

The Impact of Service Quality of Beauty Content on Perceived Beliefs: Focusing on the Moderating Effect of Promotion Focus

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Abstract. In line with the knowledge information industry, beauty industry workers play a very important role in the service industry as a performer to satisfy the various needs and desires of customers by utilizing practical knowledge through various information knowledge content media. In addition to the ever-changing personal tendency to use beauty content, this study aims to improve job performance and improve management performance through the analysis of the moderating effect of the enhancement focus on the quality of beauty content service and perceived beliefs of beauty industry workers, and the interaction between beauty content service quality and enhancement focus has a significant effect on explaining perceived beliefs. As a result of the analysis, it was analyzed that beauty content's service quality affects perceived beliefs, and the interaction between beauties content's service quality and promotion focus has a significant effect in explaining perceived beliefs. This is because not only technology and expertise but also trend change and response are important due to the characteristic of beauty industry workers, so certainty, informatively, and ease of use which can access to information were high in the order. And it was confirmed that the stronger promotion focus tendency and behavior, the more effect of beauty content's service quality on perceived beliefs was regulated by the promotion focus. Therefore, in the beauty industry, which is at the center of the knowledge information industry, it is judged that various information and knowledge contents related to beauty industry workers will be needed.

Keywords: beauty content's service quality, perceived beliefs, promotion focus, beauty industry workers

1. Introduction

With the development of information technology, our media is changing from typical broadcasting content to various Internet platforms and expanding its scope. In particular, the so-called 'snack culture', in which people enjoy cultural life easily and conveniently anywhere and consume pleasure with minimal actions, has gradually developed. And this cultural change has brought us a new style of consumption of cultural contents called 'smart finger' contents, in which we can enjoy all the contents just by touching a small and simple device called a smartphone. As the ubiquitous content environment has been created through smart phones, it has become possible to consume smart finger content that can be used at any time, and snack culture has now become our mainstream media culture. In fact, the number of people who are mainly looking for short and simple media contents such as YouTube Shorts, Instagram Reels, and TikTok is gradually increasing. In the first half of 2022, exports of domestic content industry were identified as approximately \$5.49 billion which increased 0.5% year on year, and the number of domestic content industry workers were identified 652,000 which increased 1.6% year on year.

Due to the development of contact-free services due to COVID-19, the service industry is facing a rapidly changing period. In this environment, beauty industry workers play an important role as business performers to satisfy various needs of customers, secure knowledge and professionalism about new trends, and satisfy customers' needs as information increases. In the field of beauty industry, a wide range of choices such as hair, skin, make-up, nail, fashion, cosmetics, etc. is widening, and as various information knowledge content flood in line with the knowledge-based industry, it seems to exist as the most influential video platform that can increase the utilization value of practical knowledge as a medium for acquiring new knowledge and information to beauty-industry practitioners.

The Center for Learning and Performance Technologies has been conducting a survey on the list of the best tools used for learning every year since 2007. On September 18, 2019, a survey of 2,524 education professionals from 46 countries around the world revealed that YouTube, Instagram, and social networks are representative of content media, and YouTube ranked first. As a result of examining the best tools that can be used for learning in 33 countries in 2021, YouTube ranked first again. Therefore, it is necessary to utilize beauty content as a tool to explore beauty-related information of beauty industry workers to obtain sensitive trends, visual communication, and professional knowledge information through the utilization of beauty content.

In line with humans' instinctive desire to pursue beauty along with smart devices, beauty-related industries are developing remarkably as they form customer value creation every year. From this point of view, this study aims to conduct an empirical study on beauty workers who use beauty content to verify the impact of professional beauty content service quality, which is worth using, on perceived beliefs and to investigate the moderating effect of the improvement focus on the impact of service quality and perceived beliefs, assuming that there will be differences in the psychological tendency to accept new beauty content service quality and to match goal pursuit in addition to the individual's fundamental tendency.

2. Theoretical Background

2.1. Beauty content's service quality

Content is a concept that refers to "various information or substance provided through Internet or computer communication that digitally produces, processes, and distributes text, code, voice, sound, image, picture to use in wired/wireless electric communication network" (Jin 2014). Accordingly, beauty content is a concept that includes all content related to beauty, and deals with information related to hair, skin, makeup, nails, and fashion styling in depth and professionally. Beauty content, which can be seen as a representative trend in the information knowledge society, is recognized for its value in social communication and economic value creation, and the demand and supply of beauty content are rapidly spreading (Kim 2020).

Based on these change of times, it is an essential strategy to increase customer satisfaction and secure customer trust by managing and improving service quality perceived by customer in social networks due to changes of consumption pattern structure by platform marketing. Service has a characteristic that disappear after a certain time and is defined as process as well as form created and used at the same time. Also, service quality is the result of comparing and evaluating the customer's expected service and perceived service. A study on service quality shows that social network services are being activated and generalized due to changes of knowledge information society era, providing a higher level of connectivity and dispersibility than the existing Internet or mass media. It is attracting as a useful method for communication and sharing information in many fields as well as individuals and businesses (Bak, 2021).

Research on service quality has been conducted focusing on how to measure the service quality perception. And Zeithaml, Parasurman, and Malhotra (2002) studied e-service quality based on existing studies on the interaction between traditional service quality with face-to-face interaction and customers and new technology. It derived factors of perceived Internet service quality consisting of a total of 33 items: reliability, responsiveness, accessibility, flexibility, ease of search, efficiency, certainty, stability, price information, web site design, and customization.

Accordingly, Tian (2019) stated in a study targeting online shopping malls that factors such as responsiveness, reliability, empathy, and certainty of service quality have a significant positive (+) effect on the perceived ease and perceived usefulness of perceived beliefs, Kim Jong-wan (2019) found that only the direct effects of service quality and information quality, the direct effects of information quality and perceived ease of use, the direct effects of perceived usefulness and acceptance intention, and the direct effects of perceived ease and acceptance intention had a statistically significant positive (+) effect. Analysis based on structural models of content quality characteristics, perceived ease, perceived usefulness, and acceptance intention showed that there was no moderating effect of viewer involvement in any relationship between variables, and Kim Kyung-wook (2021) found that the information characteristics of YouTube tourism contents lead to use through perceived beliefs (perceived usefulness, perceived ease, and perceived pleasure), and the intention to use it leads to the intention to visit tourist attractions, Ultimately, it was found to have an effect on visiting tourist attractions. As a result, if YouTube viewers feel that the information on YouTube tourism content is easy to use and easy to use, those viewers tend to think that the YouTube they are using is useful and Qi Pan (2022) derived a research result that the relationship between the components of O2O service quality of eating out and consumers' perceived beliefs was significant.

In this study, based on the definition of service quality shown in previous studies, we intend to conduct research by specifically constructing service quality with information, reliability, empathy, certainty, play, and ease of use by finding a system necessary for the use of information technology by beauty practitioners.

Informativity refers to the ability to communicate and share information between individuals by forming a human network through the provision and exchange of information of interest, and reliability refers to the ability to reliably and accurately perform promised services. Empathy refers to the individual consideration and interest provided by service providers to customers, certainty refers to the ability of service providers to convey their knowledge, manners, trust and confidence, playfulness refers to the evaluation criteria for how interesting and interesting content is to increase interest in the content, and how easy it is to use it.

2.2. Perceived beliefs

Perceived beliefs of users are a major factor influencing the decision to use information systems (IS). Perceived usefulness and perceived ease of use, which are the core concepts of the TAM (Technology Acceptance Model) proposed to measure the performance of websites as well as information systems, are widely applied as a variable of belief to predict the use behavior results of website users and to measure their use performance in many related previous studies (Koufaris and Hampton 2004).

Davis (1992) content analyzed the perceived usefulness as a source of motivation for computer use by applying it as an extrinsic motivation, and found that perceived usefulness and ease of use are variables of belief that have a positive influence as a parameter of actual use. Therefore, in this study, perceived usefulness and perceived ease of use as external motivations affecting the use of websites were set as the variable of users' beliefs in terms of service quality of beauty.

Information provided in new media era can provide information quickly and widely, which means that it is difficult to find the most helpful information as access to information becomes convenient. Davis (1989) defined perceived usefulness as the extent to which potential users believe that using a particular information technology or system will improve the users' work performance, and as users' perceived evaluation of the result believed that the effectiveness and productivity work, the importance of information technology used in work, and users can produce better work performance or feel useful. Accordingly, in a study on motivation for using social network service, users who recognized its usefulness showed high frequency and use of social network service. And depending on the level of use motivation, it can be seen that user satisfaction or use of marketing acts as an important factor in verifying the new technology and effect called social network service as one of the main motivation of online users (Lee et al., 2013; Bing and Mo, 2020; Krit et al., 2020; Long et al., 2022).

In addition, Davis (1989) defined perceived easy of use as the degree to which the user expects that the user can use the technology in using the system without physical or mental effort provided by other users, and it was defined as an instrumental factor necessary to explain perceived usefulness in the technology acceptance model. This means that if users feel comfortable and easy to use the content, they tend to find the website they are using useful. With the advancement of information systems, social network services have been activated and generalized, enabling users to search for information more quickly and easily. Through various devices such as smartphones, tablets, PAD, laptops, etc., various type of content can be efficiently used without limit of time and space. Accordingly, it can be said that it is very important to provide easier use to users who experience information overload exposed to more than necessary information (Lee 2015). Eventually, it can be seen that easy-to-use technologies based on experience have a higher rate of use by users than those do not. So, easy of use is a part that requires continuous and detailed research in academia and among marketers.

Many previous studies have shown that perceived easy of use is a leading variable of perceived usefulness. This shows that users who use the system that are easy to use better than system that are not, and have higher task performance effect.

Choi Soo-jung (2012) said that the determinants of using smartphone-based social network services are found to have a more significant impact on ease of use than usefulness, so it is necessary to focus on designing easier and more convenient use in the context of smartphone-based SNS use. Therefore, this study aims to confirm the difference and influence between the variables of perceived usefulness and ease of use through the services provided by users in utilizing beauty content service quality and Lee Dong-Cheol (2014) has proved that, as a result of examining a technical perspective the ease and usefulness of reliability and interactivity that affect the intention to continue using social media, social media has different characteristics from existing media because users can use it anytime and anywhere regardless of time and place, and it is expected that his study will help social media operators and related workers establish strategies by analyzing the causes that can induce continuous use intention among social media users. In addition, Park Jae-seok (2021) analyzed the effects of motivation for using online sports content on sports participation in the Untact era based on the Technology Acceptance Model (TAM). As a result, it was confirmed that users are using content with various motivations, and these motivations have a positive effect on users' perceived ease of use, perceived usefulness and acceptance attitude. Therefore, this study suggests that online sports content provision will have a positive effect on users' participation in sports.

2.3. Promotion focus

The theory of regulatory focus motivation proposed by Higgins (1997) is a theory explained using the

concept of regulatory focus, saying that depending on inherent characteristics of an individual, people can classify the types of behaviors that satisfy their own goals into two motivational structures: promotion focus motivation and prevention focus motivation. According to this theory, promotion and prevention structures are factors that affect difference human cognitive processes and emotional experiences due to their characteristic, and they use different methods to regulate towards ideal states of desire. In this context, two other self-regulatory focus types, promotion focus and prevention focus were proposed.²¹) A person who has a promotion focus seeks to achieve better than the present, focuses on positive outcomes aimed at self or others' hopes or aspirations related to ideal for acquisition, challenge, growth, improvement, advance, achievement, and seeks pleasure. It is a means of access strategy to obtain some benefit. Therefore, people with a promotion focus experience satisfaction and joy when they achieve positive results, and get discouragement and pessimism when they fail, and have a motivational tendency to match the pursuit of their desired goals (Higgins 2014).

The promotion focus is a theory that examines people's behaviors to achieve their goals based on the motivation to pursue personal pleasure. It can be applied to see how the promotion focus affects the relationship between service quality of beauty content and perceived beliefs.

In a study by Jeon Ho-Sung (2020), it was found that the control focus of consumers controls the relationship between service quality and customer satisfaction. The promotion-focused consumers who are interested in achieving the goal of consumption behavior showed a stronger causal relationship when service quality is connected to customer satisfaction than the prevention-focused consumers who are interested in defending the loss caused by consumption behavior. Batabayar Tongalak (2020) found that the focus of improvement among the information characteristics of YouTube's personal Vlog travel content was controlled in the relationship between reliability, vividness, coherence and information satisfaction, and did not control the relationship between playfulness and information satisfaction. In other words, it was confirmed that the reliability, vividness, and coherence of information characteristics are controlled by the information characteristics of YouTube personal Vlog travel contents and the influence of information satisfaction according to the recipient's improvement-focused tendency.

Therefore, in this study, there are various theories that can identify psychological tendencies in accepting new beauty content service quality, but we want to confirm the moderating effect with the enhancement focus of the moderating focus theory under the assumption that there will be differences in the direction of current or future and the psychological tendencies that can change in the surrounding environment in addition to the fundamental tendencies of individuals.

3. Research Design

3.1. Research models and hypothesis

This study aims to investigate the moderating effect of the enhancement focus on the effect of service quality of beauty content on perceived beliefs and the relationship between service quality and perceived beliefs. Accordingly, based on the results of previous studies, a research model as shown in Figure 1 is presented.

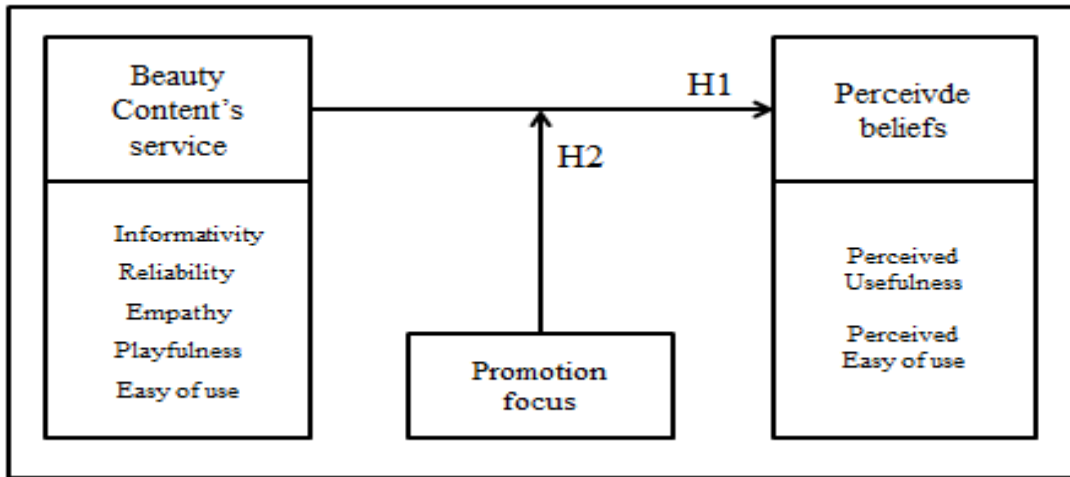


Fig. 1: Research model

On the basis of the results of previous studies that the characteristic of online content and the service quality of content have a significant effect on perceived beliefs, the following research hypothesis was presented.

Hypothesis 1. Beauty content's service quality will have a significant positive (+) effect on perceived beliefs.

1-1. Beauty content's service quality will have a significant positive (+) effect on perceived usefulness.

1-2. Beauty content's service quality will have a significant positive (+) effect on perceived easy of use.

Hypothesis 2. The effect of beauty content's service quality on perceived beliefs will be regulated by the promotion focus.

2-1. The effect of beauty content's service quality on perceived usefulness will be regulated by the promotion focus.

2-2. The effect of beauty content's service quality on perceived easy of use will be regulated by the promotion focus.

3.2. Operational definition of variables, investigation design and analysis methods

3.2.1. Manipulative definition of variables

The tool used to verify the hypotheses set by the research model is a questionnaire. The rating scale Likert 5-point scale, which measures the type of response, was used (not at all =1, very much =5: The lowest score was given from 1 to 5 points). As for the measurement of each variable, a total of 42 items were used in the analysis, with 6 variables of information, reliability, empathy, certainty, playfulness, and ease of use, focusing on the questionnaire items used by Zeithaml, Parasuraman, and Malhotra (2000), and the perceived belief was composed of a total of 14 items, including 7 items of perceived usefulness and 7 items of perceived ease of use by Davis (1989). In addition, the content of the questionnaire was reconstructed according to the promotion focus 7 questionnaires as moderators. And gender, age, and final education to find out the demographic characteristics of the survey subjects. Nine questions were included in the questionnaire: marital status, monthly income, beauty experience, position, industry of beauty industry workers, and number of employees. Therefore, the questionnaire used in this study consists of a total of 72 questions, including demographic characteristics. The convenience sampling method was used for the survey, and the self-evaluation method was used for the questionnaire preparation. The collected questionnaire data were verified using the statistical program SPSS Ver 26. As for the specific analysis method, first, frequency analysis was conducted to identify demographic characteristics, and second, exploratory factor analysis was conducted using the Varimax

rotation method to determine the validity and reliability of the scale used in this study. Third, correlation analysis was conducted to diagnose the problem of multicollinearity between variables, and hypothesis verification was conducted by multiple regression analysis and controlled regression analysis to find out the moderating effect of the enhancement focus on beauty content service quality and perceived beliefs.

3.2.2. Survey design and analysis methods

To verify the hypothesis set in this study, a survey was conducted targeting 450 beauty workers in Seoul, Gyeonggi area and Busan, Gyeongnam area. The survey was conducted from December 2, 2022 to December 25, 2022. Among them, 406 people, excluding insincere responses, were used in this study.

The collected questionnaires were verified using statistical analysis SPSS Ver. 26 for empirical analysis. First, frequency analysis was conducted to identify demographic characteristics. Second, exploratory factor analysis using Varimax Rotation was conducted to determine the validity and reliability of the scale used in this study. Third, correlation analysis was conducted to diagnose the problem of multicollinearity between variables. Fourth, multiple regression analysis and moderated regression analysis were conducted to verify hypotheses.

4. Empirical Analysis

4.1. Demographic characteristics

As a result of frequency analysis on the demographic characteristic of the survey respondents for empirical analysis, among the respondents, there were 355 females (87.4%) and 51 males (12.6%), with females being the highest. And by age group, there were 176 people in their twenties (43.3%), 113 people in their thirties (27.8%), 83 people in their forties (20.4%), 34 people in their fifties or older (8.4%), with the highest percentage of people in their 20s. The highest level of education was high school graduates (21.45%), 215 junior college graduates (53.0%), 90 college graduates (22.2%), 14 graduate school or higher (3.4%). There were 127 married people (31.3%), 279 unmarried people (68.7%). As for total beauty career, there were 55 people (13.5%) who worked less than 1 year, 100 people (24.6%) who worked 1~3 years, 93 people (22.9%) who worked 3~5 years, 84 people (18.2%) who worked 5~10 years, 74 people (18.2%) who worked more than 10 years. In terms of position, there were 146 staffs (36.0%), 73 designers or instructors (18%), 62 middle managers (15.3%), 125 directors (30.8%). The beauty industry workers included 99 hair beauty workers (24.4%), 112 skin beauty workers (27.6%), 100 nail beauty workers (24.6%), 95 makeup beauty workers (23.4%). As for number of employees, 1 person appears 92 (22.7%), 2 people appear 88 (21.7%), 3~4 people appear 116 (28.6%), 5~9 appear 65 (16.0%), 10 or more people appear 45 (11.1%).

4.2. Validity and reliability of variables

Table 1 shows the results of exploratory factor analysis to verify the reliability and composition validity of the measurement tool used in the empirical analysis. The KMO measurement was 0.954, which was close to 1, and Bartlett's sphericity test statistic was 19925.691 at the significance level of 0.001%, confirming that it was a significant factor analysis. The commonality of the measured variables was 0.519 ~ 0.782, showing a significant value of 0.5 or more. The factors extracted based on the eigenvalue 1 are 6 factors of beauty content service quality (information, reliability, empathy, certainty, playfulness, and ease of use), 2 factors of perceived belief (perceived usefulness and perceived ease of use), and promotion focus, and the total explanatory variance by these factors is 67.166%.

Table 1: Exploratory factor analysis

latent variable	measurement item	factor load	standard error	communality	measurement item reliability	Cronbach's α
beauty content	informativity1	.688	.634	.661	.707	.889
	informativity 4	.680	.637	.627	.699	

service quality	informativity 2	.650	.622	.604	.687	
	informativity 3	.628	.629	.620	.680	
	informativity 5	.625	.656	.618	.669	
	informativity 6	.610	.629	.593	.676	
	informativity 7	.565	.640	.602	.667	
	reliabilty 2	.820	.665	.782	.815	.918
	reliabilty 1	.789	.637	.716	.768	
	reliabilty 3	.771	.660	.703	.768	
	reliabilty 5	.767	.748	.692	.711	
	reliabilty 4	.723	.737	.661	.747	
	reliabilty 6	.693	.684	.661	.735	
	reliabilty 7	.628	.650	.598	.700	.889
	empathy 5	.683	.802	.635	.675	
	empathy 4	.664	.792	.643	.678	
	empathy 2	.605	.634	.613	.691	
	empathy 1	.602	.619	.669	.724	
	empathy 3	.563	.684	.646	.680	
	empathy 6	.532	.735	.614	.697	
	empathy 7	.431	.699	.595	.662	.895
	certainty 4	.686	.717	.692	.714	
	certainty 5	.613	.720	.682	.731	
certainty 3	.609	.707	.655	.691		
certainty 2	.572	.720	.665	.706		
certainty 7	.544	.694	.656	.713		
certainty 6	.509	.697	.655	.690	.932	
certainty 1	.416	.653	.519	.621		
playfulness 3	.770	.724	.769	.809		
playfulness 4	.745	.709	.772	.826		
playfulness 2	.743	.688	.751	.802		
playfulness 6	.720	.733	.679	.739		
playfulness 5	.712	.706	.740	.789		
playfulness 1	.679	.679	.716	.781	.915	
playfulness 7	.648	.680	.666	.725		
ease of use 6	.748	.697	.731	.788		
ease of use 3	.710	.728	.706	.771		
ease of use 5	.698	.692	.664	.731		
ease of use 1	.689	.686	.632	.705		
ease of use 4	.684	.685	.693	.760		
ease of use 7	.677	.751	.620	.694	.921	
ease of use 2	.673	.706	.643	.727		
perceived belief	perceived usefulness 2	.754	.379	.757		.796
	perceived usefulness 6	.751	.430	.751		.808
	perceived usefulness 3	.727	.393	.697	.748	
	perceived usefulness 4	.725	.413	.643	.707	

	perceived usefulness 7	.713	.409	.656	.743	.911
	perceived usefulness 5	.701	.396	.685	.745	
	perceived usefulness 1	.645	.386	.665	.736	
	perceived ease of use 2	.765	.370	.746	.764	
	perceived ease of use 1	.714	.319	.699	.735	
	perceived ease of use 3	.657	.312	.673	.741	
	perceived ease of use 7	.644	.357	.690	.765	
	perceived ease of use 5	.637	.372	.641	.729	
	perceived ease of use 6	.620	.368	.566	.670	
	perceived ease of use 4	.590	.343	.648	.727	
promotion focus	promotion focus 5	.745	.798	.727	.759	.923
	promotion focus 6	.728	.728	.739	.757	
	promotion focus 7	.695	.769	.674	.728	
	promotion focus 4	.678	.743	.687	.758	
	promotion focus 3	.642	.741	.706	.774	
	promotion focus 2	.626	.732	.708	.769	
	promotion focus 1	.597	.704	.699	.763	

4.3. Correlation analysis

The correlation between the variables used in this study is presented in Table 2. The reliability, ease of use, playability, informativity, empathy, and certainty of beauty content service quality were all found to have a positive relationship with the perceived usefulness and perceived ease of belief, the control variable, and the positive $p < 0.001$.

Table 2: Correlation analysis

factor	1	2	3	4	5	6	7	8	9
informativity	1.000								
reliability	.572***	1.000							
empathy	.632***	.586**	1.000						
certainty	.619***	.632**	.727**	1.000					
playfulness	.567***	.488**	.665**	.630**	1.000				
ease of use	.564***	.420**	.608**	.627**	.618***	1.000			
perceived usefulness	.364***	.444**	.410**	.444**	.444***	.503**	1.000		
perceived ease of use	.402***	.522**	.456**	.505**	.459***	.553**	.722***	1.000	

promotion focus	.413***	.588**	.566**	.585**	.536***	.571**	.625***	.609***	1.000
average	4.036	4.319	4.137	4.200	4.083	4.075	4.841	4.874	4.182
standard deviation	.559	.574	.591	.492	.551	.549	.330	.282	.616
*** p<.001									

4.4. Testing of hypothesis

4.4.1. Relationship between beauty content’s service quality of and perceived beliefs

In order to verify hypothesis 1 that service quality of beauty content will have a significant effect on perceived beliefs, the relationship between six factors of beauty content service quality (informativity, reliability, empathy, certainty, playfulness, ease of use) and two factors of perceived beliefs (perceived usefulness and perceived ease of use) was analyzed.

Table 3: Results of multiple regression analysis of service quality and perceived usefulness

	Perceived usefulness (dependent variable)						
	nonstandardized coefficient		standardized coefficient	t	p	collinearity statistic	
	B	standard error	β			tolerances	VIF
(constants)	3.217	.133		24.274	.000		
informativity	.098	.041	.146	2.406	.017*	.483	2.070
reliability	.008	.034	.014	.235	.815	.530	1.887
empathy	.022	.042	.037	.525	.600	.361	2.770
certainty	.157	.043	.261	3.683	.000***	.351	2.848
playfulness	.025	.035	.045	.730	.466	.460	2.174
ease of use	.080	.034	.140	2.329	.020*	.491	2.036
R ² = .297, modified R ² = .287, F = 28.017, p = .000, D/W = 1.475 * p<.05, ** p<.01, *** p<.001							

Table 4: Results of multiple regression analysis of service quality and perceived easy of use

	Perceived easy of use (dependent variable)						
	nonstandardized coefficient		standardized coefficient	t	p	collinearity statistic	
	B	standard error	B			tolerances	VIF
(constants)	3.300	.106		31.072	.000		
informativity	.111	.033	.194	3.404	.001***	.482	2.073
reliability	.012	.027	.025	.453	.651	.529	1.891
empathy	-0.029	.034	-0.056	-0.858	.391	.360	2.776
certainty	.145	.034	.284	4.250	.000***	.350	2.857
playfulness	.025	.028	.053	.919	.359	.462	2.164
ease of use	.111	.028	.226	4.021	.000***	.492	2.031
R ² = .381, modified R ² = .372, F = 40.724, p = .000, D/W = 1.002 * p<.05, ** p<.01, *** p<.001							

Multiple regression analysis was conducted to verify Hypothesis 1-1 that service quality of beauty content would have a significant effect on perceived usefulness. As a result of the analysis, the

significance level was $p < 0.001$ and the F value was 28.017. $R^2 = 0.297$ and the modified $R^2 = 0.287$ showed that three factors such as certainty, informativity, and ease of use among the six beauty content service quality factors had a significant positive effect on perceived usefulness at the significance level $p < 0.05$. Reliability, empathy, and playfulness were not significant. Hypothesis 1-1 was partially adopted because ease of use and informativity had a significant effect with $p < 0.05$ and assurance had a significant effect with $p < 0.001$.

Table 3 summarizes the results of verifying Hypothesis 1-1.

Multiple regression analysis was conducted to verify hypothesis 1-2 that service quality of beauty content would have a significant effect on perceived ease of use. As a result of the analysis, F value was 40.724 on the significance level $p < 0.001$. R^2 was 0.381, and the modified R^2 was 0.372. Among the six beauty content service quality factors, three factors such as certainty, informativity, and ease of use were found to have a significant effect on the significance level $p < 0.001$. Reliability, empathy, and playfulness were not significant, so hypothesis 1-2 was partially adopted.

These results were similar to the results of Kim Chang-soo's (2015) study on the perceived technology acceptance and acceptance intention of festival social network services, which shows that perceived ease, perceived usefulness, and perceived enjoyment affect SNS use and festival behavior intention, or that trust in information content plays an important role in forming festival behavior intention. Hwang Jin-seok (2020) found that the use of social media systems through smartphones, which continuously upgrade and exchange performance, is also more convenient, faster, and more stable content consumption, making it related to usefulness.

Table 4 summarizes the results of verifying Hypothesis 2-1

4.4.2. Analysis of the regulatory effect of promotion focus on beauty content's service quality and perceived beliefs

In order to verify hypothesis 2 that the effect of beauty content service quality on perceived beliefs will be moderated by promotion focus, moderated regression analysis was conducted.

Table 5: The Moderating effect of promotion focus between beauty content's service quality and perceived usefulness

	Perceived usefulness (dependent variable)								
	[Model 1]			[Model 2]			[Model 3]		
	B	β	t	B	β	t	B	β	T
(constants)	3.217		24.274	3.139		26.026	3.535		30.500
informativity	.098	.146	2.406*	.011	.017	.302	.025	.037	.709
reliability	.008	.014	0.235	.017	.029	.544	.001	.002	.052
empathy	.022	.037	0.525	.019	.031	.494	.018	.031	.536
certainty	.157	.261	3.683** *	.111	.184	2.829**	.115	.191	3.169**
playfulness	.025	.045	.730	-0.023	-0.041	-0.726	-0.009	-0.016	-0.306
ease of use	.080	.140	2.329*	.014	.024	.422	-0.011	-0.020	-0.385
promotion focus				.262	.489	9.244** *	.193	.360	7.216***
information x promotion focus							-0.146	-0.159	-2.831**
reliability x promotion focus							.062	.069	1.458
empathy x promotion focus							-0.032	-0.037	-0.564
certainty x promotion focus							-0.121	-0.147	-2.304*

playfulness x promotion focus							-0.048	-0.057	-1.110
ease of use x promotion focus							-0.067	-0.083	-1.478
R2	.297			.422			.542		
F increment	28.017			41.332			35.570		
significance probability	.000			.000			.000		
* p<.05, ** p<.01, *** p<.001									

As a result of this analysis, the moderating effect of the promotion focus was significant in explaining the perceived usefulness, but the interaction effect showed that only the informativity×promotion focus ($\beta = -.146, p=0.01$) and the certainty×promotion focus ($\beta=-.121, p=0.05$) had a significant negative effect on the perceived usefulness. Reliability, empathy, playfulness, and ease of use did not have the moderating effect of the promotion focus. Therefore, hypothesis 2-1 was partially adopted.

Second, the results of verifying hypothesis 2-2 that the effect of service quality of beauty content on perceived ease of use will be controlled by the promotion focus were shown as shown in Table 6.

As a result of the analysis, the overall explanatory power of model 1 was 38.1% ($R^2=0.381$) and $F=40.724$ ($p<0.001$), indicating that the suitability of the model was statistically significant. The explanatory power was 45.1% ($R^2=0.451$) and $F=46.395$ ($p<0.001$) in model 2 with the promotion focus as a moderating variable, and the explanatory power was increased by 7% and the F increment was also increased by 5.671% compared to model 1. In other words, it was found that there was an explanatory power of perceived ease of use by putting the promotion focus in model 2. In the case of model 3, informativity, reliability, empathy, certainty, playfulness, and ease of use, which are sub-variables of service quality of beauty content, were put into promotion focus and interaction. In model 3, the explanatory power was 63.6% ($R^2=0.636$) and $F=52.510$ ($p<0.001$), which was 18.5% higher than model 2, and the F increment also increased by 6.115%, which was statistically significant.

Table 6: The Moderating effect of promotion focus between beauty content’s service quality and perceived easy of use

	Perceived Ease of Use (dependent variable)								
	[Model 1]			[Model 2]			[Model 3]		
	B	β	t	B	β	t	B	β	t
(constants)	3.300		31.072	3.250		32.366	3.650		41.366
informativity	.111	.194	3.404** *	.055	.097	1.754	.073	.127	2.692**
reliability	.012	.025	0.453	.018	.036	0.697	.013	.026	.601
empathy	-0.029	-0.056	-0.858	-0.031	-0.060	-0.971	-0.032	-0.063	-1.238
certainty	.145	.284	4.250** *	.115	.224	3.529** *	.110	.215	4.000** *
playfulness	.025	.053	.919	-0.005	-0.011	-0.198	.004	.009	.194
ease of use	.111	.226	4.021** *	.069	.141	2.588**	.053	.109	2.366*
promotion focus				.167	.365	7.082** *	.089	.195	4.385** *
informativity x promotion focus							-0.143	-0.182	- 3.638** *

reliability x promotion focus							.000	-0.001	-0.015
empathy x promotion focus							.050	.068	1.161
certainty x promotion focus							-0.221	-0.315	-5.548** *
playfulness x promotion focus							-0.005	-0.007	-0.156
ease of use x promotion focus							-0.056	-0.082	-1.641
R2	.381			.451			.636		
F increment	40.724			46.395			52.510		
significance probability	.000			.000			.000		
* p<.05, ** p<.01, *** p<.001									

As a result of this analysis, the moderating effect of the promotion focus was found to have a significant effect in explaining the perceived ease of use, but only the informativity×promotion focus ($\beta=-0.143$, $p=0.000$) and the certainty×promotion focus ($\beta=-0.221$, $p=0.000$) had a significant negative effect on the perceived ease of use, and reliability, empathy, playfulness, ease of use did not have a moderating effect on the promotion focus. Therefore, hypothesis 2-2 was partially adopted.

These results show that Shin Jong-guk, Park Min-sook, and Park Ji-yeon (2012), In a study on the effect of personality traits and perceived beliefs on the continuous use of online brand communities, extroversion, affinity, and openness have a significant positive (+) effect on the relationship between personality type and perceived usefulness Integrity was found to have a negative (-) effect, and both perceived usefulness and enjoyment, which are consumer beliefs in the online brand community, had a positive(+) effect on satisfaction, similar to the results of this study.

5. Conclusion

The purpose of this study was to analyze whether the characteristics of a wide range of contents provided online in the new media era and beauty content's service quality are effective in the performance of beauty industry workers who use services depending on the environment of perceived beliefs(perceived usefulness, perceived ease of use), and to empirically analyze the causal relationship between service quality perception and user behavior depending on the promotion focus of beauty industry workers by using statistical techniques.

The analysis results are as follows.

First, in order to verify hypothesis 1-1 that service quality of beauty content will have a significant effect on perceived usefulness, the relationship between six factors of service quality of beauty content (informativity, reliability, empathy, certainty, playfulness, ease of use) and perceived belief (perceived usefulness it) was analyzed. As a result, three factors of assurance, informativity, and ease of use were found to be significant among six factors of service quality of beauty content. In addition, the influence of service quality factors on perceived usefulness was in the order of assurance, informativity, and ease of use.

Second, in order to verify hypothesis 1-2 that service quality of beauty content will have a significant effect on perceived ease of use, the relationship between six factors of service quality (informativity, reliability, empathy, assurance, playfulness, ease of use) and perceived belief (perceived

ease of use) was analyzed. As a result, three factors of assurance, informativity, and ease of use were found to be significant among six factors of service quality. In addition, the influence of service quality factors on perceived ease of use was in the order of assurance, informativity, and ease of use.

Third, in order to verify hypothesis 2-1 that the effect of service quality of beauty content on perceived usefulness will be controlled by promotion focus, reliability, ease of use, playfulness, informativity, empathy, and assurance, which are sub-variables of service quality, were put into interaction with promotion focus. As a result, the moderating effect of service quality of beauty content and promotion focus was significant in explaining perceived usefulness, but the interaction effect was found to have a significant negative effect on perceived usefulness only in informativity x promotion focus and confidence x promotion focus.

Fourth, as a result of verifying hypothesis 2-2 that the effect of service quality of beauty content on perceived ease of use will be controlled by promotion focus, the moderating effect of service quality and promotion focus showed a significant effect in explaining perceived ease of use, but interaction effect showed that only informativity x promotion focus and assurance x promotion focus had a significant negative effect on perceived ease of use. This means that the stronger the promotion focus, the more the effect of service quality of beauty content on perceived usefulness and perceived ease of use is controlled by the promotion focus.

Based on the above results, the implications of this study are as follows.

First, it was verified that assurance and informativity, which indicate the degree of having professional knowledge and ability to provide service, are very important service quality factors because beauty industry practitioners need technology and professionalism due to the nature of their jobs. Therefore, beauty content service providers should continuously provide content necessary for acquiring the latest technology and education for improving professional skills and job skills due to the nature of work among various service quality factors. Second, it was found that the ease of use, certainty, and informativity affected the perceived beliefs in that users easily and quickly communicated and shared information among individuals without being restricted by time and place while using beauty content. Therefore, it is necessary to improve a service quality of beauty content based on new experiences, knowledge, and various information provisions that will help beauty content practitioners develop their abilities. Third, it can be seen that the influence of the promotion focus increases in the relationship between the informativity of service quality, the perceived usefulness of certainty and perceived belief, and the perceived ease of use. Therefore, beauty content service providers must enhance the perceived beliefs of beauty practitioners by improving the quality of beauty content services, and have the ability to quickly identify content topics that are suitable for their purpose and main target group. Through this, if practitioners are made to perceive usefulness and ease of use, it is expected to have a positive effect not only on the informativity and certainty of service quality, which can affect the tendency to focus on improvement, but also on reliability, empathy, playfulness, and ease of use.

Users are suffering from "Hamlet Syndrome" as the amount of information in content explodes due to the development of information and communication technology. Hamlet syndrome is a new term used to describe modern people suffering from a kind of selection disorder and decision disorder because the choice has become so wide due to the diversification of information today that it is indecisive. Beauty contents are also one of the contents that are flooding with a lot of information knowledge contents day by day among various contents. If you give practical knowledge to beauty practitioners who use various contents and introduce new information technologies or services to your work, users can achieve better job performance, consume various contents anytime, anywhere, share opinions or share information in real time, and utilize the time to go to work, leave work, or take a break for a while in the user's mobile environment.

Accordingly, this study suggests that it can be used as a theoretical basis for providing beauty content that can improve job performance and improve management performance through customer satisfaction by finding the system necessary for using information technology and identifying the

relationship with the personal propensity of practitioners and using it as practical knowledge.

Despite the results of this study, the direction of future research based on the limitations of the research process is as follows. First, among the respondents of this study, those in their 20s accounted for 43.3%, and as for gender, women accounted for a very high proportion of 87.4%, so it can be seen that there is a limit to represent the whole. However, since most of the staff working in this area are composed of people in their 20s who are needed to improve their professional knowledge, it is necessary to study specifically what part of service quality factors users expect should be improved. Second, the generalization of the results of the study is somewhat unreasonable due to the regional limitations of research on beauty workers in Seoul, Gyeonggi, Gyeongnam, and Busan. Therefore, if the results of the study are derived by expanding the regional scope of the sample in future studies, it is considered that more down-to-earth results of the study can be derived from the practical point of view.

This study is expected to be practical and important basic data for beauty practitioners in that it conducted an empirical study on the perceived beliefs of employees who use beauty content.

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