

**THE USE OF SOCIAL MEDIA PLATFORMS BY SMALL, MEDIUM AND MICRO
ENTERPRISES IN THE BEAUTY INDUSTRY IN HONEYDEW, JOHANNESBURG**

by

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DECLARATION

I hereby declare that the dissertation submitted for a, Master of Management Sciences (Business Administration) degree, at Durban University of Technology, is my original work and has not previously been submitted to any other institution of higher education.

I further declare that all the sources cited or quoted are indicated and acknowledged in the references.

Signature: Ms Zamaswazi Cele

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It is an honour and a privilege to be here today, with an opportunity to write this message to the people who have believed in me and were there to lend an ear when I needed to vent and cry.

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ABSTRACT

Small, medium and micro enterprises (SMMEs) play a crucial role in job creation and the country's economy. Developing SMMEs and ensuring that they adapt to the new digital era becomes a necessity to keep up with competitors for sustainability and constant growth. This study investigates the use of social media platforms within the beauty industry; to see if Honeydew nail bar salons use any of the social media platforms to advertise their products and services. Statistics South Africa indicate that 2042 businesses, including nail bar salons were liquidated within a year; January to December 2019 due to severe financial challenges. Research shows that social media is the future of the new digital era required by SMMEs to grow their businesses. Social media have created a worldwide virtual community in which can help SMMEs to compete with bigger businesses by showcasing their products and services to a larger community.

Many studies were conducted on nail bar salons. However, they mostly focused on health-related issues, such as the skin diseases that might be associated with products used on customer's nails. Therefore, this study sought to investigate how nail bar salon businesses can grow from small businesses to larger enterprises. The study focused on what they can do differently to earn more profits for their salons. The study employed a quantitative research methodology to collect data from Honeydew residents who normally do their nails in local salons. There are six nail bar salons in Honeydew and a hundred questionnaires were distributed to the salon patrons. A face-to-face survey was conducted, although some participants preferred to complete the survey online, so the link to the questionnaires was distributed to their email addresses.

The study findings showed that the target clients for the Honeydew nail bar salons are young adults in the 18 -34 years age range, who constitutes 55.1percent of the clients. The study also noted that clients are accustomed to social media platforms. Therefore, Honeydew nail bar salons can still improve and attract more male clients to their nail bars, because they also form part of their clientele. The gender record showed 96.6percent females and 3.4 percent males. The study recommends the use of social media platforms to attract more clients of all genders to Honeydew nail bar owners.

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CHAPTER 1

INTRODUCTION AND ORIENTATION TO THE STUDY

1.1 CHAPTER OVERVIEW

This chapter provides a general overview of the study. It constitutes an introduction, background to the study, a brief literature review on nail bar salons and social media platforms, the research problem, research aims, objectives, questions, the significance of the study, and limitations of the study. The chapter concludes with a chapter outline.

1.2 INTRODUCTION

The use of social media platforms involve identifying the potential growth for small, medium, and micro enterprises (SMMEs) and adopting new marketing tools that involve social media platforms to grow their businesses, especially nail bar salons (Karimi and Naghibi 2015). According to Rugova and Prenaj (2016) social media platforms aim to assist SMMEs to engage with their customers regularly.

Maida (2016) explains that social media is an effective platform to engage with consumers. In the premium nail polish market, a blogging site such as a nail blog offers a key platform for discussion forums on nail polish brands. Some of the successful social media campaigns include Coty's "Show Your True Colour" for OPI and "Together" by Estée Lauder. Maida (2016) goes on to explain that L'Oréal spent over 15 percent of its media budget on digital and social media in 2014.

Rensburg and April (2018) noted that, locally, Sorbet is one of the biggest players in the South African industry. The brand was launched in August 2005, with fully-fledged salons, and expanded into nail bars, dry bars, Sorbet Man, and Candi & Co. Rensburg and April (2018) further explained that, since 2005, they have grown over 220 stores across different formats primarily in Johannesburg, Cape Town and Pretoria, the majority are franchised. Internationally, Asia Pacific has accounted for 32 percent, which is the largest share in the beauty industry and personal care department (Doan 2019). Lim (2019) also stated that in the South-East Asian countries there are three other big beauty markets such as those in Malaysia, Indonesia and Thailand. The

study has adopted the Kim and Ko (2011) model that works with the luxury brand and fashion industry. It is within this context that this study sought to examine various social media channels that can be used in marketing the nail bar salon services.

1.3 BACKGROUND

Hunt, Fate and Dodds (2011) argued that people always modify their looks by using make-up for years. Over time the advancement of technology assisted the beauty industry to improve people's looks. Mansor, Ali and Yaacob (2010) also argued that although education has been on the rise, the spending power and the standard of living has increased. Self-grooming has been on demand and many people are showing a growing interest in maintaining their self-image.

According to Cooley and Parks-Yancy (2019:250) the most used social media platforms by millennial students for beauty and hair products are Instagram and YouTube. Mansor, Ali and Yaacob (2010) add that Facebook and twitter have become the biggest and most important platforms on social media for brands to market their products. There are other social media platforms such as Instagram and YouTube that have produced a trend in creating content that fits social media lifestyle and have transformed the course of brand marketing and consumer purchase. In addition, many companies are now working with social media influencers to promote their products and the chosen social media influencers usually have a huge number of followers on their platform (Mansor, Ali and Yaacob 2010).

1.4 NAIL BAR SALON

According to Peyton and Lewis (2013) nail bar salons were traditionally "a place where women could enjoy the company of other women, cherish female companionship, exchange information, share secrets" while a professional nail artist is busy doing nails. Mucci (2012) outlined that a nail salon is an establishment that accommodates men and women to do their manicure and pedicure to look and feel good. Majority of clients prefer to work with professional technicians at nail bar salons for their nails and other personal services, in order to get a perfect style that they need. Scofield (2012) explains that beauty salon workers provide skin, hair, nail, and body treatments.

Statistic SA (2019) suggests that 2064 businesses were liquidated in a year, from January to December 2019. This means an average of 168 businesses closed every month for 12 months from January to December 2019 (Owgan 2021). Unfortunately, these statistics include small businesses such as nail salons since most of them are not making R1000 profit per day (Owgan 2021). Each year a nail and beauty salon business starts and fails at an unbelievable rate in South Africa (Owgan 2021). Statistic SA (2019) further explains that most of these businesses mainly close down due to lack of cash flow. Owgan (2021) asserts that when a business does not have a cash flow, it affects its sales.

You and Zhou (2019) state that the United States (US) nail salon industry, have grown strongly in the year 2019, where small businesses grew to 28 000, reaching a value of 8 billion United State Dollar which is equivalent to 145,371,200,000.00 ZAR dated 14 October 2022. Mgwili (2016) argues that South Africa's beauty market is totally worth over R27 billion according to the 2017 figures. Hetta (2016) asserts that South Africa and Nigeria are the biggest personal care and cosmetics markets in Africa, with an estimated worth of 3, 29 billion USD, and 1.75 billion USD respectively. On average, the beauty franchises have a turnover of more than R700 billion per year, equivalent to (15.7 percent) of the total GDP in South Africa (Thompson 2019).

1.4.1 SOCIAL MEDIA PLATFORMS

Popp and Woratschek (2016) assert that social media platforms are largely considered by modern businesses as promising platforms to market and conduct promotional business activities, which also help with effective communication with the targeted customers. Gujral, Rauzela and Chuchu (2016) also state that the Internet gave start-ups and small businesses an effective low-cost means to advertise their products and reach out to their targeted customers. According to Borat *et al.* (2018), SMMEs are identified as key components in advancing growth and development in South Africa. Borat *et al.* (2018) further explained that in the National Development Plan (NDP) of the government highlighted the importance of small businesses; in job creation, there is a goal of 90 percent new jobs created by SMMEs through innovation and competitiveness in South Africa by 2030.

It is important to indicate that social media posts can generate a “buzz” and reach a wide range of clients across the world. According to Lou and Zhang (2013) “buzz” signals customers attitudes such as awareness, affection towards the brand or company and the faith they have towards the product or services.

The key overview of adopting social media platforms shows that it involves authenticity, honesty, and open dialogue. There is also a concept referred to as “social media influences” (Husain, Ghufraan and Chaubey 2016). Colliander and Erlandsson (2015) explained that SMI often starts as contributors and sharing their daily life activities, where they bought certain clothes, where they purchase their groceries, and they would also mention the store names on their post. However, over time, social media influencers gained a massive following which led to the professional influencers who had to produce sophisticated content with good quality videos and visuals (McQuarrie, Miller and Phillips 2013).

1.5 RESEARCH PROBLEM

According to Quach *et al.* (2011) nail salons have globally grown over the last few decades. There are almost 350 000 licensed nail technicians in the United States and they have more than 58 000 beauty salons. Peyton and Lewis (2013) explained the heavy pressure experienced by small business owners, and the responsibilities that come with managing a nail salon and maintaining it. It puts a strain on their finances, and they have a propensity to either slack off or become workaholics. The majority of the small, medium and micro enterprises nail salons face the biggest challenge of not being known; the lack of exposure because they are not in visible spaces such as shopping centre and shopping malls because they cannot afford the rent in those establishments. The study investigates how social media can assist small, medium and micro enterprises (SMMEs) to gain recognition in the beauty industry, specifically nail bar salons. You and Zhou (2019) state that sellers have begun to use social media platforms, following the recognition that big businesses have been reaching a larger audience.

Social media platforms are the cheapest tool that is very useful for both small scale businesses and large business. Smith (2021) noted a social media in the beauty

industry study that was conducted at Harvard Business School showing 62 percent of women who agreed that they follow beauty influencers on social media, and they seek information about the beauty product before purchasing. Studies have shown that using social media as a marketing tool helps small businesses to communicate with clients. Cesaroni and Consoli (2015) opines that communicating with clients on social media is a crucial advertising strategy for small businesses. It also assists SMMEs to create brand awareness. It also increase clientele and allow one to connect with existing clients. Saravanakumar and SuganthaLakshmi (2012) explained that social media have become popular, and most customers are using social media or have social media accounts.

Saravanakumar and SuganthaLakshmi (2012) further explained that it would be better for businesses to adapt to social media platforms as a marketing tool because it has evidently reached a wide range of audiences. Nail salons can also reach their desired audience based on their location, interests, or demographics. Social media can assist nail bar salons to market their businesses, gain more customers and bring more awareness to their service.

1.6 PURPOSE OF THE STUDY

The purpose of the study is to explore the use of social media by small, medium, and micro enterprises in the beauty industry in Honeydew, Johannesburg.

1.6.1 RESEARCH OBJECTIVES

The study sought to:

- 1.) Investigate the relationship between social media marketing and customers.
- 2.) Determine the extent to which nail bars make use of social media for marketing.
- 3.) Determine and clarify the benefits, opportunities, and challenges that nail bars might experience when adopting social media marketing.

1.6.2 RESEARCH QUESTIONS

The research questions under study are:

- 1.) What is the relationship between social media marketing and customer base growth?
- 2.) To what extent do nail bar salons make use of media for marketing purposes?
- 3.) What are some of the possible benefits, opportunities and challenges that nail bar salons might experience when adopting social media marketing?

1.7 STUDY DESIGN AND METHOD

This study adopted a quantitative research approach, and questionnaires were used to solicit answers from the Honeydew residents who use the local nail bars.

1.7.1 SAMPLING

Payne and Payne (2004) argue that sampling requires the selection of a representative or non-representative group of people from a target population. The simple random sample means that every case of the population has an equal probability of inclusion in sample. The advantage of this method are that minimal knowledge of the population is required (Acharya *et al.* 2013). A simple random sample was used to collect data from Honeydew residents. A sample of 100 participants was targeted to participate in the study, but only 85 responses were captured. Any resident that was available at the nail salon was also invited to participate. Generally, that is how the simple random sample was obtained. There are six nail bar salons in Honeydew and participates were selected from all the salons. Each nail salon had a minimum of ten participants.

1.7.2 DATA COLLECTION

Questionnaires were used to collect data on Saturdays. Questionnaires were distributed amongst the clients who were available upon salon visits. However, other clients preferred to answer the questionnaires through survey monkey, and the link was emailed to them. Data was analysed using Statistical Package for Social Science Software (SPSS) version 28. This program provides graphic analysis and tables based on the data provided. The emerging graphs and tables were constructed in a manner that can be easily interpreted.

1.7.3 DATA ANALYSIS

The purpose of data analysis is to organise, provide, structure, and elicit meaningful research data; hence, questionnaires were used to collect data.

The Statistical package for social science (SPSS) version 28 was used to analyse the collected data. This was achieved using descriptive and inferential techniques.

- 1.) Descriptive analysis for the sample.
- 2.) (Chi- Square) is an inferential statistical tool that was applied to analyse the relationship existing between variables of interest.

1.7.4 VALIDITY AND RELIABILITY

“Reliability is referred to as the stability of findings, whereas validity is represented as the truthfulness of findings” (Altheide and Johnson 1994). Heale and Twycross (2015) explained that validity is defined as the extent to which a concept is correctly measured, whereas reliability is identified as the consistency of a measure.

To test the validity and reliability of the study, an extensive literature review was done; primary and secondary literature were analysed. The questionnaires were tested using the statistic package for social science software (SPSS) version 28, and Cronbach’s Alpha was used to test reliability. Cronbach’s Alpha calculates the internal consistency and checks the close relationship between the set of items in a group.

1.7.5 SIGNIFICANCE OF THE STUDY

This study aimed to investigate the use of social media platforms by Honeydew small, medium, and micro enterprises (SMMEs) in the beauty industry. The conclusions drawn from the study and recommendations will assist beauty industry SMMEs to understand the connection between social media marketing and customer loyalty. It will also help nail bar owners to understand how the industry works and give them some comprehension of how the various social media platforms work in attracting clients. Most importantly, the study aimed to educate SMMEs to understand the relationship between fairness and value equity in establishing brand equity and influencing many cosmetics clients’ future buying intentions. The study will also add value and new information to the academic field, and to assist other researchers with

updated literature about the nail salon industry. The overall significance of this research is to help Honeydew nail bar owners to improve their marketing strategies, gain more clients, and understand their target market as a business.

1.8 ETHICS

The study complied with the ethical requirement stipulated by the Durban University of Technology's Institutional Research Ethic Committee (IREC, see Appendix B, a letter of information), which includes the following provisions:

- 1.) The aim and importance of the study were discussed with the respondents and their consent was granted before data collection.
- 2.) It was explained that all the information obtained from the study was confidential and the study was anonymous. All participation was voluntary.
- 3.) No penalties or consequences were warranted for wanting to withdraw from the study and all participants were allowed to withdraw if they needed to.
- 4.) All information gathered was treated as group data and no individual was reported on.

1.9 STRUCTURE OF DISSERTATION

Chapter 1: Introduction and orientation of the study - This chapter gives a general overview of the study, the background, focus area and limitations of the study.

Chapter 2: Literature review – The chapter provided a review of literature on the use of social media platforms by small, medium, and micro enterprises in the beauty industry, giving a perspective on the topic by discussing the theories underpinning nail bar salons, the study.

Chapter 3: Research methodology – This chapter discusses the methodology and the research design. It explains the data analysis, data gathering, validity and reliability, including participants' details.

Chapter 4: Data analysis – Data is analysed and discussed considering the existing literature.

Chapter 5: Conclusions and Recommendations – This is the last chapter; the study review is discussed, and the recommendations for the nail bar owners are listed. Lastly, there are concluding remarks, the limitations of the study and suggestions for further research.

1.10 DEFINITION OF TERMS

Small, medium, and micro enterprises (SMME): Such businesses do not have public accountability and publish general purpose financial statements for external users (Stainbank 2008).

Social media: These provide a platform that allows marketers to communicate with clients freely on different social media sites. They also grant people a platform to interact with others (Appel *et al.* 2020).

Nail bar salon: This is a shop that provides services that related to fingernails and toenails; the services are normally called manicure and pedicure. Such shops also sell products for nail care such as nail polish (Cyprus 2022).

Beauty industry: This can be defined as an industry that provides hair and skin products which include men's grooming products. It is an industry that caters for body product, hair extension, nail care and make-up products. Services are also provided, such plastic surgery and fashion services (Jones 2010).

Customer: A customer is an individual or business that purchases another company's goods or services (Will 2021).

Consumers: Consumers are individuals who purchase products or services for their personal use. Consumers are said to dictate production, to fuel innovation, to be creating new service sectors in advanced economies, and to be driving modern politics (Gabriel and Lang 2015).

Marketing: Marketing is the process by which a firm creates value for its chosen customers (Silk 2006).

Social media influencers (SMIs): These "represent a new type of independent third party endorser who shape audience attitudes through blogs, tweets, and the use of other social media" (Freberg *et al.* 2011).

1.11 LIMITATION OF THE STUDY

One of the limitations of the study was that there were no repeat visits to the nail salons. It was one visit per nail salon on the chosen Saturday or Sunday. Another limitation was that the study did not interview the nail bar owners to hear their views on the study. Therefore, the study only focused on Honeydew residents who did their

nails in any of the nail bar salons; owners are susceptible to bias when answering the questionnaire, and that could impact the study outcome.

1.12 SUMMARY

The chapter provided the foundation of the study by detailing the steps and procedures taken by the researcher. This include introducing the research problem, research questions, and the objectives of the study. The researcher also explained the research design, methodology, and definitions of key terms. In the next chapter the researcher outlines the use of social media platforms by small medium and micro enterprises through a literature review.

CHAPTER 2

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1 CHAPTER OVERVIEW

This chapter provides a literature review on the use of social media platforms. It highlights how social media platforms can be used as marketing tools by small, medium, and micro enterprises in the beauty industry. This was achieved by assessing previous studies and identifying gaps in the existing literature. This literature review tracks the growth of social media and small businesses in the beauty industry.

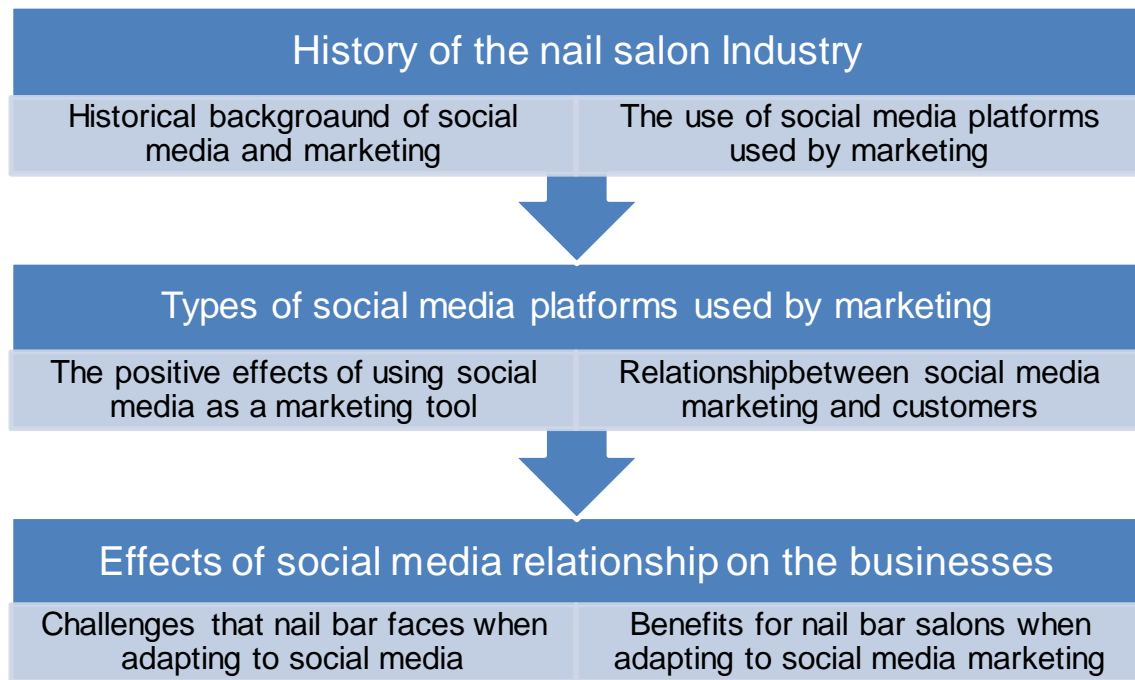
2.2 LITERATURE REVIEW PROCESS

Before the presentation of the main arguments of this chapter, the components of the literature review procedures are formulated in **Table 2**, which outlines the themes that are covered in Chapter 2. The literature review procedures indicate segments that the researcher focused on to clarify the study.

2.3 INTRODUCTION

This chapter aims to construct a conceptual foundation for the study, which involves the use of social media platforms in the beauty industry. Literature relating to the use of social media and nail bar salons is reviewed and discussed.

Table 2. 1: Literature review process



2.4 HISTORY OF THE NAIL SALON INDUSTRY

Berry, Rodriguez and Sandee (2002) explained that, since the late 1990s, the nail industry has been growing quite extensively. It is important to note that many factors influence growth in the industry. Amongst these, women need to express themselves. Thus, nail care is not only about grooming anymore; it is also about being unique and expressing oneself.

According to Hopp (2019) the first nail salon was started by Mary E. Cobb in 1878 who learned the art of manicure in France, then redeveloped the process and took it to the United States (US). Mary then went on to develop her line of nail products and create the very first at-home manicure guide. The most significant contribution to the industry was the invention of the emery board, a hygiene tool commonly referred to as a nail file. Hopp (2019) goes on to explain that nail grooming has grown to be the most accessible and popular beauty service in the beauty industry.

Statista (2022) states that the nail bar salons in the US provide manicure and pedicure services. There is also beauty product equipment that can be purchased from the hotels that offer spa services to their guest or be bought at the personal care shop.

Lastly, nail care products or services can be provided at the nail bar where customers can buy in bulk and stock for their businesses or buy the nail kits for self-care to use in their homes. Statista (2022) explained that the nail tech industry is growing faster than anyone had expected, because, in the year 2018, the average wage for nail technicians was 25.860 USD, and the number of nail technicians increased to almost 395.600 with individual nail salons increasing to 56.300 in the United States.

Statista (2022) reports that the revenue in the nails segment is projected to increase, and the beauty and nail market seems to be growing. **Table 2.2** details the possible growth in the beauty and nail segment.

Table 2. 2: Beauty and nail market in the US

Source: (Statista 2022)

Sector	Sale revenue & Compound annual growth
Revenue in the nail segment (2022)	USD 1.526.9 Million
Annual increase (expected) CAGR 2021-2025	3.19 percent

Olotewo (2016) argued that most companies spend a lot of money on social media management to manage their social media pages, for example, advertising monthly, and still maintain custom marketing. All of these services cost anything from R4 000 to R20 000 per month, and they still do other advertising strategies for other networks.

Roy (2017) states that the South African nail industry is growing, making strides in the market. One of the South African nail bar owners, Nadz, explained that she has come a long way with the beauty industry in the past years, but now the industry has changed and there is growth in the industry. People no longer do their nails for fun or spoiling themselves, now it has become a priority for every woman to do her nails monthly. Therefore, advertising remains the key factor for nail salons to grow. Other than leaflets, other channels include billboards, TV, radio, and magazines. According to Gebashe *et al.* (2022), the Nail Make-Up market in South Africa registered a positive compound annual growth rate in the year 2013 to 2020. See **Table 2.3** for the South African nail make-up segment and growth over the years.

Table 2. 3: South Africa nail make-up segment

Source: (Gebashe *et al.* 2022)

Sales Revenue	Year	Compound annual growth (CAG)
ZAR 307.22 million	2013 – 2018	7.28 percent
	2017 (only)	6.36 percent
ZAR 323.11 million	2015 – 2020	5.08 percent
	2016 (only)	7.70 percent
	2020 (only)	0.43 percent

- From 2013 to 2018, a 6-year period was calculated to check how the nail industry was doing and it showed growth of 7.28 percent within the 6 years.
- 2015 to 2020, a 5 years' term was calculated to check how the industry was performing and it showed positive signs of CAG of 5.08 percent.
- 2016 (only) - they singled out that year because it was doing well. In the space of 12 months, it had a CAG of 6.36 percent increase from the sale revenue of R323.11 million.
- 2017 (only) – this year was also singled out from other years because it was a good year for the nail industry; in a 12-month period there was an increase of 6.36 percent CAG on a sales revenue of R307.22 million.
- 2020 (only) – this year had to be singled out to determine how the nail industry was coping during the COVID-19 pandemic that affected the majority of the industry, and it was found that the industry was affected negatively; there was a decrease of 0.43 percent in their CAG.

2.5 HISTORICAL BACKGROUND OF SOCIAL MEDIA AND MARKETING

According to Van Dijck and Poell (2013: 5), social media can be roughly referred to as “a group of Internet-based applications that build on the ideological and technological foundations of the Web 2.0 and that allow the creation and exchange of user-generated content”. Van Dijck and Poell (2013) further explained that in the past 10 years social media platforms were more of the general networking culture that allowed people to communicate and transfer information, which was defined by the affordability

of a web technology that was used, like browsing and having a search engine. Social media platforms have become the core of the network application that has formed an expansive ecosystem which connects to the media.

Icha (2015) asserts that marketing and branding goals can be achieved through social media marketing, implementing different kinds of social media platforms. Marketing on social media normally includes content that can be easily shared on social media platforms like videos and images. Such content becomes paid advertisement through social media page. Husain, Ghufraan and Chaubey (2016) emphasised that social media have seen a tremendous growth in the millennium, and in the modern age. Marketing on social media has become a big part of doing business. Social media platforms have provided an exceptional opportunity for SMMEs (Odoom, Anning-Dorson and Acheampong 2017). They have assisted a lot of companies to shift from the traditional distribution channels; hence, they were able to create virtual communication where SMMEs could also participate and compete with larger enterprises.

Stieglitz *et al.* (2018) also noted that social media developed over the past 10 years to become an essential driver for receiving and spreading information in different domains, such as businesses, entertainment industry, crisis management and politics. Social media have created an opportunity for everyone to create, receive and share messages in public at a very low cost.

Research shows that social media platforms are expanding and content is created for client base and awareness. Dwivedi *et al.* (2021) argue that advertising through Facebook has been dominant for quite a long time, but lately more companies have progressively been using Twitter and other social media platforms for advertising. Therefore, the choice of platforms depends on target consumers and marketing strategy (Dwivedi *et al.* 2021).

2.6 THEORETICAL FRAMEWORK

This study adopted McLuhan's theory. McLuhan is a Canadian philosopher and educator, and the author of the famous quote "the media are the message" (McLuhan

2012). According to McLuhan (2012:11) “the media itself, rather than the actual content of the media, will transform people and society”. The study’s main objective is to investigate the relationship between social media and customers. McLuhan’s theory gives a clear indication of what the media can do. People’s behaviour will change drastically because of the interactive and the frequency of the new communication tools and patterns that social media has introduced into society. However, the real message that people want to communicate will still be the same. McLuhan’s (2012) definition is the most relevant to the aim of the study given the emphasis it places on “the media are the message” and that it is thought that the media will transform people and society. The research study aims to investigate if the beauty industry in Honeydew can adapt to social media for marketing purposes and to grow their businesses.

Traditional communication has always been the common way of doing things up until the advent of social media. Times are changing and social media is an aspect of the new era that most people are adapting to. However, it does not discredit the of Word of Mouth (WOM). Hence, the study also considered the Psychological Ownership Theory in elaborating the reasons why people are motivated to offer Word Of Mouth (WOM) feedback (Asatryan and Oh 2008). Some clients develop feelings of connection with organisations they are loyal to, and these feelings manifest into a sense of ownership. They start using words like ‘mine’, ‘my’, ‘our’ in the language they use in their reviews. In these circumstances, loyal clients would direct their negative feedback to the management of the organisation and would always provide good feedback to others.

McLuhan’s definition relevantly aligns to the aim of the study given the emphasis it places on “the media are the message” concept and that it will transform people and society. The study aimed to investigate the relationship between social media and customers to see whether nail bar salons in Honeydew can adapt to social media marketing. The Psychological Ownership Theory is relevant “in explaining why customers are motivated to offer word of mouth feedback”. It is a good theory that blends very well with McLuhan’s theory, because, even when people are adapting towards using social media, they use the word-of-mouth by spreading the news to their family and friends. This is why the study is using both theories to further understand

its objectives and aim. Introducing such theories can also help small businesses to improve in the quality of work that they provide and in getting quicker feedback that is reliable to show what their clients prefer. The study adopts both theories because it assists in further elaborating how both these theories work well together in making sure that communication thrives between customers and SMMEs.

2.7 THE USE OF SOCIAL MEDIA MARKETING BY BUSINESSES

Rugova and Prenaj (2016) highlight how social media can be used as an advertisement tool for all businesses. Doing business online is one of the greatest opportunity that social media have granted the world. Glucksman (2017) concurs and explains that social media have offered immense opportunities for businesses to use them as a marketing tool. If one has to look at it in a business overview, social media have created a space for businesses to promote their brands and services using the different social media platforms. People are engaging on these social media platforms, and they are also sharing their experiences about different brands that they have purchased. Customers will write a review about their experiences regarding a certain product. This is to help other customers who would like to try and purchase that product to know whether they should buy it or not. This strategy can be a good marketing tool for businesses (Glucksman 2017).

According to Udanor, Aneke and Ogbuokiri (2016) people have changed the way they have been using social media worldwide. Previously, people used it to get in contact with a long-lost friend, but now they are using it mostly for informational purposes. It could be for business, or to read news or search for jobs. Udanor, Aneke and Ogbuokiri (2016) adds that social media is more accessible everywhere than ever before. Some countries and regions access certain platforms more than other channels. Developed countries have invested in social media and they believe it has everything to do with increasing their economy. Twose (2019) presents statistics in **Table 2.4**, the social media penetration table from different developed countries, as of January 2019. Language Insight (LI) reported that the top 5 countries have the highest social media penetration.

Table 2. 4: Social media penetration –Top 5 countries

Source: (Twose 2019)

Country	Percentage
United Arab Emirates	99 percent
Taiwan	89 percent
South Korea	85 percent
Singapore	79 percent
Hong Kong	78 percent

Twose (2019) points out that not all countries have adapted to using social media.

Table 2.5 indicates the countries that have the lowest social media penetration.

Table 2. 5: Social media penetration – bottom 5 countries

Source: (Twose 2019)

Countries	Percentage
Nigeria	12 percent
Kenya	16 percent
Ghana	19 percent
India	23 percent
South Africa & Egypt	40 percent

Twose (2019) noted that the statistics in **Table 2.5** show a gap in the South African (SA) use of social media, which could be an opportunity for SA to adapt and use it for marketing purposes for small businesses. Ioanas (2020) asserts that social media platforms are the key element of a business, and these statistics are based on the amount of active social media users for the top social networks in each country compared to the total population, and that is part of their global digital report for 2020/2021. The report also established that the top five countries that use social media the most are United Arab Emirates, South Korea, Taiwan, Netherlands and Malaysia. This is as expected because these countries also have the highest rates of Internet users.

Poturak and Softic (2019) established that Nigeria, Kenya, Ghana, India and South Africa have the lowest social media percentage. However, there is a level of growth noted in these countries regarding their social media usage, because this increases annually by 1 percent but India increased by 9 percent from 2019. The active social media users helped to determine the top social media networks in each country which is compared to the total of the country's population. Tlapana and Dike (2020) assert that the above statistics are a clear indication to why South Africa has lower social media users. This shows the gap between SMMEs and the use of social media platforms. Therefore, this indicates an opportunity to educate SMMEs about social media as a tool for marketing their businesses.

According to Wardati and Mahendrawathi (2019) the reason why these top five countries can use social media more than other countries is mostly related to the economy of that country. As for the five countries (Nigeria, Kenya, Ghana, India South Africa and Egypt) with the lowest social media penetration, they are predominately developing countries compared to the United Arab Emirates (UAE) and Singapore, that have a strong economy. Another reason is that the younger generation uses social media more than the older generation; the country's population is also quite lower. Other reasons can be associated with the countries' culture. Some cultures are generally more social than others, and it make it easier for that country to have high numbers of social media usage because they value social media more (Wardati and Mahendrawathi 2019).

2.7.1 TYPES OF SOCIAL MEDIA PLATFORMS USED FOR MARKETING

Suresh, Chitra and Maran (2016) reflected on the rise of social media as an influential marketing channel. For years online advertising has been censured for creative limitation, but this changed when they introduced the digital landscape, because it came with new opportunities that allowed customers to engage in ways that were not possible through offline channels. Suresh, Chitra and Maran (2016) further highlighted this in **Table 2.6** below. The social networks table is from the year 2002 onwards,

when many social network sites were launched. These are some of the top social media platforms with monthly visit statistics globally.

Table 2. 6: Social networks platforms and their monthly visits

Source: (Suresh, Chitra and Maran 2016)

Social networks	Monthly visit
Facebook	900 000 000
Twitter	310 000 000
LinkedIn	255 000 000
Pinterest	250 000 000
Google	120 000 000

Shabbir, Ghazi, and Mehmood (2016:02) highlight the fact that, to grow a business and followers on social media, SMMEs must use a variety of applications; many related fields can join their pages so each of them can expand their businesses. According to Ali, Katty and Idrus (2020), the majority of businesses use Facebook pages to promote their services or products, which helps them to connect with customers at any time and at low cost. Ali, Katty and Idrus (2020) go on to explain that businesses can interact more easily with the customers, compared with the traditional methods that need a lot of resources for them to be able to interact with their consumers. Furthermore, Instagram is also used by many businesses for marketing purposes (Oliveira and Fernandes 2022).

Instagram is now eight years old and it is one of the biggest social media platforms, with more than thirty million active monthly users and it is still quickly growing. Robertson (2018) explains that this form of social media platform is described as a “hit” with the millennial demographic, which is a tough and attractive target group to reach. As much as social media is the new relevant platform to be used by small businesses to grow their client base, they also have their challenges. Almarabeh and Sulieman (2019) argue that social networks are prone to hackers, and information can be leaked to third parties easily. Furthermore, if customers want to vent their anger on a certain cosmetic product or service, they can use a business social media account. Therefore, small business managers need to understand how to handle those

situations quickly and effectively. This can be draining and cause a potential distraction from the core business daily activities. Lastly, on social media people can say anything at any time they like, positive or negative because there are no restrictions as on mainstream media (Wilson and Land 2020).

2.7.2 THE POSITIVE EFFECTS OF USING SOCIAL MEDIA AS A MARKETING TOOL

Social media play a huge role in attracting and getting new customers. Many companies decided to adapt to social media because of these factors and also, with social media there are less costs compared to traditional media (Suresh, Chitra and Maran 2016). Trust and loyalty play a major role in retaining clients in the beauty industry. Social media have allowed the beauty industry to give its clients access to trends and to receive products at their convenience and much more quickly. It has also allowed clients to have a relationship with brands, and there is an open line for engagement between the two (Appel *et al.* 2020).

Akram and Kumar (2017) outline the benefits of using social media marketing and how these factors contribute to the branding, value, and relationship equity of SMMEs. Below are the benefits of using social media for one's business:

- 1.) Social media have given rich customer experiences; they have built good client maintenance and promising client benefits.
- 2.) Since social media are an open platform that everyone has access to, businesses can get information about their competitors and be able to monitor any change and moves that are done by their competitors.
- 3.) Social media platforms can assist in driving the message out there to clients in an easier and faster way, by creating content for a product or services and sharing it through the social media platform.
- 4.) Social media platforms assist in attracting new clients by providing them with different facilities that each client needs and is comfortable using it.
- 5.) Social media platforms help to grow market insights and enlarge the business beyond one's competitors within the online networking.
- 6.) Social media also assist in expanding awareness among clients for a better understanding of the products. On balance, as all the evidence shows in the

previous research that there is a huge opportunity for small businesses to grow on the social media platform.

2.8 RELATIONSHIP BETWEEN SOCIAL MEDIA MARKETING AND CUSTOMERS

According to Barwise and Meehan (2010), quality relationship can be built through social media strategies that focus on clear communication that shows transparency to the client, and that builds trust within the brand and the client, which is a relevant customer benefit. Woodcock, Green and Starkey (2011) argue that clients take social media platforms as services providers that allow them to engage in the real-time database of the business and be able to browse and see what has been advertised on the site. Clients prefer using social media to check updated content that meets their needs and interest.

Kietzmann *et al.* (2011) explain that individuals are more likely to interact through different social media platforms, and companies cannot afford to miss out on such close engagement with customers; it is crucial for companies to always have someone to engage with clients on social media. Kietzmann *et al.* (2011) further point out that the online population represents a great opportunity for businesses to invest in this method of engagement; companies have a good chance to gain a competitive advantage. This becomes an important factor in the growth of a brand as it gains the trust of customers. Erdoğan and Cicek (2012) agree that social media marketing is also more sincere in its communication with the consumers; it is a platform that helps build a brand rather than controlling the brand image.

Rishika *et al.* (2013) state that social media has become a preferred platform for cultivating meaningful relationships between firms and customers. In this way, it helps to understand the moderating factors that make customers' social media participation more or less salient. Rishika *et al.* (2013) go on to explain that social media sites assist in showing the number of messages and comments posted by the firm and customers; they show the effect of social media participation. Gunarathne, Rui and Seidmann (2017) agree that social media help organisations to receive communication from customers on a real-time basis and facilitate communication. Whether it is about

complaints or comments about service delivery, the organisation can act on it and solve the problem right there. Also, the process of responding to messages via social media assures the customers that the brand cares about their engagement and that they take it seriously. It proves the brands commitment and obligation towards serving their clients.

John *et al.* (2017) argue that each company, when it creates a social media page, will have expectations on what it wants to achieve with that social media page and that the company expects clients to frequently visit the page, to like the page and to include it in their friends list, and to feel free to share content with their friends and family. When customers decide to share organisation post, one assumes that they have an intention of sharing the post with their social media friends about the services or product that they have received. It could be a good comment about the service that they have received from that establishment or a complaint. Vinerean (2017) asserts that companies measured customer engagement by the number of posts that customers share to assist and deliver the information on their social media page.

Anshari *et al.* (2019) in any event where a customer has logged a complaint *via* the business social media page, a customer becomes eager to know if they have responded to a complaint lodged by them. If an organisation does not respond to the customer's complaint or they has not been any communication that has been done, the organisation may lose the customer's trust. Anshari *et al.* (2019) further explained that customer feedback must be taken seriously because it indirectly helps organisation to boost their sales. Social media play a crucial role in helping organisations build a strong brand.

Diebes and Iriqat (2019) explain that a customer relationship is an essential component when building strong business marketing; it is important to understand that using social media as a marketing tool contribute to reaching, identifying, and communicating with the customer. Chuang (2020) asserts that social media builds a competitive edge through close relationships with their clients. It also allows engaging closely with clients, it presents a remarkable cost to a company if they become negligent in using the social media platform.

Rutsaert *et al.* (2014) asserts that social media marketing is an effective tool to create trust amongst customers and organisations. Rutsaert *et al.* (2014) further explained the theory of creating opportunities for two ways of communication and transparency within the organisation to be up to date with customers' needs and wants. Kohli, Suri and Kapoor (2015) pointed out the importance of using social media platforms to build brands, especially in this time when there is a huge momentum around social media platforms, and everyone is using them. Social media are used to create brand value by cultivating communities of consumers who will be sharing a similar passion for the brand (Pentina, Guilloux and Micu 2018). Loureiro, Serra and Guerreiro (2019) state that social media allow consumers to visit luxury brand pages like Louis Vuitton to have a feel of what do they sell, to have fun, communicate and share opinions with other users, receive communication *via* emails if they have opted for that option, get updated information about the products, and pass along knowledge on luxury fashion brands to their friends.

Barwise and Meehan (2010) explained that social media is positively contributing to the relationship quality between customers and businesses by assisting customers to acquire a sense of belonging to any business or community they want to be in. Stageman (2011) agrees that this usually happens when social media platforms provide chance for engagement, association, and other exchange with their customers as well as with other institutions in the industry.

According to Melancon and Dalakas (2018), the relationship between customer and social media has allowed consumers to quickly embrace social media as an outlet for complaints. Most consumers would rather complain *via* social media as against to contacting the company telephonically or in person. Having social media as an open platform for engagement with customers also comes with the responsibility to be able to solve complaints on time.

Melancon and Dalakas (2018) state that a study done on customer relationships and social media, and it was found that 64 percent of the clients have reported their customer service inquiries *via* social media and the complaints were not resolved *via* social media. If there was no attempt to reply to their complaint, they un-followed the company's social media page. Dahiya and Gayatri (2018) argue that when consumer

complaints are not addressed on social media promptly, 60 percent of those clients might take the negative action towards the brand, such as decide not to purchase products of that certain brand. Also 38 percent of those respondents will have more negative attitudes toward a brand but still purchase there.

Li, Larimo and Leonidou (2021) talk about the advantages of social media as a marketing tool which are:

- 1.) Customers will be entertained by the enterprise's free advertising content, which will produce social media activity.
- 2.) Clients can use information searching by using the default search feature on social media. They will also create hashtags to assist customers to get what they want quickly on searching services.
- 3.) Social media are real-time and fast, allowing customers not to miss any specials or trends that are being offered by the organisation.
- 4.) Social media advertising drives make it easy to create a direct interaction with customers that can accelerate to a word-of-mouth effect. If customers are willing to pass the information along to their social media platforms, that becomes a win for the company.

Wang (2021) describes that social media is used to attract customers who have social media pages and use these to create content for themselves or to check out brands and connect. Businesses engage with those clients by using a two-way stream communication and will obtain customers through building relationships with other members. A fundamental part of successful customer relations is delivering relevant information at the right time and place and being able to make good connections with the client (Wang 2021).

Elena (2016) asserts that social media is a key factor in the client's purchasing power. Customers make it to a point that they investigate products and services they are willing to purchase, through social media. This helps to grow businesses' engagement with clients. Social media relationships develop strong relationships with customers which is the main objective of marketing programs, and customer relations are improved using social media (Vinerean 2017). baker Qureshi, Murtaza and Kazi (2019) explained that companies are using social media to understand their customers

better and interact more. Customer relationship management is about building a strong relationship with your clients because it also helps in understanding one's client's needs. Companies that are using social media will always enjoy better customer interaction. Redmiles, Bodford and Blackwell (2019) argued that, in the era of new technology, communication means social media. Social media are a “book” that gives you choices about dissatisfactions of likes and dislikes. It looks as if companies should start adapting to social media, because it has been established that, to understand your clients, you have to meet them where they are, which is on social media platforms like Facebook, Twitter or blogs.

Baird and Parasnis (2011) reported that a study was done by the IBM Institution of Business Value analysis. Customer relationship management (CRM) studies in 2011 analyse how many companies had a social media page that was active, how many did not have a social media page, and how many did not know about the social media page. The study went on to check if they were using any other online services (Internet) like blogging, wikis, and micro-blogging. **Figure 2.1** shows the percentages of companies with a profile on a social site.

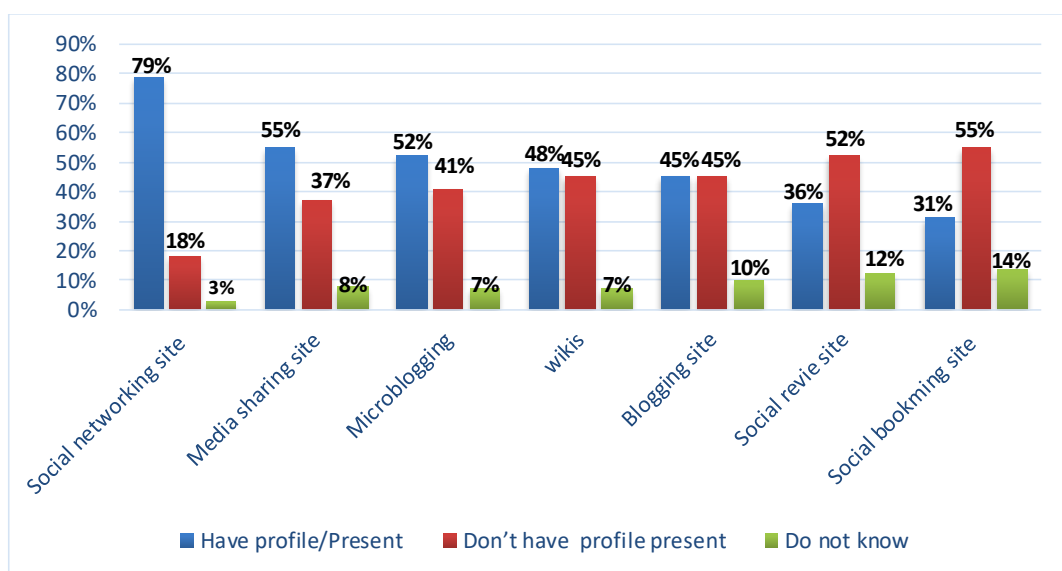


Figure 2. 1: Percentages of companies with a social media site

Source: (Baird and Parasnis 2011)

Olsson and Bernhard (2020) stated that companies are aware of the need to adapt to social media since it is one of the biggest communication channels, and many

companies know of the global social media phenomenon. Other companies feel the pressure to adapt to social media so that they are not perceived as "out of touch" with their customers if they do not engage online.

When one looks at the companies that have social networking site, they are close to 80 percent, which means other companies are also utilising it. When one looks at the social book-mining site, it as if most companies do not use it, as it recorded at 55 percent. This could have helped organisations in knowing what their customer like, what they could improve, what the competitors are doing differently from them, if they sat and analysed the social media platforms. When we look at the companies that do not know about the social media platforms, it is a very small percentage, and that can be improved.

Paliouras and Siakas (2017) assert that every customer relationship marketing model has its working cycle in companies that are oriented to customers. The customer relationship model contains phases, which are followed by the business to achieve its goals (see **Figure 2.2**).



Figure 2. 2: Marketing model

Source: (Paliouras and Siakas 2017)

Customer Acquisition: It is a way to attract customers and convince them to make their first purchase or buy services. This leads to the growth of companies, which is to focus on growing the number of their clients through market orientation and innovation, such as the use of physical devices to create all forms of electronic data, and value creation.

Customer Retention: The main purpose of this relationship is so that clients can go back to the company and purchase again. It is expected that they will buy a similar product or service. This leads to the company's growth, through marketing orientation

and innovation. The company focuses on growing the clientele and getting clients to become regular buyers.

Customer Extension: This refers to customers who regularly return to purchase from the business because they have been referred by someone who is a regular buyer of that brand and knows about the new products or services that are available.

2.8.1 EFFECTS OF SOCIAL MEDIA RELATIONSHIPS ON THE BUSINESSES

According to Wright *et al.* (2010) the rise of social media forums reflects the following trend:

- 1.) A lot of individuals have social media accounts in which they fill out their personal details, upload their pictures, their videos, and start blog posts.
- 2.) Companies need to understand that the society that they are working in has gained self-esteem and self-actualisation. They need to be able to design appealing and satisfying posts when they advertise through social media.

According to Wright *et al.* (2010) it is important to develop marketing programmes for your targeted clients because the pay-offs can be greater and it time consuming. Akram and Kumar (2017) explained that social media are an open platform for everyone to use and there is a negative impact that can be caused in a business. Social media are not risk-free platforms because a major number of fans and followers are granted permission to post their opinions on any specific matter or issue, but negative remarks can lead to disappointment. Negative customer reviews are harmful to a business especially when they will be seen by the majority of its clients. Akram and Kumar (2017) noted that advertising by means of social media is extremely time-consuming; it also means that there should be someone allocated specifically to deal with the social media page. García-Perdomo *et al.* (2018) argued that, even if the reasons for using social media differ, customers need content that arouses their attention.

Cheung, Pires and Rosenberger (2020) argued that social media marketing involves entertaining customers, and it is a critical element that uplift participants' behaviour;

companies must ensure that everything is still in order and do follow-ups because that creates positive feelings about the products and the brand in the minds of the followers on social media. Kim, Yin and Lee (2020) further explained that the idea of a marketing relationship is to build a long-lasting relationship which established trust with one's customers to retain the business. It also helps to sustain relationships. Sellers need to understand and respond to clients' needs and wants. Cheung, Pires and Rosenberger (2020) noted that social media affects are all about encouraging your audience to like the post and to share it with large numbers of individuals, and this has an advantage for the business.

Rosenthal and Brito (2017) argued that a business can create a social media page and calls it a "fan page" for the company so that it helps them get more insights about their customers, who might be business prospects. This also helps them in managing customer comments. The company can respond quickly to the client's questions, potential negative feedback, or faulty products either by posting a new comment or by communicating in a personal message. Rosenthal and Brito (2017) stated that, by using social media, companies can get a higher reputation by offering the best possible solutions and suitable products to customers. According to Nicholls and Mohsen (2019), there are three types of customer roles in marketing one's product or services, which are:

- 1.) Help seekers: This refers to individuals who depend on others for information, for example, clients who read reviews, or ask others about the products or services of that brand.
- 2.) Reactive helpers: These are people who are willing to give a person the needed information that might help him or her to decide whether to purchase or not; they are usually consulted by clients.
- 3.) Proactive helpers: These are who are passionate about the product or loyal clients that and are willing to recommend to anyone who asks about that product that they should purchase it.

Nicholls and Mohsen (2019) state that these customer roles play a huge role in creating a safe community for one's brand and product, customers who always look out for each other, and the business gets to be advertised at the same time. Social

media relationships establish a brand community that creates a positive effect on the company's value practices.

Phua, Jin and Kim (2017) reported that customers often obtain a sense of belonging from their membership of a brand community. This also helps in building good customer loyalty to a brand that will be significantly influenced by its active associate in a brand community. Mičík and Mičudová's (2018) research revealed that small, medium and micro enterprise (SMMEs) have different motives for utilizing social media platforms for doing their promotions on each platform. Most agree that the online communication presents growth opportunities that can help provide promotional networking opportunities. The online streams can be directly used to communicate with customers by using a cost-effective channel.

Crescimanno *et al.* (2017) emphasise the fact that social media and customer relationship marketing can assist SMMEs to produce higher business performance in many areas of the business. For example, companies can communicate in real-time with clients, which means they can instantly to a message on social media.

Marolt (2018) concurs that social media and customer relationship marketing offers many advantages for SMMEs, together with the global reach to any of their customers through social media with minimal effort. They also receive immediate response and improved communication, and financial affordability due to lower costs of marketing their products compared with off-the-shelf. Dewnarain, Ramkissoon and Mavondo (2019) asserts that customer relationships in business continue to interact with customers and provide excellent services to customers through social media. It is important for SMMEs to be able to sustain competitiveness and still be able to build strong customer relationships. Social media enable SMMEs to find solutions to various challenges that they face, like having limited resources to expand their businesses; it also enables them to obtain more information and to be able to face customer relationship challenges head on.

2.9 THE ROLE AND FUNCTIONS OF THE SOCIAL MEDIA MARKETING

According to Richter and Koch (2007), social networks supply space for both the brands and the customer to interact and share knowledge, which also builds trust amongst them and provides a good starting point for engagement. These applications and platforms include social blogs, podcasts, weblogs, micro-blogging, wikis, pictures, videos, and social bookmarking. The use of these applications is on the rise for easy and reliable communication, as businesses and firms are using these as tools for communicating with their customers (Richter and Koch 2007).

Kelly, Kerr and Drennan (2010) state that social media marketing is a site where sellers can engage with their consumers and potential clients, and, by this, can build strong relationships. Brown (2010) asserts that in an American study it was found that 51 percent of the respondents used Facebook while 67 percent used Twitter to buy things that were posted on the company's social media account, which they followed as fans of the company.

Zhu and Chen (2015) state that they developed a categorisation based on two attributions of social networks such as the nature of the connection (client's profile compared to client's content) and the level they personalise the messages (in a way that they deliver personalised services to satisfy an individual preferences). In conjunction with these two defining characteristics, there are four classifications of social media:

- 1.) The relationship represents social media: It platforms like Facebook and LinkedIn are profile based and consist of personalised messages.
- 2.) Self-media: It is social media platforms like Twitter which are profile-based but are mainly managed by individuals.
- 3.) Creative outlet: It platforms that allow individuals to be creative and build content based on their interests and share it on different platforms, like Instagram and YouTube.
- 4.) Collaboration: When two content creators from different platforms decide that they would like to work together on a specific campaign to showcase their different skills, and they would post their work on their different platforms. For

example, one might usually share on Facebook and the other one on Instagram.

According to He *et al.* (2017), Wikipedia, blogs and micro-blogs are the types of common collaboration sites that social media platforms use. Twitter content is created to build communities like YouTube and social networking will use Facebook. He *et al.* (2017) explain that a lot of large organisations such as Wal-Mart and Papa John's Pizza use Facebook and Twitter to communicate with their customers and share specials that they might be running. Facebook and Twitter are the social media platforms most widely used by businesses and individuals.

Weinberg and Pehlivan (2011) stated that some social media networks are better suited for certain marketing strategies than others, because they serve a different purpose. Weinberg and Pehlivan (2011) opine that social media platforms like Facebook are dominant in attracting customers and in being used to influence and track customers beliefs and attitude towards other brands. Cox (2012) asserts that Twitter allows fast and short conversation with customers, whereas Facebook allows people to have deep conversations between participants, with different features. This help to create long lasting relationships.

In a study that was done by Chua (2013) in the U.S. restaurants can use social media in attracting customers and are able to get customers' opinion about the food taste by giving them an option to rate their restaurant after they have eaten. The study was based on the impact of social media in the New York restaurants. Another survey in the U.S. indicated that 94.5 percent of the respondents agreed that social media can be used for educational purposes and to learn new skills that added value and help other users to be able to recognise inferior companies and products that are being offered.

Jagongo and Kinyua (2013) state that a study in Kenya revealed that small businesses and owners/managers user social media platforms to expand their audience because it is user-friendly and cheap. **Table 2.7** shows the reasons for and percentage of social media usage.

Table 2. 7: Social media usage by small businesses and owners/managers

Source: (Jagongo and Kinyua 2013)

Reason for using social media	Percentage
Small businesses and owners agree to use social media than traditional marketing	81 percent
Use social media for customer relations management	23 percent
Use social media to sell their products	22 percent
Use social media to access markets trends	21 percent
Gather information about their customers	15 percent

Wu (2015) explained that social media page assist by sending a warning message about any bad publicity regarding the product and that helps to prevent negative impacts that could obstruct the business growth. It also helps to stay connected with others in social media and be able to create new content for entertainment. According Sajid (2016) in a survey that was done in India, social media is used in organisations, social media tactics have been proven to be working when it comes to reaching out to clients and it has shown an exceptional growth. 52 percent of the population agreed.. Wagner, Baccarella and Voigt (2017) state that social media plays a crucial role in the success of brands and becoming known to customers and potential customers that use the social media platforms.

As found by Sigourney (2017), other entrepreneurs suggest that having a free Facebook page for your business used to be a beneficial way to advance your salon, but it is no longer sufficient. One needs to show remunerate to market rates on Facebook and other platforms to gain more attraction and traffic to your Facebook post. Dy, Marlow and Martin (2017) and other business owners argue that there is nearly no barricade of entry for small businesses, and individual social media marketing is user friendly, affordable, and effective once you get used to it and you understand your targeted customers in terms of their location, age, income level, and interests.

Ahmad, Ahmad and Bakar (2018) argue that the most effective and cheapest ways to increase salon visits through brand awareness and website traffic. Experts from the

beauty industry revealed that social media advertising also plays an important role in improving nail salons visits. Other marketing experts explain that small businesses should start by having a Facebook page to do their advertising. This will assist them when they want to compare the cost of administrating one advertisement in the conversational media and an ad on the Facebook page, which will be displayed daily for weeks at a time. Facebook has an option that allows you to choose who must see your adverts and who must not see them (Ahmad, Ahmad and Bakar 2018).

Kusuma *et al.* (2020) and other nail bar owners suggest that it is better to advertise on social media than traditional media since immediate target clients are within a five-mile radius, while, with conversational media, you pay to get clients that are going to fly across town and visit, and chances are that they might not come to your salon. Other salon owners state that Facebook and Instagram help you reach your target consumers. Interested consumers who have an interest in your nail salon will follow your social media page so that they do not miss out on any advertisement.

Kapferer and Bastien (2017) pointed out that Louis Vuitton (LV) posted a video of a catwalk presentation on its Facebook page which allowed LV followers to see the newest fashion and enjoy the activities of the show; this also granted a new experience to new customers who did not know LV and its products. Sehar, Ashraf and Azam (2019) state that there are five dimensions of social media marketing attempts of a brand shown in **Figure 2.3**.

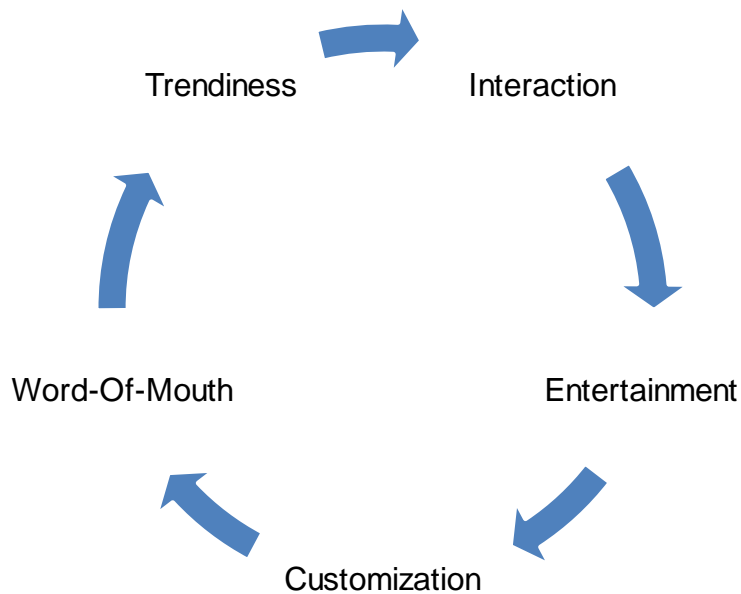


Figure 2. 3: Five dimensions of social media marketing

Source : (Kim and Ko 2012)

Interaction: A communication exchange happens between interested customers on social media (Chua and Banerjee 2013). Daugherty, Eastin and Bright (2008) define social interaction as a stimulus because it gives a purpose to start content creation amongst customers, which is why one can find a customer doing a video on their social media page about a particular company product, or a promotional video.

Entertainment: Agichtein *et al.* (2008) define entertainment as pleasure and play which is also experienced through social media, and which usually results in customers having a good time engaging with their friends and family while conducting social media activities that result in entertainment.

Customisation: According to Olorunniwo, Hsu and Udo (2006) customisation refers to services that take the customers' point of view into account. A comment from a customer is taken seriously because it is regarded as indicating the customer's level of satisfaction and that plays a major role in social media. Martin and Todorov (2010) argued that this will lead to creating a good relationship between a customer and the organisation and the customer will always be loyal to the brand.

Word-of-Mouth (WOM): It is usual for customers to share information with their friends and family about a product that they saw advertised on social media and that consumer interaction is called WOM (Muntinga, Moorman and Smit 2011).

Trendiness: This is when social media provides all the latest information related to the brand or products to the consumers (Naaman, Becker and Gravano 2011). Many consumers consider information they see on social media as trustworthy than information provided by a conventional sponsors of the brand (O'Donohoe 2008).

Wright *et al.* (2010) noted that in 2008 the US presidential elections were campaigned through social media platforms. Different social media sites played a huge role in launching former President Barack Obama's campaign, which turned out to be very successful. The use of social media marketing on Facebook and Twitter have opened doors to thousands of potentials for marketers. The former president and his team decided to start a Facebook page and a Twitter account for his campaign for the election which was a successful strategy. In the campaign, as part of the campaign strategy they also added email addresses which they acquired through social media platforms which facilitated a successful email campaign that raised money and motivated the voters.

Hassemer (2020) stated that YouTube was also one of the social media platforms that was used in the former US President Barack Obama's campaign; the video that was shared on YouTube drew 1.45 billion views. YouTube became the biggest search engine in September 2008 and many customers were drawn to that space. Other platforms were discovered because of the former President's campaign. Social media platforms showed an incredible rise where Google showed a significant 59 percent increase of visitors from the previous year. The social media trend will probably still grow (Chen, Deb and Ferrara 2022).

According to Sheth (2018), there is a lot of impact from social media marketing. Social media is transforming into business sector, and it is slowly changing from being a mere social interaction. It is assisting businesses to connect with customers. Marketers are increasingly leveraging social media to influence customer decision-making. Sheth (2018) argues that following traditional segmentation, targeting, and positioning (STP)

tools for advertising might not be of use to the next generation of companies because of the use and growth of social media in organisations.

Affordability is a new reality: social media has also mixed up the pattern of manufacturing and the cost of circulation. For example, in the book industry, some authors may choose to self-publish their own books, and self-publishing seems to be increasing of late. Small businesses can also choose to increase their marketing and offer their products and services globally using social media because it has made it easy to market products with an affordable budget.

Social media addiction (SMA): this is a state of mind where individuals feel the need to always check their social media page(s) because they have posted something, or they are checking on other people's posts. Businesses are now selecting clients with "app-only" because many clients have smart phones that they carry around every day, and they are always on social media. Making revenue has become easy because it can be done on one's smart phone "App" and companies get a chance to promote their products on social media. Other people do the opposite of this trend; they try to keep social media as a platform that facilitates extensive human interaction.

The growth of virtual communities: it can also be seen across the creative world where people engage and form good relationships. The online community activities start from establishing friendships, learning different things, and acquiring information on buying to human experience in general. It is easy to get information about any product advertised on social media, and people will share their experiences about the products and share facts and opinions on social media. They are regarded as a community that shares all kinds of information. The online community is a social media site that has individuals who communicate through a specific social media platform on topics of mutual interest.

Create Your Own Channel: People are equipped to start their own social media channels. Technology and smart phones have made it very easy for everyone to express their opinions about anything. There is no need for people to say they are depending on traditional media like before, such as newspapers, radio, and television to pass on their message. People are creating Twitter accounts and making content,

others have Instagram accounts, and now there are social media influencers and YouTubers. YouTube has proven to be an easy task, and a lot of people have their own channels which are growing daily. These include celebrities, pastors posting sermons like Pope Francis and politician leads like former US President Barack Obama.

2.10 BENEFITS FOR NAIL BAR SALONS WHEN ADOPTING SOCIAL MEDIA MARKETING

According to Ferrer *et al.* (2013), when businesses adopt social media it positively affects the business' social capital, which also helps with a positive performance. Kwok and Yu (2013) explain that if a business adopts Facebook as part of their marketing platforms, it boosts their sales performance. Paniagua and Sapena (2014) state that many research studies have revealed that adapting to technology can improve organisation processes and performance by advertising their products on the Internet. Ainin *et al.* (2015) state that other researchers have found that there is a benefit for corporates if they adapt to social media; some have seen a constructive relationship between social media adoption and corporate performance. Rodriguez, Peterson and Ajjan (2015) explain that social media have a constructive result on client activities, and for that reason sales performance increases. Hassan, Shiratuddin and Ab Salam (2015) agree that social media can have a good impact on business by significantly influencing purchasing decisions of customers.

Singh and Sonnenburg (2012) stated that social media have exceptionally modified the cosmetics industry lately, by opening the capacity of smaller beauty businesses. Social media have assisted many clients with resources that will allow them to connect with brands that they have similar interest in. McLachlan and Newberry (2021) asserts that businesses should take social media seriously and make it part of their marketing strategies, because it has become a crucial way to reach clients and gain valuable insights that will assist the brand to grow.

Mwaura, Carter and Kubheka (2020) noted that there was a huge growth in social media users from 2020 to 2021 in South Africa. The country showed positive growth on adapting to social media. Van Heerden and Young (2020) outlines the most popular

social media platforms that have shown growth in the year 2020 in South Africa (SA). According to Mwaura, Carter and Kubheka (2020), an Worx and Orica study revealed online platforms and trends influenced in SA. The study was conducted in 2020, while South Africa was under the COVID-19 lockdown restrictions. The results revealed that there were about thirty-eight million individuals online in South Africa, with the “blast” social media consumption daily on smart phones. This is an indication that in SA a total of one hundred million smart phones are connecting through different social apps. **Table 2.8** shows the most used social media platforms.

Table 2. 8: South Africa's online platforms and trends dominate

Source: (Mwaura, Carter and Kubheka 2020)

Social media platforms	Percentage of Internet users
WhatsApp	93 percent
YouTube	92 percent
Facebook	87 percent
Instagram	70 percent
Facebook Messenger	65 percent
Twitter	60 percent
LinkedIn	49 percent
Pinterest	45 percent
TikTok	38 percent
Snap Chat	30 percent
Skype	27.4 percent
Telegram	19.7 percent
Reddit	18 percent
WeChat	16.7 percent
Tumblr	13.2 percent
Badoo	11.1 percent

Mwaura, Carter and Kubheka (2020) explain that Facebook holds a high percentage of the most popular social platforms used in the country, having an estimation of twenty-eight million local users, and roughly seventeen millions of these users are entirely mobile. WhatsApp also has a huge following; people send messages on this

platform, and YouTube use videos to communicate messages. 93 percent of the population use WhatsApp, while 87 percent use Facebook on a monthly basis. Kollamparambil and Oyenubi (2021) explained that some of the social media platforms benefited in the COVID-19 pandemic era in 2020, where they were mostly used in this country. The COVID-19 pandemic had a positive impact on South African social media platform.

For example, Instagram showed a significant hike from its users who from 4.2 million to 8 million users. It became popular very quickly and many people started to join, and they started posting reels (short videos). The reels feature was launched shortly the surge of followers. Snapchat has also shown exceptional growth in all age profiles; it recorded a 30 percent growth; hence, it has about seven million users in South Africa. This indicates how South Africans have adapted to the use of social media platforms. **Table 2.9** shows an example of each platform and the number of users per platform from 2020 to 2021 (results were from a Worx and Orica study).

Table 2. 9: SA social media platforms and its users in the year 2020- 2021

Source: (Mwaura, Carter and Kubheka 2020)

Social media platforms	Users
Facebook	28 million
YouTube	23 million
Instagram	10 million
Twitter	9 million
TikTok	9.1 million
LinkedIn	8 million
Snap Chat	7 million

2.11 CHALLENGES THAT NAIL BARS FACE WHEN ADOPTING SOCIAL MEDIA

According to Kollamparambil and Oyenubi (2021) the power of social media keeps on increasing, and it has changed the status core for businesses to a “must have” platform for modern brands. Some of the reasons behind social media engagements include:

- Roughly 45 percent of the world population dedicate a minimum of two hours twenty-four minutes to social media daily.
- 73 percent of the sellers consider social media advertising as one of the strategies that helps to improve the sales for their businesses.
- 80 percent of the social media adverts have an impact on the buying decision of a client.

Geyser (2021) argues that, even if you are an expert in social media space, you would know that it is not easy, with the changing technology and social changes making it difficult for one to adapt fully. Hutt and Speh (2021) outline the challenges of adopting social media as follows.

Defining Marketing Goal – Being able to define the market goal is one of the most important structures for any social media post because it creates brand awareness. Marketing goals remain a top goal voted at 70 percent by markets, yet it is one of the biggest challenges that many cannot get right. Many sellers are still unsure about which of the key performance indicators (KPIs) matter. **Figure 2.4** illustrates the market goal for each nail salon.

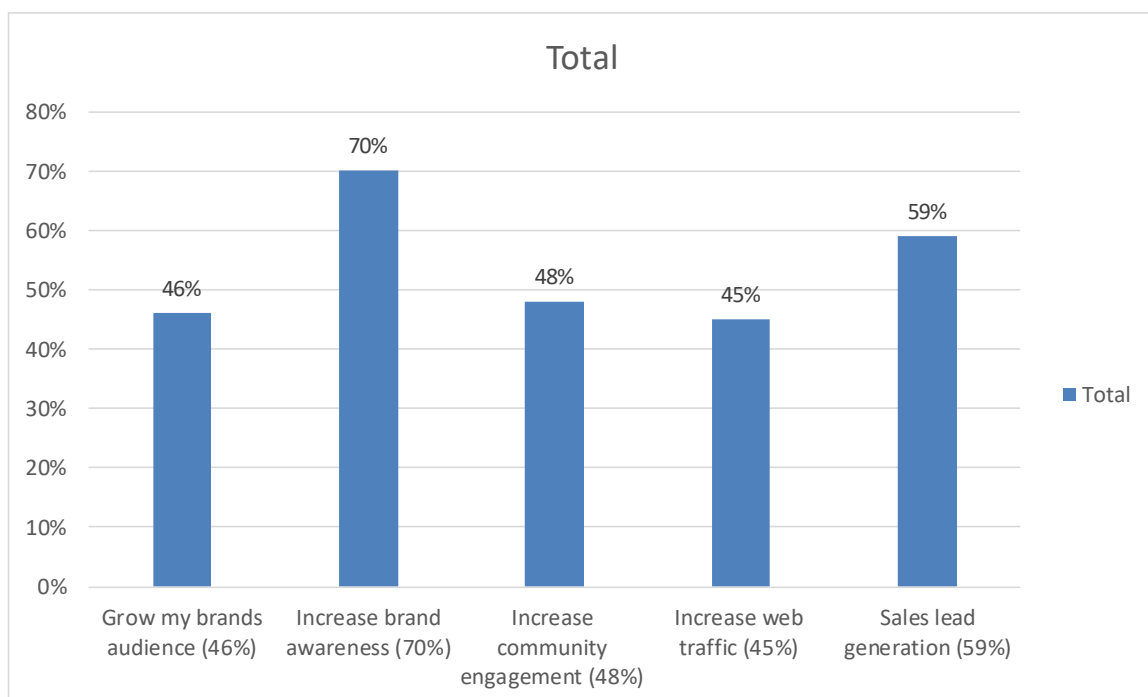


Figure 2. 4: Social media market top goal

Source: (Geyser 2021)

Identifying the right platform – Mashiah (2021) explain that it is important to know your target market on the social media platform, this help because you will be able to create posts that align with your customers. It been proven that few marketers do research on their target customers thoroughly enough to identify the platforms where their target audience are active. In the opinion of Geyser (2021) there seems to be a disconnection between customers and marketers. **Figure 2.5** shows the results of the social media users that have social media platforms and a percentage of where consumers follow brands on social media platform.

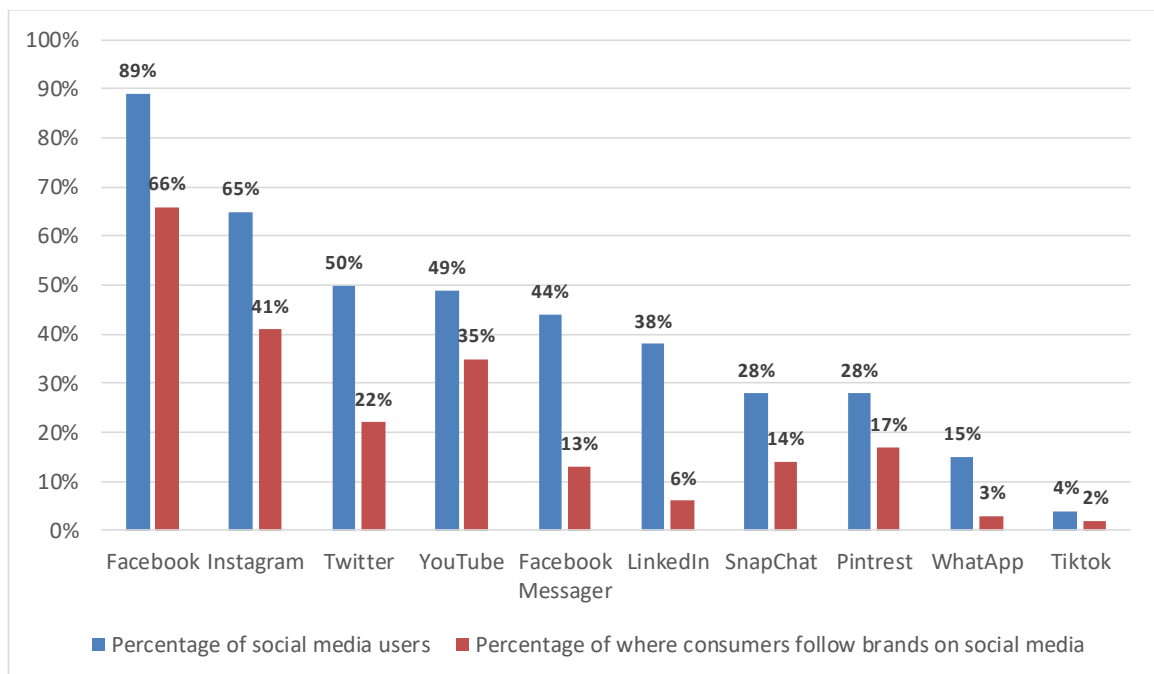


Figure 2. 5: Social media platform users and consumers brand followers

Source: (Geyser 2021)

LinkedIn is recorded at 38 percent, indicating the number of followers they have but there is 6 percent that shows how many people who are using the app or know how to use the app properly. This is one of the examples that show marketers are wasting their efforts and resources on platforms that are not bankable (Freberg 2021).

Understanding the target audience – most of the brands can sell and market in-store but lack the social media skill. On social media they need to know how to share proper pictures, good quality that will look appealing to clients and attract them into purchasing that product, unlike at the store, because their clients walk in and see the product with their own eyes and can decide if they want to buy it or not. It is important

for brands to do advertising and showcasing of their products, and some brands have no clue as to how to do this (Mason, Narcum and Mason 2021). Geysers (2021) explains that marketers need to create content for their targeted consumers rather than creating content that will fit in with the general run of clients.

2.12 THE IMPORTANCE OF SMMEs IN SOUTH AFRICA

According to Cheung (2017), SMMEs have become an important focus for policy maker in SA because of the following opportunities:

- Job creation in the SMME is low when compared to the large sector.
- They have more capacity for competition in the market.
- They are flexible and able to adapt quickly when compared with big organisations.
- They mostly use local supply.
- They create employment for the unemployed.
- They are willing to teach the skills needed if the individual does not have a specific skill for the job.
- They play an important role in the innovation space.

Maholwana (2019) explains that SMMEs play a significant role in improving the South African economic growth and developing people by giving them a chance to learn different skills and employ them. Small business sectors in SA are the drive towards reducing unemployment. SMMEs are celebrated for being the future of businesses, representing 40 percent of all businesses in SA; the NDP forecast that, by 2030, over 90 percent of all new jobs will be from SMMEs.

According to Ndlendle (2020), the SMMEs' data from the world bank represents about 90 percent of businesses and more than 50 percent of employment globally. When making sure that SMMEs do not fail, it is important for them to constantly adapt to change and getting the proper training that they might need. South Africa indicates that the formal SMMEs provide up to 40 percent of the national economy, and for informal SMMEs the amount goes up even higher. Economic Co-operation and Development contribute a total of employment at 45 percent to 50 percent (Ndlendle 2020).

2.12.1 THE IMPORTANCE OF ADAPTING TO GROWTH AND CHANGES FOR SMMES

According to Bhorat *et al.* (2018), in order for a business to grow it needs people who have the necessary knowledge about that particular business and people who have the needed skills for the company. Upgrading ones skills is an important factor for small businesses and entrepreneurs because the sector keeps on changing and new skills are developed daily. Bhorat *et al.* (2018) noted that SMMEs normally work highly skilled jobs, such as technical jobs, and the majority are primary jobs, such as business consultants and accountants.

Erasmus, Reynolds and Fourie (2019) explain that 70 percent to 80 percent of SMMEs in South Africa have proven to be unsuccessful in the first two years because they lack business planning and failing to plan a strategy that will carry out the business operations plan. Palvalin, Lönnqvist and Vuolle (2013) argue that SMMEs need to realise the impact of technology in the small business sector. Technology needs to be aligned with the business. Agostini and Nosella (2019) argue that small businesses need to adapt to the new era of doing thing through technology and being more innovative about their strategy plan and how they are going to maintain competitiveness in the sector.

Abatan (2018) indicates that strategic goals and business desires are the key factors for SMMEs because knowing them helps in developing clear strategic capabilities. If the business lacks an understanding of its strategic goal, this means that the organisation has no vision. Kitsios and Kamariotou (2019) emphasised that it is crucial to set organisational goals, assess the organisational environment, identify, and review organisational capabilities, set targets, go through performance assessment, and then eventually develop a strategy of choice. This helps one to understand the business, identify what is not working for the business, and attend to it while it can be solved.

Lortie, Barreto and Cox (2019) state that advanced SMEs surely have a long-term orientation, which means a focus on the future. This means that all business actions must adapt according to the market, which means a focus on future environmental

developments. De Vasconcellos, Garrido and Parente (2019) explain that adaptability should be committed because it arises from a commitment to shaping objectives with capability.

2.13 SUMMARY

This chapter presented a review on the use of social media platforms by SMMEs in the beauty industry of Honeydew, Johannesburg. The relationship between of the social media and MMEs was also outlined, and the theory of the study was unpacked. Additionally, the research problem argument was clarified, identifying the gaps in the existing literature. The following chapter (Chapter 3) presents the research methodology.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 CHAPTER OVERVIEW

This chapter presents the research design and methodology used to find solutions to the research problem. It also outlines data collection, sample population and data analysis.

3.2 INTRODUCTION

The previous chapter presented a literature review on the use of social media platforms by SMMEs in the beauty industry. This chapter described the methodology used to resolve the research problem, the research design and outline the process used to collect the information required for the study.

3.3 RESEARCH METHODOLOGY

Research methodology refers to how the phenomena under study are approached. The study employed the quantitative research methodology used to understand the impact of social media on SMMEs, specifically in the beauty industry. Maree (2012) describes quantitative methodology as a research approach used to analyse numeric data. It usually used to find patterns, averages and to make predictions using statistical analyses. The chapter also presents the study results. The conclusions and recommendations are provided in Chapter 5.

3.3.1 RESEARCH DESIGN

A quantitative research design adopted for this study sought to determine the use of social media platforms by SMMEs. Zikmund *et al.* (2013) define research design as a master plan, specifically the method and procedures of collecting and analysing the needed information. Akhtar (2016) considers research design as the structure of research that holds all the elements of the study together.

3.3.2 DESCRIPTIVE RESEARCH

According to Dulock (1993), descriptive research mostly address the *what* rather than *how* or *why* something happened. This is a descriptive study aimed to examine the use of social media platforms by SMMEs. The quantitative research used survey tools to gather information from participants.

Quantitative research explains phenomena by collecting numerical data that is analysed using mathematically based methods such as statistics. Questionnaires were used to collect the data that was used to check if SMMEs use social media platforms as marketing tools for their businesses (Sukamolson 2007). In a quantitative study, it is essential to consider a) who is being consulted (in this study, it is the Honeydew, Johannesburg residents); b) what is being assessed (in this study, whether the nail salons are using any social media platform to market their services); c) how this will be assessed (in this study, by using social media platforms questionnaire).

3.3.3 POPULATION OF INTEREST

Honeydew, Johannesburg residents who usually do their manicures and pedicures at local nail bar salons constitutes the population of interest for the study. Asiamah, Mensah and Oteng-Abayie (2017) define target population as a group of people selected from the general population using one or more characteristics of concern. According to Munafo *et al.* (2003) from the target population, the researcher then select participants from whom to gather data and come up with findings that can be generalised across the target population. Therefore, Honeydew, Johannesburg residents constitutes the target population for this study. **Table 3.1** provides the population summary.

Table 3. 1: Population definition

Source: (Alvi 2016)

Population criterion	Explanation
Element	The element in which the information is sought are the active residents at the nail bar salon in Honeydew, Johannesburg.
Sampling unit	To minimise the data collection-related costs, random sampling was used to collect data from the representation of 100 participants, who usually do their nails in Honeydew, Johannesburg.
Time	The time sample survey was two consecutive weekends dated 5 and 6 November 2022, and 12 and 13 August 2022.

3.3.4 SAMPLE TARGET

Martínez-Mesa *et al.* (2016) stated that sampling includes making an alternative of a representative or non-representative group of people from a target population. The simple random sampling method was used for this study. In simple random sampling, the population must be homogenous. “Homogenous” means every element contains the same kind of characteristics that meet the described criteria of the target population (Alvi 2016). According to Sinkovics, Penz and Ghauri (2005), in simple random sampling every element of the population has an equal chance of being selected in the sample.

Using simple random sampling favoured the residents of Honeydew, Johannesburg because all six nail bar salons participated in the survey. All Honeydew residents who did their nails in any of these six salons had a chance to participate in the study. For the study, a minimum of ten residents per salon was targeted. A hundred questionnaires were distributed during the two chosen weekends. Only eighty-nine out of the hundred questionnaires were completed and captured for analysis, as detailed in Chapter 4.

3.3.5 SAMPLING TECHNIQUES

A probability sampling technique was also adopted. According to Taherdoost (2016) probability sampling is "a sampling technique where every item in the population has an equal chance of being included in a sample". The simple random sampling was used. Alvi (2016) also explained that the sampling is when a researcher prepares a list of every element of the population and randomly selects participants. In this study all 6 nail bar salons were selected and residents who were at the nail salon were randomly selected to participate. Alvi (2016) asserts that, with the probability technique, the chance of sampling bias is minimal.

3.3.6 SAMPLING SIZE

A simple random sample was used to collect data from the Honeydew, Johannesburg residents. A sample of a hundred participants from the Honeydew, Johannesburg, residents was chosen to take part in the study, but only eighty-nine were captured. The simple random sample was conducted by selecting all Honeydew residents who were in the nail salons at the time of visit. There are six nail bar salons in Honeydew Johannesburg, and all of them participated in the study. Each nail salon had a minimum of ten participants.

A minimum of 30 percent was targeted. The Honeydew population is estimated at about 2362 people with six nail salons in the area. The population of people who might do their nails regularly is roughly estimated to be 40 percent, and 60 percent might not go to a salon for their nails.

Table 3.2: Honeydew resident sample size

Source: Developed for this study

Honeydew residents	Salon visits	Population
Thus 945 residents likely to go to the salon	Male 1x monthly	
Males (472)	Female 2x monthly	
Females (472)	Time likely to visit the salon $945 \times 2 = 1890$	
Out of 945 residents anticipate 30 percent	283 residents to visit the salon	
Result, researcher aimed to achieve 85 individuals		30 percent

The table above shows the researcher's rough estimations because there's no official data on the number clients who visit the six nail bar salons in Honeydew. De Vos and Strydom (1998) gave an example of what the size of the sample ought to be in **Table 3.3**. In case the actual data is not obtained, this acts as a guide in finding relevant data.

Table 3. 3: Sample size regulate

Source: (De Vos and Strydom 1998)

Population	Percentage suggested	No of respondents
20	100	20
30	80	24
50	64	34
100	45	45
200	32	64
500	20	100
1000	14	140
10000	4.5	450
100000	2	2000
200000	1	2000

3.4 QUESTIONNAIRE

According to Krosnick (2018) questionnaires are the heart of surveys. Krosnick (2018) asserts that questionnaires are designed to start a conversation between the researcher and respondents. The study questionnaire was formulated to start a conversation about the use of social media in the beauty industry, to gather the following:

- A) Do SMMEs have social media pages? if they do:
 - a. Are SMMEs in the beauty industry using these platforms?
 - b. Are social media working for their targeted customers?

Acharya (2010) argues that to get the findings of the study, the questions are divided into sections of the different questions asked to the sample population. See **Table 3.4** for the questionnaire sections. The questionnaire was written in English because it is the commonly used language in Honeydew. The one-page questionnaire took approximately fifteen to twenty minutes for each participant to answer. A copy of the questionnaire is included in Appendix A.

Table 3. 4: Questionnaire sections

Source: Developed for this study

Sections	Section summary	Rationale
A	Demographic information: Background of the participant; get to know the dominant gender and to understand the target market of the study, there is a question about the age group.	To determine the target group for social media and the nail salons
B	Services at the nail salon: To gather information based on what the salon is offering to clients. Like services delivery, salon promotions discounts, and any specials that they offer to their clients	To examine what is working and what not working for the nail salons
C	Social media: Are they using social media, there are plenty of social media platforms that they can use.	To identify if the nail salon understands social media and its purpose

Acharya (2010) noted the significance and benefits of a structured questionnaire, which among them influenced the choice for this study. These include:

- 1.) Fewer discrepancies
- 2.) Easy to administer
- 3.) Consistency in answers
- 4.) Easy for data management

3.4.1 VARIABLES

According to Kaur (2013) states that in layman's language a variable can be referred to as something that can change and or can have more than one value. Variables can be defined as an element that takes on different values. There are independent and dependent variables. Peterson, Homer and Wonderlich (1982) outlined that the independent variables ensures that change in the dependent variable is due. It must influence change in the dependent variables. The independent variable and the dependent variables of the study are presented in **Table 3.5**.

Table 3. 5: Independent variable and dependent variable

Source: Developed for this study

Independent Variable (X)	Social media
Dependent Variable (Y)	Age (of the respondents)

Table 3.5 indicates that, if nail salons use more social media platforms as their marketing tools for business, chances are that more people will know about the salon near them. The social media platforms can create an opportunity for the salons to increase clientele; hence, social media are an independent variable (X). Conversely, if salons do not use social media platforms as their marketing tool, chances are they might stay unknown in locality and people cannot come and support them because they do not know of the nail salon. Lack of exposure can lead to a business shutdown because the businesses will not generate profits. This makes the independent variable (X), social media, and dependent variable (Y), age of the respondents, have a positive correlation.

3.4.2 DATA COLLECTIONS

Data was collected from the six nail salons in Honeydew, Johannesburg. The study employed the Chaleunvong (2009) concept which states that there are data techniques that are required when collecting data, such as administering written questionnaires, with the information on the variables of interest of the study to be answered by the respondents in written form. Two weekends were used to collect data; Saturday was the chosen day to accommodate clients who might be working during the weekdays. Three hours were allocated for each salon, and there was a time slot for each salon.

3.4.3 PILOT STUDY

Residents from the Honey Close Complex in Honeydew were used to pilot or test the questionnaire. According to In (2017), “a pilot study is the first step of the entire research protocol and is often a smaller-sized study assisting in planning and modification of the main study”. It is conducted on a smaller scale than the actual study to test the experimental methods and schedule. A pilot study is used to test research protocols, data collection instruments, and sample recruitment strategies (Hassan, Schattner and Mazza 2006).

Pre-testing or a pilot study was done on the Honey Close Complex residents. The questionnaire was distributed to five residents. A minor challenge was encountered during the study; the questionnaire had no sub-sections. This caused confusion; it was difficult to articulate and analyse the feedback without the sub-sections. Sub-sections allow the researcher to understand the responses, either demographic or any other sub-heading on the questionnaire.

3.5 DATA ANALYSIS

SPSS version 28 was used for data analyses and the study applied two statistical techniques, which are descriptive and inferential.

- 1.) A descriptive analysis from the Honeydew resident was sampled in 6 different nail salons in Honeydew, Johannesburg.
- 2.) An inferential statistical tool (Regression analysis technique) was used in the analysis of the relationship that exists between variables of interest.

3.) Factor analysis was applied to determine if the questionnaires measured the use of social media by Honeydew residents.

3.6 VALIDITY AND RELIABILITY

Ary, Jacobs and Razavieh (2002) define validity as when theory and evidence holds the suggested interpretation of the test results for the intended purpose of the study. Kimberlin and Winterstein (2008) argue that validity and reliability are important measures in assigning numbers to observe the quantitative phenomenon. According to Heale and Twycross (2015), validity is the extent to which the study accurately measures what is to be measured in a quantitative study, while reliability measures the accuracy of the instruments.

3.7 ETHICAL CONSIDERATIONS

According to Arifin (2018), ethical considerations are important and need to be dealt with before starting any data collection processes, because they have “a particular resonance due to the in-depth nature of the study process” (Arifin 2018). This study complied with the ethical requirements of DUT’s IREC (see Appendix B DUT IREC approval letter) which included: a) informing respondents about the voluntary participation; b) advising respondents about the significance of the study being conducted, the aim and the nature of the study but mostly seeking their consent before data collection; and c) respondents were advised that there would be no penalty or victimisation for withdrawing from the study at any time they wish. d) respondents were advised that their personal information would remain confidential; e) all information gathered was treated as group data and no individual was reported on; and f) finally, the findings of the study would be reported honestly.

3.8 SUMMARY

This chapter presented the methods and tools used to collect data. These methods were explained and substantially discussed in this chapter. The research design, population, data collection, sampling, data analysis, questionnaires, and the validity and reliability of the study were also discussed. The following chapter presents data analysis.

CHAPTER 4

DATA ANALYSIS

4.1 CHAPTER OVERVIEW

Chapter 3 presented the research methodology and the tools used to collect data for this study. Data analysis was conducted to answer the research questions stated in Chapter 1. This chapter provides the data analysis and discussion around the data. These include the demographic sample and salon services. Lastly, the research question and the related models are also presented.

4.2 INTRODUCTION

Chapter 1 presented the research problem and Chapter 2 outlined the research gap. Literature review showed that using social media as a marketing tool is not a simple task because there are rules and guidelines to be followed. Consequently, this research has attempted to address how nail bar salon owners can learn and understand social media rules and guidelines.

As discussed in Chapter 3, the study adopted quantitative research methodology and SPSS version 28 was used to perform: 1) Descriptive analysis – describe the samples demography 2) Crosstabs analysis – to analyse the relationship between variables 3) Chi-square to determine the association among variable 4) Reliability analysis – using Cronbach's alpha to evaluate the measure of internal consistency (reliability) of measurement scale 5) Factor analysis reduce variable into smaller groups including a test of validity 6) Regression analysis – linear regression to test the research objective

4.3 DEMOGRAPHIC PROFILE OF RESPONDENTS

The purpose of the study was to investigate the use of social media platforms within the beauty industry SMMEs in Honeydew, Johannesburg. The sample size of Honeydew residents is n=89 respondents whose data was captured for the study.

Table 4. 1: Demographic profile

Demographic characteristics		Frequency	Percentage
Gender	Male	3	3.4
	Female	86	96.6
Age	18-34	49	55.1
	35-45	26	29.2
	46-55	11	12.4
	Above 56	3	3.4
Monthly Income	R0- R4999	10	11.2
	R5000- R9000	9	10.1
	R9001- R16000	21	23.6
	R16001- R25000	15	16.9
	Above R25001	34	38.2
Do nails monthly?	Once	67	75.3
	Twice	22	24.7
Same nail bar?	Yes	62	69.7
	No	27	30.3

The respondents constitutes both males and females. 3.4 percent males and 96.6 percent females form the study population. These results indicate that females are the dominant clients to Honeydew nail salons.

Honeydew nail bar salon owners must understand their target market, who use their services, considering age range for them to deliver relevant services for the right age group. The respondents ranged between the age of 18 - 34 years, which is about 55.1 percent of the total population, 35 - 45 years (29.2 percent), 46 - 55 years (12.4 percent), and lastly the above 56 years (3.4 percent). These statistics indicate that

Honeydew nail bar saloons' target market is the young adults between 18-34 years age group.

The salary range (monthly income) is also important when determining the target market of the people that the salon owners are serving. The study recorded 11.2 percent earning between R0 – 4999; this range accommodated students and unemployed clients. who might be getting a monthly allowance from their parents, or they might have part-time jobs.

10.1 percent of the population falls under the R5000 - R9000 range, which was the lowest percentage that was recorded by Honeydew residents. 23.6 percent of the population falls under the R9001 - R16000 range. The R16001- R25000 range recorded 16.9 percent of the population, followed by 38.2 percent which falls under the monthly income that is above R25001, which is the highest percentage. This statistics clearly indicate the target market for the Honeydew nail bar salons, which is largely middle-class customers. Kinuthia and Wanagare (2022) argued that the average middle-income consumer earns between R180,000 – R500,000 per annum in South Africa.

The notion of frequency is also significant in the questionnaire. The participants were asked "*how often do you do your nails in a month?*". Therefore, 75.3 percent of the respondents do their nails "once" a month, followed by 34.7 percent of the respondents who do their nails "twice" a month.

This question was to determine how often Honeydew residents do their nails to keep good personal maintenance. This would assist in reviewing whether Honeydew nail bar salons are getting clients regularly. The 24.7 percent of the participants who do their nails "twice" a month is also a good percentage, which indicates that nail bars have the potential to grow their businesses.

To determine customer satisfaction from all the six nail salons in Honeydew. The survey asked: "*Do you always do your nails at the same salon?*" Participants were required to respond, "Yes or No" and 69.7 percent responded "Yes", while 30.3 percent answered "No".

The survey also required the participants to provide their gender. This will help nail bar owner's to gather information about the demographics of customers and be aware of the gender imbalance. As a result, business owners would then be able to provide more products or services to cater for that gender and attract the gender that has a lower percentage.

According to Stewart (2017) men wearing nail polish are known for shifting the masculine gender norms time immemorial (even in the seventeenth and eighteenth centuries men relied on cosmetics to enhance and define their appearance). The survey question asked respondents to identify as either male or female. The study recorded 3.4 percent males and 96.6 percent females. The result clearly states that doing nails for Honeydew residents has very little to do with gender. Even though the male gender recorded a small percentage, it is an indication that they also do their nails.

4.3.1 RESPONDENTS FOR SERVICES AND SOCIAL MEDIA

Delivering customer satisfaction through serving their needs and wants is one of the biggest factors in running a successful business (Wei and Nair 2006). In the beauty context, it is important to ensure that clients are satisfied with their nails and that the professional services rendered by the salon staff members must be friendly, cater for client's needs and focus on service delivery.

One of the survey questions inquired about the level of customer satisfaction from the nail salon that they normally do their nails. The question was: "*Are you happy with the nail services at your salon?*" 91.01 percent responded "yes" and 8.99 percent answered "no". **Figure 4.1** shows the 91.01 percent satisfied participants/customers, meaning that the nail bar salons are doing a good job. The salons are providing satisfying services to most of their customers. The 8.99 percent that is unhappy is a small percentage that can be worked on.

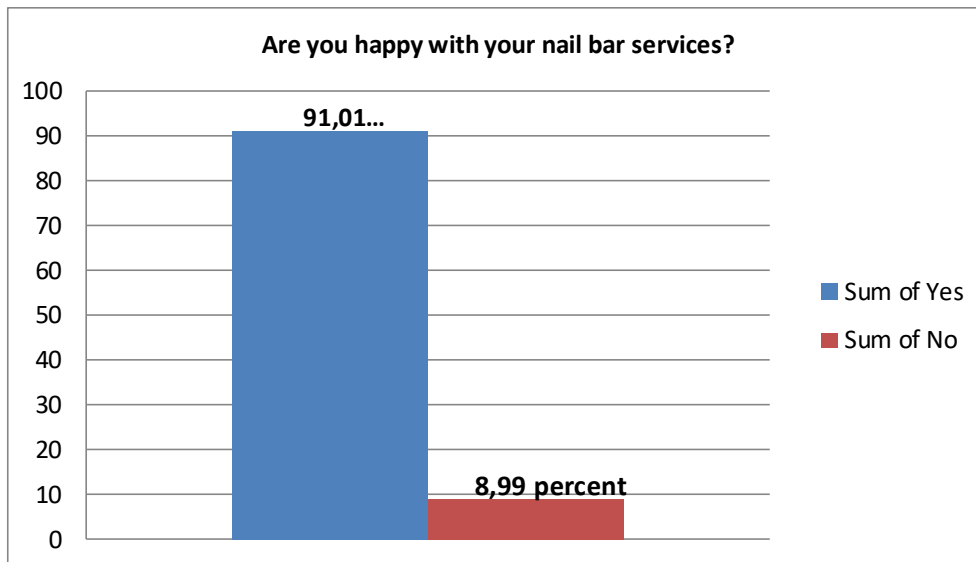


Figure 4. 1: Graph showing customer satisfaction

According to Voorveld *et al.* (2018), marketers are excitedly integrating social media into their marketing programs to drive digital communication with clients around the world through posting across social media platforms. Even businesses are encouraged to use social media to market their services and products.

To determine the use of social media platforms as a marketing tool, one of the survey questions asked: "Have you seen any of the nail bar specials on social media platforms, for example, Facebook, Instagram, and Twitter?" 58.43 percent responded "yes" and 41.57 percent answered "no" (see **Figure 4.2**).

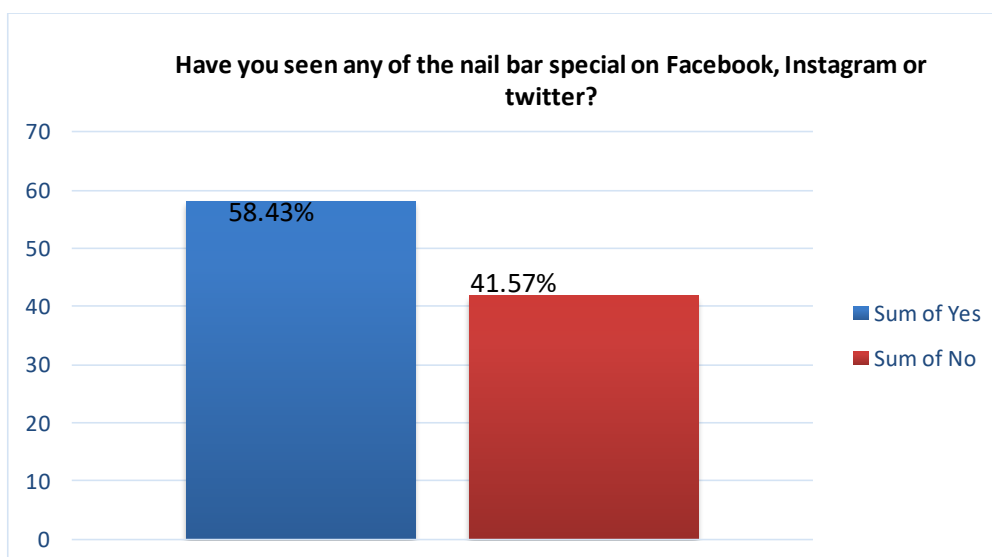


Figure 4. 2: Social media platforms and nail services

The question sought to investigate the use of any social media platforms by all six nail salons and if they were posting any of their work on social media. The statistics recorded in **Figure 4.2** show that there is room for growth for the nail bars salons that are not using social media platforms. This is because comprehensive 41.57 percent of the clients did not see anything on social media platforms, although a bigger percentage (58.43 percent) responded that they saw specials on social media platforms. This means that some SMMEs know about social media platforms, and their target clients also find them on social media.

The questionnaire had a follow-up question for those who saw the nail bar salon specials on social media: *"Have you ever benefited from the nail salon specials?"* 51 percent said "Yes" and 49 percent answered "No" (see **Figure 4.3**).

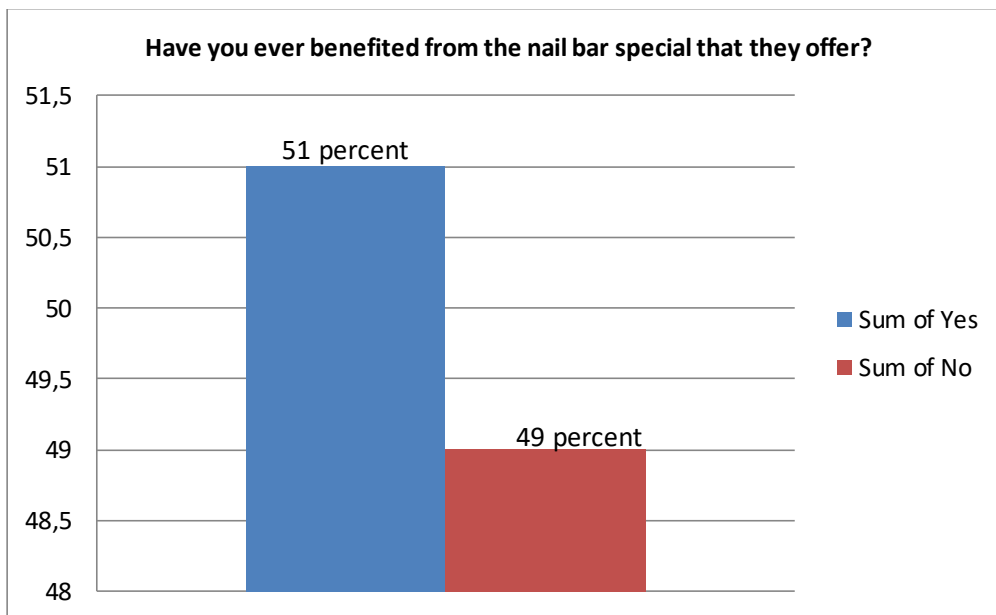


Figure 4. 3: Nail bar specials

A 2 percent difference was recorded between the clients who benefitted from the nail salon specials and those who did not benefit from any specials that the salon offered. 51 percent benefitted from the special offers, which means they saw the specials on social media and take advantage of it. The other 49 percent recorded that they did not benefit. This means they always paid the normal salon price for the services rendered. However, this could mean that they never heard about the "specials", or the nail bars did not offer any specials.

4.4 RELIABILITY

SPSS Cronbach's Alpha was used to test the reliability of the research instruments .818 as indicated in **Table 4.2**. When we examined the nail bar salon services rendered by the nail technicians, and check whether they need any training to improve their nail art. The possibilities of the same result when we used the same question also render the possibilities of .745. The same question was used for the products and services rendered to clients and the possibility of obtaining the same result was slightly lower at .690. Social media showed a weak chance of obtaining the same result at .618.

Table 4. 2: Cronbach's Alpha analysis

Variables	Cronbach's Alpha
Nail bar salon services	.745
Product services	.690
Social media assistance	.618
(NS, PS, SM)	.818

4.5 VALIDITY

The purpose of validity is to measure what it intends to measure. To test whether the questionnaire measured what it intended to measure, the validity analysis investigated the SMMEs' use of social media platforms. Factor analysis was used to determine the validity as indicated in **Table 4.3**. Factor analysis was employed to determine the validity of the variables. Principal component analysis (PCA) was conducted on the variables. The Kaiser-Meyer-Olkin (KMO) measure verified the sample adequacy. All the values for the individual item were above the acceptable 0.05 (see **Table 4.3**) Principal component analysis was used to test the validity of the items.

Table 4.3 provides a summary of the validity analysis and the result of each variable. Nail bar services (C2) recorded the highest at .885 reactions to confirm the validity of the instrument and nail bar services (A5) have a weak validity; although there was a positive reaction, .405 was recorded.

Table 4. 3: Validity analysis using factor analysis

Variables	Component 1	Component 2	Component 3
Nail bar services (C2)	.885		
Product services (C3)	.844		
Social media platforms (C4)	.813		
Social media platforms (B2)		.743	
Nail bar specials (B3)		.690	
Nail bar services (B1)		.653	
Nail bar services (A5)		.405	
Nail bar services (A4)			.720
Nail bar services (B4)			.617
Monthly Income (A1)			.540

4.6 DESCRIPTIVE ANALYSIS

The rise of social media in this digital era has become significant and it is widely accepted that marketers must adopt a more systematic approach to social media marketing efforts to boost consumer satisfaction (Jamali and Ester 2010). According to Correa, Hinsley and De Zuniga (2010), the primary focus of social media marketing research is to create value through communicating promotional information. Social media play a very important role in the success of a brand. Social media remain a difficult task for businesses. However, it provides numerous opportunities for businesses to grow their brands (Simangunsong 2018).

4.6.1 COMPARING AGE AND SALON VISITS, MONTHLY CUSTOMER LOYALTY AND RETENTION

Customer retention mostly happens because of the loyalty coefficient and the number of economic forces. Some customers do not like stability, hence, they do not repeat or visit the same salon twice monthly, but they will not mind spending more on their first visit at the nail bar. Customers are different and require different services. Other customers prefer long-term relationships which have more to do with loyalty towards the nail salon (Ahmad and Buttle 2002).

furthermore, the survey examined which age group(s) prefer to do their nails twice a month. This helped to determine if a returned visit has anything to do with age.

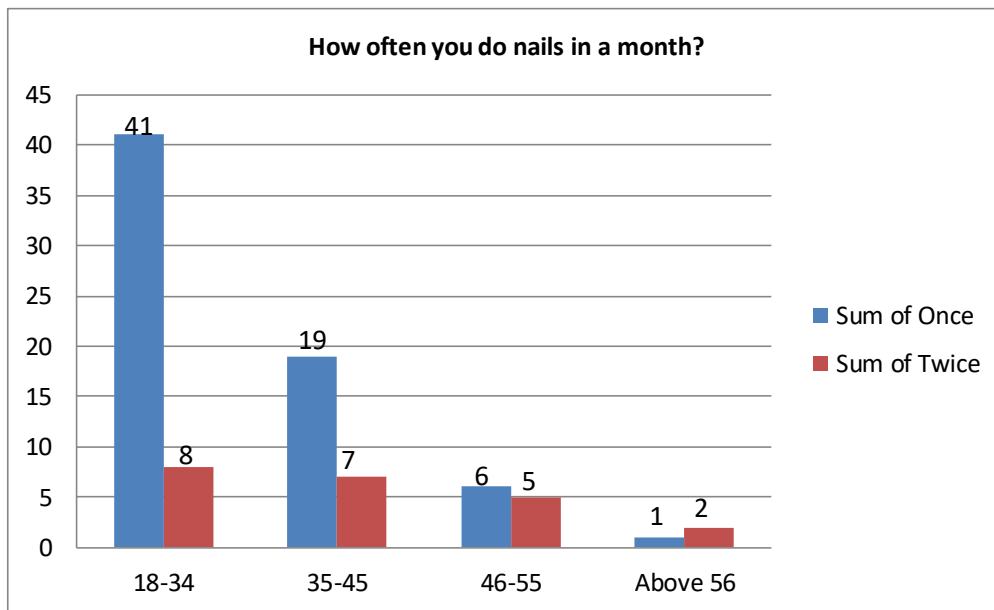


Figure 4. 4: Salon visits monthly compared with age

Figure 4.4 indicates that participants who are in the 18 - 34 age range rarely do their repeats at the same nail bar; out of 49 participants in this group, only 8 respondents do their nails twice a month. On the other hand, the above 56 age range, 2 out of 3 participants prefer to do their nails twice a month, which is a high percentage within that age group.

To understand the results comprehensively, the study assessed if there was any relationship between the two variables (salon services (how often do you do your nails monthly) and age). The result presented in **Table 4.4** shows that there is no significant relationship between the two. The p-value was recorded at .063.

Table 4. 4: Nail salon visit and age range

Variables	P-value
Salon visits monthly compared to Age range	.063

Figure 4.5 shows the monthly income had any influence to do nails. Therefore, participants were asked: "How often do you normally do your nails in a month?" and they were required to answer either "once" or "twice".

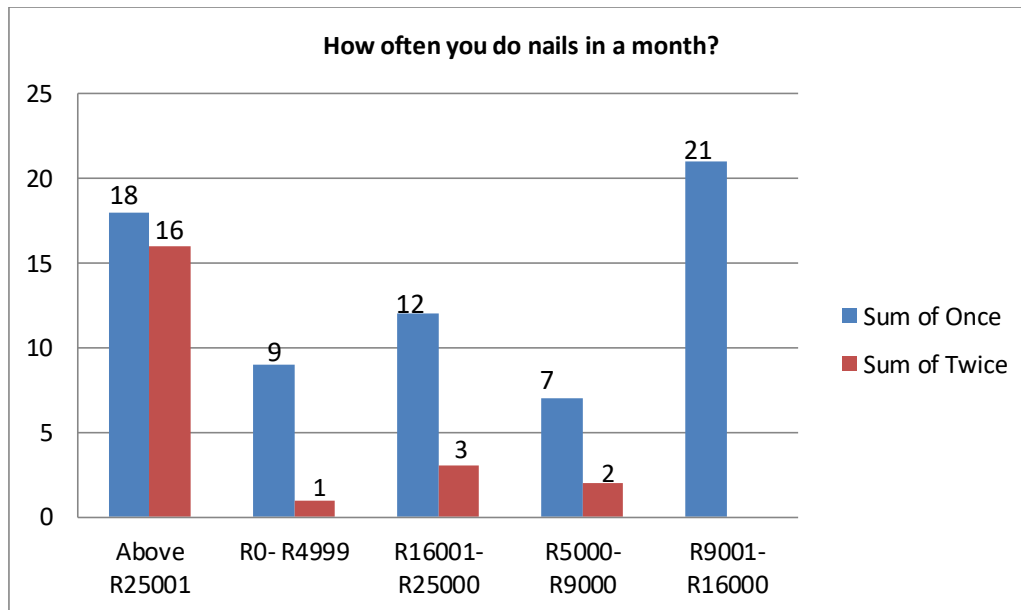


Figure 4. 5: Salon visits compared with monthly income

There are too many factors that need to be considered when on customer loyalty development. These include price and quality, because they are the initial factors when considering products to purchase again and again (Bagram and Khan 2012). Participants who earn above R25001 in a month have a higher return rate. Out of 34 participants who earn above R25001, 16 participants do returns(twice) and 18 do not do their nails twice a month. 16 is the highest number of returns. The lowest number (0) was recorded from participants who earn between R90001 to R16000. They only do their nails once a month. There are no repeats at all. Therefore, the money factor plays a huge role on how often customers require a service.

4.6.2 COMPARING SOCIAL MEDIA AND AGE

According to Pew Research Centre (2015), social media is the mass media of the digital age. 90 percent of all 18-29-year-olds in the United States use at least one form of social media and spend up to 6.19 hours per week on it. It is important for this study to determine if there is any relationship between age and social media. *Does age have any influence in using digital applications?* **Figure 4.6** illustrates the difference.

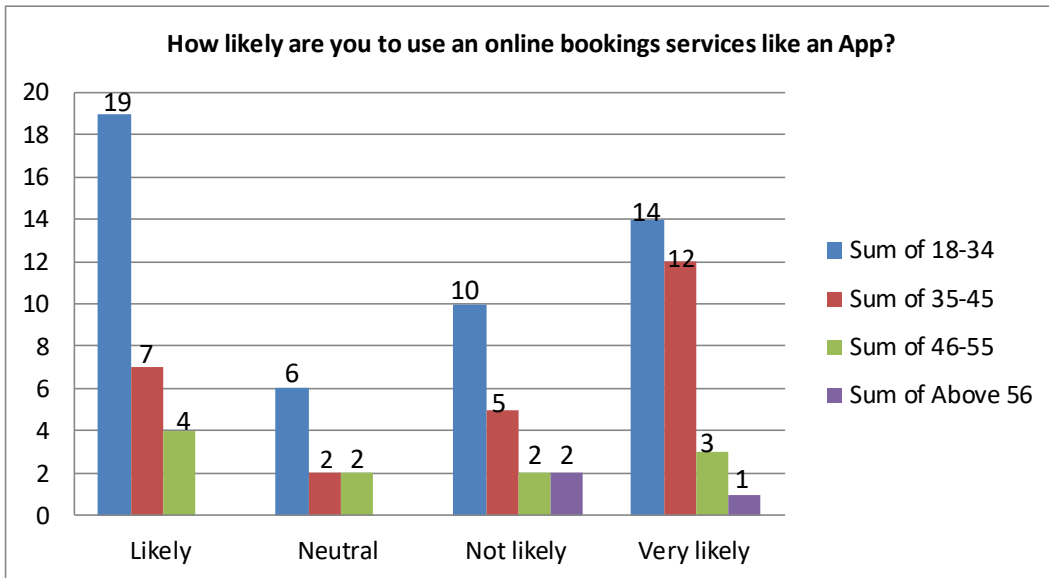


Figure 4. 6: Age compared to using a social media application

To establish if there is any relationship between age and social media, and the survey question was: "How likely would you use the online booking application?" The expected response was either "not likely, neutral, likely, or very likely." **Figure 4.6** shows that the 18-34-year-olds would likely use the app and the 18-34 age range were very likely going to use it, which has the highest percentage. This indicates that social media platforms are mostly used by millennials.

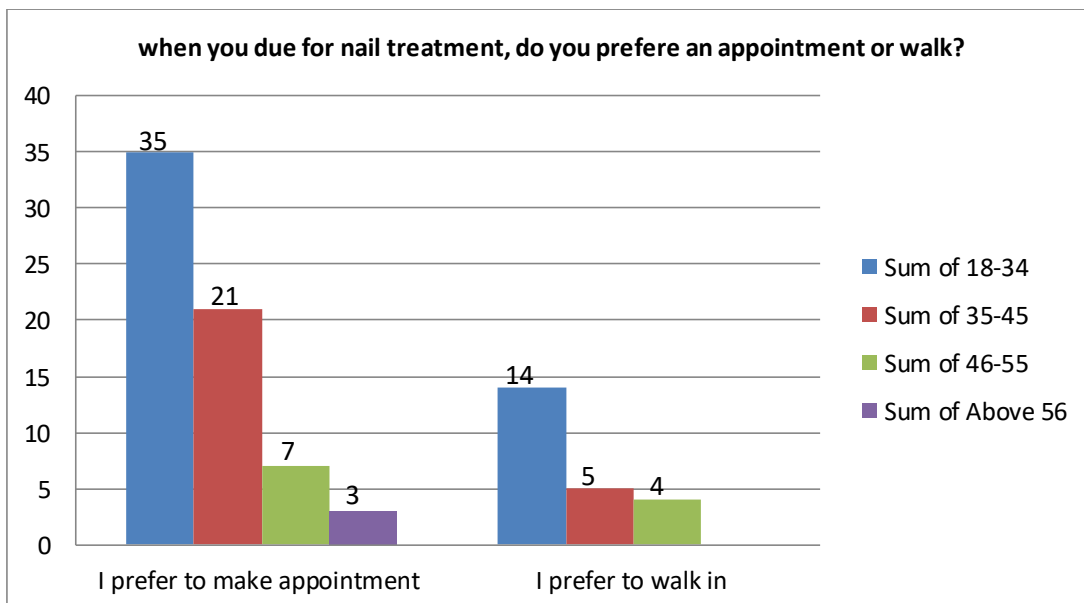


Figure 4. 7: Age compared to making an appointment

One of the questions was: "When you go and do your nails at the salon, do you 1) prefer to walk in or 2) prefer to make an appointment?" **Figure 4.7** shows that the 18-34 age group has the highest number, which indicates that they prefer to make an appointment before visiting the salon.

The next question clarifies whether Honeydew residents think social media platforms are useful for reviews. Before they go and do their nails, they usually go and check the nail shapes or colours they might want on social media. The question was: "Does social media make it easy to review a salon services?" The response was compared according to the age range and the required answer was either strongly disagree, disagree, neutral, agree or strongly agree.

Figure 4.8 shows that most of the participants agree that social media helps them to check reviews and colours to choose for their nails. The 18-34 age group had the highest numbers (21 respondents) who agree, followed by 12 participants who strongly agree. The 34-45 age group recorded 11 participants who agree and 5 who strongly agree. The above 56 age range recorded the least number of participants (1) who agree.

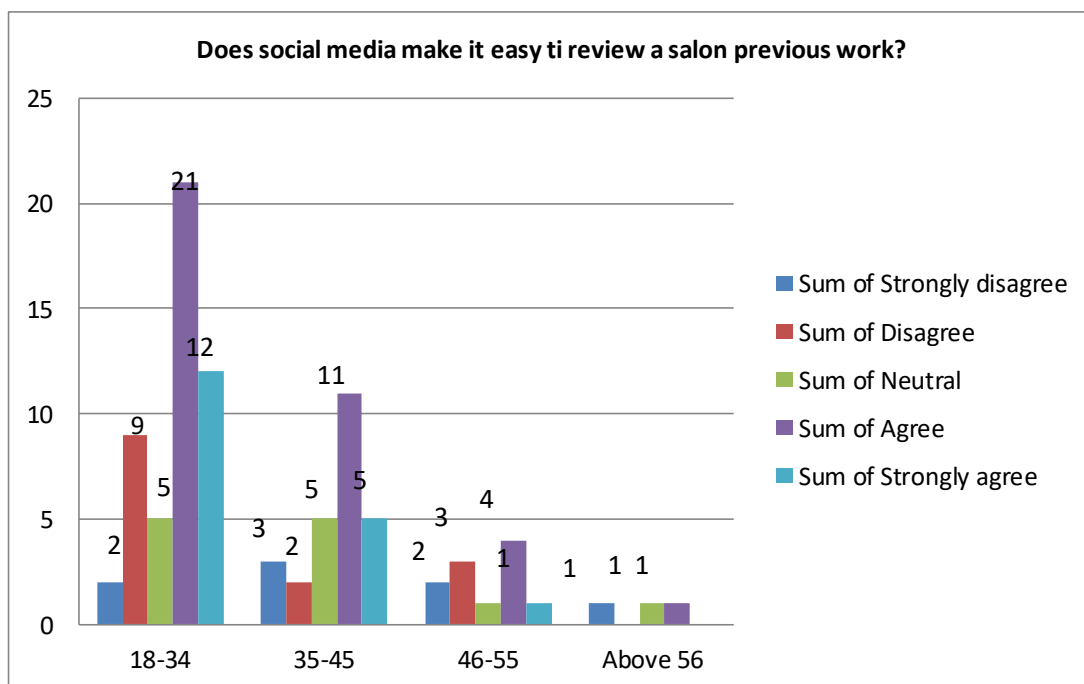


Figure 4. 8: Social media for reviews compared with Age

4.6.3 REGRESSION ANALYSIS

The questionnaire also investigated if there is any relationship between clients and social media. Findings indicate that age plays a huge role in the use of social media for nail bar salons. Linear regression analysis was used to determine Honeydew residents' relationship with social media, using social media as the dependable variable and computed variables.

Table 4. 5: Linear regression analysis

Variables tested	Result
Social media review + Age	b= .041

Table 4.5 presents the results of the relationship between social media and age. The investigation showed a significant relationship. The result also provided more clarity to determine whether social media platforms are significant or useful and worked well for nail bars. Customers must be willing to use social media and engage on the platforms.

4.7 SUGGESTIONS MADE BY PARTICIPANTS

The participants were asked if they had anything they would like to comment on regarding the nail bar salons. A few participants provided the comments below:

- 1.) I know the nail technician for over 20 years before the advent of social media. Bookings are done through WhatsApp and face-to-face negotiations on styles and colours.
- 2.) More training would improve service delivery.
- 3.) Online booking would help. Especially when it is integrated with a personal diary.
- 4.) It will be advisable for them to get proper training and have enough equipment to survive within the industry, especially on how to market their products and to keep the business sustainable because the industry is becoming more competitive.
- 5.) I am always satisfied with their service.
- 6.) Love the nail salon, close to home.

- 7.) The nail salon needs to invest in sunscreens, so that they can apply it on our hands after doing our nails. It helps to prevent the damage that can be caused by the light they put our hands on.
- 8.) They must use products that will not damage nails.

4.8 SUMMARY OF FINDINGS

SPSS version 28 was used for data analysis. Results were obtained using various analytical techniques such as regression analysis and descriptive analysis. The findings of the study can be summarised as follows:

- 1.) The research questions were answered. There is a relationship between social media and Honeydew nail bar salon clients and social media platforms effectively attract clients to nail bars.
- 2.) The demographic profile is very important information required when conducting a study; it helps in data analysis and understanding the study better.
- 3.) Understanding the target market is important because it allows nail bars to improve their services when they know what their clients need.
- 4.) Not all nail bars use social media as an advertising or marketing platform.
- 5.) Some clients still prefer the old ways or styles from nail bars, so it is important for nail bars to cater for them.
- 6.) Services are still the main priority for clients, and other clients like the convenience.

4.9 SUMMARY

This chapter gave an overview of what the Honeydew nail bar salon customers like about their nail salons and what they do not like. Feedback on what can be improved in the nail bars to attract more customers and repeat visits was presented. This was explained using graphs, frequency tables, and statistical tests; the chi-square, descriptive, correlation, and regression analysis. These presentations and analysis were conducted to explain the characteristic of the study, the sample of the study, and to test the conceptual model. Chapter 5 concludes the study.

CHAPTER 5

CONCLUSION

5.1 CHAPTER OVERVIEW

This chapter presents the insights to fill the gaps in the existing literature and the study findings obtained from data analysis. The chapter also outlines recommendations for nail bar salon owners.

5.2 INTRODUCTION

As discussed in Chapter 1 the study sought to:

- Investigate the relationship between social media marketing and customers; this was traced by the literature that supported social media can be a good marketing platform for SMMEs and customers to engage and build relationships.
- Identify the challenges and benefits of social media platforms and how social media can be of good service for Honeydew residents or clients and nail bar owners.

This chapter concludes the study and presents recommendations drawn from the study.

5.3 SUMMARY

This chapter presents detailed recommendations and tips for nail bar owners to adopt and help their businesses grow. The research questions were answered, and data was analysed. The study established that social media serves different purposes for honeydew residents because of the varied age groups that are served at their nail bars, and most clients are young adults. Clients are aware of social media, and the majority of the Honeydew residents or clients are comfortable using social media and they would prefer to use social media in future if nail bars adopt it because it is convenient for them.

5.4 RECOMMENDATIONS FOR NAIL BAR OWNERS

McLachlan and Newberry (2021) assert that businesses should start realising that social media platforms are a necessity for their businesses to grow and it is no longer an option to choose whether the business needs it or not. It is significant way to reach clients and grow their brands. The study results support this notion because the majority Honeydew residents use social media and would prefer to use social media for their future nail appointments.

Honeydew nail bar salon owners must learn from others on how to improve and grow businesses. Kaufer *et al.* (2011) argue that the impression of social media is a visual transformation, and salons make this happen every single day. Kaufer *et al.* (2011) further explain that posting an image on social media might seem fairly straightforward because it is like an easy task. and salons might just post any picture, but that not the case, because most salons struggle to post proper pictures; it takes time to create social media content.

Nail salons may have a social media page but are unable to use it accordingly, in a way that attracts customers. Social media platforms help to raise salon assist awareness. Clients prefer to see pictures or watch a video explaining the product rather than reading about it. Singh and Sonnenburg (2012) gave an example of a client who might go on social media pages to research about what they want to do. It can be a new hairstyle or they want to change their nails and are looking for a new set; usually, they are interested in two main things: a) what a salon has and, what are the varieties to choose from? b) what will make them choose this salon? Singh and Sonnenburg (2012) emphasise that social media platform gives owners a chance to shine, to advertise their company in a creative and stimulating way.

Hallberg (2022) highlights the reasons for having a social media page in your nail bar salon. People must answer certain questions before using social media platforms for a nail salon so that they know the purpose of using social media pages (Hallberg 2022). Nail bar owners must answer the questions below before having a business social media page:

- 1.) Do you want it to be an information page? (Where you write important information about the salon for your clients, such as any salon-related changes, for example, address or closing time changes?)

- 2.) Do you want to use it as an advertising platform?
- 3.) Do you want to become a content creator and have a lot of followers on that page?
- 4.) Do you want to use it as a brand awareness page, where you run competitions and contribute to the community?
- 5.) Do you want to use it as a place where people can check when they need jobs?

It is important for one to know the reason for starting a social media page, because it becomes easier to manage accordingly and it will attract the right people (Hallberg 2022).

According to Umair (2018) social media grants businesses a chance to gain customers loyalty. For example, if a customer has a special event that they need to attend and they need a new set of nails, chances are they will not go to a random nail bar to get their nails done, they will always go to their regular nail salon because they have already built a good relationship that is based on trust. Delivering quality nails and good customer service is important. No client would want to take a risk and experiment with a new nail bar when they have an important event to attend.

Han *et al.* (2019) emphasised that it is important to build strong customer loyalty with clients so that they will keep coming back to the nail salon, because nowadays the market is constantly soaked with new products and services. One needs to keep up with the competition. Han *et al.* (2019) add that customers need to still choose a specific salon over competitors and social media has made it easier to directly talk and frequently engaging with to clients will benefit salons by having a real connection. Umair (2018) mentions a study that was done by Accenture in America for customers who participated in retail loyalty programs, and the results are presented in **Table 5.1**.

Table 5. 1: Loyalty program

Source: (Umair 2018)

Customers loyalty	Percentage
Customers who use loyalty program and recommend their favourite brand to family and friends	77 percent
The customer provides reviews on their favourite brand without getting paid	55 percent
Customers who spend more money on their preferred brands	66 percent

Social media has granted salons a platform to connect with their clients in a human form. It is like giving back to the community through one social media page, and engage with clients based on the location and understanding what that community needs the most. Gillin (2007) noted that brands are more focused on building a name for themselves on social media, engaging with their followers and helping them shape their experience, and ensuring that their voices are heard.

Adapting to social media have the following benefits that can enhance customer services in nail bar salons. Gillin (2007) adds that there are several factors that social media can bring to customers:

Declining response rates: In the traditional marketing days, clients were increasingly ignoring formal online marketing such as billboards and marketing emails, because they lost interest and there was lot of spam. Now, with the advent of social media marketing, clients can read adverts that posted on social media.

Technology developments: The development of information technology (IT) framework, software, and the increased interest in online population plays a huge role in social media marketing.

Demographic shifts: Many people, especially the millennials have shifted to online platforms; therefore, there is a huge decline on traditional media. Most customers no

longer take flyers at the stores to check what is on special or buy newspapers because they want to see an advert.

Customer preference: Building trust with social media followers is very important because clients choose brands because they believe they can deliver. It increases traffic from customers coming to visit salon social media pages.

Low cost: a social media campaign can create more engagement clients, and more views at a low cost compared to a television campaign.

5.4.1 BENEFITS OF NAIL BARS WHEN ADAPTING SOCIAL MEDIA

According to McLachlan and Newberry (2021) using social media for businesses have the following benefits:

- 1.) Increase brand awareness - It has become easier to get new clients and still reach high potential clients because there are so many social media platforms like Facebook, Instagram, or Twitter where many people use social media to engage. Creating a social media page for a nail bar salon helps clients to know more about the services rendered at the salon.
- 2.) Humanize the brand - Creating content that speaks directly to normal human beings, about their daily challenges benefits businesses because it creates a real connection with customers and a level of understanding. Staff members must be introduced to clients.
- 3.) Establish the brand as a thought leader - Post about the charity work that the business is doing, or any charity work that the business is involved in, because people are looking for someone to look up too, and they turn to brands to see if they will showcase those leaders who are contributing to the society. Brands need to give an insight about their leaders; do interviews with them on their social media page, where most people will be able to have access to such information.
- 4.) Stay top of mind – The salon's social media page must try and post regularly; this helps followers to notice the business. A research study that was done by Pew Research Centre in 2021 established that 70 percent of social media

users check their social media page at least once a day. 49 percent admitted that they check their social media platforms multiple times a day.

- 5.) Increase website traffic - Social media posts and advertisements are key in driving traffic on the salon websites. Strive to share good quality pictures and post on a regular basis so that customers can see it and share with friends, which will also increase traffic.
- 6.) Generate leads - Using the social media page as a platform that share useful information and where people can share posts with others. It can be awareness about gender base violence. This also means if there are vacancies in the nail salons, they may be posted on salon social media page, which will lead more people to frequently check the page for new opportunities.
- 7.) Boost sales –Salon social media pages must show that they are in business because new followers can become new clients if the social media page represents their services well. Nail salons must strive to attract new people to their page, but they must be willing to be potential clients who are attracted by the services or products posted on the social media pages and want to try it at the salon.
- 8.) Partner with influencers - A good influencer on social media who loves doing their nails must be contracted. They can be offered free nail sets to try and in exchange, they will post it on their social media pages and tag the nail salon. This also generate recommendations from their followers, friends, and family. When people visit the social media pages, they must wish to do their nails at the given nail bar. Having friends and family members who connect and visit social media pages is a bonus because they will recommend it and create more sales for the business.
- 9.) Reputation management - Customers are already talking about the salon on social media, whether the owners are there to respond or not. Customers share their experiences: whether good or bad experience they usually post it on social media without the salon's consent. If the salon and team is always on the lookout for the social media pages, they will be able to see urgent posts. This highlights the positive initiatives that salon brands do and quickly make time to address negative comments before they cause any harm.

- 10.) Crisis communication - Crisis may cause customers to look at the nail bar differently and can affect business. It is important to make sure the record is set straight. For example, maybe an employee made a negative race or gender-related comment on social media, which may sound insensitive or racist to customers. Failing to address bad publicity can cause a lot of damage, being quiet on social media does not help. It is important to effectively manage social media, and plan on how issues will be addressed, and be ready for the worst that can happen on social media.
- 11.) Customer and audience engagement - Social media allow brands and clients to communicate daily, unlike traditional media, which is only one-sided communication. Information is written on billboards where no one can comment because there is no platform for horizontal communication or to write back to the brand immediately and get a quick response.
- 12.) Customer service and customer support - Social media has created the perception that everything should be fast and easy. When customers leave a question or comment about a certain product on business social media pages, they want an immediate response. Customers expect an immediate answer or within a certain period because they believe there should be someone who is handling social media pages on night and day shifts.
- 13.) Learn more about the customers - People now live their lives on social media, hence, they tend to share a lot of personal details publicly. Thus, social media creates customer data. This data can be used to make smart business decisions and create competition. It is important to know what people are saying about competitors. Monitoring competitors on social media benefits salon brands because they can set different dates for specials and new products. This will help salons to know when to run specials and how. It will also help salon owners to realise what customers prefer for specials.
- 14.) Stay on top of industry news - It important to know what is going on in the affiliated industry and keeping ears on the ground is beneficial. This means attending social media gatherings, knowing what is new and old; who is the new influencer, who has a huge following, and assess if the salon can use the influencer. It is also important to employ people who will be dedicated to the social media page, who will be in and out searching for new trends in the nail industry.

- 15.) Reporting and analytics - Social media has tracking and analytics tools. All social media platforms have analytic reports that allows salon owners track the number of followers they gained, who interact and visit the page on a daily basis. Google analytics also gives a report on website visits.

Eight (2020) explains social media has provided promotional tools that assist nail salons to make more sales. Therefore, using social media as a portfolio requires good quality pictures on the social media page to show case salon services (Eight 2020).

Table 5.2 lists the steps involved in creating an online portfolio.

Table 5. 2: Steps in creating an online portfolio for a nail bar salon

Source: (Eight 2020)

Steps	Explanation
Showcase a range of nail styles	Consistently post the services on the social media page to show all kinds of styles the nail bar can provide.
Highlight different nail colours	Provide the colours varieties available for to choose or make a choice.
Seasonal nail art	Each season has new trends, which come in and out. The page must adapt to each season and showcase relevant seasonal services. Start from popular summer colours to dark winter colours.
Make nails a must-have accessory	The page must be visually appealing to attract clients. Take good quality pictures - they should be attractive, and every customer should want to come and do their nails at the nail salon.
Use hashtags, tags, and location	It is important to know how to use hashtags and which ones are relevant for nail salons. Location must always be included each time a picture is posted, for clients to know where the salon is located. Tag clients on the post after they have done a set of nails. Hashtags create trends and will make it possible for external client to see the salon services.
Get employees involved	Try to involve nail technicians as part of the brand, allow them to post their artwork on their personal pages. This will

	help them grow their clientele while they are assisting the brand to grow. Some clients will come to the salon following a specific nail technician because they saw their work on personal social media pages.
Share clients' photos	Build a good relationship with clients and get their permission to take pictures of their nails. This can happen when they trust you and you can post the pictures on the business social media page. Also, encourage clients to share their set of nails on their social media pages and tag the salon page.
Approach local bloggers and influencers	Try and get local bloggers and influencers who are well known in the community. Approach them to work with the brand and promote the nail salon on social media to boost the sales. Generally, bloggers have a huge following, and some customers look up to them, and are influenced by their decision-making even when they do their nails, other clients will come to the nail salon just because they saw an influencer posted a picture that they have done their nails at a certain nail bar.

There are three social media marketing benefits for nail bar salons. According to Harris (2022), getting the word out there requires a good platform that has the right audience for the brand, and social media provide that platform. They will create a space for engagement and trust.

- 1.) The three main social media benefits are: Post content that will intrigue target customers - it is important to know the target market for the given business, i.e., what people normally prefer. Posts must entice the clients to engage with the salon more and have an open engagement platform for clients to ask questions about the products and services. Salon blog post must be appealing and interesting to invite clients to come and experience the services, instead of reading about the good work. They must believe that the salon will deliver what they see in the picture.

- 2.) Facebook must be used as a key communication tool - posting on Facebook can provide a perfect space to share services with followers. Communication is key. The Facebook post must send a clear message that is accompanied by good quality pictures. Relevant posts must be written on the business page. Engagement that will allow followers to comment or ask questions will open a good customer services engagement.
- 3.) Trends on Instagram must be followed up - Instagram is comparatively new in the social media space when compared to Facebook. It introduces trends using hashtags. It makes it easier for clients to see the salon services using trends. For instance, a person going to a Christmas party and looking for Christmas-style nails could use a trend to search for such nails, and chances of getting the nails are high if people use hashtags when posting their pictures.

5.4.2 CUSTOMER LOYALTY FOR NAIL BARS

Morrisson and Huppertz (2010) argued that there are several ways one can build customer loyalty, which will sustain the support of most customers. Incentivising customers with a loyalty program is also effective. Offering customers, a certain discount percentage after visiting the nail salon a couple of times is a good example; after every four visits, they get a 10 percent discount which could encourage repeat visits. This tactic that is often used in the nail salon marketing to boost sales for nail salons. Advertising is required for customers to know about this loyalty program. Such information must also be displayed on the salon doorstep. Additionally, salons must encourage their employees and nail technicians to mention the incentive(s) to customers. To ensure that the promotion is advertised by employees, a small bonus must be offered for every customer that signs up for the loyalty program; this will encourage them to tell every customer who visits the nail bar.

5.4.3 ENCOURAGE YOUR CUSTOMERS TO LEAVE A GOOGLE REVIEW

According to Li *et al.* (2017) 84 percent of clients trust Google reviews like recommendations from a personal friend. It is important to encourage existing customers to leave a Google review because Google reviews are good for any kind of

business. Li *et al.* (2017) further explain that this will help nail salons to get recommendations in a higher Google algorithm and it will bring in new customers who rely on Google to search for new salons around the area. When a nail bar offers good services, consumers will willingly leave a comment on Google review. Banerjee, Bhattacharyya and Bose (2017) advise salons to make sure that customers can easily access salon Google review links; it can be on their social media page, or it can be written on salon entrance. This will serve as an extra reminder for customers to leave a comment. Positive reviews also assist search engine optimization. Search engine optimization is one of the best strategies that can help nail long term growth.

5.4.4 USE SOCIAL MEDIA

Thitisuda (2019) opines that most customers like posting their nails on social media soon after doing their pedicure or manicure. Nail salons must have a social media page where customers can tag the salon after doing their nails. They may gain new clients who saw a post where the salon was tagged. Thitisuda (2019) suggests that social media provides free nail salon advertising. Potential clients can see a set of nails that they like on their timeline, hence, they can easily search for more information about that salon. Thitisuda (2019) goes on to explain that the use of social media platforms makes it easy to show off salon services on Instagram, Facebook, Twitter and TikTok.

5.4.5 FOLLOW UP WITH CUSTOMERS

Dream (2014) suggests that business owners must always be in touch with the customers and make follow ups after salon visits. This can be done telephonically or via email. Email is easier because the same email you can be send to hundreds of customers. Others may prefer a personal phone call; this will make the customer feel important and cared for. Dream (2014) further explains that salon owners can ask clients about their experience, and if there is anything that can be done to improve future experiences. Follow ups can provide valuable insight for business owners to improve their businesses in the future. Following ups ensures that customers keep thinking about the salon for a little while longer.

5.4.6 OFFER REFERRAL DISCOUNTS

Thitisuda (2019) outlines the significance of offering referral discounts each time someone brings in a new customer. This could be promoted through social media posts. It can also be done through email marketing, particularly if one is using an online booking system. Therefore, customers likely tell their friends about the promotions, and they would want to come back and redeem the discount voucher. This might also attract new customers who might see the post on social media and decide to visit the salon for referral vouchers.

5.5 RECOMMENDATION FOR POLICY MAKERS

The participants were also asked to comment about the Honeydew nail bar salons. Some indicated that it would be important for nail bars to start using sunscreen to protect them from the long-term skin damage.

It is recommended that the beauty industry policy makers must include sunscreen as part of the protective product that nail bar salons require when doing a clients' nails. Azoulay (2022) states that it is important for clients to apply sunscreen before coming to the salon to do their manicures; this will help prevent future damage to clients who normally do artificial nails. If sunscreen becomes a standard requirement for all nail bars to apply on each client before they do their nails, this can help the percentage of those clients who might forget to apply it before doing their nails.

5.6 RECOMMENDATION FOR SMMEs SCHOLARS

Many studies were done in other countries provided a lot of information in the existing body of literature. South African scholars can also research more on the South African beauty industry and specifically nail bar SMMEs. Nail bar salon literature is required to assist community small businesses to grow and generate profits. Other scholars from the health department wrote about salon health-related studies. Therefore, there is a gap that entrepreneurial scholars can conduct the health-related research and educate nail bar salon owners on the possible risks and how they be can minimised. This will help the to select good products for their customers.

5.7 OVERVIEW OF THE STUDY

The study discussed the use of social media platforms for Honeydew nail bar salons. It investigated how social media platforms could be used as a marketing tool for SMMEs. Advertising remains the key factor for nail salons to grow. Traditionally, there were few advertising platforms for businesses, and it was expensive to advertise on billboards, TV, radio, and in magazines.

Social media platforms are regarded as the cheapest marketing tool that can be used by everyone at an affordable budget. Using social media requires a certain skill set and knowing how to facilitate a social media page to avoid putting the business at risk. Social media is a big platform that everyone can access. Some clients prefer social media engagements about products or services. Managing and using social media to business advantage is one of the important skills that SMMEs must acquire.

5.7.1 STUDY REFLECTION ON LITERATURE REVIEW

The literature review process defined the theory necessary concepts and outlined the study gaps. Research shows that the beauty industry market is consistently growing over the years. If social media is considered from a business perspective, it offers a tremendous opportunity to use it as a marketing tool. It will help small businesses to get a fair chance to compete with other businesses within the market. It will also give small businesses a chance to get new clients and be recognised by their potential clients who were not aware of nail salons (Rugova and Prenaj 2016). Developed countries have the highest percentage of social media usage, which is an indication that it helps them get access to things first, collaborate, learn about new skills, and it provides real-time data (Aral, Dellarocas and Godes 2013).

5.7.2 REFLECTION ON THE NAIL BAR OWNERS

Change is important and nail bar owners must understand the need to keep on evolving and adopting new trends to “stay in the game”. The study outlines the significance of trusting customers and allowing them to taste the luxury that comes with change and nail bar owners must believe and trust that change will be beneficial to clients and their businesses (Elena 2016).

To build a good relationship with clients, business owners must give back to the customers. It could be through referral discounts or loyalty points. By doing so, they will be enticing the clients to come again. Nail bar owners must ensure that they provide good services. The study results indicate that clients continue to visit nail bars because of the good service rendered there (Paliouras and Siakas 2017).

5.7.3 STUDY REFLECTION ON RESEARCH METHODOLOGY

The research methodology used effectively helped to investigate how Honeydew residents enjoyed doing their nails at nail salons close that are closely located to their households for convenience. The research design helped to construct the entire framework of the study.

The study employed questionnaires as the research instrument. Findings show that social media platforms work well with the millennials. The younger generation is flexible to change, and they adapt to new norms quicker. When compared to the older generation it becomes a challenge, since the older generation still prefers to do things the old way, or how it was done before (Kang and Kang 1997).

The study employed a descriptive analysis, which showed an association between profits (money) and repeat nail salon visits. It established the effects of middle class and age in the beauty industry (Ghai 2018).

5.7.4 STUDY REFLECTION ON FINDINGS

The findings of the study showed that there is a gap between Honeydew males and females from who normally do their nails at the salons. 3.4 percent males and 96.6 percent females do their nails at nail bat salons. Studies have shown that the beauty industry is mostly dominated by females compared to males. Clients who would modify their beauty standards are most likely to be females (Yang 2011).

Factor analysis results indicate that the method was effective. The Cronbach's alpha was used to test instrument reliability and the results suggests that there is a higher possibility of obtaining similar results from other studies using the same instrument.

5.8 LIMITATION TO FINDINGS

The limitations of the study were as follows:

The surveys were conducted at nail bar salons for only a few hours. To avoid business disruptions, the researcher could not spend the whole day at the nail salons. The nail bar owners allowed the researcher to collect data just for a few hours. Data was collected over the weekend, which meant that the researcher could not contact all clients who usually visit the salons during weekdays.

5.9 AREAS FOR FURTHER RESEARCH

In an attempt to resolve and answer the research questions further research on the following areas will be necessary:

- To assess nail bar salons as small businesses that needs to generate monthly profits.
- To investigate ways of supporting small businesses (nail bar) to adapt to the new era of technology and social media.

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APPENDICES

APPENDIX A - QUESTIONNAIRE

Section A: Demographic Information

This section of the questionnaire refers to your background information. The information will allow me compare groups of respondents

1. What is your gender?

Gender

Male	1
Female	2
Prefer not to state	3

2. How old are you?

18 - 34	1
35 - 45	2
46 - 55	3
Above 56	4

3. Monthly income

R 0 - R4 999	1
R5 000 - R9 000	2
R9 001 - R16 000	3
R17 000 - R25 000	4
Above R26 000	5

4. How often do you do your nails in a month?

Once	1
Twice	2

5. Do you always do your nails in the same salon?

Yes	1
No	2

Section B – Services at the salons

1. Are you happy with the nail salon services?

Yes	1
No	2

2. Have you ever seen any of their (nail salon) special being advertised on their social media page like Facebook, Instagram and Twitter?

Yes	1
No	2

3. Have you ever benefited from any of their(the nail salon) specials that they run?

Yes	1
-----	---

No	2
----	---

4. When you come for your nail treatment, do you walk in or do you make an appointment in-advance?

I prefer to walk in.	1
I prefer to make an appointment	2

Section C

On the below question, please indicate how like or un-likely do you agree with the statement.

1. How likely are you to use an online booking tool or app?

Not likely	1
Neutral	2
Likely	3
Very likely	4

2. Do you think the nail technicians (in your nail salon) need more training to improve their nail art work?

Strongly disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly Agree	5

3. The product that are being used to your nails, do they damage your natural nails?

Strongly Disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly Agree	5

4. Do social media make it easy to review the salon's previous work and product?

Agree	1
Strongly agree	2
Neutral	3
Disagree	4
Strongly disagree	5

5. Any general comment you would like to make?

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APPENDIX B - DUT RECOMMENDATION APPROVAL LETTER



Institutional Research Ethics Committee
Research and Postgraduate Support Directorate
2nd Floor, Berwyn Court
Gate 1, Steve Biko Campus
Durban University of Technology
P O Box 1334, Durban, South Africa, 4001
Tel: 031 373 2375
Email: lavishad@dut.ac.za
http://www.dut.ac.za/research/institutional_research_ethics
www.dut.ac.za

1 November 2022

Ms Z P Cele
74 Glover Road
Honey Close Complex
Roodepoort

Dear Ms Cele

The use of social media platforms by small, medium and micro enterprises in the beauty industry in Honeydew, Johannesburg
Ethics Clearance Number: IREC 119/22

The DUT-Institutional Research Ethics Committee acknowledges receipt of your notification regarding the piloting of your data collection tool.

Kindly ensure that participants used for the pilot study are not part of the main study.

Please note that **FULL APPROVAL** is granted to your research proposal. You may proceed with data collection.

Any adverse events [serious or minor] which occur in connection with this study and/or which may alter its ethical consideration must be reported to the DUT-IREC according to the DUT-IREC SOP's.

Please note that any deviations from the approved proposal require the approval of the DUT-IREC as outlined in the DUT-IREC SOP's.

Yours


Dr K Padayachy
Deputy Chairperson: DUT-IREC

APPENDIX C - LETTER OF INFORMATION



LETTER OF INFORMATION

Title of the Research Study: The use of social media platforms by small, medium, and micro enterprises in the beauty industry in Honeydew, Johannesburg

Principal Investigator/s/researcher: Zamaswazi Pretty Cele

Co-Investigator/s/supervisor/s: Dr S. Govender and Dr N. Tshikovhi

Brief Introduction and Purpose of the Study:

Greeting Good Day,

Introduce yourself to the participant: My name is Zamaswazi Pretty Cele; I am a master's student at Durban University of Technology conducting research about small, medium and micro enterprises (SMMEs) in the beauty industry specifically nail bars salons.

Invitation to the potential participant: I would like to invite you to participate in the research that I am doing. It will only take 10 minutes of your time to complete the questionnaire. It is about the use of social media platforms by small, medium, and micro enterprises in the beauty industry in Honeydew, Johannesburg

What is Research: Research is a systematic search or enquiry for generalised new knowledge.

Please be advised that anyone can be part of this study, male or female as long they are above the age of 18 years. If you do not fully understand the question, please feel free to say so, I will explain it again in a simple way for you to comprehend. The study will be conducted in

English only. Note that you are allowed to talk about this study at home with your family and friends, there is no hidden agenda behind the research; family members and friends can read the letter for you to better understand the study before you start answering the survey questions

Outline of the Procedures: The aim of the study is to investigate if using social media can help boost nail bar awareness in the communities, and gain recognition by new and old clients in Honeydew. The study also examined how marketing through social media platforms can help them improve their sales and services.

This study will take place at the salon or nail bar during your normal nail treatment visit. You will respond to the questionnaire after your nail service. I will be sitting at the entrance of the salon with my questionnaires. I will hand you a questionnaire that has a couple of questions about the nail bar salon, in which I would ask for your opinion. You would need to answer the questions by writing an X next to the answer that resonates with your opinion.

Please note that it will not be in a group discussion, but it will be a one-on-one session. The survey will only take 10 minutes of your time to complete. There is no right or wrong answer, all answers are valued. If there is anything you do not understand from the questionnaire, please feel free to ask me for clarity.

Risks or Discomforts to the Participant: Please note that there won't be any risk involved in participating in this survey, like self-injury or financial implications.

Explain to the participant the reasons he/she may be withdraw from the Study: Please note you are allowed to not participate on the study if you are not comfortable with the questions, you may advise that you do not wish to continue answering the questions. You are allowed to withdraw from the study if you do not understand the research topic/industry understudy.

Benefits: There is a benefit in participating in this study because you will be assisting the whole community with opinions that might be used to improve your local nail bar salons. You will learn about the kind of services do they offer and nail specials at the salon including loyalty points that they offer to their regular client or the repeat clients.

Remuneration: Please be advised that participating in this research it totally voluntary; there are no cash rewards or gift rewards.

Costs of the Study: You will not be expected to pay for anything related to the study.

Confidentiality: Please be assured that I will never ask you to declare any of your personal information like; name, ID number, surname and your home address. No one will know your answers. Everything will be treated with strict confidentiality.

Results: If there is any development in the study while we are still conducting the study or new information that might need your attention, please note that we will send all communication to the nail bar owner so that you may also know about the findings.

Research-related Injury: There will be no self-injury related to this research because it does not require anything related to chemicals, or test of any products.

Storage of all electronic and hard copies including tape recordings: please be advised that after collecting the surveys they will be kept in a safe storage; no one will have the access to the surveys besides me, the Supervisors, and the Institution Research Ethics Committee.

Persons to contact in the Event of Any Problems or Queries: Please contact Dr S. Govender, (my supervisor), contact number: 082 375 7722. My contact number Zamaswazi (researcher) 078 7101 757. Or the Institution Research Ethics Administrator contact: 031 373 2375. Complaints can be reported to the Director: Research and Postgraduate Support Director Prof Keo Motaung on 031 373 2577 or researchdirector@dut.ac.za

APPENDIX D - LANGUAGE EDITOR APPROVAL LETTER

This letter serves to confirm that I, Dr Nyete Liberty, Takudzwa, proofread and edited a Master of Management Sciences (Business Administration) Dissertation by Zamaswazi Pretty Cele (20916234) from Durban University of Technology, titled The use of social media platforms by small, medium and micro enterprises in the beauty industry in Honeydew, Johannesburg.

I carefully read through the Dissertation, focusing on proofreading and editorial issues. The recommended suggestions were highlighted.

Yours Sincerely

Nyete Liberty, Takudzwa (PhD)

Tel.: 0766815547

E-mail: inyete@gmail.com

APPENDIX E - TURNITIN REPORT

Student Thesis

ORIGINALITY REPORT

10 %	9 %	6 %	5 %
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	mafiadoc.com Internet Source	2 %
2	repository.nwu.ac.za Internet Source	<1 %
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