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A STUDY ON THE EFFECTIVENESS OF SOCIAL MEDIA & BRAND AWARENESS

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ABSTRACT:

This study aims to investigate the effectiveness of social media in enhancing brand awareness within the salon industry. As the beauty and wellness sector continues to grow, understanding the role of social media in shaping consumer perceptions and promoting brand visibility becomes crucial for salon businesses. The research employs a mixed-methods approach, combining quantitative analysis of social media metrics with qualitative insights from salon owners, managers, and clients. By examining various social media platforms and their influence on brand awareness, this study seeks to provide valuable insights for salon businesses to optimize their digital marketing strategies.

INTRODUCTION:

Social media marketing revolutionizes how businesses connect with consumers, offering cost-effective avenues for brand promotion and engagement. Leveraging platforms like Facebook and Instagram, it enhances brand visibility, fosters customer interaction, and facilitates feedback collection. Key metrics such as reach, engagement, and sentiment analysis gauge its impact, while tools like analytics platforms aid in measurement. Social media's evolution from Usenet to major platform has reshaped global interactions, impacting industries like beauty and wellness by shaping consumer preferences.

OBJECTIVES OF STUDY:

- To assess the current state of social media usage in the salon industry.
- To examine the impact of social media on brand awareness within the salon industry.
- To identify the most effective social media platforms for promoting salon brands.
- To analyze the relationship between social media engagement and customer loyalty.

REVIEW OF LITERATURE:

Venkatesh (2019) emphasizes how social media has transformed customer behavior and their expectations from banks. To stay competitive, banks must enhance their social capabilities to meet consumer demands and retain customers effectively.

Akbar and Ozgul (2018) outline six key dimensions used in social media marketing, such as online communities and content sharing, and explore their impact on brand awareness on Facebook, with a focus on demographic factors.

Jayasuriya and Azam (2017) examine the influence of social media marketing on brand equity in the fashion-wear retail sector in Sri Lanka. Their study identifies Facebook marketing activities that contribute to brand equity and develops a model to explain this relationship.

DATA ANALYSIS:

Data Collection. Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes.

HYPOTHESIS:

(H0): There is no significant difference in the influence of social media on awareness of salon brands among different age groups.

(H1): There is a significant difference in the influence of social media on awareness of salon brands among different age groups.

TOOLS FOR ANALYSIS

This study utilizes a well-crafted questionnaire as its primary data collection tool, highlighting its crucial role in gathering reliable and accurate data. The questionnaire's careful design, validation, and administration are emphasized for ensuring the research's success.

- Personal Details
- Research and Questions
- Suggestion Question

PERCENTAGE ANALYSIS

Table indicating the Has social media influenced your awareness of salon brands in your area.

S.no	Particulars	No of Respondents	Percentage analysis
1	Yes	145	80.6%
2	No	23	12.8%
4	Maybe	12	6.7%
Total		180	100%

Count of Has social media influenced your awareness of salon brands in your area?
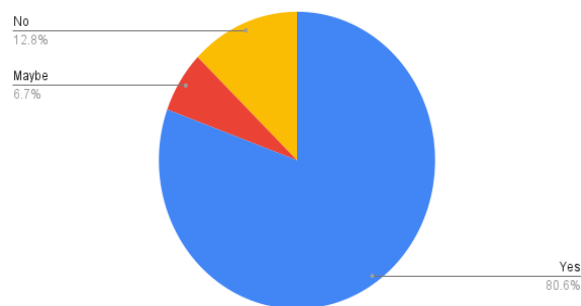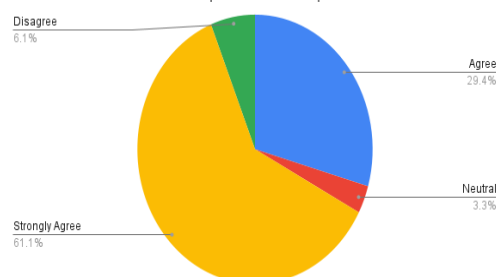
INTERPRETATION: The majority of respondents, constituting 80.6%, answered Yes, indicating a strong consensus in favor of the given proposition.

How likely are you to consider trying a new salon based on its social media presence and promotions?

S.no	Particulars	No of Respondents	Percentage analysis
1	Strongly Agree	110	61.1%
2	Agree	53	29.4%
4	Neutral	6	3.3%
5	Disagree	11	6.1%
6	Strongly Disagree	0	0%
Total		180	100%

Count of How likely are you to consider trying a new salon based on its social media presence and promotions?
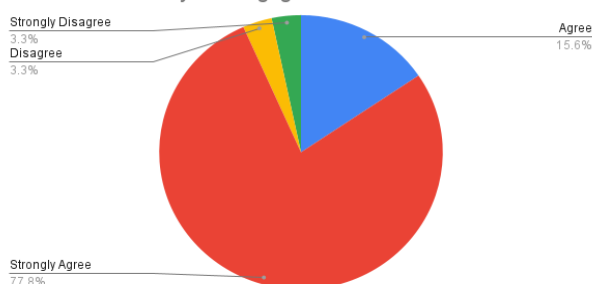
INTERPRETATION: The majority of respondents (61.1%) strongly agree with the particulars, indicating a strong alignment with the given information.

Table indicating the social media platforms are essential for creating a sense of community and engagement around salon brand?

S.no	Particulars	No of Respondents	Percentage analysis
1	Strongly Agree	140	77.8%
2	Agree	28	15.6%
4	Neutral	0	0%
5	Disagree	6	3.3%
6	Strongly Disagree	6	3.3%
Total		180	100%

Count of Social media platforms are essential for creating a sense of community and engagement around salon brands.

INTERPRETATION: The majority (93.4%) strongly agree or agree with the subject matter, while a small minority (6.6%) disagree.

FINDINGS:

- The majority (73.3%) of the respondents are male.
- The majority of respondents, constituting 80.6%, answered Yes, indicating a strong consensus in favor of the given proposition.
- The majority (93.4%) strongly agree or agree with the subject matter, while a small minority (6.6%) disagree.
- The majority (62.0%) strongly agree that Naturals Salon values customer feedback and opinions expressed on social media
- The majority (90.6%) of respondents agree or strongly agree with the statement.

SUGGESTIONS:

- **Segmentation Analysis:** Conduct demographic segmentation to understand differences in social media usage, brand awareness, and loyalty among males aged 18-34.
- **Brand Awareness Metrics:** Measure brand exposure using reach, impressions, and mentions on various social media platforms.
- **Platform Effectiveness Evaluation:** Evaluate Facebook and Instagram's effectiveness in promoting Naturals Salon by analyzing engagement metrics.
- **Customer Loyalty Analysis:** Explore the link between social media engagement and customer loyalty through regression analysis or correlation studies.
- **Competitive Analysis:** Benchmark Naturals Salon's social media strategies against competitors to identify strengths and areas for improvement.
- **Longitudinal Study:** Track changes in social media usage, brand awareness, and loyalty over time to assess long-term impacts and identify trends.

CONCLUSIONS:

Salon brand can significantly boost its promotion efforts by strategically using social media platforms, especially targeting active male users aged 18-34 on Facebook and Instagram. Optimizing online presence through tailored content, discounts, and addressing customer feedback is crucial for enhancing customer loyalty. Continuous monitoring of performance metrics and competitor analysis is essential for adapting marketing strategies and ensuring sustained growth in the evolving digital landscape.

REFERENCES:

1. Uma, B. (2018) discusses overcoming social media marketing challenges.

2. Erdogmus and Cicek (2012) examine the impact of social media marketing on brand loyalty.

3. Rhea (2018) presents 9 trends for FMCG brands to enhance their social media marketing.

4. The Content Factory (2017) outlines reasons why businesses need social media marketing.

5. Stelzner (2016) provides insights from the 2016 Social Media Marketing Industry Report.

6. Bashar, Ahmad, and Wasiq (2012) investigate the effectiveness of social media as a marketing tool.