

# The Influence of Social Media Innovation in Consumption of Hair Products.

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*Abstract:* - This study explores impact social media has on the consumption of hair products and how social media can be used by hair companies as an effective marketing strategy. Social media seems to be causing some type of impact in how people view products and later choose to consume them. Social media also has some influence on both the consumer and the retailers/producers of these hair products and the new hair culture which seems to be taking over the new generation, thus the millennials. Retailers/producers have noticed the rise in social media consumers; however, most of the business entities have not yet utilized social media to its fullest in their marketing activities. The study highlights the business risk of being left behind and gives a contemporary research gap, in how frequent businesses are engaging with social media. Hair has always been a symbol of beauty around the world however with the birth of the new millennium generation there is hype in the need for long and thick hair. This new wave has led to an increase of hair related information on social media as more women are increasing becoming engaged about their hair care. Quantitative method was used, and hypotheses were tested deductively. Data was collected from a sample of 268 African female respondents; the respondents were selected using convenience random sampling technique in a 5-point Likert research instrument scale. Data analyses were done using SPSS statistical software in conjunction with AMOS version 25. Findings revealed that there is a positive significant relationship between social media innovation and brand awareness. This implies that online retailers/producers realize increased brand awareness, high consumption rate and repeat purchases leading to customer loyalty through social media innovations.

*Keywords:* - Small Medium Enterprise, Granger Causality, Economic Growth, Time Series, Business Enterprise, Gross Domestic Product

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## 1 Introduction

Innovation has now become the new way of life especially with regards to marketing, as marketers as move from one strategy (fan accumulation) to another (six-second video) to another (SoLoMo), to another (messengerbots), looking for the right innovative strategy to improve their brand awareness [68]. Social media innovations are the birth of platforms for example such as YouTube, Facebook, Twitter What's App and Pinterest [62]. This is the new way the world has become a global village and how information is being shared through these social media innovations [70]. Looking at the need for beauty and long hair which plays critical role in the lives of both young and old females today. [13] states that, cosmetics play a huge role in beautifying the modern-day female and are an essential part of what many women consider important about their outward appearance. [13] further alludes to the fact that many women feel inadequate in terms of their self-esteem and self-confidence, which is affected greatly by how they look, be it their hair or facial appearance. Social media has taken over the beauty industry and has become the new word of mouth and reference point for many women in cosmetic buying decisions [4].

The modern-day consumers are increasingly using online tools for example blogs, Facebook, and YouTube to share their opinions about products and services they consume [35]. The rise in internet accessibility and availability of smart phones has led to the new form of what is known as electronic word of mouth (EWOM) which in this research will be referred to as social media.[65] States that "Of the various social media networks, Facebook alone has 750 million users, Twitter has 250 million users, and LinkedIn and Myspace have 115 million and 50 million users respectively". Social Media has become the new growth strategy for any company that wishes to realise growth and have a mark in this new and up tight market [65]. The generation Y consumers are now the largest consumers of goods and getting their attention has shifted from the traditional methods of

advertising to now the new platform of social media, [35]. According to [1], the problem is that for past years the marketer has been focused more on "collecting" instead of "connecting." In other word [1] stated that marketers are focusing on having more fans and forgetting the crucial part which is to connect with the fans and create a loyal customer base of those social media fans one has.

Marketers tend to forget that social media can be used as a marketing strategy which has an influence on consumer purchase decisions. [65] alluded to the fact that companies may use social media as a strategy to gain more customers or to chase customers away from a company's offerings, stating that a company is able to make or break its image through the social media that is made available to its consumers. Furthermore [73] pointed out that social media has led to a rise in the consumption of cosmetic products due to its coverage and influence on consumers of different age groups, different lifestyles, based on their affordability and their skin type. Deducing from the discussion on the importance of social media in a company's marketing activities and its influence on the consumption of cosmetics [2]. It can be noted that there is a lacuna in studies that have investigated to the influence of social media on the consumption of African hair products [2]. Numerous authors in different countries have focused on Social Media in various contexts by focusing on the impact of Social Media and Negative Word of Mouth: Strategies for Handling Unexpected Comment [3]; a study on Factors Determining Social Media on Cosmetic Product [73] examining the Beauty Industry's Use of Social Influencers [20]; young adults and ethical consumption: an exploratory study in the cosmetics market [47]; global beauty industry trends in the 21st century [45]; A study of the impact of social media on consumers [29]; Social Media as a Marketing Tool: A Literature Review [63]; Effectiveness of Advertising on Social Network Sites A Case Study on Facebook [49]. Thus, drawing the aforementioned and to the best knowledge of the researcher it can be elucidated that there is scant studies that have focused on the influence of

social media on the consumption of African hair products hence the justification of the current empirical study.

## 2 Theoretical foundations

### 2.1 Literature review

Business endeavour and progression both require cash related assistance and support for it to be powerful [2]. [11] it is women who are the major consumer of online shopping and hair products. In today's culture, healthy long hair is a symbol that portrays the idea of a youthful appearance, this need for beauty and youth strongly influences purchase decisions among consumers [11]. Retail Stores specialising in hair product distribution have spread across the globe [1]. Specialty stores are the small retail outlet that focuses on selling a particular product range and associated items in this case hair products. Specialty stores held market revenue of \$ 21088 million in 2016 in which a significant portion of the profits came from the sale of hair products [29]. The e-commerce hair care market was anticipated to be the fastest growing market during the forecast period [36]. Online shopping has grown in popularity and increases to grow with the spread in technology, especially among women and other target demographics such as the 18-year-old to the 25-year-old [36]. Most companies are moving from the tradition brick and mortar to the electronic world and that's where in today's world social networking sites also known as social media have become a doorway for companies to widen their marketing range and consumer base. [63]. Hair has always been a symbol of beauty around the world however with the birth of the new millennium generation there is now hype in the need for long and thick hair. According to most consumers of products are moving to [11]. Before consumers decide on a specific item to purchase, they learn about others' past experiences through word-of-mouth (WOM). Today, the internet has replaced traditional face-to-face WOM and has created a new electronic WOM platform (WOM) [3].

Consumers now have a breadth of information at their fingertips and can before consumers decide on a specific item to purchase, they learn about others' past experiences through word-of-mouth (WOM) [2]. Accessing thousands of user reviews online and affecting the consumer's final purchasing decision [50]. In addition, [5], cited that more than 2 billion people worldwide are active on social media, a number that is expected to reach 2.5 billion in 2018. When it comes to purchasing products and services, social media influences consumers almost as much as television ads and continues to trend upward. [73] pointed out that it is believed that social media has increased brand awareness of companies and that consumers are more influenced to purchase goods or services due to the influence that social media has on them. Social media is proving to be an effective tool as a marketing strategy; however, most companies are currently dedicating 11% of their marketing budget to social media and 44 % of those company executive were of the opinion that social media has an insignificant impact on the growth of a company and its brand [5]. According to [55], most researchers have conducted studies on the impact of Social Media and Negative Word of Mouth: Strategies for Handling Unexpected Comment [6]; a study on Factors Determining Social Media on Cosmetic Product [73]; examining the Beauty Industry's Use of Social Influencers [20]; young adults and ethical consumption: an exploratory study in the cosmetics market [47]; global beauty industry trends in the 21st century [45]; A study of the impact of social media on consumers [29]; Social media as a Marketing Tool: [63] A Literature Review [63] ; Effectiveness of Advertising on Social Network Sites A Case Study on Facebook [49]. However there has not been much research done on an analysis of the influence of social medial on the consumption of hair products by African women in South Africa. According to [17] most of small business are not actively utilizing social media to reach consumers and further stated that 47 % of the small business do not actively use social media and 25 % of the small businesses have no plan to use social media at all. Even though buying online is spreading and growing fast in short term period,

some regions and countries have very limited volume of online purchasing transactions, such as, the Arab world situation [17]. In the past year Arab has seen a significant evolution of technology which led to many changes in the norms of doing businesses, practicing governance, and carrying out greater growth. With approximately more than 125 million individuals are using the internet and yet the number of Social media active users is very low. In turn making most marketers not to take up social media as an effective marketing channel [38].

### 1.1 Sociological Model

Sociology studies how human behave in groups as it is believed that people are social beings. This model states that a consumer is part of a group or a society and his or her buying is influenced by the group around them [64]. The main groups that affect ones buying decision are family, friends, and close associates; these groups exert a lot of influence on the buying decisions. “According to [38], each cultural or social system defines legitimate goals for its members as well as legitimate means for attaining these goals” [7], it can be deduced that the social system one is exposed helps in shaping the goals and ambitions of an individual, choices as well are influenced the social system one is exposed to. The model refers to consumer as a social animal and that it conforms to the norms of the social group that is exposed and associates with friends, acquaintances, and work groups one belongs to expose an individual to pressure in terms of how to behave and their consumption pattern through their social interactions [38]. The family which is the most influential group in the model interacts with us from the earliest stage which is childhood and shapes and has sociological effects on consumers in the overall social group people belong to [3]. Deducing from a consumer regarding purchase choices is also influenced by opinion leaders and social group appeals [72]. Consumers therefore tend to buy products that are like what their peers or social group is consuming. This theory is used as one of the grounding theories of this study as it

believes that individuals come to purchase decisions based on influence of their social environment [66]. The study considers how social media influence affects the individual’s consumption behavior towards hair care products.

**Figure 1.1 Sociological Model**



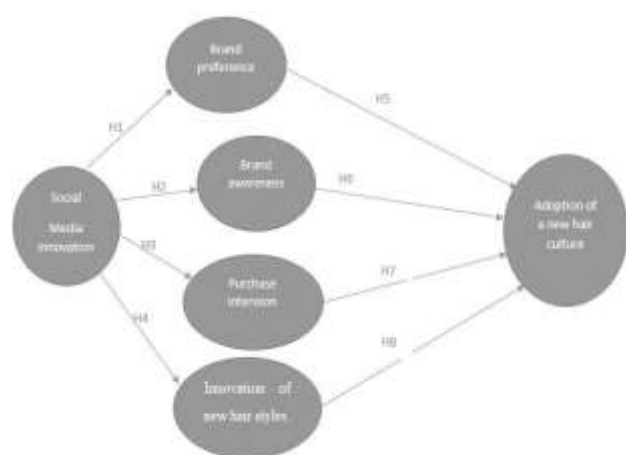
Source: (Trkman, M., & Trkman, P. (2018).

Most of the businesses have noticed the rise in the use of social media by consumers; however, have not yet taken up social media innovations seriously as a strategic retail marketing tool [73]. [8] elucidates that of those businesses that are not yet on social media a significant number plan on establishing a presence within the following year. The study further highlights business performances and the risk of lagging behind, there is still a gap, though, in how frequently consumers are using and engaging with social media as compared to businesses [9]. The social media platform according to [62], are here to stay and is the revolution that has changed our world and time, [62] further alluded to the fact that there is one main social media innovation that likely would not only endure, but thrive, in the decade ahead. This innovation has embodied most what researchers have come to define as social media in the past and it is not showing any signs of slowing down and that social media innovation is YouTube [74]. Deducing from the

social media is a necessary tool with some form of influence in the growth of a business’s brand across the world. This research seeks to understand the influence of social media on the consumption of hair care products. Thus, in undertaking this study we hypothesised that there is a significant relationship on the research constructs.

### 2.1 Conceptual Model and Hypotheses Statements

Six relationships were tested, and the research constructs included, social media innovation, brand preference, brand awareness, purchase intension and adoption of new hair culture. The six variables formulated the conceptual model below in which the hypotheses were derived from as shown in figure 1:2 below.



**Figure 2.1 Conceptual Model**

**H<sub>1</sub>:** *There is a positive relationship between social media innovation and brand preference.*

**H<sub>2</sub>:** *There is a positive relationship between social media innovation and brand awareness.*

**H<sub>3</sub>:** *There is a positive relationship between social media innovation and purchase intension of African hair products.*

**H<sub>4</sub>:** *There is a positive relationship between social media innovation and innovation of new hair styles.*

**H<sub>5</sub>:** *There is a positive relationship between brand preference and adoption of a new hair culture.*

### 2.2 Hypothetical Literature Review

#### 2.1.2 Social media innovation and brand preference

Social media innovations are the platforms that create an opportunity for users to share content and connect with people from different parts of the world [62]. [1] pointed out that social media through user influences has an impact on consumers in terms of their brand choices. Before a consumer purchases a product there is a high tendency of them consulting social media to learn from other consumers of their past experiences with a particular brand and these references tend to affect the consumer’s final brand choice [1]. [3], stated that peer references on social media also affect the extent to which a brand is received and rejected among a certain group range. Therefore, it can be hypothesized that there is a positive relationship between social media innovation and brand preference.

**H<sub>1</sub>:** *There is a positive relationship between social media innovation and brand preference.*

#### 2.1.2 Social media innovation and brand awareness

According to [41] social media has both a positive and negative impact on the brand awareness of a company, as consumers will talk about a brand through social media with or without the company’s permission. A company’s brand may have positive brand awareness towards their products or may be harmed due to how consumer discussion a particular brand on

social media platforms [10]. [10] went further to state that when a brand is absent from consumers conversations on social media it is most likely absent in the consumer 's decision making process. Social media is a marketing tool which provide consumer with brand awareness, important information and provides consumer focused advice on how to improve products [1]. Hence concluding, we can hypothesis that there is a positive a relationship between social media innovation and brand awareness. Along these lines reserve funds rates affect development rate as the development rate is endogenously to discussion a particular brand on social media platforms. Hence concluding, we can hypothesis that there is a positive a relationship between social media innovation and brand awareness.

*H<sub>2</sub>: There is a positive relationship between social media innovation and brand awareness.*

### **2.1.3 Social media innovation and purchase intension**

[19] stated that social media influences the consumer 's purchase intension as it provides product information which is also found from previous consumers' reviews. Social media helps create consumer trust, which in turn leads to the creation of a strong purchase intension within the new consumer. [1] was also of similar views that due to social media consumers who have once purchased a certain product and experienced it, now influence the new consumer's purchase decision and intentions which is resultant from the sharing of opinions on social media. According to [60] social media can influence potential purchase intentions in consumers as they are influenced by their peers on social media regarding the purchase of a particular product or brand. Therefore, it can be hypothesized that there is a positive relationship between social media innovation and purchase intension.

*H<sub>3</sub>: There is a positive relationship between social media innovation and the purchase intension of African hair products.*

### **2.1.4 Social media innovation and new hair styles**

[75] was of the view that with the rise of social media use there has been a resultant of new hair styles, fashion and these trends are always changing. Social media has become so influential when it comes to new hairstyles and deciding what hair styles to wear. [39] in a study of black women's hair was of the view that with the advent of social media, many African women are now appreciating their natural hair and are finding new hairstyles that are suitable for their natural hair. [39] went further to state that because of social media, many women are becoming more creative with how they wear their hair, as these new styles are more suitable to their new hair regimes. This brings us to the formulation of the hypothesis that there is a positive relationship between social media innovation and the innovation of new hair styles.

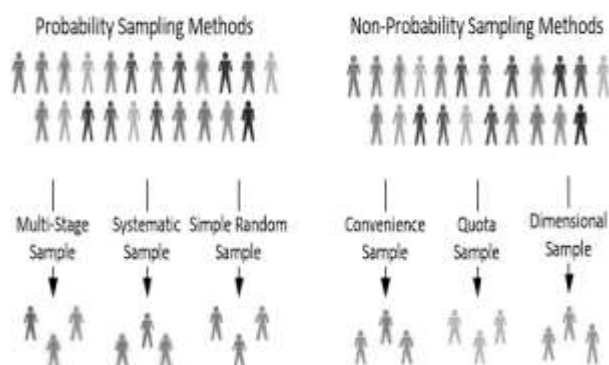
*H<sub>4</sub>: There is a positive relationship between social media innovation and the innovation of new hair styles.*

### **2.1.5 Brand preference and new hair culture**

Most African women are moving away from producers of hair product who do not cater for their thick kinky hair and are now looking towards brands that embrace their natural hair. According to [7]. African women prefer brands and products that understand their natural hair and different hair textures. The change in brand preference as according to [54] has been caused by the natural hair movement as women are now embracing their natural hair as compared to before. In a news report by CBN news, in [54] many women have left brands which chemically process their hair to adopt more natural hair products that are not harsh to both their hair and scalp. This helps us draw another hypothesis that there is a positive relationship between brand preference and the adoption of a new hair culture.

*H<sub>5</sub>: There is a positive relationship between brand preference and the adoption of a new hair culture.*

### 2.1.6 Brand awareness and new hair culture



[7], went further to state that now brands which cater for natural hair are now gaining popularity on social media sites and natural hair blogs, as there is a new trend of going natural currently in South Africa and most of the world.[58], [52] Both local brand and international brands which cater for natural hair have gained a lot of publicity of the social media platforms as most women who are embracing natural hair search for brands which are most suitable for their hair type. Therefore, it can be hypothesized that there is a positive relationship between brand awareness and the adoption of a new hair culture.

**H<sub>6</sub>:** *There is a positive relationship between brand awareness and the adoption of a new hair culture.*

## 3 Materials and methods

According to [74],[71] research philosophy revolves around the nature and development of knowledge. Philosophical assumptions look at a set of basic beliefs which show a worldwide view and explain the relationship between the researcher and the world. The paradigm guides the researcher in choosing a research method. The paradigm values are ontological, epistemological and methodology [70].

**Table 1.1 Research Philosophies**

A researcher following positivism assumption’s aim is to study a social phenomenon to find regularities and causal relationships. This method uses the research objectives and adopts a deductive approach which depends on existing

theories to develop and test hypothesis relationships [18]. Considering this research, a positivism approach has been adopted as it best suits the nature of the study. Research design is the strategy one selects to bring together different accepts of the study in a coherent and

*Source: [27] cited in [18]*

logical way to achieve success in addressing the research problem. According to [74] research design is the arrangement of conditions for

Item	Positivism	Post-positivism	Critical Theory	Constructivism
Ontology	Naive realism - "real" reality but apprehendable	Critical realism - "real" reality but only imperfectly and probabilistically apprehendable	Historical realism - virtually reality shaped by social, political, cultural, economic, and gender values; crystallised over time	Relativism - local and specific constructed realities
Epistemology	Dualist/objectivist; findings true	Modified dualist/objectivist; critical tradition/community; findings probably	Transactional/subjunctivist; value - mediated findings	Transactional/subjunctivist; created findings
Methodology	Experimental/manipulative; verification of hypotheses; chiefly quantitative	Modified experimental/manipulative; critical multipism; falsification of hypotheses; may include quantitative methods	Dialogic/dialectical	Hermeneutical/dialectical

collection and analysis of data with economy and procedure. [8] stated that there are five approaches to research design which include case study, cross-sectional design, comparative design, longitudinal design, and experimental design. This study used a cross-sectional design approach, which studies a particular phenomenon through looking at the relationships of variables at a particular time [84],[52]. Quantitative primary research was conducted using a self-administered questionnaire to gather primary data. The questionnaire design allowed the determination of the Confirmatory Factor Analysis indices, Chi-Square/degree of freedom, Comparative Fit Analysis and the Incremental Index of Fit [83],[59]. A cross-sectional study was conducted due to time limitations which restricted the use of longitudinal studies [51], [82]. The population refers to the total group and or elements of interest to the researcher which the researcher sets out to interrogate with a view to obtain information and making informed inferences [81], [84]. In this study African female millennials using social media innovations on hair products were the targeted

population in South Africa and the major provinces of South Africa such as Gauteng participated in the study. Additionally, African female students also participated in this study. Source: [79] [61] Convenience sampling was used for this study as it allowed the researcher to select respondent based on their convenient accessibility and proximity to the researcher. To calculate the sample size for this research the from a target population of 21034 female students enrolled at, Witwatersrand University [Wits, 2017] the Raosoft online sample size calculator was used at a margin of error of 5% and confidence level of 90% a sample size of 268 respondents was recommended [67], [78]. Therefore, this study used a sample size of 268 respondents.

### 3.2 Results Findings

The overall finding implies that each research variable has its unique way towards the contribution and the influence of social media innovation towards female hair care products. The following gives overview of the descriptive statics; analysis of reliability and validity of the measurement instruments; the model fit, and the path modelling analysis [53],[69]. The results were run first through SPSS and the analysis was completed using AMOS version 25.

**Table :2 Demographics characteristics**

### 3.3 Sample description

Gender			Age		
	Frequency	Percentage		Frequency	Percentage
Female	247	98.8	18-25	233	99.2
Prefer not say	3	1.2	26-35	16	6.4
Total	250	100	36-45	1	0.4
			Total	250	100
Highest education level			Use of hair products		
Postgraduate degree	34	13.6	Yes	244	97.6
Degree	89	35.6	No	6	2.4
Diploma	2	8	Total	250	100
Matric	125	50			
Total	250	100			
Social media platforms			Login frequency		
Facebook	38	15.2	0	27	10.8
YouTube	105	42	1-3	153	61.2
Whats app	19	7.6	4-7	34	13.6
Pinterrest	27	10.8	More than 7 times	36	14.4
Twitter	12	4.8	Total	250	100
Other sites	49	19.6			
Total	250	100			

The profile shows that 98.8% (247) of the respondents were female. Most of the surveyed respondents (93.2%) were between the ages 18-25, while the remainder (6.8%) was occupied by those between the ages 26 and 45. Most surveyed respondents (35.6%) had qualifications from technical colleges, whilst the least number of the respondents (50%) had a matriculation qualification. The remainder fell into the other classifications. Most of the respondents, (42%) had been using YouTube social media platform, followed by Facebook social media platform (15.3%). The least number of media platform (4.8%) being twitter [46]. The rest fell into other categories as displayed in the table above.



**Table 3: Social media innovation**

Construct	Instruments	Strongly disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly agree (%)	$\bar{x}$	s
Social media innovation	The usefulness of using social media can be noticed by others	1.6	4.8	18	46.8	28	<b>3.96</b>	<b>0.898</b>
	The excitement of using social media can be noticed by others	1.6	5.2	20	45	28	<b>3.93</b>	<b>0.911</b>
	The usefulness of social media is highly observable	0	5.6	16	44.8	33.6	<b>4.01</b>	<b>0.848</b>
	It improves the quality of my day	4.8	18.4	41.6	22.4	12.8	<b>3.20</b>	<b>1.037</b>
	It fits with all aspects of my life	6.4	22	39.6	21.6	10.4	<b>3.08</b>	<b>1.052</b>
	Average	3.6	11.2	19.6	36.12	22.56	<b>3.64</b>	<b>0.95</b>

3.3.1 The average mean value for social media innovation was  $\bar{x} = 3.64$  which reflected that most of the respondents modestly agreed with

the statements regarding social media innovation shown.

**Table 3: Brand preference**

Construct	Instruments	Strongly disagree (%)	Disagree (%)	Neutral (%)	Agree(%)	Strongly agree (%)	$\bar{x}$	s
Brand preference	I prefer good brands	2.4	2.4	8	39.2	48	<b>4.28</b>	<b>0.893</b>
	I feel that good brands are appealing	2.8	3.2	10.4	46.4	37.2	<b>4.12</b>	<b>0.919</b>
	I prefer familiar brands	1.2	3.6	19.2	35.6	40.4	<b>4.10</b>	<b>0.917</b>
	I am interested in trying other brands	2.8	11.2	32.8	36.4	16.8	<b>3.53</b>	<b>0.99</b>
	I would use trusted brands more than other brands	0.8	3.6	10.4	34.8	50.4	<b>4.30</b>	<b>0.85</b>
	Average	2	4.8	16.16	38.48	38.56	<b>4.07</b>	<b>0.914</b>

**3.3.2 Brand preference (BP) mean value**

The average mean value for brand preference was  $\bar{x} = 4.07$  which reflected that most of the

respondents agreed with the statements regarding brand preference as shown

**Table 4. Brand awareness**

Construct	Instruments	Stronglydisagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly agree (%)	$\bar{x}$	s
Brand Awareness	I have discovered new brands through social media for my hair	4.8	12.8	15.2	42	25.2	3.70	1.12
	I tell my contacts about different hair brands which I discovered through social media	10	21.6	23.2	27.2	18	3.22	1.25
	It is easy to get information on new hair brands on social media	1.2	4	14.4	44.4	36	4.10	0.87
	I easily recognize hair product brands	4	8.8	23.6	38.8	24.8	3.72	1.05
	I feel knowledgeable about hair products brands	6	11.2	34.4	31.2	17.2	3.42	1.08
	Average	5.2	11.68	22.16	36.72	24.24	3.63	1.08

**3.2.3 Brand awareness (BA) mean value**

The average mean value for brand awareness was  $\bar{x} = 3.63$  which reflected that most of the

respondents mostly agreed with the statements regarding brand awareness as shown

**Table 5. Innovation of new hair styles**

Construct	Instruments	Strongly disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly agree (%)	$\bar{x}$	s
Innovation of new hairstyles	I adopt innovative hairstyles that look pretty	5.2	9.2	27.6	38.4	19.6	<b>3.58</b>	<b>1.066</b>
	I frequently develop new hair styles that are different from my old ones	7.2	19.6	27.6	27.6	18	<b>3.30</b>	<b>1.182</b>
	All my hair styles are unique and different	8.4	30.4	30.4	22	8.8	<b>2.92</b>	<b>1.100</b>
	I try out new ideas and methods to get the most creative hair styles	8.8	22	26	31.6	11.6	<b>3.15</b>	<b>1.155</b>
	I make improvements on my current hair styles so that it looks pretty	6.4	11.2	23.6	40.8	18	<b>3.53</b>	<b>1.105</b>
	Average	7.2	18.48	27.04	32.08	15.2	<b>3.30</b>	<b>1.122</b>

### 3.2.4 Innovation of new hair styles (INHS) mean value

The average mean value for innovation of new hair styles was  $\bar{x} = 3.30$  which

reflected that most of the respondents were in partial agreement with the statements regarding innovation of new hair styles as shown.

**Table6. Purchase intension**

Construct	Instruments	Strongly disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly agree (%)	$\bar{x}$	s
Purchase intension	I would consider purchasing good hair brands.	1.8	0	17.6	60.8	8.8)	<b>3.53</b>	<b>1.095</b>
	I will purchase brands that will make my hair grow	13.2	0	8.4	21.6	56.8	<b>4.22</b>	<b>1.066</b>
	I plan on buying more products that are recommended on social media	8.4	17.2	22	43.6	8.8	<b>3.27</b>	<b>1.108</b>
	I would go out of my way to purchase hair products recommended by someone with long hair	16.8	26.4	22	12.8	22	<b>2.97</b>	<b>1.397</b>
	I will most likely buy recommended products because they probably give me good results for my hair	0	0	26	52	22	<b>3.96</b>	<b>0.693</b>
	Average	12.8	21.8	19.2	38.16	23.68	<b>3.59</b>	<b>1.072</b>

**3.2.5Purchase intension (PI) mean value**

The average mean value for purchase

intension was  $\bar{x} = 3.59$  which reflected that most of the respondents modestly agreed with the statements regarding purchase intension as shown.

**Table 7 Adoption of a new hair culture**

Construct	Instruments	Strongly disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly agree (%)	$\bar{x}$	S
Adoption of a new hair culture	I expect to have fun going natural	4	11.2	18.4	34.8	31.6	3.79	1.126
	My usage of social media has impacted my life	4	8.8	28.4	36	22.8	3.65	1.051
	I expect to learn more about being natural	2	8.4	22.8	41.2	25.6	3.80	0.982
	My usage of social media has some benefit in knowing about hair	3.2	6	20.4	47.2	23.2	3.81	0.966
	I am satisfied with my usage of social media as I can also learn about hair	2	6.8	22.8	46.4	22	3.80	0.928
	Average	3.04	8.24	22.56	41.12	25.04	3.01	1.011

**3.2.6 Adoptions of a new hair culture (ANHC) mean value**

The average mean value for adoption of a new hair culture was  $\bar{x} = 3.01$  which reflected that most of the respondents were in neutral with the statements regarding adoption of a new hair culture as shown.

**3.3 Model Fit Results**

[76], [6] [48] Confirmatory factor analysis (CFA) was done to scrutinize the reliability, convergent validity, and discriminant validity of the multi-item construct

measures. “Overall acceptable CFA model fit indices used in this study included: the  $\chi^2/(df)$  (Chi-Square/Degree of Freedom) value equal to or less than 3.00, the CFI (Comparative Fit Index) value equal to or higher than 0,90, Tucker and Lewis Index (TLI) value equal to or higher than 0,90, the Incremental Index of Fit (IFI) value equal to or higher than 0.90 and the Root Mean Square Error of Approximation (RMSEA) value equal to or less than 0.08” [6]. Recommended statistics for the final overall model assessment showed an acceptable fit of the measurement model to the data, that is:  $\chi^2/(df) = 2,000$  [34], [56] as follows:

**Table 8. Model Fit Indices**

Model fit Index	Chi-square	GFI (Goodness of fit)	CFI (Comparative fit index)	TLI (Tucker-Lewis Index)	IFI (Incremental Fit Index)	RFI (Relative Fit Index)	NFI (Norm Fit Index)	RMSEA Root (Mean Square Error of Approximation)
Indicator Value	1.512	0.908	0.956	0.947	0.957	0.859	0.882	0.045

GFI for the study was 0.908 which showed good fit, CFI was 0.956 which was also above 0.9, TLI was on 0.947, while IFI was on 0.957 which was the highest values all these values reflected good fit. RFI was on 0.859 and NFI was on 0.882 these values were acceptable according to [15],[77] as they were above 0.8 and near there for model fit is accepted. RMSEA should be equal or below 0.5 to show good fit and as shown in table 5.15 above the values for the study was 0.045 which reflected good fit [35]. [16] stated out that for there to be good model fit chi-square should be below 3 and the chi-square of this study was valued at 1.512 therefore confirming model fit.

Composite reliabilities (CR) and average variance extracted (AVE) for each construct were also computed using the formulae proposed by Fornell and Lacker (1981:22) i.e.

$$CR\eta = (\sum \lambda_{yi})^2 / [(\sum \lambda_{yi})^2 + (\sum \epsilon_i)]$$

Where:

CR $\eta$  = Composite reliability,  $(\sum \lambda_{yi})^2$  = Square of the summation of the factor loadings;  $(\sum \epsilon_i) =$

Summation of error variances

$$V\eta = \sum \lambda_{yi}^2 / (\sum \lambda_{yi}^2 + \sum \epsilon_i)$$

Where  $V\eta$  = Average Variance Extracted (AVE);  $\sum \lambda_{yi}^2$  = Summation of the squared of factor loadings;  $\sum \epsilon_i$  = Summation of error variances". As shown from the results shown in Table 2, the least composite reliability (CR) value of 0, 68 is well above the recommended 0.6 (Hull and Hull, 1999), while the lowest obtained average variance extracted (AVE) value of 0,61 is also above the recommended 0.5 [50] and [28]. This indicates that convergent validity was achieved, and this further confirms an excellent internal consistency and reliability of the measurement instruments used. "As such, all pairs of constructs revealed an adequate level of discriminant. Validity by and large, these results provided evidence for acceptable levels of research scale reliability" [6], [32].

**Table 9: Inter - Construct Correlation Matrix**

	SMI	BP	BA	PI	INHS	ANHC
SMI	Pearson Correlation 1					
BP	Pearson Correlation .317**	1				
BA	Pearson Correlation .320**	.204**	1			
PI	Pearson Correlation .017	.037	-.082	1		
INHS	Pearson Correlation .199**	.157*	.330**	.052	1	
ANHC	Pearson Correlation .416**	.129*	.493**	-.005	.381**	1

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The correlation matrix was used to determine discriminates validity which according to Henseler, Ringle, & Sarstedt, (2015) represents the difference and uniqueness between the research constructs. A value less than 1 is acceptable for there to

be discriminate validity [2]. Table above shows that all the constructs that were used in this study were below 1 therefore reflecting discriminate validity.

**Table 10 Summary of hypothesis**

Hypothesis relationship	Hypothesis	Path coefficient	P values	Outcomes
SMIN > BPR	H1	0.342	***	Supported and significant
SMIN > BAW	H2	0.277	***	Supported and significant
SMIN > PIN	H3	0.060	0.439	Supported and insignificant
SMIN > INHST	H4	0.125	0.092	Supported and insignificant
BPR > ANHCU	H5	0.049	0.436	Supported and insignificant
BAW > ANHCU	H6	0.562	***	Supported and significant
PIN > ANHCU	H7	-0.025	0.701	Not supported and insignificant
INHST > ANHCU	H8	0.205	0.001	Supported and significant

\* Significant level  $p < 0.05$ ; \*\* significant level  $p < 0.01$ ; \*\*\* significant level  $p < 0.001$

SMIN = Social media innovation; BPR= Brand preference; BAW= Brand awareness; PIN= Purchase intension; INHST= Innovation of new hair styles

It can be viewed that H<sub>6</sub> was the strongest relationship according to table above where brand awareness had a positive relation toward adoption of a new hair culture, this can be seen with the strong relationship with



a path coefficient of 0.562 and a  $p < 0.001$  level of significances. This implies that a direct increase in one unit of brand awareness would directly lead to an increase in the adoption of a new hair culture by 0.562 units [11].  $H_7$  was the only negative hypothesis which was not supported and insignificant this implied that there was no relationship between purchase intention and the adoption of a new hair culture. Four out of eight hypothesis were supported and significant which were  $H_1$ ,  $H_2$ ,  $H_6$  and  $H_8$  while the other three hypothesis were supported but insignificant which were  $H_3$ ,  $H_4$ ,  $H_5$  and  $H_7$  was the only hypothesis which was not supported and not significant

### 3.5 Conclusions

In conclusion, four out of the eight hypotheses were supported and significant which meant that the hypothesis were acceptable while the remaining for out of eight where supported however they were statistically insignificant [6],[21]. The most outstanding results were the relationship between social media innovation and brand awareness; this result reflected that as a company increased its social media presence on a particular brand, the resultant was an increase in brand awareness for that brand they were targeting [22],[25]. This relationship further branched to brand awareness and the adoption of a new hair culture; this extension meant that with the subsequent increase of brand awareness due to the increased social media presence of a company there was also a significant increase in the adoption of a new hair culture [30] and [31]. A positive and significant relationship was also found between social media innovation and brand preference, innovation of a new hair style and adoption of a new hair culture. There was no relationship which was found to exist

between purchase intention and the adoption of a new hair culture while the remaining hypothesized were supported but statistically insignificant, [40], [42] these were the relationships between brand preference and adoption of a new hair culture; social media innovation and innovation of new hairstyles; and lastly social media innovation and purchase intention. The significant and positive results showed that the grounding theory used in the study thus: sociological model of consumer behavior [5],[4] & [28] was relevant as it was seen that society in which one resides in and associates with, influences the consumer decision making process which the consumer engages in when considering the purchase of hair care products [44],[42].

### 3.4 Managerial and marketing implications:

These results may be used by managers and marketing personal within in the hair care retail industry, as they help in formulating strategies around social media in terms of their hair care brands [24],[85]. The first point of call is that they are able to make both their new and existing brands made known to more consumers through using marketing strategies which utilise YouTube, Facebook and other social media sites, as it was seen that these platform lead to an increase in brand preference hair care products [43],[26]. Brand preference was also seen to be derived from users using brands that their social media contacts or influences used, therefore, retailers may choose to identify influencers on these social media sites, to use their hair products and mention the products they are using to their social media followers [33],[80]. Another marketing implication which was derived was that social media was also a useful tool in

creating brand awareness for hair products, repeat purchase and customer loyalty and brand love [23],[37],[27].

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### **Contribution of individual authors to the creation of a scientific article (ghostwriting policy)**

**Author Contributions: Please, indicate the role and the contribution of each author:**

**Thembelani Mlilo:** formulation or evolution of overarching research goals and aims; Development. design of methodology; creation of models.

**Dr. Abigail Chivandi:** application of statistical, mathematical, computational, or other formal techniques to analyse writeup of the paper.

**Shingirirai Vafana:** data collection, executed the running of data experiments and data interpretation.

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