

BRAND MANAGEMENT-ANALYSIS & DESIGN MARKETING STRATEGIES TO ENHANCE USER ENGAGEMENT & VISIBILITY

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

by

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SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119**

April - 2021



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of SRIKANTH PARI.V 39410207 who has done the project work entitled "**BRAND MANAGEMENT-ANALYSIS & DESIGN MARKETING STRATEGIES TO ENHANCE USER ENGAGEMENT & VISIBILITY**" under my supervision from December 2020 to February 2021.

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DECLARATION

I **SRIKANTH PARI.V 39410207** hereby declare that the Project Report entitled “**BRAND MANAGEMENT-ANALYSIS & DESIGN MARKETING STRATEGIES TO ENHANCE USER ENGAGEMENT & VISIBILITY**” done by me under the guidance of Dr. S.UMA MAHESWARI is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

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ABSTRACT

A brand is one of the most valuable assets of a company. In order to obtain this asset, the majority of enterprises decide to include social media in their marketing strategy, Social media gives the opportunity to have customers highly familiar with the brand. This article is aimed to give an outlook on the process of building customer engagement and to improve brand visibility of Naturals salon. The study used SPSS analytical tools such as Correlation and ANOVA. This tool is used to highlight the best marketing strategies to improve brand visibility and to enhance user engagement.

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CHAPTER - 1

INTRODUCTION

1.1 INTRODUCTION

This project is undertaken to measure the brand awareness of NATURALS SALOONS AND SPA in the public sector. As an emerging brand in the sector where its competitors like TONI & GUY, ESSENTIALS and GREEN TRENDS are well established multinational firms. So, measuring a company's brand awareness is of vital importance since it indicates the brand number of people who are aware as well as what values they add to the particular brand in a given period of time and highlights the effectiveness of the different advertising or promotional tools used for the purpose.

Awareness in simple terms - HOW MANY PEOPLE KNOW THE BRAND is measured through surveys that asks the participants what comes to their mind when they think of a saloon for haircut.

It is the ability to recognize or recall(identify) the brand within a given product category in sufficient detail to make a purchase decision. It also means that consumers can perceive, recommend, choose or use the brand.

Perception is the VALUES CONSUMERS ATTACH TO A BRAND. Eg perception of BMW is luxury.

1.2 INDUSTRY PROFILE

1.2.1 Brand:

Today the primary capital of many businesses is their brands. For decades the value of a company was measured in terms of its real estate, their tangible assets, plants and equipment. However, it has been recently recognized that tangible and intangible, practical and symbolic, visible and invisible under conditions are economically strategic for the company. Brands are built up by persistent efforts over the long run. They cannot be reduced just to a symbol on a product or a mere graphic and cosmetic exercise. A brand is the signature on a constantly renewed, creative process which yields various products. Products are introduced, they live and disappear, but products endure. The

consistency of the creative action is what gives a brand its meaning, its content, and its characters. creating a brand requires time and identity.

The American Marketing Association defines the term 'Brand' as "A name, term, symbol or design or a combination of them, which is intended to signify the goods or services of a seller or a group of sellers from their competitors." More importantly a brand promises relevance and differentiated benefits. Everything an organization does should be focused on enhancing delivery against a brand's promise.

- The source of a relationship with the consumer
- The unique source of products and services
- The single concept that is created inside the mind of the product
- The sum total of each customer's experience with corporate.

1.2.2 Brand Awareness:

Brand awareness is the extent to which a Brand is recognized by a potential customer, and is correctly associated with a particular product. Expressed usually as a percentage of the target market. Brand awareness goal is advertising in the early months or years of a product's introduction.

Brand awareness is related to the functions of brand identities in consumer's memory and can be reflected by law so the consumer can identify the brand under various memories and can be reflected by how well the consumers can identify the brand under various conditions. Brand Awareness includes brand recognition and brand recall performance. Brand recognition refers to the ability of the consumers to correctly differentiate the brand that they previously exposed to. This does not necessarily require the brand name. Instead, it often means that consumers can respond to a certain brand after viewing packaging images. Brand recall refers to the ability of the consumers to correctly generate and retrieve the brand in their memory.

A Brand name that is well known to the great majority of households is also called a household name.

Brand awareness plays a huge part in the success of brands. There are many difficult ways to market a brand in order for it display a certain image in the minds of the

consumers. It can be a logo, a name, a color, etc. that links itself to a brand in the mind of the consumer. Brand awareness and recognition is a step for markets in communication as it affects the consumer's choice that is made when it comes to the point of purchasing. A brand which is well-known is likely to be chosen over the brands which are little known by the consumers.

Consumers are less likely to purchase from a brand which they don't recognize or hardly recognize because they would not like to take risk as it could waste their money.

1.2.3 Importance:

Awareness, attitude, and usage (AAU) metrics relate closely to what has been called the Hierarchy of Effects, an assumption that consumers progress through sequential stages from lack of awareness, through initial purchase of the product, to a brand loyalty. In total, these AAU metrics allows companies to track trends in consumer knowledge and attitudes.

Brand awareness can be separated into two different categories, brand recall and brand recognition. It can be indicated by multiple measures such as if the consumer is familiar with the brand, knows the brand, and knows the brand characteristics, to be specific, the recall is to recollection of the consumer has of the brand whereas recognition is the previous experience of the consumer has with the brand that enables them to distinguish it from others. Brand recognition is emphasized rather than brand recall as the potential customers relies on information of others and their experience with that particular brand in their decision-making factor, In other words brand recognition is a certification. As a result, consumers purchase decision dependent upon whether they have seen or heard of the brand.

1.2.4 How it Works:

Brand awareness is a huge goal when it comes to advertising. It can be the key to whether or not consumer's purchase their product. There are different stages of brand marketing.

These include brand awareness potential purchase and consumer loyalty. Brand marketers want to ensure that not only is their brand recognized and purchased, but

that the consumer has a positive response to the brand and product and therefore would want to buy it again. Brand loyalty means more purchase, this can increase word of mouth and lead to more brand recognition and in turn more sales.

The four different levels of measuring brand awareness can be identified as;

- Brand recognition
- Brand recall
- Top-of-mind
- Brand name dominance

Brand recognition is when a consumer knows what the brand is and has seen it earlier. Brand recall is the ability of the consumer to remember, generate and retrieve the brand information. Top-of-mind is the next step whereby the customer thinks of the particular brand first, over other brands. Brand name dominance is then when a consumer chooses that brand over other brands and make their purchase decision. This is the main goal for most brands as this means that they can then make revenue.

Once a business brand awareness is generated, it is very important that this is maintained. It is also beneficial to make sure that the consumers are being heard and their responses are being listened to and observed due to any changes made within the brand.

The studies carried out suggest that brand awareness was a dominant choice in studies where the consumer was aware of the brands and their products. People with no brand awareness sampled brands and chose their higher-quality brands rather than those with the brand awareness. This tell us that consumers are willing to pay for a brand that they are more aware of, even if the products are not of high quality as others.

1.2.5 Measure of Brand Awareness:

Brand awareness does not necessary mean to know identify the brand from past experiences but to associate the logo and similar annotations of the brand. By creating this brand awareness it enables the consumer to recognize and separate a particular brand from other brands in the same market. They are four different levels in which brand awareness can be measured, and although some say that the different measures

are all linked to the same concept or construct, it is also argued by some researchers that the different measures should be applied depending on the different situations.

Four different levels of measuring brand awareness can be identified as ;

1. Brand Recognition
2. Brand recall
3. Top-of-mind
4. Brand name dominance

Brand Recognition (Aided Awareness):

Brand recognition is also 'Aided Awareness' is simply a matter of remembering that there was past exposure to that brand and the ability to confirm that they have previously heard or seen the brand. Brand recognition does not involve the necessity of the consumer remembering and relating back to specific memories of where the brand was encountered. Which level the brand stands in the market and how the brand and its product differs from their competitors Keller's, K.L (1993) in addition many individuals who hang around a brand are more likely to become favoured to that specific brand. This form of brand awareness can be noticed through the concept of aided awareness, which involves previous exposure with a specific.

Brand Recall (Spontaneous Awareness):

Brand Recall or Spontaneous awareness is the customer's ability to recall the brand when they are given a clue that may help to recall the brand, such as the category of which the product falls into, the need or the purpose that is fulfilled by certain category, or some other cues which will help recalling the brand. Brand recall of durable goods is usually driven by experience, while exposure seemed to be found as the key driver for non-durable goods as customers tend to build a brand trust of a non-durable goods based on media exposure, rather than personal experience of product usage. Unlike brand recognition which require the consumer to make a link from the brand to a category, brand recall works the other way around, requiring the consumer to make a link from the category of the brand.

Top-of-Mind:

Top-of-Mind awareness involves a brand that is always the first to come into mind when a consumer considers a product or service a brand provides. A brand that is on this level does not necessarily mean that it will always be chosen, but it will be highly considered. Top-of-mind awareness is relevant when a choice is made quickly between competitive brands. Also, this measure should be applied when a consumer is involved in an impulse low involvement purchase scenario.

1.2.6 Brand Name Dominance:

Brand name dominance is the top level in brand dominance where, during a brand recall task, most consumers provide the name of only a certain brand in whichever category the brand falls into. Furthermore, another measure of brand awareness is through the concept of brand name dominance, and is defined as an individual's selection of only certain brand names in a related category during a brand recall procedure.

1.2.7 Channels of Brand Awareness:

The idea of advertising is to call the public's attention into your business, usually for the purpose of selling the product or service, through the various forms of media, such as print and broadcast notices (Entrepreneurial n.d) It brings to your attention where the product can be bought, how much it costs or who could buy it, in terms of age and gender.

Magazines:

Magazines are the most specialized form of advertising media and range from a wide variety of types to satisfy different target markets. Portraying an advertisement through a magazine will build brand awareness. Magazines offer a high selection of niche publications to distinguish the different segmented audiences. Women's Magazine is specially advertised to women as they provide content like kitchenware, fashion, health, cooking recipes etc. And an auto magazine provides content related to the automobile sector. Magazine articles do not really expire as they can be used for extended periods. People still use Magazines from the past for things like recipes, posters, or fiction.

looks. Old magazines can be found in barber shops, hair salons etc. Many people tend to cut out articles that appeal to them.

News Paper:

This World press trends 2010 report that 1.7 billion people read newspaper every day, which represents over 25 percent of the world's adult population, which represents over 25 percent of the world's population. Although, social media and internet use has rapidly increased over recent years, newspaper companies have been able to survive having an online websites and smartphone applications.

Radio:

Radio is a source of electronic media that can reach out to many people. Brand awareness will benefit from channels such as radio coverage as there are many different radio stations to cater to different radio stations to Brand awareness through use of radio as listeners can be offered a unique listening experience.

Television:

Almost everyone has access to a television, whether it is at home, at a bar even in car. Having an advertisement on TV will allow your advertisement on TV will allow your advertisement to be wrenched to many with high frequency levels. The success of the reach also depends on weather, which time your ad is shown and whether if noise interrupts. A consumer brand awareness can increase to powerful advertisements on televisions, as they are many opportunities to view advertisements which can be shared through social media if they have been memorable.

Social Media:

A major touch point to create brand awareness would be social media platforms such as Instagram and Facebook. In the development of creating a strategy for social media marketing, the brand must focus on key factors to increase brand awareness in social media advertising such as who is the target market where should they focus their efforts internal and external factors that could potentially influence the media plan. The first focal point is important in this decision as there are a large age groups who all have a different mentality towards social media and use different platforms. The brand

essentially has to figure out what age group their target market and use their appropriate platform of social media to reach to reach them. Secondly, geographical consideration is important for advertisement as the brand may find that there is an increase of sales in particular countries or areas. Therefore, they may allocate a higher budget for advertising expenditures according to where sales are stronger, therefore increase brand awareness even more in these particular areas. Last of all internal and external factors that can affect the media strategy that include the size of the media budget that has been allocated to advertising, the economy rising therefore increasing the cost of media, and competitive factors. It is important to determine which target should obtain the most media emphasis, even though the goal is to extend media coverage to as many members of the target market as possible.

Personal Channels:

Personal channels are direct and impersonal contact (face to face contact) with target individuals or groups an example of this can be sales person as they serve as personal channels of communications when they set out to persuade and give their sales pitch to potential customers

- **Buzz Marketing** - A powerful source for marketers is word of mouth communication also known as buzz marketing. This is consumer generated and viral marketing for business, which does not cause a thing. In some cases of buzz marketing business are known to hand out product samples and provide their good to famous influential people so that they can recommended and encourage others to buy their brand.
- **Viral Buzz** - In this day and age social media and networks are becoming a real phenomenon, so markets are trying to focus their advertising here and disseminate their brand using the likes of Facebook, Snapchat, YouTube, etc.

Non-Personal Channels:

The type of channel is the opposite of a personal channel, where it sends out a message without Interpersonal contact between the series and receiver (Betch & Betch) 2012. This is most commonly referred to as mass media or mass communication. Since messages are sent to a large number of consumers at one time.

For example, a television time is hired in the middle of a prime television show and it may be seen by millions depending upon (Beach & Breach). There are two major types of non-personal channels these consist of print and broadcast advertising.

- Print media- this consists of all printed advertisements on some kind of paper including newspapers, magazines, billboards, direct mail inserts, catalogues or other portable printed material. (Fill,C, Hughes,G, De Francesenco,S,2012). Magazines are sometimes the best way for advertisers to market their material as they have so many advantages.
- Magazines offer quality reproduction and attractiveness.
- Magazines are highly selective.
- As magazines are most commonly specific in subjects /niche publications, they are able to pinpoint audiences that you target.
- Magazines last longer than other media.
- Their expiry date is prolonged by their presents in the beauty saloons, the doctors, travel agent bureau, any waiting areas, etc.
- They are passed on asking and viewed by multiple audiences, targeting usefulness to the advertiser and being able to reach more consumers.
- Magazines have inherent design and flexibility and can be customized.
- Magazine differ from other print media, as they are good being able to highlight the product in detail and depth (Fill, Hughes,G De Francesco.S,2013)
- Newspapers still have some good qualities about them even though they are quickly receding in demand.
- Extensive local penetration and coverage.
- In many western countries (most popular in English speaking countries) local newspaper within the communities are still thriving. This is a good way and effective way of reaching targets consumers as they prove to l be still popular
- Flexibility

- For maximum exposure, certain ads may be placed in interesting sections of the newspaper, so it can reach out to a maximum of their target.
- Detailed and current copy.
- Newspapers are ideal for exploring detail attributes of products or service. This may be helpful in trade or ICB advertising, where detailed copy can highlight important product information that is required and give extensive editorial value (Fill.C, Hughes.G, dr Francisco.S2013)

Advertising is the activity or profession of providing information for promoting the sales of commercial products or services. Advertising is used through various media to generate brand awareness within consumers. They can be aired as radio ads, television commercials, internet etc.

Furthermore, the marketing concept comprises consumer value, containing recognising that organisation can benefit from increased brand awareness from understanding the needs and wants of target consumers. It can achieve these needs and wants more efficiently and effectively than their competitors.

Guerrilla Marketing is creative campaigning that allows every small firm to compete with bigger firm by carving out the name but profitable niches. Nowadays, big firm also use guerrilla marketing to catch consumer's attention at low cost. These tactics include

- 1) Extreme specification.
- 2) Aiming every effort at favorably improving the customers,
- 3) Providing services that is beyond the customer's expectation.
- 4) Fast response time.
- 5) Quick turnarounds of jobs
- 6) Working hours that match the customer's requirements.

The term 'Guerrilla Marketing' is a registered trademark of author Jay Levinson who populated it through his several 'Guerrilla books.

It is an out of the ordinary way of marketing a product. Low-cost channels can be utilized to generate a high level of interest in the product and create brand awareness. Utilization of personal contacts is the most popular way of guerrilla marketing. It is an

advertising technique used by companies to subtly promote through a non-traditional advertising technique, usually through appearances in film, television, or other media.

A formal agreement between the product manufacturer and a media company can be generated through which the media company also receives a economic benefit, usually in the form of fee. The media company will showcase the product through any of the various methods they have available to make the brand stands out. Some people, however, considered product placement to be deceptive and unethical. For example, Coca-Cola company could pay a given fee to have the title character drinking a coke, instead of a Pepsi beverage, or Toyota might pay to have one of the characters drive their newly launched automobile. Through product placement, companies hope that moviegoers will take note of the product used by the characters, and therefore think strongly about using the brand themselves. Social Media is the most contemporary and cost-effective way of creating a brand awareness with an online audience. Many companies use social media like Facebook, YouTube, Blogs, etc.

What does 'Guerrilla' mean?

'Guerrilla' means "irregular war fought by an independent group" this was used in 1807-1814 during the Spanish resistance, it also meant the weapon of the weaker or disadvantage side in a conflict'.

1.2.8 Challenges:

Maintaining brand awareness can be extended and accomplished through effective ways of communication. A good way in maintenance of a brand can be through analysing the model of the communication process. This model represents how effective a brand's message has been translated and shows which processes are included. To maintain brand awareness, a business must implement each section of this process with high regards in order to achieve the maintenance of the brand.

The process starts off with the source or sender who is the person or organization who sends and creates the message. The channel is the method of how the message travels from source to receiver (Betch & Betch,2012). This process is probably the most important in regards to maintaining brand awareness. Once the message has been communicated to the receiver, they must be able to decode the message. Decoding is

where the receiver interprets the message and decides how they feel or think about it. After all this is done, the receiver responds through actions or keeps the message in mind. Feedback is another response that is sent to the sender such as curious questions or through final purchase (Belch & Belch,2012).

Two important methods from the model that can help manage the challenge of maintaining brand awareness more securely is the third step of channel and how the message is communicated to others and the idea of noise. Brand awareness is the idea of the brand being recognized to full potential. Reach and frequency are concepts that will help maintain brand awareness (Fill et al.,2013) Reach and frequency are varied depending of communication are important when nourishing the brand., Advertisers must either choose from personal channels or non-personal channels.

Personal channels include all social channels of communications where people interact. This source, also known as word-of-mouth communication, is highly effective when people use social media to spread the message or share their experience. Social media is a global platform; therefore, brands should utilize this channel in order to keep their brands relevant and people are aware of the brand. Non-personal channels such as radio and T.V, can reach many individuals at one time. This allows more frequency and reach for the brand. However, unlike personal channels such as social media, some individuals may use their smartphones rather than watch T.V or listen to the radio. Different channels also depend on who your target market is, for example, personal channels are most suitable for younger people due to high use of smartphones and use of Facebook, Instagram and other social media outlets.

1.2.9 Value:

Another challenge faced with brand awareness can also be adding value to the products. Brand awareness is measured by how recognizable the brand and its products are. People will remember a brand and its products if they are good value and use. Maintaining or improving factors such as packaging design, quantity of stock and the location of where to purchase these items can all help add value to the brand and thus help maintain a positive brand awareness among customers, Also, providing a sort of social responsibility by helping their environment can create a positive response

towards the business. Brands must reach out to the community by sponsoring social events, campaigns to keep the brand relevant and also offer customer a unique experience.

Coca cola is a brand that has been able to exploit advertising and communications to maintain its brand awareness as a leader in its market. They launched a campaign called 'Share a Coke'. Where customers could put their names on their personalized coke bottles or cans. This campaign was very successful and way the top campaign helped coke regain its awareness among people of all ages as they interact with each customer on a personal level (Coca-Cola company 2014).share a coke campaign was aimed to get people together and to share a coke with their friends to create a unique and memorable experience.

1.3 COMPANY PROFILE

Veena K, Founder And her husband C.K Kumaravel, CEO & Co-founder of Naturals, pioneered a new era in the hair and beauty care industry by channelizing their knowledge of the international beauty industry to spark a vision of bringing a successful world class beauty salon brand to India. The realization of this dream saw the birth of Naturals. Currently Naturals has its footprint across 8 states with 100+ salons. Naturals has three key brands, each with customized designs built to cater to specific segments of customers namely Naturals Unisex Salons, Naturals Lounge and Naturals W. Best salon chain in India -salon international 2012, most admired retailer of the year -images retail 2012, Salon chain of the year -salon congress 2012, women entrepreneur of the year -franchise India 2012.

INDIAN SPA MARKET

The spa industry over the last 5 years has shown tremendous growth, not only in the number of spas, but also in the diversity of spas and spa therapies available. The India's Spa Industry is relatively young by global standards, given that the most spa facilities

are just over a decade or two old. The Indian Spa Industry has raised their voices and has indicated a need to ensure quality spa experiences to all Indian spa visitors. The industry has really changed and the spa industry particularly is evolving with leaps and bounds. Earlier it used to be a small beauty parlor and now things have changed. They are getting more into spa therapies. At this point spa industry is more into body massages and the major growth has taken place in this segment. Northern India shows the biggest increase in spa development in the country as it has a steadier economic growth in relation to the other regions in the country. Moreover, Kerala region is a well-known destination for 'Ayurveda' as a substantial increase of the Ayurveda massage centers. Things like Kerala massages, body scrubbing and body wraps are becoming popular. Many of the practices are being inspired from the western culture along with Indian traditional massages. A lot of new things are coming in to the industry. The spa industry has crossed a line of being called in a nascent stage. The industry is into a budding stage though, and really cannot announce that it has come out of the budding stage, as many of the companies and people are still hesitant. India's spa market is still considered a niche market with great opportunities for investments as many hotel operators lack of expertise and experience. A great problem is that there is a lack of therapists besides the renowned therapists for the Ayurveda method of treatment which follows a 5,000-year-old Indian tradition. In the past more of Ayurvedic spas and Kerala therapeutic spas dominated the industry. But the industry has evolved. More of fusion spas, including both Indian and western therapies have come into play. Besides resort spas India has other types of spas such as day spas, salon spas, destination spas, club spa, medical spa, cruise ship spa, mineral spring spa and airport spa. The most common spa treatments in India include body treatments, facials, massages, aroma therapy, hair removal, hydrotherapy, manicures and pedicures. Day spas are mushrooming every where. 20 per cent magnification in day spas can be witnessed. In every city the spas are popping up. In coming two years there would be lot more

International Journal of Management (IJM), ISSN 0976 – 6502(Print), ISSN 0976 - 6510(Online), Volume 6, Issue 1, January (2015), pp. 59-70 © IAEME 61 G. Rabia Jahani Farzana & R. Banu Priya, "A Study on Consumer Attitudes Towards Solus Per Acque in Naturals Salon and Spa, Tiruchirappalli" - (ICAM 2015) magnification in day

spas. Hotel spas are additionally popular. Today no four- or five-star hotels would survive without a spa. Every hotel needs a spa to relax their customers. Destination's spas have already come a long way. For example, Ananda Spa, is among the famous destinations' spa in the world. In the last two years, the total number of spas is 2200-2300 in India. But currently it over 2500 spas are operating in India. These are not authentic numbers, as there are many spa businesses which have not registered themselves and it has become very hard to find the total number of spas operating in India. This number consists of all kinds of spas. On an average there will be a growth at a rate of 20 per cent in the coming years. According to the latest figures relinquished by the Global Summit, the Indian Spa Industry is around INR 11,000 crore and it will grow.

NATURALS SALON & SPA

Naturals was established a decade ago, with a dream to change not just the way people looked but to add ample positivity in their attitude to life. Naturals is today the largest salon chain in the country, we have nearly about 250+ salons across India with large number in Tamandu, Andhra Pradesh, Karnataka and rapidly expanding in rest of India. Groom India Salon & Spa Private Limited is the registered name for the chain of Spa & Salons across the country known as Naturals (Unisex Salon & spa). Naturals, is synonymous today with beauty care and styling in India. Naturals is acknowledged as the most happening chain of beauty care centers in India. On the sheer strength of performance and positive response from patrons, Naturals has grown to become India's most prominent chain of hair and beauty salons. With 300+ salons across the sub-continent and rapid expansion plans underway, the dream is to reach 3000 salons by the year 2021. Striving to revolutionize the grooming industry in every aspect, Naturals has established an academy to train professionals who want to take up a successful career in the wondrous world of beauty. Naturals has three key brands, each with customized designs built to cater to specific segments of customers namely Naturals Unisex Salons, Naturals Lounge and Naturals W. **NATURALS UNISEX SALON** Naturals, considered a pioneer in the Indian beauty salon industry was one of the first

to introduce the concept of unisex salons. This trendsetting idea caught on as families and couples found it convenient to get all their collective grooming needs looked after, all in one place. The products used at Naturals Unisex salon are specially selected for their advanced properties and only the highest quality products are used.

NATURALS LOUNGE

The Naturals Lounge salon, studio and spa, is a luxurious experience in its entirety. The luxurious spa invites the consumers to let go and feel the stress melt away. Dexterous fingers soothe and rejuvenates the consumer and put them in touch with your inner self. The massages and the aromatic oils create a wonderful vibe that makes the consumer feel like heaven is on earth. Crafted with exotic ingredients, any service at a Naturals lounge spas salon, enhance your sense of wellbeing. International Journal of Management (IJM), ISSN 0976 – 6502(Print), ISSN 0976 - 6510(Online), Volume 6, Issue 1, January (2015), pp. 59-70 © IAEME 62 G. Rabia Jahani Farzana & R. Banu Priya, “A Study on Consumer Attitudes Towards Solus Per Acque in Naturals Salon and Spa, Tiruchirappalli” - (ICAM 2015) NATURALS W the Naturals W is a unique concept in the world of beauty salons designed especially for women. Unlike the chain of unisex salon and spas, these beauty salons cater specifically to women and all services are handled by lady professionals.

1.4 STATEMENT OF THE PROBLEM

Due to homogeneous market of the salon industry, Brand loyalty is dwindling for all players. The foremost priority for them will be to attract and retain customer base. Each company is finding novel methods to augment Brand Loyalty which would bring more business.

1.5 NEED FOR THE STUDY

A proper study needs to be made to establish a viable marketing strategy and the potential benefits each of the marketing tools that are to be used. Increasing Brand Loyalty must be the done by evaluating all the available options. By studying and analyzing the market data, a strategic approach can be recommended.

1.6 SCOPE AND SIGNIFICANCE OF STUDY

This project provides me with an opportunity to explore the field of marketing management. This project also provides Naturals Pvt Ltd. the feedback of customers. Apart from it, it provided me a great deal of interaction with high profile managers of the company. This study is a firsthand experience of working along senior marketing professionals source market feedback, collate data and channel their marketing strategies based on them.

1.7 OBJECTIVES OF THE STUDY

1.7.1 *Primary Objective:*

- To study the brand management of Naturals.

1.7.2 *Secondary Objective:*

- To analyze the current marketing strategies of the company.
- To build strategies to enhance user engagement and brand visibility.
- To develop suggestion for increasing the brand awareness.

1.8 LIMITATIONS OF THE STUDY

As a study concerned, it has got its own limitations. It is obviously understood that such limitation is unavoidable. Some important limitations can be read as;

- An in-depth study was not possible due to time constraints.
- The study was conducted at Chennai city; it may not be applicable for the whole country.

- The study was purely confined to 120 samples. May not be applicable to entire customers.
- There are elements of his data collection from the respondents.
- The data given by the respondents may limit their own knowledge, feelings and awareness.

CHAPTER - 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

Dr.Chithra K and Sasikala K (2016) discussed on social media strategies for enhancing brand awareness. The total population of social media users has been increasing due to several factors like increased broadband availability, the improvement of software tools, and the development of more powerful computers and mobile devices; social factors such as the increased affordability of computers and software's, and growing commercial interest in social media sites. Understanding these changes in technology, most of the organization started to rebrand themselves by focusing on building interactive relationships with customers by participating in multiple social media channels. Companies are using different Social media marketing strategies to make their customers engaged. Social Media Marketing Strategy (SMMS) is a set of actions by which a company or organization expects to achieve its marketing objectives and meet the requirements of its target market through the use of social media tools and properties. The objective of this paper is to identify the prospective customer for clients based on the level of interest exhibited in the survey. Further, to analyze the clients social media pages for understanding the best time for posting content and to enhance brand reach and awareness by adopting social media strategies. The Study depends on Primary and Secondary data collection. Primary data are collected through questionnaires. Non-probability Snowball sampling method is used for identifying the respondents. Secondary data are collected from social media

websites. In this paper two types of strategies are used to enhance brand awareness namely Email Strategy and Content Strategy. As a result was able to understand that in Facebook the images, videos, GIF files will have more reach than articles and to enhance brand reach and awareness consistent and continuous effort should be taken for engaging the customers.

Pramod Hanmantrao Patil (2017) discussed brand awareness and brand preference. Nowadays, branded products are consumed almost in every sector by all sections of the society. A brand name is an assurance by the seller to consumers about services offered by him. It reduces buyer's risk and makes the decision-making process simpler. In order to reduce risk consumers, prefer those brands which are known and familiar to them. Hence, brand awareness becomes the initial step and foundation for brand preference. As Fast-Moving Consumer Goods are frequently consumed by every section of the society, the relationship between these two dimensions of brand equity – brand awareness and brand preference can be well defined and understood. Sixteen FMCG brands from different segments and eight product categories were selected for the study. A significant relationship is observed between brand awareness and brand preference for all sixteen FMCG brand.

Claire Angad Singh, Goyal Narayan, Bansal Shatul (2016) discussed marketing sustainability. It's a heritage that women love to be beautiful. People are more open and are not shy of using make-up and are open with the idea of taking care of their appearance. Lakme has acquired the market share due to its brand value. This paper gives a clear idea about the global beauty and sustainability of the cosmetic industry at the beginning of the 21st century. It also provides a basic understanding of the nascent relationship between marketing and sustainability. In this paper the authors tried to focus on the marketing sustainability of Lakme by studying the marketing strategy adopted by Lakme through SWOT analysis and Porter's five forces model.

Kulvinder Kaur and Pawan Kumar (2020) discussed Social media usage in the beauty and wellness industry. Advancement in technology has increased the use of

social media among Internet users. People are on social media all day and brands cannot miss this opportunity to turn these users into potential customers. The purpose of this research paper is to identify the prominent social media platforms in Indian beauty and wellness industry and to establish dimensions of social media activities.

Mrs.S.Catherine and Dr.R.Magesh (2014) has done research in Brand Identification and Consumer Preferences towards Branded Salon Services in Chennai. The key factor of the study is to find what salon brand consumer prefers and identifies for its use. Times are changing at a very rapid pace in the professional salon industry. Any salon professional, stylist, colourist, or salon owner who has weathered the storm of the salon industry over the last couple of years can tell you one thing for certain; the industry has changed. The sample size used for the study is 120. Total population is 160. Survey method is used to collect the data. Primary data was collected through questionnaires from the consumers. The salon market has not been immune from this phenomenon and salon clients have been willing, able, and even expecting to pay premiums between 12% and 16% for products and services over and above their chemical-based alternatives. More interesting is that salon clients have indicated a heightened level of sincerity about products or services that are marketed as organic, eco-friendly, cruelty-free, or vegan that are priced comparatively to competitive products that are known to be made with less integrity. The data have taken from customers those getting service from all top 10 salon brands. It is concluded as Transparency is everything. Associate a brand with a small, socially responsible, environmentally responsible, ethical niche boutique brand. Organic Salon Industry Trend Remains Very Strong in the market.

Sandeep Bhattacharjee and Shivani Reheja (2020) have done research, Using Marketing Analytics to Understand Consumer Lifestyle for Hair Salons in Delhi and Kolkata. The world is undergoing change and change seems to take place everywhere. Even, the less talked industries are gaining momentum including the hair salon industry. In this research paper, we have tried to investigate the usage of hair salons among consumers in two major cities namely Delhi and Kolkata. This research primarily focuses on a mixed sample of both students and working population. A primary investigation was also conducted to identify different facts which helped in designing of

the introduction part along with literature review. Later data analysis was conducted on data collected from 114 samples through online questionnaires involving both structured and unstructured questions. Statistical methods of descriptive analysis, discrimination analysis and cross tabulation (with Cramer V calculation for association test) were used to test the strength of association between prime factors based on gender. The results of this research can be useful for researchers, academicians and others in this field who can learn and benefit to a great extent.

Saumya Singh and Sapna Singh (2020) conducted a study on Wellness consumers in India: an attitude-based segmentation study, Indian wellness industry is still at a nascent stage reflecting the lack of awareness reported by its consumers regarding various wellness segments and their offerings. This confusion in the mind of consumers may stem from 'poor positioning' of services and 'blurred demarcations' of the wellness segments. Thus, the present study attempts to segment the industry based on the differences in perceived wellness and attitude of wellness consumers towards these highly associated wellness services. Data collected from two hundred and 50 consumers was analysed using two-step cluster analysis which segmented the industry into three unique wellness clusters worthy of marketers' attention. The study found a need for intensive awareness programs based on the identified cluster boundaries and uniquely positioning the differentiated benefits of the segment offerings. Also, it offers insight that efforts made at enhancing the perceived wellness of consumers will lead to favourable attitude formation towards the wellness segment.

Varadharaj Aramudan and D.Chamathy (2018) conducted a study on Dimensions of Consumer Based Brand Equity. In today's competitive business world brand has become a valuable asset to companies and it has become inevitable to learn and understand how to build a brand, measure and manage brand equity. The study focuses on the dimensions of consumer-based equity.

K.V Sivaram, Ankur Wadhava, Lewlyn L.R Rodrigues, Assish Oommen Mathew (2018), researched on, Franchisee's perspective on factors influencing relationship development and performance in the Indian wellness industry. Franchising helps in scaling up business in a cost-effective manner and is the best option for the

globalisation of services and products. This paper illustrates the perception of the franchisees in the Indian wellness market on relationship development and performance. The structural equation modelling (SEM) approach is used in this study. A hypothetical research model was developed based on the literature survey. Primary data was collected from franchisees using questionnaires. Confirmatory factor analysis (CFA) was used to test the model. The findings of the study suggest that effective and frequent communication between franchisor and franchisee helps in building a good business relationship in the wellness industry. A healthy franchise relationship depends on trust and commitment. The franchisor should have an effective operational infrastructure in place to have a positive influence on the performance of the franchisees. The results provide insights for successful implementation of a franchisee by improving franchisor-franchisee relationship.

Lydia K. Mwai, Dr. Anne W. Muchemi, Consolata W. Ndungu (2015), conducted a research analysis of Brand Loyalty in Cosmetic Products: A Case of Selected Salons in Nyeri Town. Cosmetic industry is a lucrative business that progressively attracts more attention from marketing research. The highly competitive environment in the cosmetic industry makes it a valuable area to study brand loyalty in cosmetic products. Brand loyalty is one of the important aspects which is significant for the management to sustain competitive advantages in the market. In this research, the relationship between brand loyalty and determinants of brand loyalty was unveiled, with special focus on brand trust, brand price and perceived value. The general objective was to examine the determinants of brand loyalty in the cosmetic industry in Nyeri Town. The specific objectives were to determine the effects of brand price on brand loyalty, to assess the effects of brand trust on brand loyalty, to establish the effect of perceived quality on brand loyalty. The researcher adopted a descriptive survey research design where questionnaires were used for data collection. Data was analyzed using descriptive statistics and has been presented using tables. The researcher used Karl Pearson correlation coefficient and logistic regression analysis to statistically analyze the data. The target population was 60 salon operators who are consumers of Cosmetic Products in Nyeri Town. A census study was conducted in the salons within Nyeri Town. This study supports the view that brand trust, brand perceived value and price should

remain the prime focus for the organization to maintain market share in today's competitive business environment.

Feroz Ahmed et al (2012), in their article titled "An Empirical Study-Customer Service Quality and Awareness towards Naturals Salon and Spa with reference to Madurai" Their study highlights the job satisfaction of indigenous women who work at the beauty parlors in Bangladesh. Impact of gender on perception, attitude and level of satisfaction of the overall respondents. The Sample was chosen from the population, by using stratified random sampling technique. The data was collected from 220 respondents. The study throws light on the fact that the interest of women to work at the beauty parlors which is still new as a profession has not yet been developed among the mainstream members of the society.

Catherine et al (2014), in their article titled "Brand Identification and Consumer Preferences towards Branded Salon Services in Chennai" emphasize on the fact that the consumer preference on salon brands varies according to the service engrooved. The Sample was chosen from the population, by using a convenient sampling technique. The data was collected from 320 respondents. Times are changing at a very rapid pace in the professional salon industry. Any salon professional, stylist, colourist, or salon owner who has weathered the storm of the salon industry over the last couple of years are facing vast changes. The study concludes that Transparency is everything. The study also throws light on the fact that Organic Salon Industry Trend Remains Very Strong in the market.

Nada Algharabali et al (2013), in their article titled "A Study On Customer Perception Towards Branded Beauty Salon" has said that from the women in many parts of the Arab world, Kuwaiti women pay special attention to their hair. to find the customer satisfaction and service quality towards branded beauty salons. For them, their hair not only represents their identity as individuals, but is also part of their cultural makeup as Arab women. In this study stratified random sampling technique is used with 280 respondents. For many women in Kuwait, going to a beauty salon is mainly to have their hair styled, but also alongside other maintenance requirements, such as waxing, eyebrows shaping, manicures, pedicures, and so on – is a weekly ritual.

G.Rabia Jahani Farzana et al (2016), in her article titled "A Study On Consumers' Preference Towards Beauty Services In Tiruchirappalli" has said that in the earlier days women have been very conscious of their appearance since their existence. Most of them give much importance to their external appearance. They can change their look in various numbers of ways. But today it has changed. Men parlors have overcome women's parlors. Because of booming beauty consciousness among men has increased. However, both men and women are always concentrated on their external beauty. Their study has concluded that one of the main reasons for the popularity of beauty salons in Trichy is the rising disposable income along with the beauty conscious of people.

Narasiman and Sathish Kumar (2016), Conducted a study on Digital marketing strategies for Naturals salon, In the digital age, the consumer decision making has taken new form and it has become challenging for the Firms to understand the consumer behavior and their decision making habits. Naturals, being in the Beauty Salon segment needs to achieve high customer satisfaction levels to retain the existing consumers and attract new consumers. By adopting a franchise model in the retail service sector Naturals has to market itself to two different segments, the B2B Business partners and the B2C end consumers. While Value sharing is the significant part of the B2B Partners, The B2C components range from Brand Image, Convenience, and satisfaction Levels, preferences, flexibility and personalization. With this, it becomes essential for Naturals to adopt a varied set of marketing and communication strategies for different segments. With the all-pervasive digital platforms consumers are connected through social networks with enhanced awareness levels. This throws further challenges in identifying the target consumers and influencing them. This also provides an opportunity for Naturals to connect with its end consumers and B2B partners through the online platforms and serve the customers through better understanding of consumer preference. Adapting a digital marketing strategy at this juncture will enable Naturals to minimize the impact of market dynamics and change demography for sustained growth.

CHAPTER - 3

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

Research methodology has many dimensions, it includes not only the research methods but also consist of the study and explains why only a particular method of technique is used so that search lend themselves to proper evaluation. It considers not only the research methods but the logic behind the methods used in the context of the study and complies because a particular method has been used. It also helps to understand the assumptions underlying various techniques and the the criteria by which they can be applicable to certain problems other will not. Therefore, in order to solve a research problem, it is necessary to design a research methodology for the problem as the some may differ from problem to problem. This focuses on the various techniques, methods and assumptions in this study, It sheds light on the research problems, objectives of the study, and its limitation. The later part of the research problem, objective of the study, and also its limitations. The later part of this explains the matter, in which the data is collected, classified, tabulated, analyzed and interpreted so as to get conclusive result.

3.1 RESEARCH DESIGN

Research design is the way in which the research is carried out. It works as a blueprint. Research design is the arrangement of conditions for the collection and analysis of data in a manner that aims to the research purpose with economy in procedure.

Research method

Survey Method, Descriptive & Analytical

3.2 SAMPLING TECHNIQUE

It is not possible for any researcher to include each and every member of the universe in his research process so he selects the small portions of the universe which is its true representative. This group is known as sample and this process is known as sampling. Sampling techniques can be categorized into two broad categories namely;

1. Non-Probability Sampling
2. Probability Sampling

In this study, Non-Probability Sampling method is used to conduct survey questionnaire.

3.3 SOURCES OF DATA

The study is based on Primary and Secondary data.

Primary Data- Survey, Interviews, Questionnaire.

Secondary Data- Websites, Journals and Research paper.

3.4 STRUCTURE OF QUESTIONNAIRE

In this study, questionnaire includes, demographic variables, multiple choice questions and Likert's scale questions.

3.5 SAMPLE SIZE

In this survey, sample size of 120 respondents is taken for the study.

3.6 PERIOD OF STUDY

Period of study is from December 2020 to February 2021.

3.7 ANALYTICAL TOOLS

Pie-Charts and Tables.

Content Analysis.

Questionnaire Analysis.

CHAPTER - 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 4.1.1: Showing Age wise classification of respondents

Particulars	No. of Respondents	Percentage
Below 19	29	23.8%
20-25	45	39.9%
26-30	21	17.2%
31-40	17	13.9%
Above 40	10	8.2%
Total	122	100%

Source: Primary Data

Age
122 responses

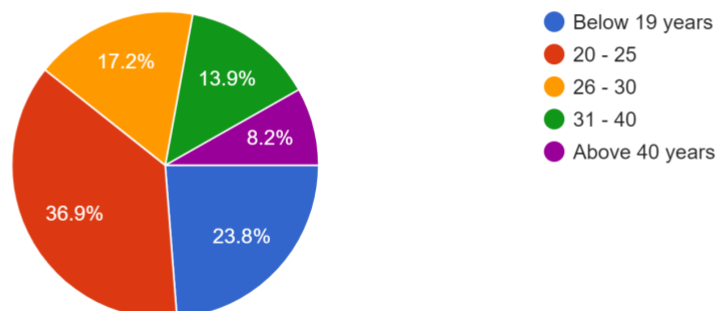


Chart 4.1.1: Showing Age wise classification of respondents

Interpretation:

From the above pie chart it is interpreted that 23.8% are of age below 19, 36.9% are of age group 20 to 25, 17.2% fall under the age group 26 to 30, 13.9% are of age 31-40 and 8.2% are above 40.

Table 4.1.2: Showing Gender wise classification of respondents

Particular	No. of Respondents	Percentage
Male	61	50.4%
Female	60	49.6%
Total	121	100%

Source: Primary data

Gender
121 responses

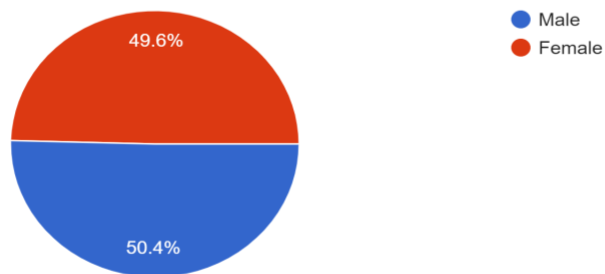


Chart 4.1.2: Showing Gender wise classification of respondents

Interpretation:

From the above chart it is interpreted that 49.6% of the respondents are female and 50.4% are males.

Table 4.1.3: Showing Occupation wise classification of respondents

Particulars	No. of respondents	Percentage
Student	42	34.4%
Private Sector	33	27%
Public Sector	13	10.7%
Self-Employed	22	18%
Un-Employed	10	8.2%
Business	2	1.6%
Total	122	100%

Source: Primary Data

Occupation
122 responses

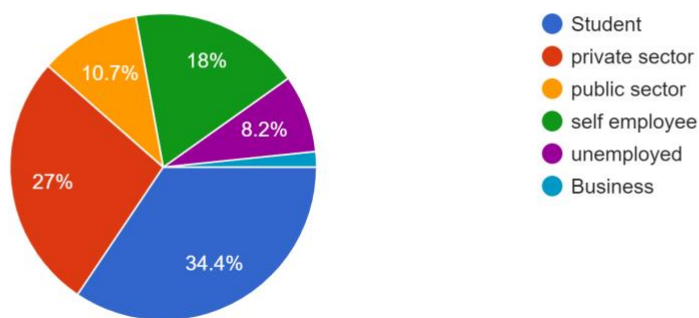


Chart 4.1.3: Showing Occupation wise classification of respondents

Interpretation:

From the above pie chart it is evident that 34.4% are students, 27% are from the private sector, 10.7% from the public sector, 18% are self-employed, 8.2% are unemployed and 1.6% are doing business.

Table 4.1.4: Showing How they Commute to the Salon wise classification of respondents

Particulars	No. of respondents	Percentage
Car	22	18.2%
Bike	66	54.5%
Bicycle	10	8.3%
Walk	23	19%
Total	121	100%

Source: Primary Data

How do you commute to the salon?
121 responses

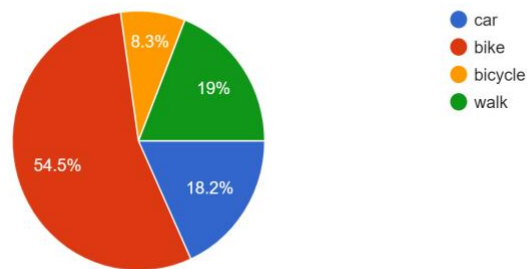


Chart 4.1.4: Showing How they Commute to the Salon wise classification of respondents

Interpretation:

From the above data it is interpreted that 54.5% use bikes to commute to the salon, 8.3% use bicycles, 18.2% use cars and 19% come by walk.

Table 4.1.5: Showing Frequency of their Visit to the Salon wise classification of respondents

Particular	No. of respondents	Percentage
1-2 months	45	37.2%
2-3 months	40	33.1%
5-6 months	16	13.2%
7 months or more	20	16.5%
Total	121	100%

Source: Primary Data

how often you visit a salon?
121 responses

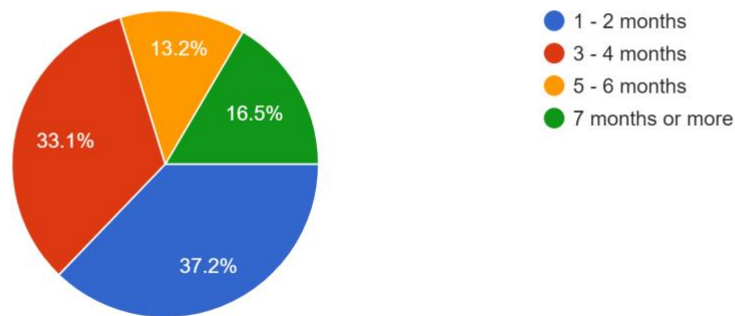


Chart 4.1.5: Showing Frequency of their Visit to the Salon wise classification of respondents

Interpretation:

From the above chart it is interpreted that 37.2% of respondents visit the salon once in 1-2 months, 33.1% visit in 3-4 months, 13.2% visit 5-6 months and 16.5% visit once more than 7 months.

Table 4.1.6: Showing Brand which comes first to their mind when they think about a Salon & Spa wise classification of respondents

Particulars	No. of respondents	Percentage
Naturals	109	90.1%
Toni & guy	3	2.5%
Green Trends	5	4.1
Other	4	3.3
Total	121	100%

Source: Primary Data

What brand first comes to your mind when you think of a salon & spa?

121 responses

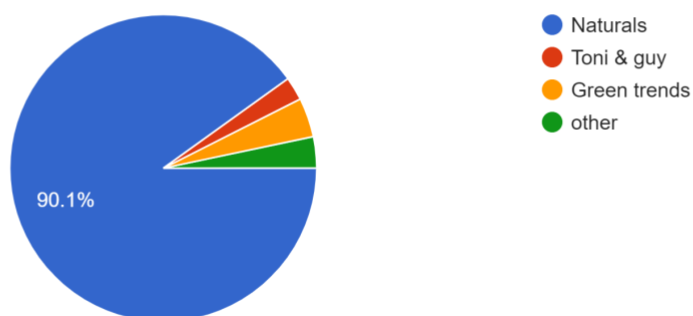


Chart 4.1.6: Showing Brand which comes first to their mind when they think about a Salon & Spa wise classification of respondents

Interpretation:

From the above chart it is interpreted that 90.1% of respondents think of naturals as the first choice when it comes to salon & spa, 2.5% thinks of Toni & Guy, 4.1% think of Green Trends and 3.3% think of other salons.

Table 4.1.7: Showing How they think of Naturals wise classification of respondents

Particulars	No. of respondents	Percentage
Favorably	4	54.1%
Neutral	52	42.6%
Unfavorably	66	4.3%
Total	121	100%

Source: Primary Data

what do you think of naturals?
122 responses

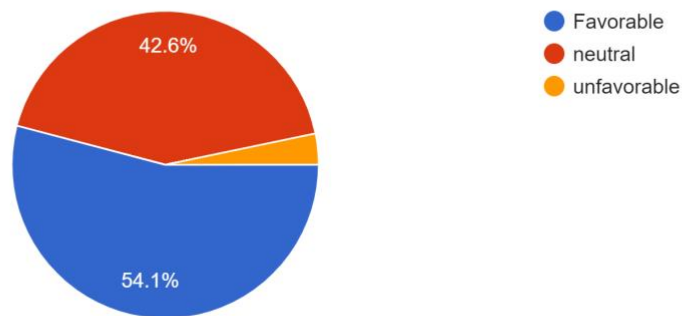


Chart 4.1.7: Showing How they think of Naturals wise classification of respondents

Interpretation:

From the above data it is interpreted that 54.1% of the respondents think favorably about naturals, 4% think unfavorably and 42.6% are neutral.

Table 4.1.8: Showing Different Attributes according to their Importance wise classification of respondents

Particulars	No. of respondents	Percentage
Brand	32	29.6%
convenience	43	36.1%
Discount	25	21%
Price	19	16%
Total	121	100%

Source: Primary Data

Please rank the following in order of their importance
119 responses

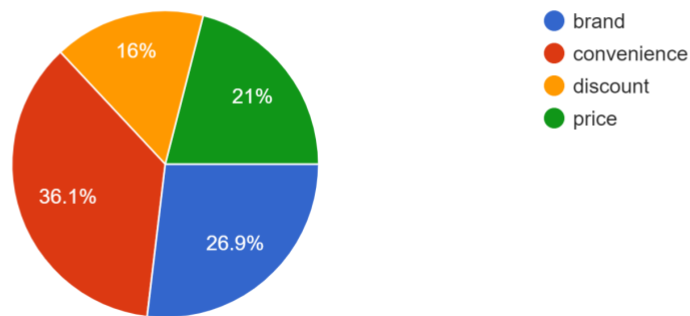


Chart 4.1.8: Showing Different Attributes according to their Importance wise classification of respondents

Interpretation:

From the above data it is interpreted that 29.9% of the respondents rate brand as the most important attribute, 36.1% rate convenience, 16% go for price and 21% for discount.

Table 4.1.9: Showing Has seen Recent Advertisement wise classification of respondents

Particulars	No. of respondents	Percentage
Yes	67	55.8%
No	34	28.3%
Not sure	19	15.8%
Total	121	100%

Source: Primary Data

Have you seen our advertisement recently?
120 responses

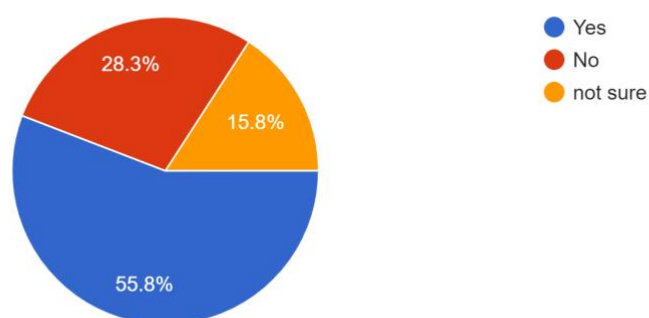


Chart 4.1.9: Showing Has seen Recent Advertisement wise classification of respondents

Interpretation:

From the above chart it is interpreted that 55.8% of the respondents have seen the recent advertisement, 28.3% have not seen and 15.8% are not sure.

Table 4.1.10: Showing Where they have seen Naturals Advertisement wise classification of respondents

Particulars	No. of respondents	Percentage
T.V	20	16.8%
BillBoards	23	19.3%
News Paper	20	16.8%
Social Media	38	31.1%
Magazines	18	15.1%
Total	121	100%

Source: Primary Data

Where have you seen our advertisement?
119 responses

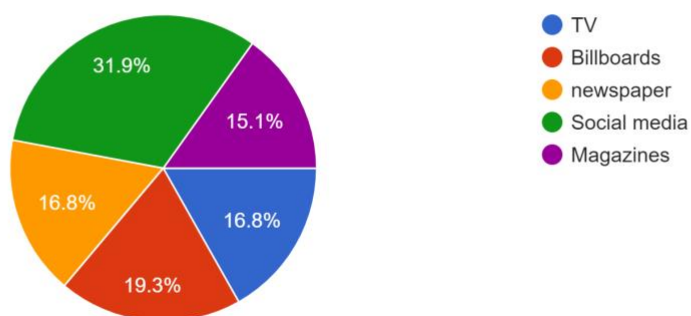


Chart 4.1.10: Showing Where they have seen Naturals Advertisement wise classification of respondents

Interpretation:

From the above data it is interpreted that 15.1% have seen the advertisement in Magazines, 16.8% in T.V, 16.8% in newspapers, 31.9% in social media and 19.3% in billboards.

Table 4.1.11: Showing Experiment with Other Salons wise classification of respondents

Particulars	No. of respondents	Percentage
Never	30	24.6%
Rarely	65	53.3%
Frequently	27	22.1%
Total	122	100%

Source: Primary Data

Do you experiment with other salons?
122 responses

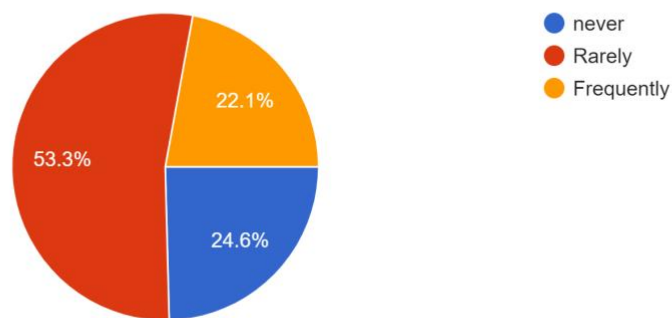


Chart 4.1.11: Showing Experiment with Other Salons wise classification of respondents

Interpretation:

From the above data it is interpreted that 53.3% rarely experiment with other salons, 22.1% frequently do and 24.6% never experiment with other salons.

Table 4.1.12: Showing Features like the Most wise classification of respondents

Particulars	No. of respondents	Percentage
Customer Services	61	50%
Quality	36	29.5%
Price	16	13.1%
Ambience	9	7.4
Total	122	100%

Source: Primary Data

what do you like the most in us?

122 responses

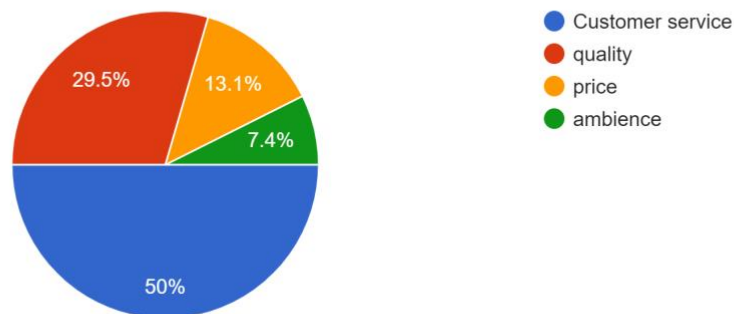


Chart 4.1.12: Showing Features like the Most wise classification of respondents

Interpretation:

From the above data it is interpreted that 50% of the respondents like the customer service the most, 29.5% like the quality of service 13.1% like the price and 7.4% like the ambience.

Table 4.1.13: Showing Anyone from their Family uses Naturals wise classification of respondents

Particulars	No. of respondents	Percentage
Everyone	43	35.5%
Not everyone	57	47.1%
Can't say	21	17.4%
Total	119	100%

Source: Primary Data

Does anyone in your family use naturals?

121 responses

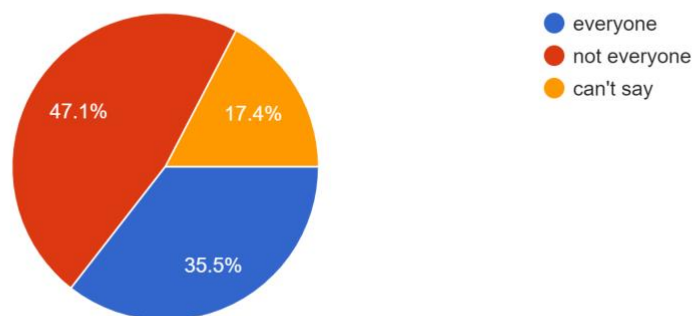


Chart 4.1.13: Showing Anyone from their Family uses Naturals wise classification of respondents

Interpretation:

From the above data it is interpreted that 35.5% of the respondent's family members use Naturals, 47.1% not everyone from the family and 17.4% can't say.

Table 4.1.14: Showing Attribute they Associate with Naturals wise classification of respondents

Particulars	No. of respondents	Percentage
Affordability	33	27.7%
Dependability	16	13.4%
Popularity	23	19.35%
Modern	22	18.5%
safe	25	21%
Total	119	100%

Source: Primary Data

Which of the attribute do you associate with naturals?
119 responses

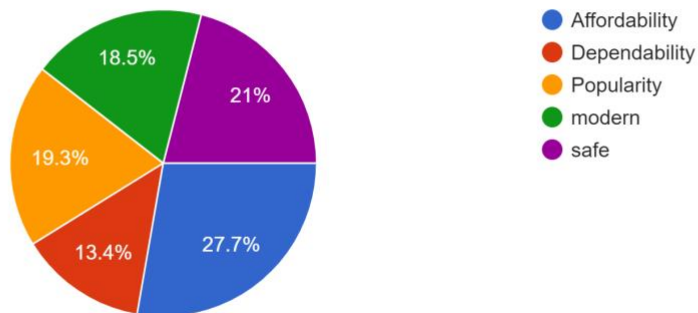


Chart 4.1.14: Showing Attribute they Associate with Naturals wise classification of respondents

Interpretation:

From the above data it is interpreted that 27.7% of the respondents choose affordability as the attribute that is associated with naturals, 21% safe, 19.3% popularity, 18.5% modern and 13.4% dependability.

Table 4.1.15: Showing How Long they have been using Naturals wise classification of respondents

Particulars	No. of respondents	Percentage
1-2 years	43	36.1%
3-4 years	37	31.1%
5-6 Years	24	20.2%
Above 6 years	15	12.6%
Total	119	100%

Source: Primary Data

How long have you been using naturals?
119 responses

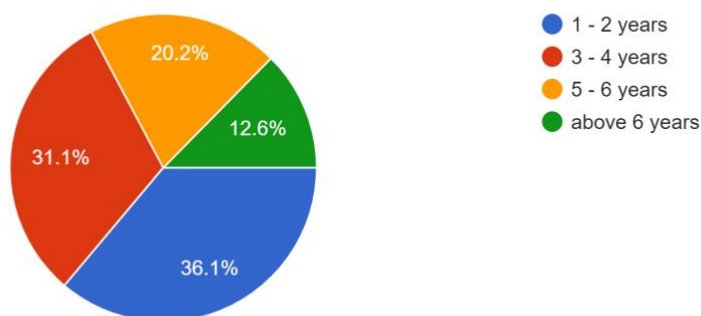


Chart 4.1.15: Showing How Long they have been using Naturals wise classification of respondents

Interpretation:

From the above data 36.1% of the respondents are using naturals for 1-2 years, 31.1% are using for 3-4 years, 20.2% are using for 5-6 years and 12.6% are using for more than 6 years.

Table 4.1.16: Showing How many have Members wise classification of respondents

Particulars	No. of respondents	Percentage
Yes	18	14.9%
No	48	39.7%
Will get it soon	48	39.7%
Never	7	5.8%
Total	121	100%

Source: Primary Data

Do you have a naturals membership?

121 responses

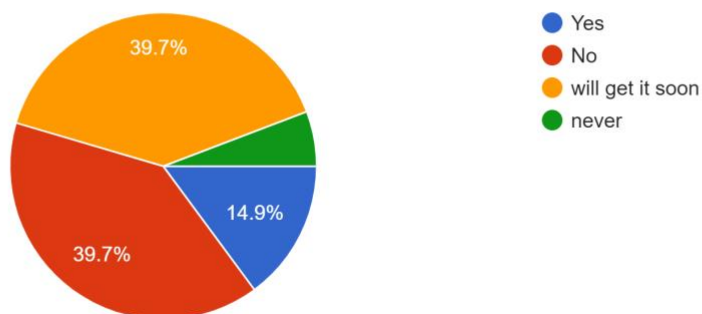


Chart 4.1.16: Showing How many have Members wise classification of respondents

Interpretation:

From the above data it is interpreted that 14.9% of the respondents have a membership, 39.7% do not have, 39.7% say they will get it soon and 5.8% would never get it.

Table 4.1.17: Showing Would they Recommend Naturals wise classification of respondents

Particulars	No. of respondents	Percentage
Yes	91	74.6%
No	9	7.4%
May be	22	18%
Total	122	100%

Source: Primary Data

Would you recommend naturals?

122 responses

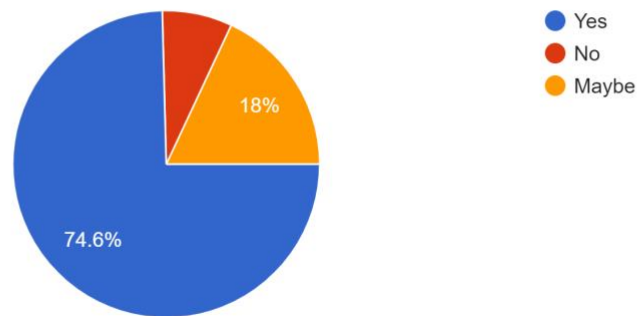


Chart 4.1.17: Showing Would they Recommend Naturals wise classification of respondents

Interpretation:

From the above data it is interpreted that 74.6% would recommend naturals, 18% may recommend and 7.4% would not recommend naturals.

Table 4.1.18: Showing How many would give a Google Review wise classification of respondents

Particulars	No. of respondents	Percentage
Definitely Yes	83	68%
Maybe	32	27.9%
Never	5	4.1%

Total	122	100%
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Source: Primary Data

Would you rate naturals in google review?

122 responses

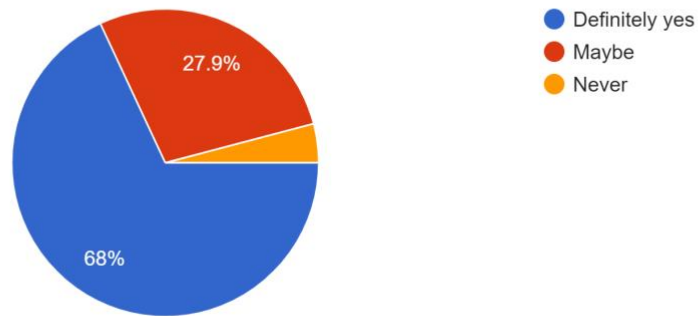


Chart 4.1.18: Showing How many would give a Google Review wise classification of respondents

Interpretation:

From the above data it is interpreted that 68% of the respondents would give a Google review, 27.9% may give and 4.1% would never give a Google review.

4.2 CORRELATION

Table 4.2.1: Showing Gender and Often you visit a Salon

Correlations			
		Gender	Often you visit a Salon
Gender	Pearson Correlation	1	0.177*
	Sig. (2-tailed)		0.045
	N	122	122
Often you visit a Salon	Pearson Correlation	0.177*	1
	Sig. (2-tailed)	0.045	
	N	122	122

*. Correlation is significant at the 0.05 level (2-tailed).

Inference:

The p-value is 0.045 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a relationship between gender and often you visit a salon.

Table 4.2.2: Showing Gender and Favourability

Correlations			
		Gender	What do you think of Naturals
Gender	Pearson Correlation	1	0.161*
	Sig. (2-tailed)		0.037
	N	122	122
What do you think of Naturals	Pearson Correlation	0.161*	1
	Sig. (2-tailed)	0.037	
	N	122	122

*. Correlation is significant at the 0.05 level (2-tailed).

Inference:

The p-value is 0.037 which is lesser than the alpha value (0.05), hence an alternate hypothesis (H1) is accepted. Therefore, there is a relationship between gender and favourability.

Table 4.2.3: Showing Commute to Salon and Often you visit a Salon

Correlations			
		How do you Commute to Salon	How often you visit a Salon
How do you Commute to Salon	Pearson Correlation	1	.205*
	Sig. (2-tailed)		0.024
	N	122	122
How often you visit a Salon	Pearson Correlation	.205*	1
	Sig. (2-tailed)	0.024	
	N	122	122

*. Correlation is significant at the 0.05 level (2-tailed).

Inference:

The p-value is 0.024 which is lesser than the alpha value (0.05), hence an alternate hypothesis (H1) is accepted. Therefore, there is a relationship between commuting to the salon and often you visit a salon.

4.3 ANOVA

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Age and Experiment with other salons.

H1 (Alternate Hypothesis): There is a significant difference between Age and Experiment with other salons.

Table 4.3.1: Showing Age and Experiment with Other Salon

ANOVA					
Do you experiment with other Salon					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	15.034	4	3.758	6.752	0.000
Within Groups	65.130	117	0.557		
Total	80.164	121			

Inference:

The p-value is 0.000 which is lesser than the alpha value (0.05), hence an alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Age and Experiment with other salons.

4.4 CHI-SQUARE***HYPOTHESIS:***

H0 (Null Hypothesis): There is no significant difference between Age and Preference.

H1 (Alternate Hypothesis): There is a significant difference between Age and Preference.

Table 4.4.1: Showing Age and Preference

Chi-Square Tests			
	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	21.912 ^a	12	0.039
Likelihood Ratio	25.309	12	0.013
Linear-by-Linear Association	7.740	1	0.005

N of Valid Cases	122		
------------------	-----	--	--

a. 10 cells (50.0%) have expected counts less than 5. The minimum expected count is 1.72.

Inference:

The p-value is 0.039 which is lesser than the alpha value (0.05), hence an alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Age and Preference.

CHAPTER - 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS OF THE STUDY

- It is found that 39.9% majority of the respondents are of the age group 20-25.
- It is found that the gender of the respondents is almost even with a slight majority of 50.4% and females 49.6%.
- It is found that the majority 34.4% of the respondents are students and the least 1.6% are from the business sector.
- It is found that the majority 54.5% use bikes to commute to the salon.
- It is found that the majority of respondents 37.2% visit the salon 1-2 months once.
- It is found that the majority of the respondents 90.1% think Naturals as the first brand that comes to mind when they think of a salon & spa.
- It is found that the majority of the respondents 54.1% think favorably of naturals and 3.3% think unfavorably.

- It is found that the majority of the respondents 36.1% think convenience as the main reason for choosing Naturals.
- It is found that 55.8% of the respondents have seen the recent advertisement of Naturals.
- It is found that the majority 31.1% have seen Naturals advertisements in social media.
- It is found that 53.3% of the respondents rarely experiment with other salons.
- It is found that the majority 50% of the respondents choose customer service as the best attribute of Naturals.
- It is found that 35.5% of the respondent's family members use Naturals.
- It is found that the majority 27.7% of the respondents choose affordability as the attribute that they associate with Naturals.
- It is found that the majority 36.1% use Naturals for 1-2 years.
- It is found that the 39.9% of the respondents don't have a Naturals membership.
- It is found that the 74.4% of the respondents would recommend Naturals to others.
- It is found that 68% of the respondents would definitely give a google review.

5.1.1 Correlation Findings:

- The p-value is 0.045 which is lesser than the alpha value (0.05), hence an alternate hypothesis (H1) is accepted. Therefore, there is a relationship between gender and often you visit a salon.
- The p-value is 0.037 which is lesser than the alpha value (0.05), hence an alternate hypothesis (H1) is accepted. Therefore, there is a relationship between gender and favorability.
- The p-value is 0.024 which is lesser than the alpha value (0.05), hence an alternate hypothesis (H1) is accepted. Therefore, there is a relationship between commute to the salon and often you visit a salon.

5.1.2 ANOVA Findings:

- The p-value is 0.000 which is lesser than the alpha value (0.05), hence an alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Age and Experiment with other salons.

5.1.3 CHI-SQUARE Findings:

- The p-value is 0.039 which is lesser than the alpha value (0.05), hence an alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Age and Preference.

5.2 SUGGESTIONS

- Since the majority of the customers visit the salon are students special student's offers could be given to increase their frequency of visit and involvement with the brand.
- Nearly 20% of customers prefer to commute by car as per my research the percentage is even higher on weekends good parking space should be increased.
- Only 55% of the respondents have seen the recent advertisement, efforts should be made to popularize the advertisement.
- Social media campaigns have been a success in the recent past it could be enhance to increase user engagement.
- An App could be developed to provide more user-friendly customer service.
- More than 70% of customers experiment with other salons, Specialized offers could be given for repeat customers.
- Special offers could be given to the members on special days like their birthday, wedding anniversary etc.

- Extra benefits could be given to the family members of the membership card holders.
- Google review could be insisted from the customers after a service to enhance google rating.

5.3 CONCLUSION

The above study concluded that increasing brand visibility and to enhance user engagement of Naturals salon. The study states that social media has a huge impact on enhancing brand visibility and to enhance user engagement. Age group of above 40 are likely to stick with the brand than younger people. Customer service is one of the major factors that enhance user engagement and running campaigns has an important role in increasing brand awareness. I further conclude this in this study that digital media marketing increases the brand awareness and enhances user engagement, Guerrilla marketing is required in places facing heavy competitions.

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R.Jayasathya1 & P.Priya2 1Assistant Professor, Department of B.Com(CA) & M.Com., PSGR Krishnammal College for Women, Coimbatore. 2PSGR Krishnammal College for Women, Coimbatore. Received: December 05, 2018
Accepted: J.

APPENDIX-1 QUESTIONNAIRE

Name-

Ph no-

E-mail id-

1.What is your age?

- ☐ Teenager
- ☐ 20-30
- ☐ 30-40
- ☐ >40

2.What in your gender?

- ☐ Male
- ☐ Female

3.What you do?

- ☐ Student
- ☐ Freelancer
- ☐ Job Holder
- ☐ Businessman/Business women
- ☐ Other

4.How do you commute to the salon?

- ☐ Car
- ☐ Bike
- ☐ Bicycle

- ☐ Walk

5.How often you visit a salon?

- ☐ 1-2 months
- ☐ 3-4 months
- ☐ 4-5 months
- ☐ 6 months or more

6.What brand first comes to your mind when you think of a salon & spa?

- ☐ Naturals
- ☐ Toni & Guy
- ☐ Green trends
- ☐ Other

7.How do you think of Naturals?

- ☐ Favorably
- ☐ Neutral
- ☐ Unfavorably

8.Please rank the following in order of their importance.

- ☐ Brand
- ☐ Convenience
- ☐ Discounts
- ☐ Price

9.Have you seen our Advertisement recently?

- ☐ Yes

- No
- Not sure

10. Where have you seen our advertisements?

- T.V
- BillBoards
- News Paper
- Social Media
- Magazines

11. Do you experiment with other salons?

- Never
- Rarely
- Frequently

12. What do you like the most in us?

- Customer service
- Quantity
- Price
- Ambiance

13. Does everyone in the family use naturals?

- Everyone
- Not everyone
- Can't say

14. Which of the attributes do you associate with Naturals?

- Affordability
- Dependability
- Popularity
- Modern
- Safe

15.How long have you been using naturals?

- 1-2 years
- 2-3 years
- 3-4 years
- Above 5 years

16.Do you have a Naturals membership?

- Yes
- No
- Will get it soon
- Never

17.Would you recommend naturals?

- Yes
- Maybe
- No

18.Would you rate naturals in Google review?

- Definitely yes
- Maybe
- Never

APPENDIX-2 ARTICLE

BRAND MANAGEMENT-ANALYSIS & DESIGN MARKETING STRATEGIES TO ENHANCE USER ENGAGEMENT & VISIBILITY

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ABSTRACT

A brand is one of the most valuable assets of a company. In order to obtain this asset, the majority of enterprises decide to include social media in their marketing strategy, Social media gives the opportunity to have customers highly familiar with the brand. This article is aimed to give an outlook on the process of building customer engagement and to improve brand visibility of Naturals salon. The study used SPSS analytical tools such as Correlation and ANOVA. This tool is used to highlight the best marketing strategies to improve brand visibility and to enhance user engagement.

INTRODUCTION

This project is undertaken to measure the brand awareness of NATURALS SALOONS AND SPA in the public sector. As an emerging brand in the sector where its competitors like TONI & GUY, ESSENTIALS and GREEN TRENDS are well established multinational firms. So measuring a company's brand awareness is of vital importance since it indicates the brand number of people who are aware as well as what values they add to the particular brand in a given period of time and highlights the effectiveness of the different advertising or promotional tools used for the purpose.

Awareness in simple terms - HOW MANY PEOPLE KNOW THE BRAND is measured through surveys that asks the participants what comes to their mind when they think of a saloon for haircut.

It is the ability to recognize or recall(identify) the brand within a given product category in sufficient detail to make a purchase decision. It also means that consumers can perceive, recommend, choose or use the brand.

Perception is the VALUES CONSUMERS ATTACH TO A BRAND. Eg perception of BMW is luxury.

STATEMENT OF THE PROBLEM

To find and analyze the effectiveness of the marketing strategies used to improve brand visibility and enhance user engagement.

SCOPE OF STUDY

This project provides me with an opportunity to explore the field of marketing management. This project also provides Naturals Pvt Ltd. the feedback of customers. Apart from it, it provided me a great deal of interaction with high profile managers of the company.

OBJECTIVES OF THE STUDY

- To analyse the current marketing strategies of the company
- To build strategies to enhance user engagement and brand visibility.

REVIEW OF LITERATURE

Dr.Chithra K and Sasikala K (2016) discussed on social media strategies for enhancing brand awareness. The total population of social media users has been increasing due to several factors like increased broadband availability, the improvement of software tools, and the development of more powerful computers and mobile devices; social factors such as the increased affordability of computers and software's, and growing commercial interest in social media sites. Understanding these changes in technology, most of the organization started to rebrand themselves by focusing on building interactive relationships with customers by participating in multiple social media channels. Companies are using different Social media marketing strategies to make their customers engaged. Social Media Marketing Strategy (SMMS) is a set of actions by which a company or organization expects to achieve its marketing objectives and meet the requirements of its target market through the use of social media tools and properties. The objective of this paper is to identify the prospective customer for clients based on the level of interest exhibited in the survey. Further, to analyze the clients social media pages for understanding the best time for posting content and to enhance brand reach and awareness by adopting social media strategies. The Study depends on Primary and Secondary data collection. Primary data are collected through questionnaires. Non-probability Snowball sampling method is used for identifying the respondents. Secondary data are collected from social media websites. In this paper two types of strategies are used to enhance brand awareness namely Email Strategy and Content Strategy. As a result was able to understand that in Facebook the images, videos, GIF files will have more reach than articles and to

enhance brand reach and awareness consistent and continuous effort should be taken for engaging the customers.

Pramod Hanmantrao Patil (2017) discussed brand awareness and brand preference. Nowadays, branded products are consumed almost in every sector by all sections of the society. A brand name is an assurance by the seller to consumers about services offered by him. It reduces buyer's risk and makes the decision making process simpler. In order to reduce risk consumers prefer those brands which are known and familiar to them. Hence, brand awareness becomes the initial step and foundation for brand preference. As Fast Moving Consumer Goods are frequently consumed by every section of the society, the relationship between these two dimensions of brand equity – brand awareness and brand preference can be well defined and understood . Sixteen FMCG brands from different segments and eight product categories were selected for the study. A significant relationship is observed between brand awareness and brand preference for all sixteen FMCG brand.

Claire Angad Singh, Goyal Narayan, Bansal Shatul (2016) discussed marketing sustainability .It's a heritage that women love to be beautiful. People are more open and are not shy of using make-up and are open with the idea of taking care of their appearance. Lakme has acquired the market share due to its brand value. This paper gives a clear idea about the global beauty and sustainability of the cosmetic industry at the beginning of the 21st century. It also provides a basic understanding of the nascent relationship between marketing and sustainability. In this paper the authors tried to focus on the marketing sustainability of Lakme by studying the marketing strategy adopted by Lakme through SWOT analysis and Porter's five forces model.

Kulvinder Kaur and Pawan Kumar (2020) discussed Social media usage in the beauty and wellness industry. Advancement in technology has increased the use of social media among Internet users. People are on social media all day and brands cannot miss this opportunity to turn these users into potential customers. The purpose

of this research paper is to identify the prominent social media platforms in Indian beauty and wellness industry and to establish dimensions of social media activities.

Mrs.S.Catherine and Dr.R.Magesh (2014) has done research in Brand Identification and Consumer Preferences towards Branded Salon Services in Chennai. The key factor of the study is to find what salon brand consumer prefers and identifies for its use. Times are changing at a very rapid pace in the professional salon industry. Any salon professional, stylist, colourist, or salon owner who has weathered the storm of the salon industry over the last couple of years can tell you one thing for certain; the industry has changed. The sample size used for the study is 120. Total population is 160. Survey method is used to collect the data. Primary data was collected through questionnaires from the consumers. The salon market has not been immune from this phenomenon and salon clients have been willing, able, and even expecting to pay premiums between 12% and 16% for products and services over and above their chemical-based alternatives. More interesting is that salon clients have indicated a heightened level of sincerity about products or services that are marketed as organic, eco-friendly, cruelty-free, or vegan that are priced comparatively to competitive products that are known to be made with less integrity. The data have taken from customers those getting service from all top 10 salon brands. It is concluded as Transparency is everything. Associate a brand with a small, socially responsible, environmentally responsible, ethical niche boutique brand. Organic Salon Industry Trend Remains Very Strong in the market.

Sandeep Bhattacharjee and Shivani Reheja (2020) have done research, Using Marketing Analytics to Understand Consumer Lifestyle for Hair Salons in Delhi and Kolkata. The world is undergoing change and change seems to take place everywhere. Even, the less talked industries are gaining momentum including the hair salon industry. In this research paper, we have tried to investigate the usage of hair salons among consumers in two major cities namely Delhi and Kolkata. This research primarily focuses on a mixed sample of both students and working population. A primary investigation was also conducted to identify different facts which helped in designing of the introduction part along with literature review. Later data analysis was conducted on

data collected from 114 samples through online questionnaires involving both structured and unstructured questions. Statistical methods of descriptive analysis, discrimination analysis and cross tabulation (with Cramer V calculation for association test) were used to test the strength of association between prime factors based on gender. The results of this research can be useful for researchers, academicians and others in this field who can learn and benefit to a great extent.

Saumya Singh and Sapna Singh (2020) conducted a study on Wellness consumers in India: an attitude-based segmentation study, Indian wellness industry is still at a nascent stage reflecting the lack of awareness reported by its consumers regarding various wellness segments and their offerings. This confusion in the mind of consumers may stem from 'poor positioning' of services and 'blurred demarcations' of the wellness segments. Thus, the present study attempts to segment the industry based on the differences in perceived wellness and attitude of wellness consumers towards these highly associated wellness services. Data collected from two hundred and 50 consumers was analysed using two-step cluster analysis which segmented the industry into three unique wellness clusters worthy of marketers' attention. The study found a need for intensive awareness programs based on the identified cluster boundaries and uniquely positioning the differentiated benefits of the segment offerings. Also, it offers insight that efforts made at enhancing the perceived wellness of consumers will lead to favourable attitude formation towards the wellness segment.

Varadharaj Aramudan and D.Chamathy (2018) conducted a study on Dimensions of Consumer Based Brand Equity. In today's competitive business world brand has become a valuable assets to companies and it has become inevitable to learn and understand how to build a brand, measure and manage brand equity. The study focuses on the dimensions of consumer-based equity.

K.V Sivaram, Ankur Wadhava, Lewlyn L.R Rodrigues, Assish Oommen Mathew (2018), researched on, Franchisee's perspective on factors influencing relationship development and performance in the Indian wellness industry. Franchising helps in

scaling up business in a cost-effective manner and is the best option for the globalisation of services and products. This paper illustrates the perception of the franchisees in the Indian wellness market on relationship development and performance. The structural equation modelling (SEM) approach is used in this study. A hypothetical research model was developed based on the literature survey. Primary data was collected from franchisees using questionnaires. Confirmatory factor analysis (CFA) was used to test the model. The findings of the study suggest that effective and frequent communication between franchisor and franchisee helps in building a good business relationship in the wellness industry. A healthy franchise relationship depends on trust and commitment. The franchisor should have an effective operational infrastructure in place to have a positive influence on the performance of the franchisees. The results provide insights for successful implementation of a franchisee by improving franchisor-franchisee relationship.

Lydia K. Mwai 1*, Dr. Anne W. Muchemi² , Consolata W. Ndungu (2015), conducted a research analysis of Brand Loyalty in Cosmetic Products: A Case of Selected Salons in Nyeri Town. Cosmetic industry is a lucrative business that progressively attracts more attention from marketing research. The highly competitive environment in the cosmetic industry makes it a valuable area to study brand loyalty in cosmetic products. Brand loyalty is one of the important aspects which is significant for the management to sustain competitive advantages in the market. In this research, the relationship between brand loyalty and determinants of brand loyalty was unveiled, with special focus on brand trust, brand price and perceived value. The general objective was to examine the determinants of brand loyalty in the cosmetic industry in Nyeri Town. The specific objectives were to determine the effects of brand price on brand loyalty, to assess the effects of brand trust on brand loyalty, to establish the effect of perceived quality on brand loyalty. The researcher adopted a descriptive survey research design where questionnaires were used for data collection. Data was analyzed using descriptive statistics and has been presented using tables. The researcher used Karl Pearson correlation coefficient and logistic regression analysis to statistically analyze

the data. The target population was 60 salon operators who are consumers of Cosmetic Products in Nyeri Town. A census study was conducted in the salons within Nyeri Town. This study supports the view that brand trust, brand perceived value and price should remain the prime focus for the organization to maintain market share in today's competitive business environment.

FerozAhmedetal(2012), in their article titled “An Empirical Study-Customer Service Quality and Awareness towards Naturals Salon and Spa with reference to Madurai” Their study highlights the job satisfaction of indigenous women who work at the beauty parlors in Bangladesh. Impact of gender on perception, attitude and level of satisfaction of the overall respondents. The Sample was chosen from the population, by using stratified random sampling technique. The data was collected from 220 respondents. The study throws light on the fact that the interest of women to work at the beauty parlors which is still new as a profession has not yet been developed among the mainstream members of the society.

Catherine et al (2014), in their article titled “Brand Identification and Consumer Preferences towards Branded Salon Services in Chennai” emphasize on the fact that the consumer preference on salon brands varies according to the service engrooved. The Sample was chosen from the population, by using a convenient sampling technique. The data was collected from 320 respondents. Times are changing at a very rapid pace in the professional salon industry. Any salon professional, stylist, colourist, or salon owner who has weathered the storm of the salon industry over the last couple of years are facing vast changes. The study concludes that Transparency is everything. The study also throws light on the fact that Organic Salon Industry Trend Remains Very Strong in the market.

Nada Algharabali et al(2013), in their article titled “A Study On Customer Perception Towards Branded Beauty Salon” has said that from the women in many parts of the Arab world, Kuwaiti women pay special attention to their hair. to find the customer satisfaction and service quality towards branded beauty salons. For them, their hair not

only represents their identity as individuals, but is also part of their cultural makeup as Arab women. In this study stratified random sampling technique is used with 280 respondents. For many women in Kuwait, going to a beauty salon is mainly to have their hair styled, but also alongside other maintenance requirements, such as waxing, eyebrows shaping, manicures, pedicures, and so on – is a weekly ritual.

G.RabiaJahaniFarzana et al(2016), in her article titled “A Study On Consumers’ Preference Towards Beauty Services In Tiruchirappalli” has said that in the earlier days women have been very conscious of their appearance since their existence. Most of them give much importance to their external appearance. They can change their look in various numbers of ways. But today it has changed. Men parlors have overcome women’s parlors. Because of booming beauty consciousness among men has increased. However both men and women are always concentrated on their external beauty. Their study has concluded that one of the main reasons for the popularity of beauty salons in Trichy is the rising disposable income along with the beauty conscious of people.

Narasiman and Sathish Kumar (2016), Conducted a study on Digital marketing strategies for Naturals salon, In the digital age, the consumer decision making has taken new form and it has become challenging for the Firms to understand the consumer behavior and their decision making habits. Naturals, being in the Beauty Salon segment needs to achieve high customer satisfaction levels to retain the existing consumers and attract new consumers. By adopting a franchise model in the retail service sector Naturals has to market itself to two different segments, the B2B Business partners and the B2C end consumers. While Value sharing is the significant part of the B2B Partners, The B2C components range from Brand Image, Convenience, and satisfaction Levels, preferences, flexibility and personalization. With this, it becomes essential for Naturals to adopt a varied set of marketing and communication strategies for different segments. With the all-pervasive digital platforms consumers are connected through social networks with enhanced awareness levels .This throws further challenges in identifying the target consumers and influencing them. This also provides an opportunity for

Naturals to connect with its end consumers and B2B partners through the online platforms and serve the customers through better understanding of consumer preference. Adapting a digital marketing strategy at this juncture will enable Naturals to minimize the impact of market dynamics and change demography for sustained growth.

RESEARCH METHODOLOGY

In this study, Descriptive Research Design is used in research topic.

Research Design

Collection of data	Primary
Research method	Survey Method, Descriptive & Analytical

Sampling Plan

Sampling Unit	Individuals
Sampling size	120(in Survey)
Sampling Technology	Non Probabilistic
Research Instrument	Questionnaire

Analysis Patten

Pie-Charts and Tables.
Content Analysis
Questionnaire Analysis

Structure Of Questionnaire

Multiple choice questions and Likert's scale questions.

Sample Size

Sample Size of 120 customers visiting Naturals salon.

Period Of Study

The period of study is carried out from December 2020 to February 2021.

RESULT ANALYSIS AND DISCUSSION

CORRELATION

Showing Gender and Often you visit a Salon

Correlations			
		Gender	Often you visit a Salon
Gender	Pearson Correlation	1	0.177*
	Sig. (2-tailed)		0.045
	N	122	122
Often you visit a Salon	Pearson Correlation	0.177*	1
	Sig. (2-tailed)	0.045	
	N	122	122

*. Correlation is significant at the 0.05 level (2-tailed).

Inference:

The p-value is 0.045 which is lesser than the alpha value (0.05), hence alternate hypothesis (H_1) is accepted. Therefore, there is a relationship between gender and often you visit a salon.

Showing Gender and Favourability

Correlations			
		Gender	What do you think of Naturals
Gender	Pearson Correlation	1	0.161*
	Sig. (2-tailed)		0.037
	N	122	122
What do you think of Naturals	Pearson Correlation	0.161*	1
	Sig. (2-tailed)	0.037	
	N	122	122

*. Correlation is significant at the 0.05 level (2-tailed).

Inference:

The p-value is 0.037 which is lesser than the alpha value (0.05), hence an alternate hypothesis (H1) is accepted. Therefore, there is a relationship between gender and favourability.

Showing Commute to Salon and Often you visit a Salon

Correlations			
		How do you Commute to Salon	How often you visit a Salon
How do you Commute to Salon	Pearson Correlation	1	.205*
	Sig. (2-tailed)		0.024
	N	122	122
How often you visit a Salon	Pearson Correlation	.205*	1
	Sig. (2-tailed)	0.024	
	N	122	122

*. Correlation is significant at the 0.05 level (2-tailed).

Inference:

The p-value is 0.024 which is lesser than the alpha value (0.05), hence an alternate hypothesis (H1) is accepted. Therefore, there is a relationship between commuting to the salon and often you visit a salon.

ANOVA

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Age and Experiment with other salons.

H1 (Alternate Hypothesis): There is a significant difference between Age and Experiment with other salons.

Showing Age and Experiment with Other Salon

ANOVA					
Do you experiment with other Salon					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	15.034	4	3.758	6.752	0.000
Within Groups	65.130	117	0.557		
Total	80.164	121			

Inference:

The p-value is 0.000 which is lesser than the alpha value (0.05), hence an alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Age and Experiment with other salons.

CHI-SQUARE***HYPOTHESIS:***

H0 (Null Hypothesis): There is no significant difference between Age and Preference.

H1 (Alternate Hypothesis): There is a significant difference between Age and Preference.

Showing Age and Preference

Chi-Square Tests			
	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	21.912 ^a	12	0.039
Likelihood Ratio	25.309	12	0.013
Linear-by-Linear Association	7.740	1	0.005

N of Valid Cases	122		
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a. 10 cells (50.0%) have expected counts less than 5. The minimum expected count is 1.72.

Inference:

The p-value is 0.039 which is lesser than the alpha value (0.05), hence an alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Age and Preference.

CORRELATION

Correlation Findings

- The p-value is 0.045 which is lesser than the alpha value (0.05), hence an alternate hypothesis (H1) is accepted. Therefore, there is a relationship between gender and often you visit a salon.
- The p-value is 0.037 which is lesser than the alpha value (0.05), hence an alternate hypothesis (H1) is accepted. Therefore, there is a relationship between gender and favourability.
- The p-value is 0.024 which is lesser than the alpha value (0.05), hence an alternate hypothesis (H1) is accepted. Therefore, there is a relationship between commute to the salon and often you visit a salon.

Anova Findings

- The p-value is 0.000 which is lesser than the alpha value (0.05), hence an alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Age and Experiment with other salons..

CHI-SQUARE Findings

- The p-value is 0.039 which is lesser than the alpha value (0.05), hence an alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Age and Preference.

Limitations of the study

As a study concerned, it has got its own limitations. It is obviously understood that such limitations are unavoidable. Some important limitations can be read as;

- An in depth study was not possible due to time constraints.
- The study was conducted at Chennai city; it may not be applicable for the whole country.
- The study was purely confined to 120 samples. May not be applicable to entire customers.
- There are elements of bias in data collection from the respondents.
- The data given by the respondents may limit their own knowledge, feelings and awareness.

Suggestions

- Since the majority of the customers visit the salon are students special student's offers could be given to increase their frequency of visit and involvement with the brand.
- Nearly 20% of customers prefer to commute by car as per my research the percentage is even higher on weekends good parking space should be increased.
- Only 55% of the respondents have seen the recent advertisement, efforts should be made to popularize the advertisement.
- Social media campaigns have been a success in the recent past and it could be enhanced to increase user engagement.
- An App could be developed to provide more user friendly customer service.
- More than 70% of customers experiment with other salons, Specialized offers could be given for repeat customers.
- Special offers could be given to the members on special days like their birthday, wedding anniversary etc.
- Extra benefits could be given to the family members of the membership card holders
- Google review could be insisted from the customers after a service to enhance google rating.

CONCLUSION

The above study concluded that increasing brand visibility and to enhance user engagement of Naturals salon, The study states that social media has a huge impact on enhancing brand visibility and to enhance user engagement. Age group of above 40 are likely to stick with the brand than younger people. Customer service is one of the major factors that enhance user engagement and running campaigns has an important role in increasing brand awareness. I further conclude this in this study that digital

media marketing increases the brand awareness and enhances user engagement, Guerrilla marketing is required in places facing heavy competitions.

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