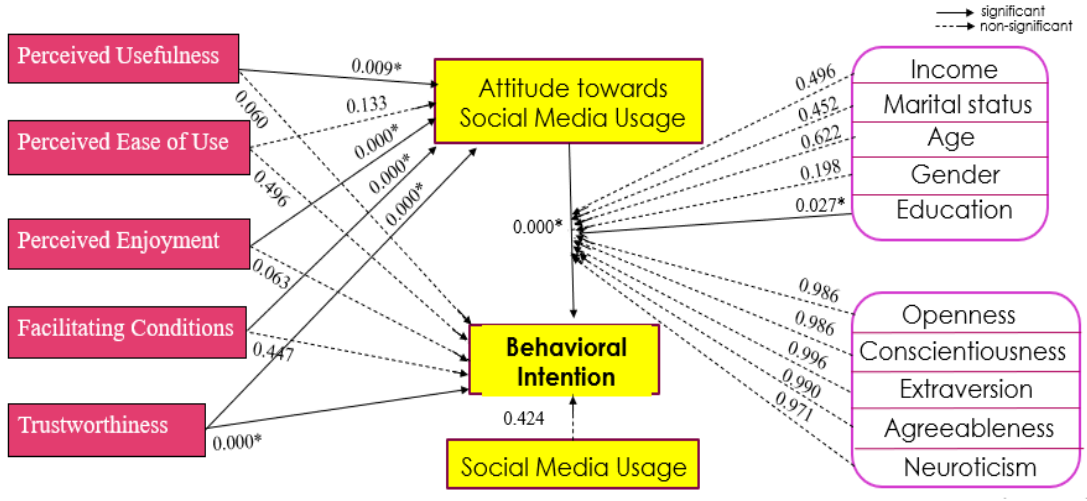
Social media is among the trending virtual modes of communication. It offers plenty of benefits to its users, and therefore, it has become an indispensable part of life. Smartphone users are login to various social media platforms throughout the day, and businesses cannot miss this chance to attract the online audience to buy their products and services. Thus, social media marketing started attracting considerable attention from brands. Slowly and gradually, it becomes a virtual marketplace that allows buying and selling of products. From communication to marketing to entertainment to education, it has made its place in every walk of life. Social media is helping in the expansion of the beauty and wellness industry. It is creating awareness among people regarding the importance of health, fitness, and beauty. The growing number of beauty influencers on social media is also helping to raise awareness about beauty and wellbeing while promoting numerous brands' products and services. But there is a paucity of research regarding the use of social media in this industry. The researcher attempts to investigate the influence of social media usage in the beauty and wellness industry. This research uses a combination of theories to study the influence of social media usage and attitude towards social media usage on the behavioral intention from proprietor and customer perspectives. The usage pattern and preference of the five platforms (Facebook, Instagram, YouTube, Snapchat, and LinkedIn) are provided in detail for both samples. The researcher identified five factors that affect Attitude towards social media usage and Behavioral intention, namely, Perceived Usefulness, Perceived ease of use, Perceived enjoyment, Facilitating condition, and Trustworthiness. Further, the moderating influence of five demographic factors and big five personality traits on the relationship between attitude and the behavioral intention was also checked. The results of Partial least square structural equation modeling from both perspectives with path significance is shown below in Figure 6.1 and Figure 6.2 for proprietors and customers respectively.

Figure 6.1: Results of PLS-SEM with path significance (Proprietor)



Note: Path significance *, p < 0.05

Figure 6.2: Results of PLS-SEM with path significance (Customer)



Note: Path significance *, p < 0.05

6.1: Major Findings

In the last few decades, the effectiveness of social media marketing has skyrocketed. It has transformed into an impressive tool for attracting clients to the brand. The increasing intensity and influence of social media advertisements have pushed businesses to develop tailor-made tactics for social media marketing to attract

customers (Pelletier *et al*., 2020). The current research was conducted to understand the usage of social media in the beauty and wellness industry and its influence on behavioral intention from dual perspectives. After analysis of the collected data, the following observations were made.

- Instagram is highly used by the proprietors of the beauty and wellness centres, whereas the customers use YouTube the most. LinkedIn is the least used social media platform by the owners and customers of beauty and wellness centres.

- Proprietors prefer to post photos, while customers prefer to watch videos. These differences in the preference of both groups could be beneficial to make new plans and strategies for the promotion of the beauty and wellness industry. Text is the least preferred content type. Thus, it is not wrong to say that the visual nature of social media is one of the reasons for its popularity.

- Instagram is a more frequently used platform by proprietors. Customers frequently use both YouTube and Instagram. The majority of the respondents use social media platforms for less than 5 hours a week. Proprietors were expected to use social media for more time. But it is used for a limited number of hours for business purposes, maybe because the small business owners themself manage their professional work too.

- Both the owners as well as the customers use social media through smartphones. Desktop is the least preferred device to access social media.

- The beauty industry is still women centric. Men used to dominate the wellness industry, but women have also entered the wellness industry and have started dominating in this industry both as proprietors and as customers.

- Proprietors Attitude towards social media usage is significantly influenced by perceived usefulness, perceived ease of use, facilitating conditions, and trustworthiness. Behavioral Intention is significantly influenced by attitude towards social media usage, perceived ease of use, and facilitating conditions.

- Full mediation effect of proprietor attitude on the relationship between perceived usefulness and behavioral intention was observed. Attitude partially mediates the relationship between perceived ease of use and behavioral intention, facilitating conditions and behavioral intention. No mediation effect of attitude on the relationship between perceived enjoyment and behavioral intention, trustworthiness and behavioral intention was observed.

- Customer Attitude towards social media is significantly influenced by Perceived Usefulness, Perceived Enjoyment, Facilitating Conditions, and Trustworthiness. Behavioral Intention is significantly influenced by Attitude towards social media usage and trustworthiness.

- Customer Attitude fully mediates the relationship between perceived usefulness and behavioral intention, perceived enjoyment and behavioral intention, facilitating conditions and behavioral intention. There is a partial mediating influence of attitude on the relationship between trustworthiness and behavioral intention. Attitude does not mediate the relationship between perceived ease of use and behavioral intention.

- Four control variables (CVs) were used in the study namely social influence, experience, gender, and age. All the CVs positively influence the proprietor behavioral intention to increase the use of social media to promote beauty or wellness centres. However, none of them is significant.

- From the customer-based study, all the CVs positively influence the behavioral intention to increase the use of social media in planning to visit beauty or wellness centres. Social influence and experience significantly influence behavioral intention.

- Proprietor Social media usage shows significant influence on behavioral intention in presence of four control variables. Additionally, after controlling the effect of control variables, the other variables show a significant increase in R^2 change. Thus, variables apart from control variables also influence proprietor behavioral intention.

- In the presence of CVs, Customer social media usage has a considerable impact on customer behavioral intention. Furthermore, after controlling for the effect of CVs, a significant increase in the R^2 change was observed. Thus, variables other than control variables also affect customer behavioral intention.

- Demographic characteristics included in the study are Income, Marital status, Age, Gender, and Education. Only Education act as a moderating variable in the relationship between proprietors' attitude and behavioral intention, while the remaining four demographics do not act as a significant moderator. None of the customer demographics moderate the relationship between customer's attitudes towards social media usage and behavioral intention.

- The Big five personality traits, namely Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism, do not moderate the relationship between proprietor attitude and behavioral intention. Only Agreeableness moderates the relationship between customer attitude towards social media usage and behavioral intention. The remaining four personality traits do not act as a moderator.

6.2: Recommendations

Social media activities have helped many businesses to connect with passionate members and build a massive community around their brand. Following are the recommendations regarding social media usage in this industry.

- Facebook is the largest social media platform, with 2.89 billion active users globally. India rank first in term of Facebook audience size. Our study results show that nearly 70 % of beauty customers are Facebook users. Thus, it is recommended to increase the use of Facebook because the Facebook community is large enough and has the potential to attract the online audience towards beauty products and services.

- The owners of beauty and wellness centres are using Instagram the most. It is suggested to check the metrics regularly, collaborate with related businesses, and use trending hashtags to widen the research.
- YouTube, a video-sharing platform, is highly used by the customers of beauty and wellness centres. Tutorials and reviews by beauty vloggers are all popular beauty content on YouTube, with 169 billion views across the globe in 2018. Statista mentioned that "Beauty videos are big business on YouTube." It ranked 3rd in terms of usage by proprietors of beauty and wellness centres. It is recommended to increase its usage for marketing purposes.
- Customers in the beauty and wellness industry prefer to watch videos. The business owners must include videos alongside photographs in their social media marketing efforts.
- Perceived ease of use significantly influence proprietor's attitude and behavioral intention to use social media. Posting content and pictures is easy, but making creative videos is undoubtedly a time-consuming task. Efforts should be made by the application developers to simplify the process of editing and posting videos on varied social media platforms.
- LinkedIn is least used social media platform in beauty and wellness industry. It is particularly used for jobs and vacancies in our industries. So, it is recommended to used it for updates on the vacancies in the beauty and wellness sector at various places. It will be helpful for job seekers to locate jobs. Online groups on Facebook are equally beneficial for this purpose.
- The beauty industry is women centric (72% proprietor participants and 66% customers participants). Attracting males towards this industry can prove to be an opportunity to attain maximum growth in this industry.

6.3: Theoretical Contribution

Social media is a massive ocean of information that has infiltrated every aspect of life. Communication, entertainment, and marketing are just a few of its uses. With the

growing popularity of social media platforms, it has made its place in almost every field. A lot of academic research has been done from the customers' perspective, but there is a lack of research from the perspective of businesses (Wu *et al*., 2013; Dahnil *et al*., 2014; Kaur and Kumar, 2020). Moreover, the beauty and wellness industry remained unfocused irrespective of great potential. The current study makes a theoretical contribution by filling this research gap and adds to the theory and research on social media usage. It contributes to the literature by offering an in-depth understanding of social media usage in this industry. This study combined popular theories of human behavior and technology acceptance and a new model was tested on two different samples (Proprietor and Customers). The usage pattern and preference of the five platforms are provided in detail for both samples. Further, the moderating influence of various demographic variables and personality traits was also checked in this study.

6.4: Practical Implications

Social media offers tremendous value to businesses in terms of brand exposure, consumer interaction, lead generation, and customer service. The growing number of active users and the benefits of social media have enticed more businesses to use it (Sahoo, 2015). The visual nature, content sharing, virtual portfolio, and one-to-many communication feature of social media make it an efficient tool for marketing the beauty and wellness business. The study's findings will encourage small firms to take advantage of this low-cost marketing strategy and will create awareness regarding its benefits for the start-ups. Many people are becoming financially independent with the use of social media. E-WOM, an important part of expanding a consumer base, is mostly achieved through social media in the form of customer reviews and has a longer-lasting influence than traditional marketing approaches (Hajli, 2014). As a result, social media should be a key element of every marketing strategy. This study will also be useful for app developers to understand what factors affect social media usage behavior. This research broadens the scope of its usefulness to entrepreneurship. It provides an internet business platform and connects the company to a wide audience. Due to the little investment required to use social media, anyone

may become an entrepreneur at a very low cost. It will aid in the growth of the economy, brand awareness, and firm market worth and profits.

6.5: Social Implications

Social media has given a new meaning to life. It connects persons sitting in different locations irrespective of distance (Hennig-Thurau *et al*., 2010). It is an excellent platform for not only conversation but also for education and entertainment. Social media users are active throughout the day, and brands use it as a tool to attract these potential customers. It has changed the way of earnings. Virtual presence is equally important for businesses in this ever-changing world along with physical existence. Social media offers a virtual platform to businesses that take them to a wide audience. The benefits of social media opened job opportunities for skilled people. Separate social media departments are set up by many brands and are hiring social media analysts and other staff members, thus, creating employment opportunities. Social media activities support existing businesses along with creating scope for new virtual services like online makeup classes, workout sessions, yoga training. It proved to be extremely useful amidst the COVID situation. The income of social media influencers, bloggers, and vloggers is also rising rapidly. They use blogs, images, and video content to promote healthy living (Ahmad *et al*., 2019). Healthcare practitioners have increased their usage of social media to raise awareness and engage with patients to encourage and motivate them by offering pertinent health and physical well-being information (Ventola, 2014). Females are becoming financially independent by starting their business ventures with less investment through social media. People learn skills from social media and use this platform to earn their livelihood. The virtual promotion has also led to a decrease in the use of paper-mode advertisements. The paper-less promotion is saving natural resources and the environment.

6.6: Limitations of the Study

At the initial stage of research, the researcher encounters limited literature on the use of social media in the beauty and wellness industry. Further, the literature from a business perspective was also less. To solve this issue, the researcher conducted in-

depth interviews with the owners of beauty and wellness centres. After gaining novel insights, the researcher puts in efforts to achieve the research objectives, but there are few limitations of the study.

- The research is confined to the beauty and wellness industry.
- The study was conducted in urban Punjab, so generalization is a limitation.
- The study covers dual perspectives and there was time constraint too. Therefore, the sample size for owners was small as compared to the sample size for customers.
- Few aspects of social media usage remained untouched as the research focuses on attitude towards social media usage and behavioral intention in the beauty and wellness industry.

6.7: Suggestions for Future Research

The beauty and wellness industry has a wide scope of future research. This industry and social media usage have excellent potential which is still untapped. The exponential rise of social networks in recent years has created a demand for social media research. Academic study on social media will be useful in generating additional data and allowing academicians to discover ways of promotion. Following are the future research directions:

- Social media is useful for many other industries, but the present research was confined to the beauty and wellness industry. Future researchers can conduct similar research in the restaurant industry, hospitality, and tourism. They can even add more social media platforms to their study.
- Generalization is not possible as the research was conducted in the region of Punjab. Future researchers can perform a comparative study regarding the use of social media in rural and urban areas. They can even conduct it at the national or international level to solve the issue of generalization.

- The number of customers is always more than the number of business owners in any industry. So, the sample size of customers was more as compared to the sample size of proprietors. Moreover, the study covers dual perspectives and there was time limitation too, therefore, the sample size of the owner was small. The future study can be conducted from the owners' perspective only with large sample size.

- This study is cross-sectional in nature. A longitudinal study can also be of great use to understand the changing behavior of people towards marketing strategies and social media platforms over time.

- Qualitative research or Mixed methods gives a better understanding of any research area. So, it can be used to gain a comprehensive insight regarding the use of social media.

- The amount of money spent on social media marketing is increasing, yet a little is known to make the most of it. The use of social media technologies to establish a new business is also an area where future research can be fruitful.

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