

Use of Social Media in Cosmetology Services in Tanzania: A case of Kinondoni Municipal

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Abstract: Indeed, information professionals have confirmed that social media has emerged as one of the main tools of engagement among people of different age groups from different locations. However the engagement has not only affected the personal relationship rather it went further in changing even the businesses way of communicating to customers, whereas most businesses nowadays use social to communicate with their customers. The study aimed at assessing the use of social media in promotion of cosmetology services in Tanzania, particularly in Kinondoni municipal. Specific objectives were first, to examine the extent to which social media are used to promote cosmetology services, second, to determine the benefits of social media use in cosmetology services and third to identify the challenges of using social media in cosmetology services. To beef up the study, literature review has been structured itself based on social media, and cosmetology services as well as previous studies relating to use of social media in promotion of cosmetology services. The study used a descriptive survey design, data was collected through a structured questionnaire to customers of cosmetology services and 133 respondents submitted their questionnaire. Also, an interview was conducted to 12 service providers.

The findings show that, social media have brought many positive impacts on cosmetology businesses whereas with the use of social media businesses can easily market their services and reach out to a lot of potential customers. With the use of social media cosmetology service providers may incur less cost in marketing while covering a wide range of customers. The use of social media in cosmetology business have greatly reduced the operational costs due to the fact that service providers can now communicate with their customers all over the world without incurring the costs of traveling. The use of social media has enabled the service providers to easily reach out to their customers without the need of physically meeting with them. Due to the fact that social media enhanced cosmetology businesses to reach a wide variety of customers the sales have drastically increased. The service providers who are actively engaging on social media to communicate with customer automatically has increased their visibility and in turn improved their sales.

Key words: social media, cosmetology services

I. INTRODUCTION

Social media is a phenomenon that has drawn a lot of attention both to companies and individuals interacting on the networking landscape (Hatibu 2018). However, when it comes to giving a clear definition of what social media really is, the understanding of the term is very minimal. Social media has emerged as one of the main tools of engagement among people of different age groups from different locations. However Hill (2015) note that the engagement has not only

affect the personal relationship rather it went further in affecting even the businesses way of communicating to customers, whereas most businesses nowadays use social to communicate with their customers. (Kaplan and Haenlein 2009).

According to Reijonen (2010) defines cosmetology as a study and application of beauty treatment. Cosmetology services are considered at times as treatments for different skin infections. Cosmetology service varies from skin care hair treatment to makeup applications. Cosmetology service providers are now increasing their online presence across the world. According to Mangold and Faulds (2009) approaches for communicating with customers have changed greatly with the emergence of social media. According to Smith (2009), implementation of social media campaigns is paramount for promotion, branding, marketing, and public relations and businesses, both small and large, can attract potential customers by engaging in online social media. Along with promoting their services and creating brand awareness, it is also very important for companies to understand what their customer wants and get their feedback on services. According to Sharma (2013) social media is less controlled than traditional media; it allows businesses to understand the most passionate insight into customer perceptions and experiences.

Statement of the Problem

Utilization of social media performed by cosmetology service has the essence of promoting people's business Kassin (2015). However, it has been argued that, there is high influx of business people in social media who promote their business by using different social media platforms such as Facebook, Instagram and WhatsApp. The use of social media has also brought challenges to both users and business people and the challenges are defamation, brands' reputation, time to post the products, copy paste of end products of sellers in cosmetology services delivery. Also, there are risks of hackers who can use firm's social media account to provide wrong information to the existing and potential customers. Currently, little is known to the extent social media used to promote cosmetology services industry in Tanzania. Many studies (Hatibu 2017, Aruwa 2017, Anderson 2015, Danes et al 2015, and Evans and Mckee 2015) have been conducted on healthy beauty and brands and the extent social media is used to promote cosmetology services is little covered. Therefore, this study is designed to investigate the use of social media in promoting cosmetology services in Tanzania.

Objectives of the study

The general objective of the study aimed at assessing the use of social media in promoting the cosmetology services in Tanzania. The specific objectives guided this study aimed to:

- i. Examine the extent to which social media are used to promote cosmetology services in Tanzania
- ii. Determine the benefits of social media use in cosmetology services in Tanzania
- iii. Identify the challenges of using social media in promoting cosmetology services.

II. LITERATURE REVIEW

This part presents the summary of the reviewed literature in this field by focusing on the overview of the use of social media worldwide, social media use in cosmetology service, and benefits of social media use in cosmetology and challenges of social media use in cosmetology. The reviewed literature is based on the objective of the study.

An Overview of Social Media Use Worldwide

Stokes and Lomax (2012) did research on the effects of social media marketing towards marketing performance in Canada. The key areas assessed were the platforms used as well as the challenges of using them. The researcher recruited 22 respondents through simple random techniques. Questionnaires and interviews were used in collecting primary data. The study showed that the major digital platforms used were direct mailing, social media as well as websites. The digital marketing has impact on getting closer to customers, large geographical coverage, easy feedback and price transparency. However, the study did not look at cosmetology service category of business instead dwell itself on the overall market of Canada which obviously include large scale business venture.

Social networks have evolved over the years to the modern-day variety which uses digital media. However, the social media isn't that new. In addition, it didn't start with the computer but instead the telephone. During the 1950s phone phreaking begun. This process was accomplished through the use of homemade electronic devices that facilitated unauthorized access to the telephone system to make free calls (Borders, 2010). During the 1960s, the public saw the advent of email (Safko 2016). However, the internet was not available to the public until 1991. Media received a great boost in 2000 with the witnessing of many social networking sites springing up. This highly boosted and changed the interaction of people and organizations who share common interest in music, education, movies etc based on social networking. Social media enabled people communicate worldwide without minding the geographical boundaries (Borders, 2010).

An Overview of Social Media Use in Africa

In Africa social media has gained momentum and became among the main channels of communications. Social media evolved from being a refreshing tool and communication

channel to a business opportunity. According to Baird, C. H., & Parasnis, G. (2011). A lot of businesses in Africa are currently being conducted on social media. Most countries in Africa started to use social media in 2000's, the transformation of communication channels was witnessed. Social media came along with both positive and negative impacts on the African communities. In Africa social media is mostly used for communication, refreshment as well as for business purposes. Social media is used as a marketing tool in most of the African businesses as most businesses post their services on social media to attract more customers from different places. Social media connected people from different parts of Africa and bring together the gap existed before due to geographical distances. Due to social media work of arts have been shared by artist to various places with very minimum costs

An Overview of Social Media Use in Tanzania

Hatibu (2017) assessed the impact of social media on small and medium enterprises development in Tanzania particularly in Kinondoni District. The study had three objectives which are to identify the impact of social media on the market accessibility of cosmetology service in Kinondoni District; the impact of social media on the pricing of products from cosmetology service in Kinondoni District and; the challenges encountered by the cosmetology service in the adoption of social media in Kinondoni District. This study was cross sectional study type. Questionnaires were utilized in the collection of primary data. In data analysis the researcher utilized both qualitative and quantitative methodology.

It is concluded that most of cosmetology service in Kinondoni Municipal deal with cosmetics and clothing. Most of the cosmetology services have registered their business on social media pages. The most used social media are Instagram, WhatsApp and Facebook. On the other hand Hatibu (2017) comments that most of cosmetology service providers visits their social media pages more than five hours. Cosmetology service which has social media pages have one to four employees with less than five million TZS as invested capital. With reference to Praag and Van (2015) observe that due to the use of social media, small business service has been closer to their customers by easily reaching to them; also, they have been able to cover larger geographical locations. Moreover, due to social media cosmetology service can easily get feedback on what customer like or dislike. Furthermore, social media usage has led high prices of the products and price transparency. However, there are a number of challenges facing cosmetology service upon the use of social media such as human resource challenges, reputation challenges and network brake down challenges. The study was conducted on the impact of social media on SME development specifically on market accessibility, product pricing and challenges in adopting social media. However, the study confined itself looking at cosmetics and clothing while there are number of cosmetology service who is offering catering services in Kinondoni municipality. On the other hand, the researcher did

not look on the impact of marketing by using social media in line with cosmetology service development.

Hill (2015) looked at the effects of ICT adoption on the performance of cosmetology service in Tanzania, taking Mwanza District as a case study. Questionnaires and interviews were used in primary data collection. Also, the study was basically qualitative in nature. The assessment had sample of the 45 respondents who were recruited through simple random techniques. The outcome of the study shows that few of cosmetology service in the study have knowledge about the use of social media alongside with their benefits. A good number of cosmetology services have been using the internet only for location and contract purpose only. The majority of the cosmetology services have revealed a positive exhibition and different advantages by using ICT in their organizations. On the other hand, (Ibid.) the absence of inward abilities, absence of budgetary help, non – accessibility of foundation and individual reasons were the significant obstructions in adopting ICT. There is a requirement for more spotlight and purposeful endeavors on expanding mindfulness among cosmetology service on the advantages of ICT adoption. However, the study did not look on the impact of Promotion of cosmetology following adoption of social media in their marketing strategy. Furthermore, the study did not target specific category of cosmetology service and used only 45 respondents which is not enough number to reach conclusive remarks. In contrary to Hill (2015) this study covered the elements of the awareness of the use of social media, benefits and challenges facing cosmetology services providers to use the social media in promotion of their services in the context of Dar es salaam region in Tanzania.

Storey (2014) explored the link between ICT and cosmetology service in different parts of Tanzania. The analysis was based on literature review so as to see direct and indirect impact of ICT on cosmetology service success. The study used descriptive research design and employed convenience sampling and purposive sampling to collect primary data from 21 business people, government officials and microfinance officials using interviews and questionnaires. And the result of this study confirmed that ICT has impact on the improvement of external and internal communication and that for best performance it is important to align ICT investments with internal capabilities and organizational processes. Technology itself is not as important as the induced social and economic achievements. However, Storey did not look at social media as part of ICT in contributing to cosmetology service performance. Also, researcher did not take in social media as a tool used in marketing SMEs' products and services, which will eventually improve cosmetology service performance.

In Tanzania, like in most of the other African countries, social media has changed the way of doing business as well as the way of living. Social media has brought in new cultures from the west to Tanzania which bridged the gap existed before in the way of living. According to Reijonen, H. (2015). Apart

from the way of living social media has also transformed the way of doing business in Tanzania. Many business are currently operated in social media, whereas the customer can go through the social media pages of a certain business and select the products they need, and the business arranges for the delivery. Hence social media has made it easier to conduct business in Tanzania by bringing together the customer and business owners.

Social Media Use in Cosmetology Service

Cosmetology service providers, especially make-up artists and hair stylists, use social media platforms like Instagram and whatsapp to to share their best work. Using help them to reach fans and potential customers who later change into loyal customers . According to Sweeney etal (2008) by establishing a consistent social media presence, cosmetologists are able to showcase a wide variety of styles and techniques. Well-used hashtags can make their work discoverable by new potential customers and agencies who are not even their followers in their social network accounts.

Like any other professionals, cosmetologists provide a service that makes people come back and refer their friends. According to Hatibu (2018),most successful beauty professionals are booked solid far in advance because they have helped establish a loyal customer base. Social media can help reinforce that bond by helping beauty professionals connect with their customers. Striking up a conversation online can also make them more approachable and friendlier. Doing so can help extend the reach of your talents and make you easy to access and contact for services.

Many successful cosmetologists post their work in a more helpful way by creating video tutorials and share it on YouTube or instagram this helped them to show their creativeness and gain more customers. This can help you demonstrate your creative process and help you establish a fan base and attain greater reach. If you're worried about giving away too many of your secrets, remember that no one will be able to learn and recreate the skills and techniques it took you years to perfect. But it will encourage viewers to share with friends and think of you when they are looking for a similar service.

According to storm (JGao, 2017).A good way for cosmetology to use social media is to showcase their work on interesting events. For example, doing make-up for a fashion show or hair for a wedding. These can help cement you as an established professional in your area. It also allows you to give people a aspect into the work and detail that goes into a major cosmetology production for any occasion. One or two unique behind the scenes glimpses at a major event can gain you hundreds of followers.

According to Mungogo, P. (2017) social mediaapplication can be very profitable for businesses or service-providers by allowing them to stimulate fans and followers using social media promotions. If someone has been following your work

and seen your tutorials and examples of your work and they are given the opportunity to get a discount on a make-up or beauty treatment, they will likely come back. Contests and promotions can also engage your social media followers to be more active on your page.

Impact of Social Media Use in Cosmetology Services

Social media insights for the beauty industry are reshaping the dynamics of the competitive commercial space. The beauty industry relies on social media campaigns to target audiences, find influencers, and market their beauty brands. When done the right way, it can help businesses targeting more refined segments. The use of social media seems to grow in the future and shows no signs of slowing down. Let's see how social media insights prove to be effective for beauty brands and help them outshine the competition (Jope, 2019). Whether it is visuals, communication, or AI, social media made it available for the masses while enhancing their user experience. The scalability of these experiences let beauty brands deliver highly personalized services to their niche audience. This is the reason, several top-rated beauty brands are already using social media insights to analyze customer expectations and capitalize on current marketing opportunities (Henna, 2019).

Social media has led to the growth of markets for small and huge business, most people are influenced by social media when finding out their needs as the results has led to the growth of markets eventually stimulating demand level. It is through social media that one can sell his products to customers in different locations. Trust among business owners and customers have improved among business parties, hence becomes an influencing factor in raising demand (Chan, 2014).

Social media is potentially powerful medium for finding key consumer influence, engaging them, and generating brand advocates. These items are the foundation for market growth which can be enjoyed by cosmetology service providers. However, in order to build viral campaigns and foster online word of mouth marketing (WOM), trust must be established and subsequently reinforced in order to overcome any reluctance the consumer might have (Miller and Lammas, 2010).

Challenges of Social Media Use in cosmetology services

Social Media Marketing offers to cosmetology service a large variety of possibilities in terms of Social Media channels available, and a lot of benefits, such as those mentioned on the benefits section. However, Social Media Marketing for cosmetology service also requires knowledge and a lot of work, and of course has its own challenges and risks before achieving success that is worth to mention (Stelzner 2014). Social Media Marketing may not always be easy to use or cost effectively.

Sometimes depending on the business type, size age and management style, hard efforts need to be made in some areas. First, cosmetology service needs to engage human and

time resources to manage their Social Media presence. An employee, and sometimes a group of employees, needs to be ready and able to communicate with customers' and respond to their feedbacks and complaints on daily basis. Employees engaged in Social Media activities should be highly skilled and trained in order to respond effectively to every question and complain that consumers have, they should be able to manage and control the possible negative comments before they are seen from hundred or thousand people. Also, Social media employees has to be very active and produce new content regularly in depending on the type of SMEs, in order to stay in the radar of the consumers, this is important because helps cosmetology service create a continuous communication with their consumers. But cosmetology service needs to be careful not to publish irrelevant content that because some people find this behavior annoying (Kibacho 2014).

Furthermore, Gao (2013), argued that cosmetology service also faces other major risks such as reputational, legal and operational. Overuse of advertising, presenting products and services in a commercial way and trying too hard for sales often is seen very badly the audience, which might get annoyed and unfollow the business on social media.

Kannabiran and Dharmalingam (2012) showed that choice of technology is as important a criterion for cosmetology service as is its cost and implementation challenges. The extent of potential customers in the virtual space, the number of potential competitors already operating on this space, the business volumes and revenue scales such a platform can offer should be considered before deciding to take the plunge. This choice would also depend on the sophistication of the solution platform in which factors like market assessment via analysis of customer activity, business trends and forecasting are available such that joining the platform can improve cross-selling and up-selling for the enterprise (Dlodlo&Dhurup 2016).

Joining the social media marketing platform also brings forth certain legal factors that need to be adequately covered by any business (Mwobobia, 2012). The spurt of Information Technology has led to the evolution of its own set of rules and regulations which the cosmetology service has to be aware of before they adopt the technology. Matter concerned with legal jurisdiction, liabilities etc. in the case of e-commerce is quite unique to this sector and are often platform specific as well. Privacy and security rules vis-a-vis electronic transactions and the global standards and regulations pertaining to these issues are very important factors that cosmetology service must be well aware of before engaging in social media marketing platform platforms(Mutula&Brakel2006)Tax and custom duty regulations are other important legal aspects that enterprises engaging in e-commerce must be well versed in these aspects (Mutula&Brakel 2006)

III. METHODOLOGY

This study is a descriptive survey in nature. The descriptive survey is a research design which describes the existing

phenomena of a particular issue. This research design is designed to describe about the use of social media and promotion of cosmetology services in Kinondoni Municipality, whereas the researcher asked respondents in the study to provide their opinions about the study. The study gives a clear description of what is really happening on the ground in relation to the study objectives.

This study was conducted in Kinondoni municipality and particularly in Mwenge, Makumbusho, Mikocheni and Kijitonyama wards. For the purpose of this study the researcher used 600 female based salons located at Kinondoni municipality, Mwenge, Kijitonyama, Mikocheni and Makumbusho wards as the population of the study. For the purpose of this research convenience sampling was used to select a total of 133 customers and 12 service providers were selected by using purposive method by considering popularity of a service provider which made a total of 133 respondents this was done depending on how accessible they were. This technique qualifies as a non-random sampling. In order to satisfy the objectives of the study, both qualitative and quantitative research was held. The main characteristic of qualitative research is that, it is mostly appropriate for small samples, while its outcomes are not measurable and quantifiable.

The researcher used the structured questions so as to make it easy on the administration and analysis of data. Structured questionnaires provide the formality on questions which enables the researcher to easily compare the answers from different respondents. A total of 133 questionnaires were distributed to customers. The researcher used interviews method to gather relevant information from service providers concerned with the study. During the collection of data, the researcher interviewed 12 service providers. Statistical Package for the Social Sciences (SSPS) was applied to analyze the quantitative data. The analysis was based on frequencies and percentages in presenting demographic analysis. On the other hand, qualitative data were analysed by using content analysis approach, where each respondent was coded his or her responses, and the information provided were reported at each section in the findings section.

IV. FINDINGS

Introduction

This chapter presents, analyze and discusses findings from the field which were collected during the survey. The main objective of this study aimed at assessing the use of social media in cosmetology services in Tanzania a case study at Kinondoni Municipality. The study was guided by the following specific objectives. The first objective examined the extent to which social media are used to promote cosmetology services in Tanzania. The second objective was to determine benefits of using social media in cosmetology service in Tanzania and third objective was to identify the challenges of using social media in promoting cosmetology services. Data were collected by using questionnaire from 133

customers and interview from 12 service providers. The following subsequent sections present the findings from each specific objective.

The Extent of Social Media Use in Cosmetology Services

The findings show that 53(40%) of the customers of the cosmetology services have been using social media ranging from 1-2 years. Social media development has considered as one of the major channels of promoting cosmetology services in Tanzania. Various social media platforms like Instagram and WhatsApp have been used by various cosmetology service providers to promote their business and cover a wide market. The time spent on using social media has proved to be among the factors contributing to the efficiency of the social media in promoting cosmetology services. Hill (2015) argues that the time spent on social media by customers has directly related on the performance of the business.

Major findings of the study observed that 90(68%) of the customers responded that 1500-500 followers on their Instagram account, 48(36%) have in face book account. Numbers of followers on Instagram have a great impact on promoting cosmetology services whereas the account with many followers is more likely to reach out to many potential customers as compared to the account with few followers. Majority of service providers comment that they have many contacts on WhatsApp is more likely to reach many customers as he/she can send both photos and videos to the customers and covers a wide range of customers. The frequency of using Instagram also determines the mileage of business since the account that is very active will provide many updates to the customers compared to the account that is not active.

Benefits of Social Media Use in Cosmetology Services

Social media have brought many benefits on cosmetology businesses whereas with the use of social media businesses can easily market their services and reach out to a lot more of potential customers. With the use of social media cosmetology service providers may incur less cost in marketing while covering a wide range of customers. Majority 75(56%) argued that the use of social media in cosmetology business have greatly reduced the operational costs due to the fact that service providers can now communicate with their customers all over the world without incurring the costs of travelling. The use of social media has enabled the service providers to easily reach out to their customers without the need of physically meeting with them. Due to the fact that social media enhanced cosmetology businesses to reach a wide variety of customers the sales have drastically increased. The service providers who are actively engaging on social media are working with customers from different places hence the increase of their sales. Due to the use of social media the demand of cosmetology service provider services has increased as compared to when there is no social media. The demands have increased due to the fact that businesses can now easily market their services to a many place of which they are not there physically.

Social media have bridged the gap existed between the customers and service providers. Findings show that 62(46%) show that cosmetology service providers can now easily communicate with their customers from different parts of the world. With the use of social media customers can easily express their need to the service providers and service providers can easily receive feedback from their customers which then helps for improvement. Majority of the service providers in different occasions argued that social media have bridged the gap existed before between the customers and the service providers. Through the use of social media service providers and customers can easily interact and exchange views.

Challenges of Using Social Media in Cosmetology service

Despite the wide range of the benefits of social media in cosmetology business there are also a lot of challenges faced by cosmetology service providers when using social media to promote their services. A business that is widely exposed on social media its reputation can easily be damaged 55(41%) agreed on this aspect. This is due to the fact that social media has no limits hence people with bad intentions can use social media to attack a business with wrong information. In cosmetology business customers usually go through the social media platforms of a business hence when they find negative comments it can easily ruin the intentions of a customer to obtain the services. The reputation of a business that is exposed to social media it at great risk due to the negative comments towards the business from the unsatisfied customers. Since the business will be seen by people from various locations there will be high rate of customers opinion and queries. Hence there will be a lot time spent on attending to such opinions and queries.

Also, few 50(38%) noted that there is technological challenges that affect the effectiveness of social media in cosmetology services. Due to poor network connections the service providers cannot be able to actively reach out to a lot of customers. Poor technology hinders the transformation of information from customers to service providers and from service providers to customers. Safko (2016) argues that the technological challenges hinder proper utilization of the social media capabilities. With poor technological tools a business will not be able to experience the fruits of social media promotion.

V. CONCLUSION AND RECOMMENDATIONS

Social media is a vital aspect in the development of cosmetology services in Tanzania. A business can easily grow and attract many customers simply by actively engaging on social media. With social media cosmetology service providers can satisfy their customers since there is a chance of receiving feedback from their customers from different locations. Social media enhance a business to clearly understand what is needed by customers at that particular time. Customer's opinions can easily be attended through the use of social media this is due to the fact that a customer in

not necessarily required to physically go to the business office rather he/she can provide her opinions from wherever she is, and the opinion will reach the business. Social media enhance cosmetology service providers to learn on how similar services they provide are provided with other service providers from different locations. Social media enables service providers to learn new technique and styles of doing the cosmetology services. Social media brings together various cosmetology service providers from different locations to share their views and techniques on how they conduct their services.

It is recommended that service providers should put more investments on social media use as a key tool in marketing to enhance business as we are now leaving in the innovation age, it is important to integrate online platform as to enhance and attract new customers. Due to technological problems associated with social media use, providers and customers are required to be equipped with knowledge and skills on how to use social media in effective way.

Customers should utilize time properly and communication facility to enhance the benefit of technology. Many people use social media in social affairs only instead of economic activities. Proper use of smart-phones; In order to save their valuable time customers may access the information regarding the cosmetology services they require through the use of social media. Instead of travelling to get the information pertaining to a certain service customer can easily access all the info's from the social media. Also, customers should effectively utilize their access to the business by giving valuable opinions which will improve the cosmetology services through the use of social media.

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