

Explore the Intention to Learn Body Painting: An Application of Theory of Planned Behavior

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ABSTRACT

This research aims at the relationships between the subjective norm, attitude, personal norm, perceived behavioral control, and behavioral intention. The interviewees consist of the body painting learners, who have undergone the survey of the print questionnaire. After deleting 20 ineffective questionnaires, the remaining 300 questionnaires yield the effective response rate of 93.7%. The conclusions based on this research are listed as follow: (1) The subjective norm places positive impact on the attitude. (2) The intention is positively influenced by the attitude. (3) The subjective norm positively impacts on the personal norm of the intention. (4) The intention is positively influenced by the personal norm. (5) The perceived behavioral control is positively influenced by the subjective norm. (6) The perceived control positively effects on the intention. (7) The subjective norm positively influences the intention. (8) The attitude fully places the mediation effects between the subjective norm and the behavioral intention. (9) The personal norms partially place the mediation effect between the subjective norm and the behavioral intention. (10) The perceived behavioral control partially places the mediation effect between the subjective norm and the behavioral intention.

Keywords: Theory of Planned Behavioral, Body Painting, Subjective Norm, Attitude, Personal Norm, Perceived Behavioral Control, Behavioral Intention.

INTRODUCTION

The vocational examination is one of the forces to propel the evolution of the modern industry and commerce. According to the “The Vocational Training Act” and “The Vocational Education Act” in Germany, both the students who pass the graduation exam of the vocational education and the employee who take part in the training and receive the qualification of the corporate organization are qualified to participate in the national vocational examination of the certain profession, of which the participants who passed are legally licensed with the qualification to take the certain profession as their occupation. (Berufsbildungsgesetz, 1969) Likewise, according to the “The Promotion and Improvement of the Vocational Ability Law” in Japan, laborers during their career times are expected to pass the national examination, which certifies their profession; furthermore, employers are also expressly required by law to provide their employees with the phased and systematic training to enhance the proficiency of labors’

specific professional skills, which is the assurance of the consistent progress of not merely the specific profession but also the society and economy. ((Ministry of Health, Labor and Welfare, 2021) The well-developed system of the vocational examination is the very reason why the advanced countries can take the lead in the progression of industry and economy (Solga et al., 2014).

Referring to the developing tendency of a highly specialized division of the profession, the system of the examination of the profession was necessarily required. (Skill Evaluation Center of Work Force Development Agency, Minister of Labor, Taiwan, 2021) In order to elevate the level and quality of labors' profession and the competence of human resource, the vocational license examination was the key strategy of Taiwan's government to push the progress of the industry.

As the "Regulations on Technician Skills Certification and Issuance of Certificates" was published in September, 1972, the National Technician Skills Certification have been held by Workforce Development Agency, Ministry of Labor for 47 years since 1974. The certification is hosted by the following four organizations: the Workforce Development Agency, Ministry of Labor, the Skill Evaluation Center of Workforce Development Agency, Ministry of Labor, and Skill Evaluation Center of Workforce Development Agency, Ministry of Labor, and the Testing Center for Technological and Vocational Education. The total sum of the issued certification licenses is 901 million. People who are qualified with the certification have passed the both the academical and technical examinations.

In addition to the National Technician Skills Certification held by the Ministry of Labors, during these recent years, the government of Taiwan was setting up the evaluation system of the professional skills held by the civil society like the profession guilds, which was expected to elevate the quality of the human resource of the certain profession. In 2011, "the Amendment of the Vocational Training Act" was revised with the following three additional articles: 'the Regulations of the Management of the Vocational Evaluation', 'the Regulations of the Management and Issuance of the Vocational Evaluation', and the 'Regulations of the Management of the Fees of the Vocational Evaluation'. These additional articles aimed at expanding the variety of the system of vocational evaluation by cultivating the national corporation to build up and hold the vocational evaluation exam of the certain profession, which turn a page of the devilment of the vocational evaluation system (the Workforce Development Agency, Ministry of Labor, 2021).

Both the varying times and the changing structure of the industry and society accounted for the growing need of the profession. In this sense, to elevate the quality of human resource in the industry and the professional techniques was to acquire the vocational evaluation exam, which was not only the basic standard to practice a certain profession but also the evaluation of the performance of the vocational training.

Meanwhile, according to the administrative objective and strategical plan of the Executive Yuan in Taiwan, the government was making efforts to build up the credibility of the vocational license certification so that the certification receivers can be esteemed for the professional skills to provide the services of high quality. The objectives set up by the government are mentioned below: (1) to expand the variety of the vocational training was then to apply the

training into practice, catching up with the trend and need of the contemporary industry. (2) The trainees; especially the youths, were encouraged to apply their training into their profession, satisfying the current needs of the industry. (3) Both the academic and the industrial resources were integrated to provide the costumed trainings, which can be pre-job training or the learning-by-doing internship. (4) The training was governmentally and industrially supported to cultivate the professional of the key industry, aiming at improving the development but also the invention of the key industry.

Different to the high specialization of the make-up, hairstyling, and body painting profession in the beauty industry, as the demanding for the wedding styling and wedding took the biggest market share, the environment of the beauty industry changed a lot: the consumers tended to receive all the aforementioned beauty services in one studio; which propelled the professionals in the beauty industry to equip themselves with more than one specific relative profession ability of the beauty services.

The body painting didn't share the long history of the vocational license evaluation system like the other beauty professions like make-up and hairstyling, which results in the unstable service quality of the body painting. Therefore, approved and acknowledged by the Workforce Development Agency, Ministry of Labor, the National Guild of Professional Body Painting Artists in Taiwan, R.O.C. built up the vocational license evaluation, which was the Professional Certificate of Body Painting (non-classified, equivalent with the B Class Skill Certification in Taiwan) in April, 2020. The aim of the Professional Certification of Body Painting was not only to establish the social credibility but also to improve the technique of the profession of body painting artists, introduce this art form to the social public.

RELEVANT LITERATURE

TRA and TPB

The application of the Theory of Reasoned Action is main about the social psychological prediction and comprehension of human beings. According to TRA, all the human behaviors due to reasons are fully subjective to willingness. However, it is not true that humans can behave them out of their personal will all the time; instead, they can be influenced by or confined to the environment or the external resources, which cannot be effectively and reasonably understood. (Ajzen, 1985;1991). Proposed by Kim, Lee & Yoon (2015), the personal norms as one of the external environmental factors entailed who a person is and what a person should do in one referential group of the significant others. Schwartz (1977) pointed that the personal norms reflect someone's internal moral regulations usually applied to predict the personal behaviors. Both Parker et al. (1995) and Bamberg, Hunecke & Blöbaum (2007) discussed the personal norms with the Theory of Planned Behavior, unveiling not merely the personal norms but the personal intention significantly influenced the behavior of a person. The Theory of Planned Behavior (TPB) proposed by Azjen (1985) is the extension to correct the shortcomings of the Theory of Reasoned Action (TRA) by adding the third variant, "the perceived behavioral control". In order to fully explain the behavioral intention beyond the personal behaviors, TPB comprises the framework of "the Attitude, AT", "the Subjective Norm, SN", "the Perceived Behavioral Control, PBC". TPB mostly makes emphasis on how the personal behavioral intention impacts on the personal behavior. Furthermore, the behavioral intention

is affected by the following three predicting variants: “the Attitude, AT”, “the Subjective Norm, SN”, and “the Perceived Behavioral Control, PBC”.

Theory of Planned Behavior: Proposed Constructs

The correlation between subjective norm, attitude, and behavioral intention

Tarkiainen and Sundqvist (2005) researched on the intention of the Finnish consumers to buy the organic food, which showed that the subjective norm placed positive influence on the attitude. Syed et al. (2021) observed how the creative commons among the Palestinian faculties affected the learning will of, which showed the attitude was positively affected by the subjective norm. Bamberg and Schmidt (2003) observed the habits of the university students while driving, which presented the subjective norm place the positive influence on the intention. Kim and Jeong (2021) improved the estimation of surgical security of the patients by the operation team, which present that the attitude positively impacted the behavioral intention. Setijanto, Bramantoro, Palupi and Hanani (2019) researched on the severity and the prevalence rate of the early childhood caries, finding that the subjective norm, attitude and the intention are positively correlative.

The correlation between subjective norm, personal norm and behavioral intention

Schwartz (1968; 1977) defined the basis of the personal norm as the personal values. Stern et al. pointed out that the personal norm placed positive impact on the behavioral intention. Bamberg, Hunecke and Blöbaum (2007) researched on how people taking the mass transportation in the different German cities made impacts on the environment, which revealed that the subjective norm placed the positive impact on the personal norm. Onwezen, Antonides and Bartels pointed out the subjective norm positively impacted on the personal norm, and the personal norm the intention (Han, 2014; Zhang, Zhang, Zhang and Cheng, 2014). Harland, Staats and Wilke (1999) probed that the personal norm positively placed impact on the intention. Haris, Rahim, Haris and Zahari (2021) researched on whether the micro-enterprisers in Malaysia find suppliers and the sources of product on the website, Taobao.com, and that the researcher pointed out that the subjective norm of the micro-enterprisers in Malaysia positively affected the intention for them to use Taobao.com. Klöckner (2013) pointed out the subjective norm positively influenced on the personal norm; the subjective norm, the personal norm and the perceived behavioral control are positively correlated.

The correlations between subjective norm, the perceived behavioral control and the behavioral intention

Kothe and Mullan (2015) researched on the university students who purchased vegetables and fruits on their own, which showed the subjective norm significantly placed positive influence on the perceived behavioral control. Santos and Almeida (2018) researched on the Parana Federal University’s alumnus who worked as accountants after taking the accounting courses, which showed the subjective norm positively influenced the perceived behavioral control. Earle et al. invested in the university students who drove under the influence of cannabis as well as who rode with a high driver, which showed the perceived behavioral control positively affected on the intention of those university students who riding with a high driver. Lily, Ying, Qiuhui and Mengxi (2021) researched on how much the habitants accepted the desalination of the seawater, which showed that the perceived behavioral control positively influenced on the intention. Dezdar (2017) investigated the environmental influence due to the adoption of the green technology by the university student, which showed the subjective norm, the perceive

behavioral control and the intention were strongly and positively related. Borges, Lansink, Ribeiro and Lutke (2014) researched on whether the peasants were willing to change the farm land into the nature meadows for the sake of the improvement, which showed the attitude, the subjective norm, the perceived behavioral control, and the intention were correlated.

METHODOLOGY

In this section, we use the background and motivation for this study and the literature review presented in section two to propose a research hypothesis and questionnaire design; this section is divided into three subsections. The first outlines the research framework and hypothesis. The second contains the operational definition of research variables and the questionnaire design; the operational definitions are used to develop design constructs and questionnaire items. The third describes the sampling method.

Research framework and hypothesis

This study uses the research background and motivation, research purpose, and literature review to investigate how subjective norm, attitude, personal norm, and perceived behavioral control of respondents learning body painting affect their behavioral intention of learning body painting. These effects include the those of subjective norm on attitude toward, personal norm regarding, and perceived behavioral control in learning body painting; the mediating effect of attitude on the relationship between subjective norm and behavioral intention; the mediating effect of personal norm on the relationship between subjective norm and behavioral intention; and the mediating effect of perceived behavioral control on the relationship between subjective norm and behavioral intention. The research framework is illustrated in Figure 1.

This framework is used to investigate the behavioral intention of respondents of learning body painting. Our 10 research hypotheses are listed as follows:

- H1: Subjective norm has a positive effect on attitude.
- H2: Attitude has a positive effect on behavioral intention.
- H3: Subjective norm has a positive effect on personal norm.
- H4: Personal norm has a positive effect on behavioral intention.
- H5: Subjective norm has a positive effect on perceived behavioral control.
- H6: Perceived behavioral control has a positive effect on behavioral intention.
- H7: Subjective norm has a positive effect on behavioral intention.
- H8: Attitude has a mediating effect on the relationship between subjective norm and behavioral intention.
- H9: Personal norm has a mediating effect on the relationship between subjective norm and behavioral intention.
- H10: Perceived behavioral control has a mediating effect on the relationship between subjective norm and behavioral intention.

Operational definitions of research variables and questionnaire design

This subsection contains a summarization of the purpose of this study and the discourse presented in the literature study. In this study, we use five constructs, namely subjective norm, attitude, personal norm, perceived behavioral control, and behavioral intention as operational definitions. "Subjective norm" assesses others' evaluations of respondents when the respondents participate in body painting courses. "Attitude" assesses the personal feelings of individuals during body painting courses. "Personal norm" assesses the manner in which body

painting courses affect individuals' internalized norms. "Perceived behavioral control" assesses the behavioral competence of individuals while learning body painting. "Behavioral intention" refers to the ideas and behaviors of respondents regarding potentially learning body painting.

This study adopts the theory of planned behavior as a basis for exploring the behavioral intention of respondents who are learning body painting and includes personal norms as one of the research constructs. The items in the questionnaire are designed using the research purpose, literature review, and operational definitions. The social norm construct is referenced from Al-Swidi et al. (2014) and Milleret al. (2019) to create three question items. The six items regarding the attitude construct are referenced from Ajzen (2006); Echegaray and Hansstein (2017); and Shin, Im, Jung, and Severt (2018). The personal norm construct is referenced from Harland, Staats, and Wilke (1999) and He and Zhan (2018) to create four items. The perceived behavioral control construct is referenced from Godin, Valois, and Lepage (1993) and Yadav and Pathak (2017) to create five items. The four items of the behavioral intention construct are designed in reference to Gretter and Yadav (2018) and Dang and Nguyen (2021).

The variables in this study are evaluated using the 7-point Likert scale, with 1, 2, 3, 4, 5, 6, and 7 representing strongly disagree, disagree, somewhat disagree, neutral, somewhat agree, agree, and strongly agree, respectively, and a higher total score indicating a higher level of agreement.

Sampling method

This study employs the sampling survey method; 320 paper-based questionnaires are distributed to collect data. After all questionnaires are retrieved, 20 invalid responses are removed because of missing values. The remaining 300 valid questionnaires are analyzed using quantitative statistics; the valid response rate is 93.7%. This study uses SPSS 18.0 to analyze the data, the statistical analysis methods used are descriptive statistics analysis, reliability analysis, factor analysis, independent sample t-test, one-way ANOVA, and regression analysis. Reliability analysis is used to explain the reliability and stability of each question item under each construct. Cronbach's alpha is used to evaluate the reliability of this evaluation, with a higher value indicating higher reliability and internal consistency (Guilford, 1965). Factor analysis is performed according to the standard proposed by Kaiser (1974); the Kaiser-Meyer-Olkin (KMO) is used to measure sampling adequacy and Bartlett's test of sphericity is used to determine whether the questionnaire data are suitable for factor analysis. Questionnaires with higher KMO values (>0.7) and that are statistically significant according to Bartlett's test of sphericity ($p < 0.05$) have higher validity. This study uses 0.5 as the factor loading value to determine whether question items should be removed, with factor loading values smaller than 0.5 indicating that the relevance between an item and its construct is smaller.

ANALYSIS AND DISCUSSION

Descriptive Statistics Analysis

This study analyzes seven statistical variables, namely sex, age, educational attainment, family status, occupation, years of employment, and average monthly income. A total of 300 valid questionnaires are returned. Of the respondents, 268 are women (89.3%) and 80 are aged 46 years or older (26.7%). A total of 143 respondents have a bachelor's degree or higher (47.7%). With respect to family status, 140 are unmarried (46.7%) and another 140 are married with children (46.7%). For the occupation of the respondents, 101 are freelancers (33.7%) and 80 are students. Of the respondents, 100 had been employed less than 5 years (33.3%) and 96 had

an average monthly income of NT\$30,001–NT\$50,000 (32.0%). In summary, the data of this investigation of behavioral intention of body painting courses indicate that most respondents are female, adults aged 21 to 25 or over the age of 46, unmarried or married with children, and freelancers, and the number of respondents who have been employed less than 10 years and who have an average monthly income of NT\$30,000 or less is similar. These data are presented in Table 1.

Reliability Analysis and Factor Analysis

Reliability Analysis

This study performs a reliability test for each construct. As discussed in Guilford (1965), the value of Cronbach's α must be higher than 0.7, with a higher value indicating stronger reliability. The test results demonstrate that the Cronbach's α value of subjective norm, attitude, personal norm, perceived behavioral control, and behavioral intention are 0.934, 0.943, 0.905, 0.945, and 0.791, respectively. All Cronbach's α values are higher than 0.7, indicating high reliability. Therefore, the items for the constructs in the questionnaire have high internal consistency and excellent stability. The analytical results are presented in Table 2.

Factor Analysis

This study adopts the KMO measure of sampling adequacy proposed by Kaiser (1974) and Bartlett's test of sphericity to determine whether the data are suitable for factor analysis. The KMO value of subjective norm, attitude, personal norm, perceived behavioral control, and behavioral intention are 0.709, 0.886, 0.826, 0.820, and 0.862, respectively. The KMO value of each construct is higher than 0.7, and the Bartlett's test of sphericity results indicated statistical significance ($p < 0.001$). The analytical results are presented in Table 3.

The aforementioned results demonstrate that the questionnaire data of this study are suitable for factor analysis. The analytical results for the items for the five constructs, namely subjective norm, attitude, personal norm, perceived behavioral control, and behavioral intention, are discussed in the following. Subjective norm comprises three questionnaire items and only one factor is extracted, hence the factor is named subjective norm. The eigenvalue of this construct is 2.655, and its factor loading is between 0.922 and 0.969. Because its factor loading is greater than 0.5, no item removal is required. The explained variance is 88.503%. Attitude comprises six items and only one factor is extracted, hence the factor is named attitude. The eigenvalue of the construct is 4.685, and its factor loading is between 0.866 and 0.909. Because its factor loading is greater than 0.5, no item removal is required. The explained variance is 78.075%.

Personal norm comprises four items and only one factor is extracted, hence the factor is named personal norm. The eigenvalue of the construct is 3.172, and its factor loading is between 0.786 and 0.933. Because its factor loading is greater than 0.5, no item removal is required. The explained variance is 79.310%. Perceived behavioral control comprises five items and only one factor is extracted; hence the factor is named perceived behavioral control. The eigenvalue of perceived behavioral control is 4.104, and its factor loading is between 0.880 and 0.934. Because its factor loading is greater than 0.5, no item removal is required. The explained variance is 82.079%. Behavioral intention comprises five items and only one factor is extracted, hence the factor is named behavioral intention. The eigenvalue of behavioral intention is 3.474 and its factor loading is between 0.547 and 0.917. Because its factor loading is greater than 0.5,

no item removal is required. The explained variance is 69.472%. The analytical results demonstrate high validity and are presented in Table 4 (Kaiser, 1974).

Independent-Sample T Test

This study analyzes whether respondents with different backgrounds differ significantly with respect to the five constructs (subjective norm, attitude, personal norm, perceived behavioral control, and behavioral intention) through an independent sample *t* test and one-way ANOVA. An independent sample *t* test is used to analyze differences based on sex; of the respondents, 32 are men and 268 are women. The analytical results demonstrate that attitude, perceived behavioral control, and behavioral intention do not significantly differ. The average score for subjective norm in men (5.4688 [$p < 0.05$]) is higher than that in women (4.9602). The average score for personal norm is also higher in men (5.2734 [$p < 0.05$]) than that in women. The average scores of men and women is significantly different for these two constructs. The analytical results are presented in Table 5.

One-Way ANOVA Analysis

This study performs one-way ANOVA for items that include three or more personal background variables, and compares the effects of age, educational attainment, family status, occupation, years of employment, and average monthly income of respondents on their subjective norms, attitudes, personal norms, perceived behavioral control, and behavioral intention. The results demonstrate that the subjective norms, personal norms, perceived behavioral control, and behavioral intention of respondents of different ages do not significantly differ; however, the attitude of respondents of different ages is significantly different. The Scheffe post-hoc test is performed to compare the attitude of respondents of different ages, and the average attitude score of respondents learning body painting who are aged 21–25 years is 5.5464 ($p < 0.05$), which is greater than that of respondents aged 31–35 years (4.6505). The personal norms, perceived behavioral control, and behavior intention of respondents with different family statuses are not significantly different. However, their subjective norms and attitudes differ significantly. The Scheffe post-hoc test demonstrates that the average subjective norm score of unmarried respondents learning body painting is 5.1333 ($p < 0.05$), which is greater than that of married respondents without children (4.3333). The average attitude score of married respondents with children is 5.4417 ($p < 0.05$), which is greater than that of respondents without children (4.7167).

The behavioral intention of respondents with different occupations is not significantly different. However, their subjective norms, attitudes, personal norms, and perceived behavioral control are significantly different. The Scheffe post-hoc test demonstrates that the average subjective norm scores of students (5.2458) and freelancers (5.2013) are greater than that of civil servants (4.0455). For attitude, the average attitude scores of students (5.4500) and freelancers (5.5215) are greater than that of civil servants (4.4924). The average personal norm scores of students and freelancers are 5.0688 ($p < 0.05$) and 8.0693 ($p < 0.01$), respectively, which are greater than that of civil servants (3.7841). For perceived behavioral control, the average perceived behavioral control scores of students, freelancers, and business people are 5.2925 ($p < 0.001$), 5.2317 ($p < 0.001$), and 4.8872 ($p < 0.001$), respectively, which are greater than that of civil servants (3.7909). Respondents with different levels of educational attainment, years of employment, and average monthly income do not differ significantly in

their subjective norms, attitudes, personal norms, perceived behavioral control, and behavioral intention. The analytical results are presented in Table 6.

Regression Analysis

This study uses regression analysis to verify the causal relationship between variables and the method proposed by Baron and Kenny (1986) to investigate whether attitude, perceived behavioral control, and personal norm have a mediating effect on the relationship between subjective norm and behavioral intention. To verify whether the causal relationships hold, we used a simple linear regression analysis for research hypotheses H1–H7 and multiple regression analysis for research hypotheses H8–H10. The analytical results are presented in Tables 7, 8 and 9.

Regression analysis for subjective norm, attitude, and behavioral intention

Models 1–3 in Table 7 are used to perform simple linear regression analyses. The results demonstrate that the standardized regression coefficient of subjective norm on attitude is 0.779 ($p < 0.001$) and is significant. Therefore, subjective norm has a significant positive effect on attitude and research hypothesis H1 holds. Model 2 demonstrates that the standardized regression coefficient of attitude on behavioral intention is 0.803 ($p < 0.001$), which is significant. Therefore, attitude has a significant positive effect on behavioral intention and research hypothesis H2 holds. Model 3 demonstrates that the standardized regression coefficient of subjective norm on behavioral intention is 0.660 ($p < 0.001$), which is significant. Therefore, subjective norm has a significant positive effect on behavioral intention and research hypothesis H7 holds. Research hypotheses H1, H2, and H7 are supported, and Model 4 includes attitude as an intermediate variable. The results demonstrate that attitude changes the effect of subjective norm on behavioral intention. The standardized regression coefficient of subjective norm reduces from 0.660 ($p < 0.001$) to 0.087 ($p > 0.05$), which indicates subjective norm does not have a significant effect on behavioral intention. Therefore, attitude completely mediates subjective norm and behavioral intention, and research hypothesis H8 holds (Baron & Kenny, 1986).

Regression analysis of subjective norm, perceived behavioral control, and behavioral intention

Models 1–3, presented in Table 7, are used to perform simple linear regression analyses. The results demonstrate that the standardized regression coefficient of subjective norm on perceived behavioral control is 0.786 ($p < 0.001$), which is significant. Therefore, subjective norm has a significant positive effect on perceived behavioral control and research hypothesis H5 holds. Model 2 demonstrates that the standardized regression coefficient of perceived behavioral control on behavioral intention is 0.681 ($p < 0.001$), which is significant. Therefore, perceived behavioral control has a significant positive effect on behavioral intention and research hypothesis H6 holds. Model 3 demonstrates that the standardized regression coefficient of subjective norm on behavioral intention is 0.660 ($p < 0.001$), which is significant. Therefore, subjective norm has a significant positive effect on behavioral intention and research hypothesis H7 holds. Because research hypotheses H5, H6, and H7 all hold, the precondition of mediating effect proposed by Baron and Kenny (1986) is satisfied. Further comparisons of Model 3 and Model 4 demonstrate that perceived behavioral control mediates the effect of subjective norm on behavioral intention. The standardized regression coefficient of subjective norm reduces from 0.660 ($p < 0.001$) to 0.326 ($p < 0.001$) and remains significant.

Therefore, perceived behavioral control has a partial mediating effect on the relationship between subjective norm and behavioral intention, and research hypothesis H10 holds.

Regression analysis of subjective norm, personal norm, and behavioral intention

Model 1, presented in Table 4.8, demonstrates that the standardized regression coefficient of subjective norm on personal norm is 0.866 ($p < 0.001$), which is significant. Therefore, subjective norm has a significant positive effect on personal norm and research hypothesis H3 holds. Model 2 demonstrates that the standardized regression coefficient of personal norm on behavioral intention is 0.691 ($p < 0.001$), which is significant. Therefore, personal norm has a significant positive effect on behavioral intention and research hypothesis H4 is supported. Model 3 demonstrates that the standardized regression coefficient of subjective norm on behavioral intention is 0.660 ($p < 0.001$), which is significant. Therefore, subjective norm has a significant positive effect on behavioral intention and research hypothesis H7 is supported. Research hypotheses H3, H4, and H7 are all supported, and further comparisons of Model 3 and Model 4 demonstrate that personal norm mediates the effect of subjective norm on behavioral intention. The standardized regression coefficient of subjective norm reduces from 0.660 ($p < 0.001$) to 0.245 ($p < 0.01$) and remains significant. Therefore, personal norm has a partial mediating effect on the relationship between subjective norm and behavioral intention, and research hypothesis H9 is supported.

Path analysis

Path analysis is a statistical method used to analyze the causal relation between variables. Through path analysis, the estimations in the standardized regression equation of the multiple regression analysis are used to identify and verify the path coefficients that conform to the hypotheses of the models, thereby using quantified data to explain the hypotheses of the causal relations to verify the existence of the proposed causal relations. Therefore, this study uses path analysis, as presented in Table 10. Model 4 uses the Enter method of multiple regression analysis; the results demonstrate that three constructs, namely subjective norm, personal norm, and perceived behavioral control, do not reach statistical significance. The standardized regression coefficient of attitude on behavioral intention is 0.677 ($p < 0.001$), which is significant. Therefore, attitude has a significant positive effect on behavioral intention. Using the Enter method of multiple regression analysis produces results that include significant variables. Therefore, stepwise regression analysis is used to construct Model 5. The results reveal that the standardized regression coefficient of attitude on behavioral intention is 0.690 ($p < 0.001$), which is significant. The standardized regression coefficient of personal norm on behavioral intention is 0.141 ($p < 0.05$), which is significant. Comparisons of Models 4 and 5 reveal that the standardized regression coefficient of attitude and personal norm on behavioral intention increases from 0.677 ($p < 0.001$) to 0.690 ($p < 0.001$). Therefore, attitude and personal norm have a significant positive effect on behavioral intention.

CONCLUSION AND SUGGESTIONS

This study uses a literature review to collect definitions and findings related to subjective norms, attitudes, personal norms, perceived behavioral control, and behavioral intention to establish research framework and conduct empirical surveys and measurement and thereby verify our research hypotheses and inferences. The following are conclusions and suggestions drawn from this study that may serve as a reference for future researchers investigating related topics.

In this section the data for each hypothesis of this study are summarized and the results, discussion, and suggestions for future research are provided. Table 11 contains the verification results of the research hypotheses. In this study, we use a literature review to develop questionnaires to collect sample data; we then use statistics to verify the results and identify the background variables that have significant effects on subjective norm, attitude, personal norm, and perceived behavioral control. The sample data are analyzed using one-way ANOVA, and the results reveal that the educational attainment, years of employment, and average monthly income of respondents are not significant, whereas the age, family status, and occupation are significant. Regarding age, the results indicate that the age of respondents has a significant effect on their attitude. Respondents aged from 21 to 25 have the best attitude; this is likely because they just entered the workforce and have more interest in pursuing new skills, such as learning body painting. For family status, the results demonstrate that family status has a significant effect on respondents' subjective norms. The score for subjective norm for unmarried respondents is higher than that of married respondents with children. This is likely because the relatives or peers of unmarried respondents considered learning body painting to be valuable; learning body painting involves acquiring a new skill. Respondents with different family statuses differ significantly in their attitudes. Married respondents with children have more positive attitudes than married respondents without children. This is likely because married respondents with children believe that actively learning body painting can improve their personal skills. Regarding occupation, the results demonstrate that the occupation of respondents has a significant effect on their subjective norms and attitudes. The scores for the subjective norms and attitudes of students and freelancers are higher than those of civil servants. This may indicate that people who are important to the students or freelancers consider learning body painting to be useful to them. The occupation of respondents further has a significant difference on their perceived behavioral control. The results indicate that the perceived behavioral control of students, freelancers, and business people is higher than that of civil servants; this is possibly because students, freelancers, and business people do not have the occupational stability or professional development in their professional fields that civil servants have. The occupation of respondents has a significant effect on their personal norms. The personal norms of students and freelancers is greater than that of civil servants. This is likely because students and freelancers are more likely to consider learning body painting to be valuable; they also have more positive attitudes in learning. This is perhaps because they evaluated their current occupation and viewed learning body painting as an opportunity to develop an additional skill. The results also demonstrate that attitude, personal norms, and perceived behavioral control all have mediating effects on the relationship between subjective norms and behavioral intention. Furthermore, the subjective norms of respondents have a significant positive effect on their attitudes, personal norms, and perceived behavioral control. This indicates that, in addition to respondents having positive attitudes while learning body painting, encouragement from family and peers may also provide them with the confidence they require to complete the lessons (Gorgievski et al., 2018, Ahmed et al., 2021). As the general social environment changes, different industries have focused on reducing the cost of employee training and development. Professional certifications are basic requirements for those entering the workforce, and employers expect to hire employees with the necessary experience, knowledge, or professional certification. For students who graduate from academic departments related to design or fashion, their diplomas represent their level of professional knowledge. In addition, modern high schools and universities offer specialized body painting courses to enable students to connect with current trends by the time they enter the workforce.

These students can also obtain certification through examinations, to improve their professional knowledge, their potential salary, and their personal brand.

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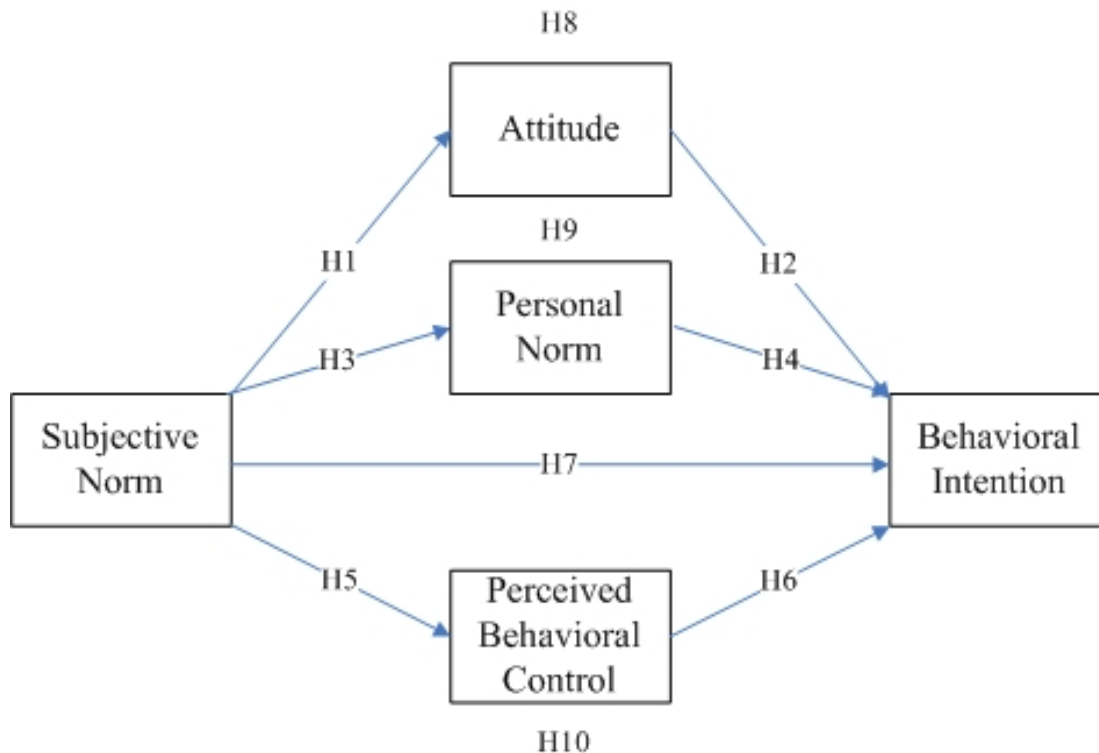
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The research framework is illustrated in Figure 1

Table 1. Demographic Information

Statistical Variables		Frequency	Percentage
Gender	Male	32	10.7%
	Female	268	89.3%
Age	Under 20 years	24	8.0%
	21-25 years	79	26.3%
	26-30 years	14	4.7%
	31-35 years	31	10.3%
	36-40 years	21	7.0%
	40-45 years	51	17.0%
	Above 46 years	80	26.7%
	Secondary Education or Under	31	10.3%
	College or Vocational School	41	13.7%
Education	Undergraduate	143	47.7%
	Graduate	85	28.3%
Family Status	Unmarried	140	46.7%
	Married without Children	20	6.7%
	Married with Children	140	46.7%
	Student	80	26.7%
Occupation	Civil Servant	22	7.3%
	Business	39	13.0%
	Freelance	101	33.7%
	Housemaker	25	8.3%
	Other	33	11.0%
	Less than 5 years	100	33.3%
Years of Employment	5 – 10 years	52	17.3%
	10 -15 years	65	21.7%
	15 -20 years	23	7.7%
	More than 20 years	60	20.0%
Monthly Income	Less than 10,000 NTD	77	25.7%
	10,001 - 30,000 NTD	84	28.0%
	30,001 - 50,000 NTD	96	32.0%
	More than 50,001 NTD	43	14.3%

Table 2. Results of Reliability Analysis

Construct	Cronbach's Alpha
Subjective Norm	0.934
Attitude	0.943
Personal Norm	0.905
Perceived Behavioral Control	0.945
Behavioral Intention	0.791

Table 3. KMO Value and Bartlett's Test of Sphericity for Each Construct

Construct	KMO Value	Bartlett Spherical Test		
		Chi-Square	df	Significance
Subjective Norm	0.709	821.545	3	.000***
Attitude	0.886	1713.036	15	.000***
Personal Norm	0.826	928.269	6	.000***
Perceived Behaviora Control	0.820	1615.825	10	.000***
Behavioral Intention	0.862	978.028	10	.000***

*** $P < 0.05$, ** $P < 0.01$, *** $P < 0.001$**

Table 4. Results of Factor Analysis and Reliability Analysis

Construct	Factor Loading	Eigen Values	% of Variation
Subjective Norm	0.922- 0.969	2.655	88.503%
Attitude	0.866- 0.907	4.685	78.075%
Personal Norm	0.786- 0.933	3.172	79.310%
Perceived Behavioral Control	0.880- 0.934	4.104	82.079%
Behavioral Intention	0.547- 0.917	3.474	69.472%

Table 5. Results of Independent-Sample T Test

Construct	Gender	Sample	Average	Significance	Results
Subjective Norm	Male	32	5.4688	0.041*	Male >
	Female	268	4.9602		Female
Attitude	Male	32	5.6771	0.070	N
	Female	268	5.2811		
Personal Norm	Male	32	5.2734	0.032*	Male >
	Female	268	4.8032		Female
Perceived Behavioral Control	Male	32	5.1688	0.507	N
	Female	268	5.0104		
Behavioral Intention	Male	32	5.5250	0.178	N
	Female	268	5.1619		

N: No significant difference, * $P < 0.05$, ** $P < 0.01$, * $P < 0.001$**

Table 6. Results of One-Way ANOVA

Measure	SN	AT	PN	PBC	BI
Gender	N	N	N	N	N
Age	N	1 > 2*	N	N	N
Education	N	N	N	N	N
Family Status	4 > 3*	5 > 4*	N	N	N
Occupation	6 > 7* 9 > 7*	6 > 7* 9 > 7*	6 > 7** 9 > 7**	6 > 7*** 8 > 7* 9 > 7***	N
Years of Employment	N	N	N	N	N
Monthly Income	N	N	N	N	N

**N: No significant difference,
SN: Subjective Norm, AT:Attitude, PN: Personal Norm,
PBC:Perceived Behavior Control, BI:Behavioral Intention,
1.21-25 years 2.31-35 years 3. Unmarried 4. Married without Children 5. Married with Children
6.Students 7. Civil Servant 8. Business 9. Freelance**

Table 7. Regression analysis of subjective norm, attitude, and behavioral intention

Dependent Variable \ Independent Variable	Model 1	Model 2	Model 3	Model 4
	Attitude	Behavioral Intention	Behavioral Intention	Behavioral Intention
Subjective norm	0.779***	-	0.660***	0.087
Attitude	-	0.803***	-	0.735***
R ² Value	0.607	0.644	0.435	0.647
Adjusted R ² Value	0.606	0.643	0.434	0.645
F-Value	460.740***	539.884***	229.828***	272.593***

***P<0.05, **P<0.01, ***P<0.001**

Table 8. Regression analysis of subjective norm, perceived behavioral control, and behavioral intention

Dependent Variable Independent Variable	Model 1	Model 2	Model 3	Model 4
	Perceived behavioral control	Behavioral Intention	Behavioral Intention	Behavioral Intention
Subjective norm	0.786***	-	0.660***	0.326***
Perceived behavioral control	-	0.681***	-	0.425***
R ² Value	0.617	0.464	0.435	0.505
Adjusted R ² Value	0.616	0.462	0.434	0.501
F-Value	480.515***	257.820***	229.828***	151.222***

* $P < 0.05$, ** $P < 0.01$, *** $P < 0.001$ **Table 9. Regression analysis of subjective norm, personal norm, and behavioral intention**

Dependent Variable Independent Variable	Model 1	Model 2	Model 3	Model 4
	Personal norm	Behavioral Intention	Behavioral Intention	Behavioral Intention
Subjective norm	0.866***	-	0.660***	0.245**
Personal norm	-	0.691***	-	0.479***
R ² Value	0.749	0.478	0.435	0.493
Adjusted R ² Value	0.749	0.464	0.434	0.489
F-Value	891.383***	272.587***	229.828***	144.300***

* $P < 0.05$, ** $P < 0.01$, *** $P < 0.001$ **Table 10. Multiple regression analysis of subjective norm, attitude, personal norm, perceived behavioral control, and behavioral intention**

Dependent Variable Independent Variable	Model 1	Model 2	Model 3	Model 4	Model 5
	Attitude	Perceived behavioral control	Personal norm	Behavioral Intention	Behavioral Intention
Subjective norm	0.779***	0.786***	0.866***	-0.004	-
Attitude	-	-	-	0.677***	0.690***
Personal norm	-	-	-	0.114	0.141*
Perceived behavioral control	-	-	-	0.047	-
R ² Value	0.607	0.617	0.749	0.652	0.652
Adjusted R ² Value	0.606	0.616	0.749	0.647	0.649
F-Value	460.740***	480.515***	891.383***	138.241***	277.749***

* $P < 0.05$, ** $P < 0.01$, *** $P < 0.001$

Table 11. Research Hypothesis Verification

Research Hypothesis	Result
H1 : Subjective norm has a positive effect on attitude.	Supported
H2 : Attitude has a positive effect on behavioral intention.	Supported
H3 : Subjective norm has a positive effect on personal norm.	Supported
H4 : Personal norm has a positive effect on behavioral intention.	Supported
H5 : Subjective norm has a positive effect on perceived behavioral control.	Supported
H6 : Perceived behavioral control has a positive effect on behavioral intention.	Supported
H7 : Subjective norm has a positive effect on behavioral intention.	Supported
H8 : Attitude has a mediating effect on the relationship between subjective norm and behavioral intention.	Completely mediates
H9 : Personal norm has a mediating effect on the relationship between subjective norm and behavioral intention.	Partial mediating
H10 : Perceived behavioral control has a mediating effect on the relationship between subjective norm and behavioral intention.	Partial mediating