

PalArch's Journal of Archaeology of Egypt / Egyptology

THE IMPACT OF SOCIAL MEDIA MARKETING ON BRAND EQUITY OF BEAUTY CLINICS

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Amal Tariq E Idrees and Manzar Ahmed. THE IMPACT OF SOCIAL MEDIA MARKETING ON BRAND EQUITY OF BEAUTY CLINICS-- Palarch's Journal of Archaeology of Egypt/Egyptology 18(16), 439-446. ISSN 1567-214x

Keywords: Beauty clinics, brand equity, social media marketing

ABSTRACT

The beauty clinics in Jeddah are medical cosmetic centers that offer excellent services in plastic surgery, cosmetics, skincare and laser treatment. This study aims to find the impact of social media marketing on brand equity of beauty clinics that are based in Jeddah, Saudi Arabia. Quantitative research method is used in this study and there are 100 random customers from different generations in Jeddah, Saudi Arabia who attend beauty clinics are participated in online questionnaire survey. The finding shows that social media has a high impact on the consumer's perspective towards brand equity of beauty clinics. Social media plays an important in affecting consumer's loyalty and the overall image of beauty clinics.

INTRODUCTION

Brand equity is a term used in the marketing world to describe the value of having a well-known brand name. Companies having a well-known brand name have an added advantage because they tend to be market leaders. Additionally, the strong brand name can be used to determine the price of a product from the market leadership. Some customers think companies with a well-known brand name have better quality products than those from a generic brand. The use of the various methods of online advertising in the social media, for example the use of consumer's online brand-related activities and electronic word of mouth activities are effective in promoting brand loyalty and increase in the buying of the company products through the company's website and the companies' accounts in the social medias (Balakrishnan, Dahnil & Wong, 2014).

Social media is a revolutionary communication tool that is changing the public relation practices in the world and it is highly incorporated into many organizations (Matthews, 2010). It involves the use of consumers' online brand-related activities and electronic word of mouth activities. (Mangold & Faulds, 2009). Social platforms, for example Facebook and Twitter, provide the advertiser with information about their likes and dislikes helping them in

targeting their audiences. An example would be the uploading of online brand related activities. A review of the beauty clinics uploaded through the social networks is an example of electronic word of mouth activities. Nevertheless, the activity of uploading the reviews of the beauty clinic may have an adverse effect to the image of the company. A good review will earn the company a free advertising through the social media. (Bashar & Ahmad, 2012). Moreover, an electronic word of mouth activity can lead to electronic referral a condition the advisement is only directed to friends and family members of the person doing the advisements. Nevertheless, the use of electronic word of mouth activity via the online environment, organizations can create and enhance brand equity of the product and services and all together led to attraction of the customers (Severi, Kwek & Nasermodeli, 2014). Though the use of the electronic word to mouth activities may have some implication, experts describe it as the world's most effective promotion method but yet least understood marketing strategy.

The strategy has effective this day due to the use of the opinion leaders/ thought leaders. This people have a lot of influence on a group of people and any information passed down to their followers through the social media is an assurance it will work because there is transferred trust. Marketers have focused on this influential people because anything they post has a great impact on the referral group and the post will get high number of likes. Businesses should consider the use of the social media in their marketing strategies to complement their traditional methods such as having ads on the TV and newspapers (Georgescu & Popescul, 2015).

Social media sites allow better contact with the online community through broadcasting up-to-date, consumer important information (Fischer & Reuber, 2011). A Facebook page or Twitter account can alert all its followers of particular topic fast and at the same time (Berselli, Burger & Close, 2012). Many of the people either old or young are interested in surfing either through their mobile phones, tablets and PC. The people are watching the online TV and getting the news they want through the internet especially the social media. With this trend the businesses should have accounts in the social media platforms to post their products (Georgescu & Popescul, 2015).

For example, the beauty clinic should post a list of the products they offer: either an on-going process in the clinic inform of a video or a photos of a satisfied customer. The company should neither under post in their account nor over post. They should regulate their posting. The excessive posting may be nagging to the followers and under post the followers may forget about the company. The platform is free to the company and gives room for the customers to comment and give feedback to the company. The content to be posted by the company has to pass through a serious check and approval to prevent the issues of referral. Therefore, the main purpose of this study is to find the impact of social media marketing on brand equity of beauty clinics in Jeddah.

METHODOLOGY

Quantitative research method is used in this study to identify the impact of social media marketing on brand equity of beauty clinics in Jeddah.

Respondents of the Study

The respondents of this study are 100 random participants combining of males and females. The participant are engaging in this study in order to statistically control the outcomes of how much can social media influence and impact on brand equity of beauty clinics to both genders.

The method of data collection and instrument

The main advantage of distributing online surveys in a marketing research is that it can gather wide feedback from various background of sample. Thus, the marketer can provide the solution. The conduction of this study involved the use of a semi-structured questionnaire. The semi-structured questionnaire serves as a tool to gather the primary data in this study.

Findings and Data Analysis

This questionnaire survey was distributed online through emails and phones and gathered 100 responses from random people from different generations in Jeddah, Saudi Arabia.

RESULT AND DISCUSSION

There are 100 random customers who attend beauty clinics are participated in this online questionnaire survey. The demographic data of the participants indicated female respondents mark the higher percentage than males. Where female scored 86% and males scored 14%. This means that females attend beauty clinics more than males in Jeddah, Saudi Arabia.

Among the given ages from (16-24) mark the highest percentage which is 56%. Ages from (24-35) represented 37% of the respondents. Ages from (36-46) represented 7% of the respondents. Ages from (47 and above) have no respondent. This indicates that the most respondents are from ages (16-24) which means between young adults and adults.

Fig. 1 shows the approximate income of the people who responded to the survey. All in order to estimate a range of the income of the people who are consuming beauty clinics. Between the range of (0-1000) Ryal respondents represents 22%. Between the range of (2000-5000) Ryal respondents represents 48% which is the highest score. Between the range of (6000-10000) Ryal respondents represents 25%. Between the range of (10000 Ryal and more) respondents represents only 5% which is the least score. This indicates that the ones who are attending beauty clinics more are the ones who their monthly income ranges between (2000-5000) Ryal. This mean they are the ones who are more interested to beauty products. Usually the ones who are gaining (2000-5000) Ryal in a month are the ones who are freshly graduated which mean young adults.

The most likeble social media platform that can affect the perspective of the consumers in indirect way and to spread awareness through choosing the right

social media platform. Fig. 2 shows Snapchat scored 52% with the highest score. Instagram scored 29% the second highest score. Twitter scored 9% and Facebook scored 7% which are the least apps/sites respondents chose. On the other hand, only 3% responded as others platforms of social media platforms that they use. This shows that Snapchat is the most common platform of social media people nowadays consume, after that Instagram comes. Thus, these two apps/sites are the most effective ones.

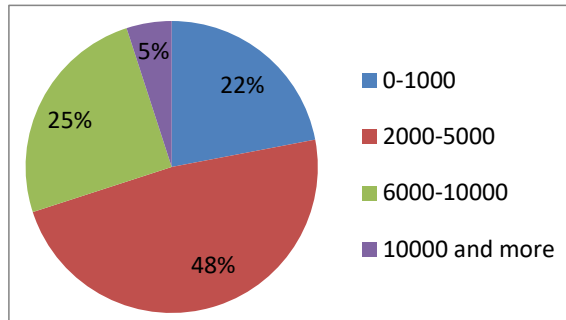


Fig. 1. Average income of the participants

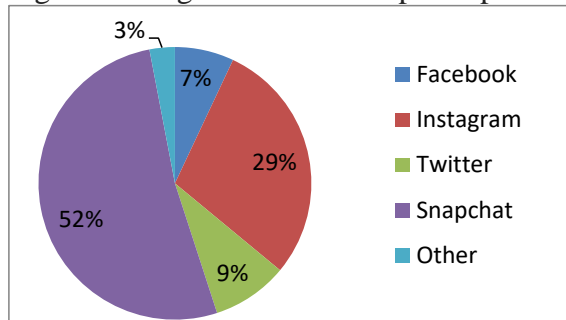


Fig. 2. The participant's favourite social media platform

People nowadays are more addicted to social media. Fig. 3 shows that participant login to social media frequently scored the highest percentage which is 53% meaning that the use of social media platform to spread and affect consumer are the best method that an excellent marketer can choose. About 28% of the respondents represent as sometimes, 10% respondents represent as rarely, 8% respondents represent as less than a few times a month.

The importance of a beauty clinic to have an online presence via social media is shown in Fig. 4, about 44% extremely important. About 35% respondents represent as moderately important. And only 21% respondents represent as not important. Meaning that, for a beauty clinic to succeed well is to invest more in presenting themselves via social media platforms than using any other marketing method.

In addition, about 59% respondents are less likely to trust the beauty clinic that does not utilize social media as a form of communication with consumers and 41% respondents represents will still trust. Meaning that there are some consumers do not trust social media as a marketing tool. It also indicates the importance of using it well in order to attract more groups of people in a positive way.

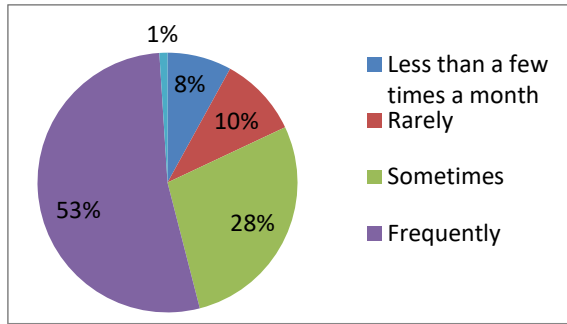


Fig. 3. The occurrence of log in to social media

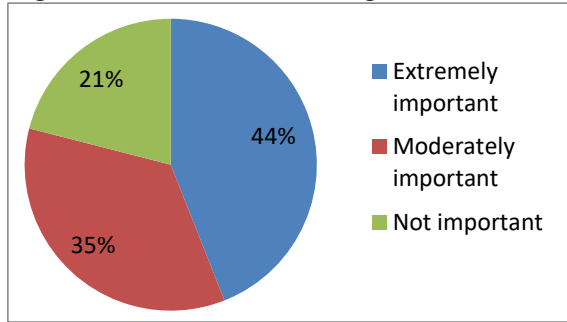


Fig. 4. The importance of a beauty clinic to have an online presence via social media

Fig. 5 shows the satisfaction of beauty clinics marketing platforms in Jeddah, Saudi Arabia such as (Instagram, Facebook, Snapchat etc.) Majority of the responses about 60% are neutral and 28% are positive with it. Meaning, the satisfaction level is in the average level which can easily lead to higher standard satisfaction among consumers.

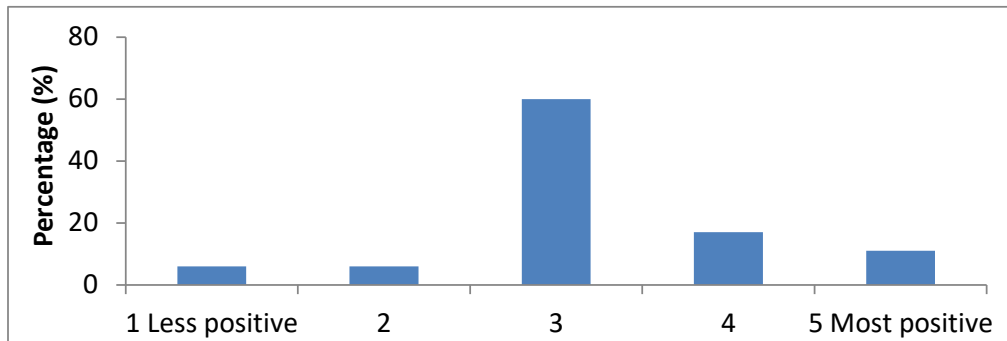


Fig. 5. The satisfactory of the beauty clinic’s social media platform in Jeddah, Saudi Arabia (Instagram, Facebook, Snapchat, etc.)

Fig. 6 shows the satisfaction of the beauty clinic’s media campaigns of the beauty products, majority of the respondents about 42% feel average, 39% feel positive and 19% feel less positive. Meaning that, the respondents represent percentage close to greatness. Still, satisfaction level is not saturated.

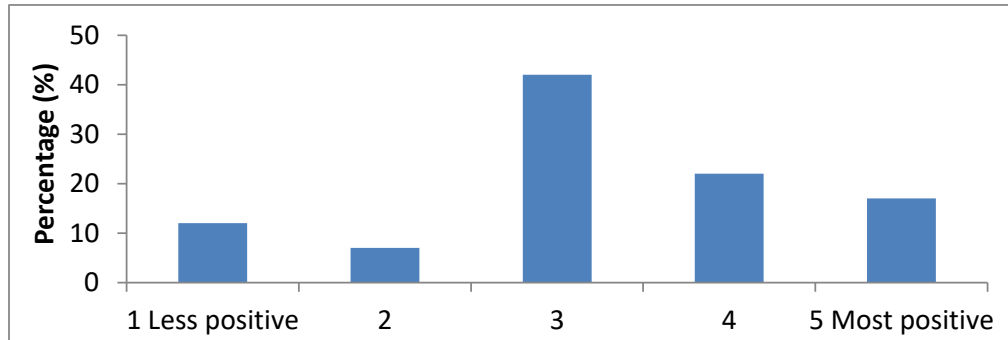


Fig. 6. The satisfactory of the beauty clinic’s media campaigns of the beauty products in Jeddah, Saudi Arabia (Fillers, Botox, Plasma, etc.)

Fig. 7 show that, most respondent about 37% are less likely to remember the symbol/logo of the beauty clinic. About 32% are average and 31% can remember the symbol/logo of the beauty clinic in Jeddah, Saudi Arabia. The average number of beauty clinics consumers tends to not memorizing the symbols or logos. Further efforts towards the symbols and logos in the clinics are needed. In order to make consumers not only remembers but also to never forget.

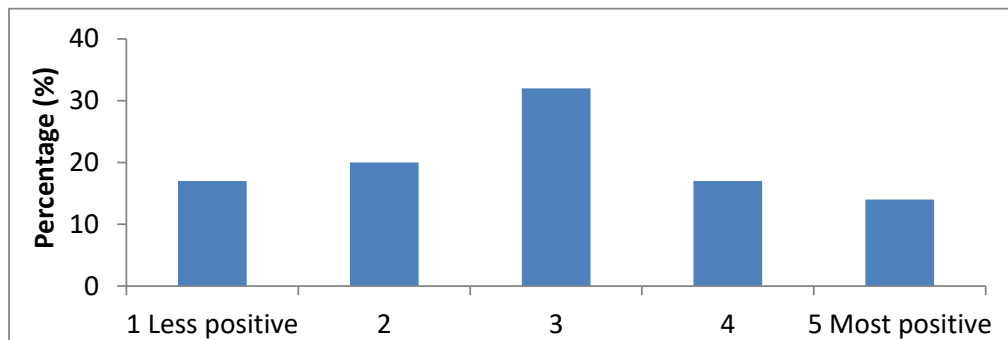


Fig. 7. The ability to memorize the symbol/logo of the beauty clinic in Jeddah, Saudi Arabia

Fig. 8 show majority about 65% of the respondents claim there is effect of the social media to beauty clinic. About 23% of them are neutral and 17% of the respondents claim less effect of social media to beauty clinic.

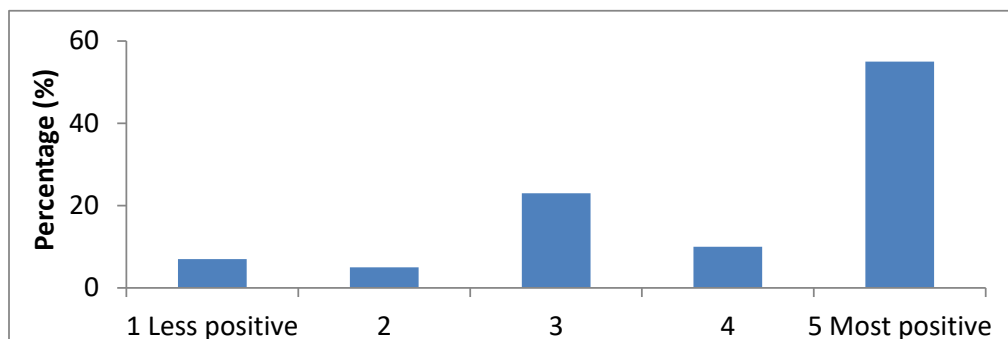


Fig. 8. The effect of the social media to beauty clinic

Fig. 9 shows the respondents rated 50% neutral toward the satisfactory of the beauty products campaigns in the clinics of Jeddah, Saudi Arabia. About 33%

of the respondents very satisfied and only 17% of the respondents very not very satisfied. This means that the beauty campaigns are not that much of an excellent nor bad. It still needs improvements and hard work. However, it is not impossible for the percentage to increase more than 50% in the future with hard work.

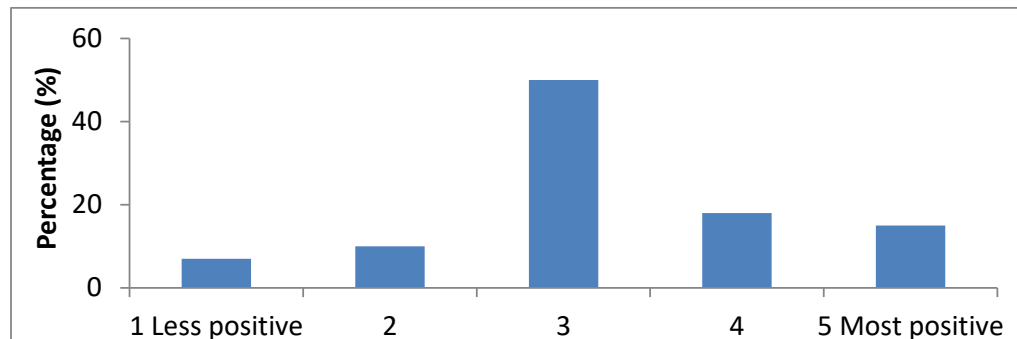


Fig. 9. The satisfactory of the beauty products campaigns in the clinics of Jeddah, Saudi Arabia (The Beauty Clinic, Almada Clinic, Almawj, etc.)

CONCLUSION

The main purpose of this study is to find the impact of social media marketing on brand equity of beauty clinics in Jeddah. The findings of the study show: that most of the people who attends beauty clinics are female genders. Where their ages ranking between 16-24 years old and their approximate income ranking between 2000-5000 SR in a month. Meaning that, young adult females are the ones who their feedbacks are the most beneficial to the study. In addition, people are using social media apps more frequently nowadays than they used to before. Instagram were the most likeable and using app/site after Snapchat. This outlined the most affective social media platform that a marketer can use in order to spread awareness among the new generation. Thus, the importance of beauty clinics to have an appearance through social media is highly important to the consumers based on the participants responds. Which means that social media has a high impact on the consumer's perspective as well towards brand equity of beauty clinics. The consumer's loyalty and the overall image of beauty clinics are very affected by social media forms.

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