ANALYSIS OF THE IMPACT OF SOCIAL MEDIA AND ADVERTISING ON THE CUSTOMERS' CHOICE OF A BEAUTY SALON

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Abstract

The aim of the study is to examine the frequency of using social media when choosing a beauty salon. In order to achieve the goal, an original questionnaire was created for research purposes. The survey was conducted on the Google Forms portal and was addressed to people regularly using the services of beauty salons.

71% of the respondents chose a beauty salon through social media . The vast majority (61.2%) when choosing a cosmetology salon are guided by photos posted on social networking sites, and more than half pay attention to comments posted on the Internet. For half of the respondents, it is important to be able to book a visit via the Internet and by phone. The majority (79.1%) claim that the most important criterion when choosing a cosmetology salon is the quality of the service provided, every other person pays attention to the prices of treatments.

From the above information, it can be concluded that social media is an inseparable element of opinion-forming. The Internet has become an inseparable element of running a business (a beauty salon), and the content published in the media is closely monitored by customers. The research results can be used by beauty salons and people involved in the promotion of salons in social media and people related to cosmetology who want to be active on social media.

Key words: social media, cosmetology, cosmetology salon

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Introduction

The modern world is based on information and communication technology. Entrepreneurs (including beauty salons) must take into account the influence of social media and advertising on the choice of a beauty salon by clients. The new terms of service have become a key area of marketers' activities because the Internet is a key communication channel with a potential customer.

Virtual consumption affects modern farm processes and their impact on economic development. In turn, the consumer is gradually becoming the most important micro-entity, he is no longer perceived as a buyer of many goods and services, but more and more often he is a decision-maker, thus becoming a key economic entity in the entire management process. Today's online consumers are more and more often and more consciously participating in and influencing the shaping of a given product. Supply depends on them, and they are both buyers and trendsetters. The number of „clicks" and comments pushes a given offer up in the search results [1].

The twenty-first century is the age of the information society and new information and communication technologies. The Central Statistical Office, conducting research on household access to the Internet in 2020, showed that 90.4% of Polish citizens aged 16-74 had access to the Internet. There is a fixed-line broadband connection in large cities ¾ of the inhabitants, and 60% of users in the countryside. On the other hand, 89.3% of Poles have a mobile broadband connection in general [2]. The data shows that we use the Internet most often for:
-    checking e-mail,
-    reading online news, newspapers or magazines,
-    searching for information about goods and services,
-    conducting voice or video calls,
-    use of social networking sites, messengers
-    using electronic banking,
-    sale of goods or services [2].

The world ranking of the most popular social networks conducted in 2021 showed that more than 45 billion people worldwide use some form of media. MAU's ranking of the top social media platforms by active users is as follows:
1.   Facebook - 2.910 billion users,
2.   Youtube - 2.291 billion users,
3.   WhatsApp – 2.000 billion users,
4.   Messenger - 1.300 billion users,
5.   Instagram - 1.287 billion users,
6.   WeChat - 1.225 billion users,
7.   Kuaishou – 1.000 billion users,
8.   TikTok – 1.000 billion users,
9.   Telegram - 600 million users,
10. Qzone - 600 million users [3].

In the era of the modern economy and the opportunities offered by new technologies, users create a market for potential enterprises by creating new and popularizing old trends [1]. Richard Florida, who developed a set of factors called 3T (Technology, Talent, and Tolerance) created the concept of the so-called creative class, which consists of trend creators and trendsetters and proved the relationship between economic development and innovativeness of regions in this group of recipients [4].

Modern civilization is very much based on trends popularized on the Internet. If something is popular, it means it is a trend, if something is a trend, it means that consumers want it. A trend can last for a long time and bring a lot of influence to entrepreneurs, but just as quickly what has become popular can be forgotten.

There are four factors that should exist in order to create purchasing behaviour:
- the nature of the product - its adaptation to the needs of the consumer,
- no time pressure
- the availability of sufficient information needed to evaluate competing brands,
- the buyer's ability to properly process the information they have [5].

In the information society, the internet plays an important role in the process of collecting and sharing information. Due to the progressing digitization, one of the manifestations of the importance of the Internet in the lives of Poles is its role in collecting information and supporting the process of purchasing products and services. The Internet has become the most important medium for consumers, the first source of knowledge when purchasing most categories of products and services. Moreover, it is considered more reliable in most product categories than newspapers, television or radio [6].

In the social media group, the following are important for cosmetology:
- magazines - clients use online subscriptions to beauty magazines to follow the latest trends, which they then present to the cosmetologist because they want to achieve the same or similar effect,
- on-line training - cosmetologists broadcast live on social media where they perform treatments, discuss what products and equipment they used, but also show techniques for performing a given cosmetology service,
- youtubers - on the YouTube platform, videos and reviews of cosmetic products, beauty and care treatments, beauty salons and cosmetologists are made available, which are commented on an ongoing basis and verified by the recipients' experiences,
- websites dedicated to cosmetology salons - currently, each salon has its own website, which can be set up via Facebook or outsourced to companies designing websites. On such a page one can find information such as salon reviews, photos and videos, posts, price list, social media, address information and contact information.
- calendar and on-line booking - applications created to

facilitate and speed up contact with the client, e.g. Booksy [7].

The development of the Internet has affected both the length and complexity of the purchasing process. This applies to products as well as services. Young customers are more aware of the market practices of companies and suppliers, as a result of which they are clearly more demanding than their parents' generation. Today, they can not only compare offers on the Internet, but also be up-to-date with brand promotions, participate in product development and have the right to choose [8].

On the profiles of offices or service premises, users have the opportunity to express their dissatisfaction when their expectations have not been met or when the employee was not polite. As a result, brands are constantly under the scrutiny of consumers [6].

Image building is a long process that provides visible results over a longer period of time. The process begins by creating the company's image with knowledge of its current state. It is advisable to collect information from the media, the Internet and current opinions about the company. Customer and employee reviews help create the brand image. Monitoring the opinions of competitors will allow one to familiarize oneself with the general picture of the industry and check how one's own image looks in this context [9].

The basis for the process of building a business image is an appropriate strategy that defines the company's goals. The priorities pursued by the company allow one to create an ideal image, consistent with the mission and vision of the brand. Setting the direction should reflect the philosophy of the company and describe how it works [9].

To identify them, it is necessary to take into account the needs and capabilities of the environment and the client. When setting goals, geographical coverage, type of service or product should be taken into account. We understand the business image as a set of impressions, feelings and people's beliefs about the company, its location and offer. This unites employees in their pursuit of the goals and mission set by the employer [9].

By knowing the current image of the company and defining clear goals, it is possible to plan activities that will attain the desired image of the company. To achieve this, one should:
1. Enhance the visual elements of materials - these include logos, email headers, footers, corporate fonts and more. An important role in this area is played by specific graphics and colours. The physical elements that support building the company's image are not only the company's materials and facilities, but also the company's headquarters, its surroundings and its employees.
2. maintain relationships - they allow one to establish and maintain relationships with clients, investors and business partners. Many companies make the mistake of only actively attracting new customers and ignoring those who have been using their products or services for a long time. In this area, one needs to work thoroughly and show that regular customers are important.
3. sustain sales - help to increase sales of products and services. The most common solutions in this area include sales

and marketing campaigns promoting a specific product or service. Training for online and offline leaders is a frequently used sales tool [9].

A strong image of the company allows one to pursue an appropriate business policy and, at the same time, achieve significant profits. Shoppers tend to buy products from companies that have a good reputation. Therefore, companies with a strong image can more easily adapt new products to the market [10].

Regardless of the activity or size of the company, the key to success is a positive image of the company in social media. The image of a beauty salon has a positive impact on the increase in sales of goods and customer service. Showrooms should be prepared to surprise and attract customers. A positive reception of beauty salons on the Internet, favourable comments and customer opinions will contribute to the media development of the company [11]. Due to this, one can specify the elements that have a significant impact on the assessment of beauty salons, including:

- the name of the salon,
- salon logo,
- the quality of the treatments provided,
- attractiveness of services,
- marketing,
- customer reviews,
- atmosphere, interior design and lighting [7].

The Internet has changed the beauty services market. To meet the needs of consumers, it presents the opportunity to record a few minutes of video material, online graphics or beauty tutorials. While watching, customers observe cosmetic novelties, test products or „learn" how to use them [6].

There are many different materials in social media related to cosmetology. The sudden increase in knowledge and awareness among customers meant that the importance of cosmetic procedures in the beauty salon decreased due to the fact that consumers can perform some basic procedures on their own. This resulted, among others, in dissemination of cosmetologists' tools and devices on the Internet, e.g.: cavitation peeling devices, UV lamps and milling machines for performing manicures at home. Constant access to social media and content published on the Internet, as well as the ability to evaluate services, requires beauty salons to constantly care for the quality of services [6].

Cosmetologists have knowledge and know the needs of customers, as well as the services and treatments offered. They comply with the standards of customer service in the salon, they have more knowledge than the average customer about the brands of cosmetics, as well as the ingredients and quality of the products used. Knowledge of treatment methods and their expected effects allow clients to select appropriate treatments [12].

The aim

Main aim of the work:
1. Researching which cosmetology treatments are the most desirable among potential customers who are looking for information about beauty salons on the Internet.

Specific objectives:
1. Examining the impact of social media on the choice of a beauty salon by clients.
2. Examining which social media influences the decision to choose a dental office.
3. What type of information influences the decision to choose a beauty salon.
4. What type of promotion influences the decision to choose a beauty parlour.
5. Investigating whether customers prefer direct contact or contact via social media.

Material and methods

The study was conducted with the participation of 66 people, 59 women (89.4%) and 7 men (10.6%). In order to achieve the goal, an original questionnaire was created for research purposes. The survey contained 32 questions and allowed the team to determine the frequency of using social media when choosing a beauty salon.

The questionnaire contained closed and multiple-choice questions for which the respondents could choose more than one answer. It was one-time and voluntary. It was conducted anonymously using a Google Form.

The results of the surveys were presented graphically using Microsoft Excel.

Results

Most answers were given by respondents aged 18 to 25, as many as 48 people, they constituted 71.6% of the respondents. The next group consisted of people from 26 to 35, i.e. 19.4%, or 13 people. People aged 26-35 accounted for 7.5%, 5 people. The oldest group of respondents over 45 contained 1 person (1.5%).

58 people (87.9%) use cosmetology services, 8 people (12.1%) do not use services.

50% of the respondents, i.e. 33 people, use cosmetology services sporadically, only when they need it. 13 people (19.7%) use it once a month, and 9 people (13.6%) several times a year. 7 people (10.6%) answered several times a year, and only 4 people (6%) go once a week.

49 respondents used Instagram most often(74.2%), and 39 Facebook (59.2%). The least popular were Messenger, Reddit and Twitch - one answer each (1.5%).

25 participants of the study do not know or do not remember how often they use social media when choosing a beauty salon, (37.9%). On the other hand, 20 people (31.8%) stated that they use social media at least once a month or less. The results of 7.5% are evenly distributed among the answers: once a day (5 people), several times a week (5 people), several times a month (5 people) and whenever I get a notification from the website (5 people).

When asked what the respondents are guided by when choosing a salon via social media, as many as 41 respondents (62.1%) pointed to photos shared by the salons, as well as

comments from Internet users - 35 answers (53%). To a lesser extent, the respondents chose movies (18 responses - 27.3%), posts (17 responses - 25.4%) or advertising on social media (15 responses - 22.7%). Only one respondent (1.5%) indicated that she was guided by the opinion of an experienced person when choosing a dental practice.

More than half of the respondents (57.6%) chose cosmetics services, and every sixth person in the field of medicinal cosmetics.

48.5% of survey participants prefer booking a beauty salon via the Internet, 45.5% by phone, 36.4% via an application, and only 24.2% prefer to book a visit in person.

The key criterion when choosing a beauty salon for 80.3% of respondents is the quality of the service provided . The respondents pay a lot of attention to the prices of treatments (59.1%), friendly atmosphere (51.5%) and professional service (50%). The location of the salon (40.9%), the quality of cosmetics (39.4%) and promotions (22.7%) also turn out to be important.

39 respondents most often suggested a promotion in the form of a few percent discount on services (59.1%). 27 respondents were less satisfied with the discount for regular customers (40.9%), or the loyalty card - 22 responses (33.3%). A promotional gift was selected by 12 respondents (18.2%), and an invitation to a meeting in the salon by 9 (13.6%).

The analysis of the results of what clients first check on social media when choosing a beauty salon showed that the largest number of responses checked photos and videos, i.e. media messages - 22 responses (33.3%). Every fifth answer (31.8%) suggested reading opinions about the salon, including on discussion forums. Information about the salon placed by the cosmetologist on the salon's website was selected by 17 respondents (25.8%). None of the respondents suggested files posted on the salon's website.

The respondents were asked to comment on what information on the website of the salons is most important to them. Respondents indicated that the most important for them are the opinions of other customers (43 responses - 65.2%) and information about treatments (39 responses - 59.1%). The price list of services on the website is also selected and it is the opinion of as many as 38 (57.6%), as well as the possibility of booking treatments via social media - 29 (43.9%).

For 40 (60.6%) of the respondents, promotion on the Internet was sometimes a decisive factor on making an appointment at a cosmetology salon , if something interests them. 19 people (28.8%) answered yes, and 7 people (10.6%) selected no.

The respondents were asked to indicate the impact of advertising on the choice of a salon. The answers show that 41% are decisive, and 32% that they are significant. 12 respondents indicate that advertising is not decisive for them.

More than half of the respondents (51.5%) declared that they very often pay attention to customer reviews published on the Internet. 22 people (33.3%) are often influenced by opinions when choosing a beauty salon, and 6 people are rarely (9.1%). Only 6.1% of respondents believe that Internet users' opinions do not matter.

60 people taking part in the survey declared that unfavourable comments on the Internet have a decisive influence on the choice of a cosmetology salon (90.9%) of the respondents. Only 6 people (9.1%) declared that unfavourable opinions do not matter.

31 survey participants (47%) declared that only sometimes trends created by influencers influence the choice of an offer on the Internet. 21 people (31.8%) answered yes and 14 (21.2%) selected no.

25 people (37.9%) are very often suggested by photos or videos found on the Internet. 20 respondents sometimes (30.3%), and 16 people often (24.2%). Only 5 people (7.6%) answered never.

The rankings conducted by influencers only affect the choice of a cosmetology salon for 32 (48.5%) of respondents. 20 people declare that only sometimes they constitute 30.3%, and 14 (21.2%) answered no.

Half of 33 (50%) respondents stated that the appearance of a cosmetology salon's website influences the decision to choose a salon, 27 (49.9%) stated that they sometimes pay attention to it, and 6 (9.1%) do not pay attention to comments.

For 33 respondents, it does not matter how the offers are addressed. 18 (27.3%) prefer official expressions, e.g. Ladies and Gentlemen, while 15 (22.7%) prefer direct expressions, e.g. addressing by first name.

It turns out that for 35 people the cooperation of a beauty salon with influencers does not affect the choice of a specific place, which is 53%. 21 (31.8%) believe that this question is difficult to answer, only 10 (15.2%) believe that such cooperation has an impact.

Discussion

In the era of the constantly developing world, the Internet has gained a very important place among recipients, which is why companies must take social media into account. It applies to almost all professional groups, including cosmetologists.

In her research on the impact of Instagram on marketing factors, Natalia Jankowska showed that users of this portal are most often looking for information and inspiration. However, she points out that the majority of respondents are not convinced of the credibility of the published information. What is more, the accounts that present the place and content shared by the closest people (family, friends) have the greatest influence on the decision [13]. On the other hand, Luiza Wieczorek, in her work on celebrities on Facebook and Instagram, points out that people or companies must actively run social networks in order to keep their audience. [14] In my research, the respondents very often base their choice on the basis of photos and videos as well as comments from Internet users. the opinions of customers published on the Internet are equally important, as chosen by 51.5% of the respondents, 90.9% of the respondents definitely take unfavourable comments into account. There is a contradiction because for customers of beauty salons, the place and content presented by the followers do not matter, and they focus their attention on the effects of the treatments shown

in the photos as well as positive and negative comments (opinions) of Internet users.

Małgorzata Kryczka, in her research on the conditions for the development of cosmetics markets notes that customers prefer reminders by SMS, e-mail or telephone. Research has shown that information posted on social media (Facebook, Instagram), and in particular campaigns and promotions, enjoy the greatest interest among users [15]. On the other hand, in Małgorzata Durzewska's research on mass communication between young people, we can learn that communication via the Internet is an extremely convenient way for them to communicate with other people, but also in the lack of directness they find a sense of security. This type of communication applies not only to calls, but also to booking appointments, which they notice such advantages as: shorter waiting time, greater choice, specificity or the possibility of return or cancellation visits without suffering major consequences [16]. The analysis I conducted showed that the participants of the study prefer booking via the Internet, every third person prefers to make a reservation by phone. In addition, the most important factor in choosing a cosmetology salon is a discount of several percent and a special discount for regular customers. It follows that in both studies the most important aspect for customers is telephone contact, and most often via social media or the Internet itself. What is more, users most often choose places that offer special actions and promotions.

The issue of advertising and promotion on the Internet was raised by Anna Głowacz, who states that Internet marketing influences greater sales of products and services on the Internet and influences the awareness of recipients, which broadens their knowledge about services, and encourages Internet users to check social media more often [17]. In my research, advertising and promotion on the Internet are of decisive importance for making an appointment at a cosmetology salon. Every second person says it matters a lot, and every third thinks it does not matter at all. With regard to both studies, it can be stated that in both cases the medium, which is the Internet, has become the main centre of communication between the entrepreneur (a beauty salon) and the client.

In her work on applied cosmetics, Joanna Dylewska-Grzelakowska points out that repeat customers of beauty salons most often pay attention to other people, the location of the salon, the decor, and the service [18]. My research shows that customers who base their choice on what they see on social media. Among cosmetology salons, the most important factors that strengthen the authority are the „before" and „after" photos, cosmetic advice and the presentation of the effects of the procedure, according to more than half of the respondents. Most often, information about customer reviews, information about treatments and the price list of services are searched for on the websites of beauty salons.

Anna J. Parzonko analysed the impact of social media on consumers, in which she states that the opinions of friends and their recommendations are important for users of social networking sites. What is more, she notices the relationship between purchasing decisions and the speed of making them

on the scope of the decision [19]. The analysis of my results shows that photos, comments of other users, posts shared by friends and videos have a decisive influence on the choice of a beauty salon using social media. These elements influence the customer's decision the fastest.

M. Kryczka and A. Giemza, while elaborating the factors for choosing a beauty salon, show that in 2019, face, whole, hand and foot care treatments enjoyed the greatest interest [12]. In my research, respondents declare that they most often choose cosmetic services , and the most frequently chosen treatments are: manicure, eyebrow depilation, pedicure, henna, make-up and depilation. The comparison revealed how the preferences of clients of beauty salons have changed over the years.

In research on social media as an advertising tool, Marta Hamala shows that in 2014 the most popular social networking sites in Poland were: Facebook, Nasza-Klasa, GoldenLine, MySpace and Twitter [20]. The analysis showed that customers of beauty salons look for opinions and advice on social networks, i.e. Instagram, Facebook, YouTube, TikTok and Twitter. The comparison revealed that the dynamic development of the Internet influenced the existence and development of new social networking sites. The once popular giants (Facebook, NK) gave way to younger, more popular portals, i.e. Instagram and TikTok, which gathered dozens of new users (potential customers) and gave new development opportunities for beauty salons.

Agata Adaszyńska notes that social media makes up important elements of brand involvement in building its relationship, which enable communication with the client, which establishes a strong bond, and thus loyalty. Social media gives everyone the opportunity to participate in the virtual space, opening up new areas of interest for users, which are discovered by searching for the most interesting content provided by organizations [21]. My research shows that almost all respondents use social networking sites, regardless of their education, place of residence or age. In addition, they are active not on one but on several social networks, being interested in issues such as opinions, comments or discussions. The content provided by beauty salons (photos, videos, tips) also has a significant impact on the involvement of Internet users. The comparison showed that social media is opinion-forming and have a significant impact on consumers, but also on brands that offer their services and goods. In addition, social media definitely contributes to the creation of a strong, loyalty-based relationship, as users are very eager to return to the profiles they visit on the Internet.

Research on the motives for using Anna Didiuk's cosmetic services shows that more than half of the respondents use them less frequently than once a month but at least once a year [22]. My analysis on the frequency of using the services of beauty salons shows that half of the respondents use the services of a cosmetologist or beautician sporadically, only when needed. Every third person declares that they use it once a month, and a small group of respondents only a few times a year. The comparison revealed that the studies overlap and the demand for services offered by beauty salons is still erratic.

In an article on customer relationship management, Magdalena Gałat notes that the beautician-consumer relationship should follow the same rules. She points out that both the client and the beautician should benefit from this relationship [23]. Both parties should then engage in such areas as: satisfaction, quality, commitment, so that a strong, loyalty-based bond is created at the very end [24]. Establishing a solid relationship with the client is important both for a single beautician or a small company (cosmetology salon), because the vast majority of recommendations come from word-of-mouth marketing [25]. This method works especially in such industries as: cosmetology and hairdressing, because they are able to build a long-term relationship with the client [26]. My research results show that the decisive factor that makes customers return to a given beauty salon selected on the Internet are primarily factors related to the quality of the service provided. The respondents also strongly emphasized the atmosphere in the salon, neatness and cleanliness, as well as customer service. A comparison of these research results shows that consumers directly and indirectly continue to seek relationships with other people. When undergoing treatments, they want to have at least some trust in a cosmetologist or beautician, which is why this relationship is often mutual. This is also evidenced by the fact that some people prefer to be addressed directly or do not pay attention to it at all.

Conclusions

1. The vast majority of respondents use cosmetic services, and they are mainly women. Social media has a big impact on the choice of a beauty salon by clients.
2. Customers of beauty salons are most often guided by opinions coming from social media, such as: Instagram, Facebook, YouTube and Twitter.
3. The most common criterion for choosing a cosmetology salon via social media are photos shared by salons, comments from other users and opinions about the salon.
4. A discount of a few percent has the greatest impact on the decision to choose a clinic.
5. Most respondents prefer booking visits to a beauty salon via the Internet and via the application.

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