



Social Media Marketing Functionality Of Salons As Perceived By The Customers: Basis For Social Media Marketing Strategies

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Abstract: Introduction: *Social media marketing* is a form of marketing that utilizes online platforms for brands to advertise their products or services. The study documented the results in the extent of salons' social media marketing functionality through the perceptions of online consumers. **Methodology:** Using descriptive-comparative research design, a survey questionnaire was made and validated. The study obtained 88 respondents using convenience sampling techniques. **Results:** The study showed that there is no significant difference in the customers' perceived level of social media marketing when grouped according to sex. However, when grouped according to the generation and salon being reviewed, these groups had significantly different perceptions towards the sharing, presence, reputation, and relationship functionality of the page. **Discussion:** The study found that salons exhibited an overall high functionality for their social media pages. Specifically, it assessed the six functionalities in terms of *Identity, Conversation, Presence, Reputation, Relationship, and Sharing Functionality*. Online consumers perceived *Identity Functionality* as being utilized the most effectively among the six functionalities. This result showed that salons had distinguishable images for their brands, which consumers could quickly identify on their respective social media pages. The lowest assessed dimension is *Relationship Functionality*, which implied that the salons lacked connections with their online consumers. **Conclusion:** Owners and management of salons are recommended to create social media marketing strategies targeting their required demographic. Social media managers may explore the possibilities of employing techniques that give online users an incentive to continue interacting with their page. Posting interactive content that online users can participate in also develops authentic relationships. Strengthening these areas could lead to better customer retention and satisfaction.

Keywords: Marketing Functionalities; Online Consumer's Perceptions; Salon; Brand Image; Social Media Marketing; Qatar; Doha; Identity Functionality; Relationship Functionality

I. INTRODUCTION

Social media pages are evaluated through functionalities which interpret the effective utilizations of the digital platform. These social media marketing functionalities serve as criteria for the effective usage of a brand's social media page, analyzing user experiences and the effects of the brand's social media marketing. Commonly referred to as building blocks, these functionalities allow brands to examine the strengths and weaknesses of their pages and how it can be further enhanced (Lama, 2018). These building blocks interpret the implications of social media marketing activities and how they affect user perception and the company's marketing goals (Abd Latib et al., 2020).

Marketing is a form of communication in which a brand delivers the value of the organization and what sets a brand apart from its competitors. Because of the significance of marketing, different marketing strategies have been developed in order to achieve company objectives (Tiwary et al., 2021). Businesses

are able to access new customers through the use of social media platforms. Capitalizing on this contemporary form of marketing will give businesses the edge against other industry competitors and extend the reach of the business to possible new consumers (Dwivedi et al., 2021).

Social media marketing activities cannot be assessed through one lens. The interactions that a page gets, such as the number of shares or likes, are not enough to speak on the ability of the brand's marketing functionalities. Characteristics of social media platforms translate to different consumer experiences (Voorveld et al., 2018). It is not enough simply to have a social media presence; brands must understand that thought-out content and intentional interactions with customers generate consumer value (Li et al., 2020).

As part of the beauty industry, salons depend heavily on brand image and the consumer's trust in their ability to carry out their services competently. Emotional bonding is a direct factor in purchase intention, so conducting marketing tactics focused on building solid connections with their target market would greatly benefit salons (Kang et al., 2023). Brand image, which is curated through a social media presence, heavily affects consumer buying interest when it comes to the social media platforms of salon businesses. While social media marketing activities in themselves do not significantly influence purchase intention, content marketing catered towards the brand image of the salon does (Ananda & Wisudawati, 2022).

Upon purchasing a product from a business, customers are given social media platforms to share feedback. These consumer-generated contents are opportunities for the business to be endorsed. Consumers heavily influence how companies formulate marketing strategies (Mason et al., 2021). Businesses must understand the possibility for consumers to not only purchase, but also endorse its products to other potential customers. More than that, they assist the business in understanding their strengths and weaknesses through their feedback. Companies that fail to capture the interest of potential consumers do not effectively utilize social media functionalities (Li et al., 2021).

Developing relationships with consumers is crucial and can be easily achieved through social media platforms. A consumer-brand relationship is heavily affected by marketing strategies that brands implement on social media platforms (Wibowo, 2020). Social media advertising, while not devoid of shortcomings, is still a great way to increase brand loyalty in the digital economy, especially as it allows users to interact directly with potential customers on a regular basis (Ziyadin, 2019).

Due to the nature of social media, product information is no longer acquired by searching multiple sources but can instead be gathered on one platform. Because of this, social media marketers must devise measures to frame their products and generate quality content to produce favorable customer intentions (Jamil et al., 2022). Beresford Research (n.d.), enumerates the four relevant generations as Gen Z, people born between 1997 to 2012, Gen Y, people born between 1981 – 1996, Gen X, people born between 1965 – 1980, and lastly Boomers II, people born between 1955-1996.

There is a significant intergenerational difference in behavior when faced with social media marketing. It is beneficial for brands to study social media functionalities according to the generation being targeted (Wang, 2023). User behavior and marketing perceptions are not uniform across all age groups. Gen Z and Gen Y are more accustomed with social media marketing whereas Gen X are unfamiliar with brand communication on social media platforms (Gurunathan & Lakshmi, 2023).

Qatar does not lag behind when it comes to contemporary marketing strategies which include social media marketing as seen in the rise of brand pages, especially within the cosmetics and beauty industry (Al-Boinin et al., 2025). The normalization of beauty related services due to the growth of social media marketing within the Middle East has boosted businesses related to the beauty industry, increasing services such as beauty treatments, hair services, and cosmetic procedures (Kashmar et al., 2019).

The research gap for this study lies in the limited literature currently present for the assessment of social media functionalities for salon businesses. While there is literature that outlines social media as a beneficial tool for businesses in the service industry, there is a lack of study for how salons conduct marketing activities and its implication on user perception. Moreso, the study focused on acquiring respondents that have acquired services and are familiar with the social media of the salons specifically.

This study sought to assess the social media marketing functionality of salons in Qatar which have yet to be investigated thoroughly by other studies.

Theoretical framework

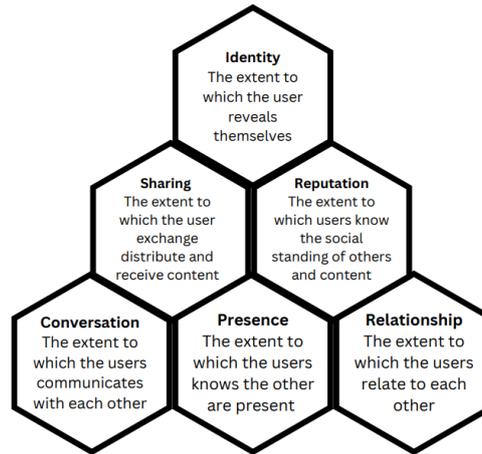


Figure 1: Based on Kietzmann, Hermkens, McCarthy, and Silvestre's (2011) "Honeycomb Model of Social Media"

This study was anchored to the study of Khan (2019) which discussed the identified functional blocks of an effective social media page. These are *identity, conversation, presence, sharing, reputation, and relationship functionality*. These building blocks are utilized by brands in their social media marketing activities. These components outline the essential functionalities of social media marketing and interpret the effectiveness of the social media page

Identity

Identity Functionality is the explicit information users reveal or publicly display about themselves on social media platforms. In reference to businesses and organizations, this could be ascribed to brand identity. Privacy is a focus for this functionality as divulging too much information could lead to user or company details being utilized for unprecedented motives (Abd Latib et al., 2020). Personal information displayed by users online encompasses identity functionality. Different forms of self-expression and identification also fall under this dimension (Dubbelink et al., 2021).

Conversation

Conversation Functionality is a component that focuses on the communication between users or even between a brand and customers. Conversation Functionality also refers to consumer perception, in which the brand can control or manipulate conversations regarding their respective businesses (Muttaqien, 2019). Conversation functionality is centered on user activity amongst each other. These activities include threaded interactions on social media platforms, discussion forums, and user mentions on digital content (Appel et al., 2020).

Presence

Presence Functionality is a brand's accessibility as well as its shared content as a way to develop stronger connections with a business's audience. It is a brand's way of positioning itself in visibility for its target market. Online brand visibility is shaped by the content posted by the brand and its ability to be relayed to users (Kumar et al., 2018). Social presence is the ability for users to exhibit their existence on digital platforms such as Instagram and Facebook. This encompasses the pages in which brands conduct social media marketing activities (Jin et al., 2021).

Reputation

Reputation Functionality gauges a user's status through different assessments, such as the number of likes, shares, followers, or other measures in a social media setting. In social media, reputation is quantitative in measuring likes, shares, comments, and more (Li & Tang, 2023). Brand reputation is also involved with a company's influence on user activity and reaction towards a brand's page. Specifically, it is concerned with perceptions of other users in quantitative measures (Cho et al., 2018).

Relationship

Relationship Functionality focuses on building intimate connections with users in a way that is redirected from the formal persona of a business. Relationship Functionality aims to create organic relationships with its audience, to build trust with other businesses, and potential consumers (Aichner et al., 2021). The open nature of digital platforms give way to two-way interactions with brands and customers through content shared online by brands or other users. Relationship Functionality measures consistent communication and established loyalty with users unaffiliated with the business itself (Foltean et al., 2019).

Sharing

Sharing Functionality is content posted by brands that are reposted or shared by organic users. Sharing can help boost a brand's authenticity as it comes from users without affiliation with the brand, garnering trustworthiness from other users (Villarroel Ordenes et al., 2019). Consumers posting authentic experiences from their own interactions with the business result in content generation. Sharing Functionality allows businesses to analyze consumer perception from feedback posted through reviews in their own digital communities (Jacobson et al., 2020).

Research Questions

The objective of the study was to determine the level of social media marketing functionality of salons as perceived by the customers in terms of identity, conversation, presence, reputation, relationship and sharing functionality in the salon . Specifically, this sought to answer the following questions:

1. What is the demographic profile of the respondents in terms of:
 - 1.1 generation,
 - 1.2 sex,
 - 1.3 salon assessed?

2. What is the level of social media marketing functionality of salons as perceived by the customers in terms of *identity, conversation, presence, reputation, relationship and sharing functionality* in the salon when taken
 - 2.1 collectively in identity,
 - 2.2 collectively in conversation,
 - 2.3 collectively in sharing,
 - 2.4 collectively in presence,
 - 2.5 collectively in reputation,
 - 2.6 collectively in relationship and the respondents were grouped according to:
 - 2.7 generation in identity,
 - 2.8 generation in conversation,
 - 2.9 generation in sharing,
 - 2.10 generation in presence,
 - 2.11 generation in reputation,
 - 2.12 generation in relationship,
 - 2.13 sex in identity,
 - 2.14 sex in conversation,
 - 2.15 sex in sharing,
 - 2.16 sex in presence,
 - 2.17 sex in reputation,
 - 2.18 sex in relationship,
 - 2.19 salon assessed in identity,
 - 2.20 salon assessed in conversation,
 - 2.21 salon assessed in sharing,
 - 2.22 salon assessed in presence,
 - 2.23 salon assessed in reputation,
 - 2.24 salon assessed in relationship?

3. Is there a significant difference in the level of social media marketing functionality of salons as perceived by the customers in terms of *identity, conversation, presence, reputation, relationship and sharing functionality* in the salon when the respondents were grouped according to:

- 3.1 generation,
- 3.2 sex,
- 3.3 salon assessed?

Hypothesis

There is no significant difference in the level of social media marketing functionality of salons as perceived by the customers in terms of *identity, conversation, presence, reputation, relationship and sharing functionality* in the salon when the respondents were grouped according to generation, sex, and salon assessed.

II. METHODOLOGY

Research Design

This study utilized a descriptive-comparative research design. Descriptive Research studies population phenomena or events that answer what, when, and how. The purpose of a descriptive is to describe individuals, events, or conditions by studying them as they are in nature. This approach allows the study to observe and describe customer interactions with various marketing strategies without manipulating variables. Comparative research studies similarities and differences between two or more cases. (Iranifard & Latifnejad Roudsari, 2022.)

Respondents

This study gathered 88 respondents. The respondents were customers of the salon and have seen the social media pages of the salons assessed. In-store customers with an existing familiarity with the salon's social media pages were approached and given survey questionnaires to answer. The ten salons were chosen randomly by the researchers, and all offer similar products and services. In order to find the respondents needed for the study, convenience sampling was utilized. Using the Raosoft calculator, and an employed 90% confidence level with a 10% margin of error, given that the population is unknown, a sample size of 68 minimum respondents was needed.

Profile	n	%
Generation		
Gen Z	22	18.80
Millennial	63	53.85
Gen X	31	26.50
Boomer II	1	.85
Total	117	100
Sex		
Male	7	5.98
Female	110	94.02
Total	117	100
Place of Salon		
Salon 1	12	10.26
Salon 2	18	15.38
Salon 3	11	9.4
Salon 4	14	11.97
Salon 5	12	10.26
Salon 6	9	7.69
Salon 7	15	12.82
Salon 8	7	5.98
Salon 9	14	11.97
Salon 10	5	4.27

Research Instrument

The researchers used the standard instrument taken from "A Measure of Social Media Marketing: Scale Development and Validation" by Khan (2019). The respondents of the study were active users that have interacted with a specified luxury brand's page through likes or shares. The instrument's previous validation provides confidence in its reliability and validity for assessing social media marketing strategies in the salon industry. The survey was composed of 22 items which sought to determine the customer perception of the salon.

It contains six specific subscales to measure customer perception with identity functionality (three items), conversation functionality (three items), sharing functionality (four items), presence functionality (three items), reputation functionality (three items), relationship functionality (three items). All questions can be answered using a four-point Likert scale ranging from "strongly agree" (1) to "strongly disagree" (4), with the negatively worded questions scored in reverse.

In the interpretation of scores that were obtained from the survey, the following scales were used:

Mean Range	Description in the instrument	Verbal Interpretation
3.26-4.00	Strongly Agree	Very High Level of Functionality
2.51-3.25	Agree	High Level of Functionality
1.76-2.50	Disagree	Low Level of Functionality
1.00-1.75	Strongly Disagree	Very Low Level of Functionality

Validity and Reliability

The research instrument was adapted from (Khan et al., 2019), which underwent rigorous validation procedures. Content validity was ensured through the calculation of Content Validity Ratio (CVR), reviewed by a panel of eight experts. The assessed content Validity Index was 0.864, with items 7.1, 7.2, and 7.3 being excluded from this study's questionnaire. Reliability was also assessed using Cronbach's alpha coefficient, in which 30 pilot respondents were obtained and scored 0.910, demonstrating high internal consistency reliability.

Data Collection Procedure

The data was gathered by selecting a demographic associated with the salon, specifically customers who engaged with the salon's social media pages through likes and comments. A population sample was calculated using the Raosoft calculator to narrow down the respondents for the research. Data collection involves administering the developed instrument face-to-face which allowed the researchers to reach a large number of customers, followed by the retrieval of the responses. The physical survey ensured that all responses were properly accounted for.

Data Analysis Procedure

The study utilized a statistical treatment of data. Frequency count and percentage distribution were used to determine problem number 1: 'What is the demographic profile of the respondents in terms of generation, sex, and salon assessed'. These statistical tools were used to identify the number of respondents per generation, sex, and salon assessed, and what part of the total each group represents. This helps provide a clear understanding of the distribution of respondents by age and sex, which is essential for interpreting subsequent findings in the study.

$$t = \frac{\bar{X}_1 - \bar{X}_2}{\sqrt{\frac{s_1^2}{n_1} + \frac{s_2^2}{n_2}}}$$

Where:

\bar{X}_1 and \bar{X}_2 are the sample means of the two groups being compared.

s_1^2 and s_2^2 are the sample variances of the two groups.

n_1 and n_2 are the sample sizes of the two groups.

Mean and standard deviation was used for problem number 2: 'What is the level of social media marketing functionality of salons as perceived by the customers in terms of *identity, conversation, presence, reputation, relationship and sharing functionality* in the salon when taken collectively and the respondents were grouped according to generation, sex, and salon assessed?'. These statistical tools were used to examine customer perceptions on the social media marketing functionalities.

$$t = \frac{m - \mu}{s/\sqrt{n}}$$

Where:

t	=	t-test
m	=	mean
mu	=	theoretical value
s	=	standard deviation
{n}	=	variable set size

ANOVA and t-test were used to ascertain problem 3: 'Is there a significant difference in the level of social media marketing functionality of salons as perceived by the customers in terms of identity, conversation, presence, reputation, relationship and sharing functionality in the salon when the respondents were grouped according to generation, sex, and salon assessed?'. t-test was used to answer question 3.1, ANOVA was used to answer question 3.2 and 3.3.

Ethical Considerations

As one of the important considerations for the study's successful conduct, the proper ethical standards were maintained throughout the entire research process.

Social value. The social value of the study was to establish refined strategies by assessing the social media marketing strategies of salons. This study benefited the salons that were evaluated by consumers and other businesses seeking to effectively utilize the marketing functionalities required in their social media pages.

Informed consent. The respondents of this study were properly informed of the extent of their participation and the option to decline the survey. The researchers verbally communicated the purpose of the survey and the study conducted to the respondents upon being given the survey. Informed consent from the respondents was confirmed by the researchers through verbal confirmation in order to secure their involvement.

Risks and benefits. The study included possible risks to the security of the respondents and salons' personal information. In order to mitigate this, all necessary precautions were taken, which included confirmation of voluntary participation and communication of the research processes to the parties involved. The researchers mentioned the benefit of acquiring consumer perceptions towards creating enhanced social media marketing strategies to give context to the purpose of this study to the groups who participated.

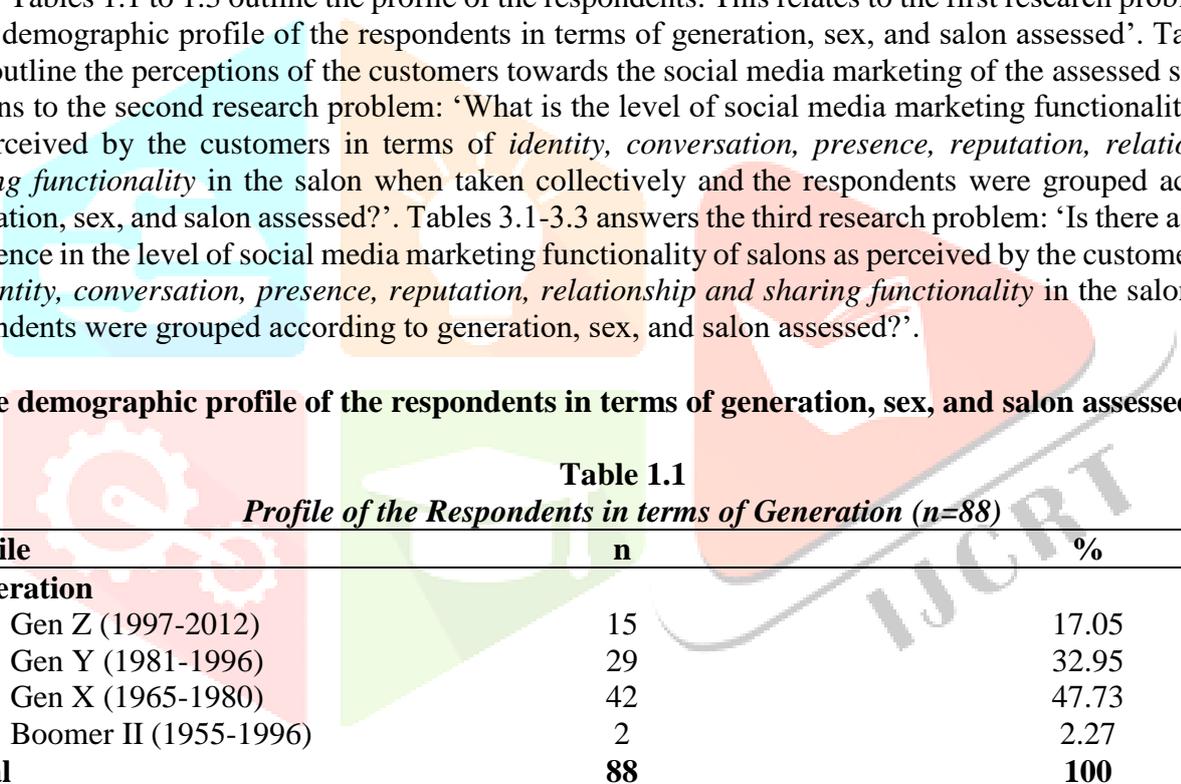
Privacy and confidentiality. To make sure that all the data and information entrusted to the researchers were properly protected, the researchers handled the completed surveys with careful consideration. On top of that, the respondents were given the option to omit their names on the answered surveys according to their

discretion. Confidentiality was upheld in the results of the questionnaires answered by the respondents, both online and physically.

Transparency. The researchers openly communicated the procedures and activities of the study, not including sensitive information regarding the respondents or salons. The paper outlines the social value of the research and the purpose it serves, which is to contribute to the body of knowledge in connection to social media marketing.

Researcher Qualifications. The team of researchers was sufficiently equipped to handle the processes and methods of the study conducted. The researchers were guided by skilled advisors and mentors who oversaw the proceedings of the paper. Furthermore, the instructors supervised the conduct and ethical standards by which the researchers abided. seeking to contribute valuable insights to the field of social media marketing for salons.

III. RESULT

This section presents the results taken from the survey questionnaires distributed to the respondents. The results are presented in a tabular format and interpreted with implications regarding its relevance to the study. Tables 1.1 to 1.3 outline the profile of the respondents. This relates to the first research problem: 'What is the demographic profile of the respondents in terms of generation, sex, and salon assessed?'. Tables 2.1 to 2.24 outline the perceptions of the customers towards the social media marketing of the assessed salons. This pertains to the second research problem: 'What is the level of social media marketing functionality of salons as perceived by the customers in terms of *identity, conversation, presence, reputation, relationship and sharing functionality* in the salon when taken collectively and the respondents were grouped according to generation, sex, and salon assessed?'. Tables 3.1-3.3 answers the third research problem: 'Is there a significant difference in the level of social media marketing functionality of salons as perceived by the customers in terms of *identity, conversation, presence, reputation, relationship and sharing functionality* in the salon when the respondents were grouped according to generation, sex, and salon assessed?'.


1. The demographic profile of the respondents in terms of generation, sex, and salon assessed

Table 1.1
Profile of the Respondents in terms of Generation (n=88)

Profile	n	%
Generation		
Gen Z (1997-2012)	15	17.05
Gen Y (1981-1996)	29	32.95
Gen X (1965-1980)	42	47.73
Boomer II (1955-1996)	2	2.27
Total	88	100

Table 1.1 presents the demographic profile of the respondents in terms of generation. The respondents were grouped by their respective age group, namely gen z, gen y, gen x, and boomer II. The respondents were also grouped according to the salons they evaluated.

The survey was administered to 88 respondents. When grouped according to age, 15 (17.05%) of the respondents belonged to Gen Z, 29 (32.95%) belonged to Gen Y, 42 (47.73%) belonged to Gen X, while two (2.27%) belonged to the Boomer II generation. When summed up, the percentage of Gen Z, Gen Y, Gen X, and Boomer II total to 100% of the respondents.

Table 1.2
Profile of the Respondents in terms of Sex (n=88)

Profile	n	%
Sex		
Male	5	5.68
Female	83	94.32
Total	88	100

Table 1.2 presents the demographic profile of the respondents in terms of sex. The respondents were grouped by their respective sex, namely male and female.

When grouped according to sex, 83 (94.32%) of the respondents were female, while five (5.68%) of the respondents were male. The percentage of both male and female respondents total to 100% when summed up.

Table 1.3
Profile of the Respondents in terms of Salon (n=88)

Profile	n	%
Generation		
Salon 1	4	4.55
Salon 2	10	11.36
Salon 3	11	12.50
Salon 4	8	9.09
Salon 5	11	12.50
Salon 6	8	9.09
Salon 7	15	17.05
Salon 8	7	7.95
Salon 9	9	10.23
Salon 10	5	5.68
Total	88	100

Table 1.3 presents the demographic profile of the respondents in terms of salon assessed. The respondents were grouped by the salon they assessed.

The 10 salons all obtained 88 respondents in total, where salon one had 4 (4.55%) respondents, salon two had 10 (11.36%) respondents, salon three had 11 (12.5%) respondents, salon four had 8 (9.09%) respondents, salon five had 11 (12.5%) respondents, salon six had eight (9.09%) respondents, salon seven had 15 (17.05%) respondents, salon eight had seven (7.95%) respondents, salon nine had 9 (10.23%) respondents, and salon ten had five (5.68%) respondents. Based on the recorded data gathered and presented, when summed up, totaling 100% of the respondents that have answered the survey.

2. The level of social media marketing functionality of salons as perceived by the customers in terms of identity, conversation, presence, reputation, relationship and sharing functionality in the salon when taken collectively and the respondents were grouped according to generation, sex, and salon assessed

Table 2.1
Customer's Perceived Level of Identity Functionality When Taken Collectively (n=88)

Dimensions	\bar{x}	VI
Identity functionality		
The salon reveals its company information through its profile on its social media page.	3.08	HF
The salon's social media page keeps updating the information about products.	3.07	HF
I can easily recognize the salon by its profile picture on its social media page.	3.31	VHF
Mean of means	3.15	HF

\bar{x} = mean, VI = verbal interpretation: 3.36 - 4.00 (VHF = very high functionality) 2.51 - 3.25 (HF = high functionality) 1.76 - 2.50 (LF = low functionality), 1.00 - 1.75 (VLF = very low functionality)

Table 2.1 presents the customers' perceived level of *identity functionality* when taken collectively. *Identity functionality* is the information displayed on social media readily available for customers in order for them to develop familiarity and brand recognition (Ruangkanjanases et al., 2020). Overall, the salons achieved a mean score of 3.15 which indicates high *identity functionality*.

Question 1.3 garnered the highest mean score indicating that salons in Qatar have recognizable profile pictures where customers can easily identify their brand. Question 1.2 garnered a lower score amongst the 3 questions which imply that while updates may be present on their pages, it is not as frequent.

In a study conducted by Shafa and Hidayat (2022), posting information on new products or services helps communicate the characteristics of the offerings which gives customers an idea of whether or not the brand is suited for them. It also gives newer customers an idea of the scope that the business covers.

Table 2.2
Customer's Perceived Level of Conversation Functionality When Taken Collectively (n=88)

Dimensions	\bar{x}	VI
Conversation Functionality		
I often get answers to my queries from the salon's social media page.	3.14	HF
The salon replies to the comments of the fans on its social media page.	2.93	HF
The social media page of the salon is interactive.	2.95	HF
Mean of means	3.01	HF

\bar{x} = mean, VI = verbal interpretation: 3.36 - 4.00 (VHF = very high functionality) 2.51 - 3.25 (HF = high functionality) 1.76 - 2.50 (LF = low functionality), 1.00 - 1.75 (VLF = very low functionality)

Table 2.2 shows the customers' perceived level of *conversation functionality* when taken collectively. Chadwick et al., (2021) identified *conversation functionality* as the ability of a brand to start organic dialogues between its customers. The *conversation functionality* of the salons assessed were regarded by customers as highly functional with a score of 3.01 in total.

The salons achieved a higher score in regard to their ability to answer queries which indicate that the social media pages are active in assisting customers in questions related to the salons' operations. On the other hand, customer engagement not related to services gets less attention compared to comments that are inquiries of the salons.

Dhaoui and Webster (2020) noted that quick replies from brands under posts encourage other unrelated users to engage with the brand itself. It also spurs positive engagement and conversation that contribute to building the image of brands.

Table 2.3
Customer's Perceived Level of Sharing Functionality When Taken Collectively (n=88)

Dimensions	\bar{x}	VI
Sharing functionality		
The salon shares interesting pictures of the products on Social media.	3.15	HF
The salon shares interesting videos on its Social media page.	3.09	HF
The salon shares informative caption on its Social media page.	2.95	HF
The salon shares important links on its Social media page.	3.15	HF
Mean of means	3.09	HF

\bar{x} = mean, VI = verbal interpretation: 3.36 - 4.00 (VHF = very high functionality) 2.51 - 3.25 (HF = high functionality) 1.76 - 2.50 (LF = low functionality), 1.00 - 1.75 (VLF = very low functionality)

Table 2.3 presents the customers' perceived level of *sharing functionality* when taken collectively. *Sharing functionality* is defined as the ability of users to disseminate business information based on the content posted by the brand on social media (Simon & Tossan, 2018). The table shows that customers perceive the salons to have a high *sharing functionality* with an acquired mean of 3.09 overall.

The table suggests that the content posted by the salons are perceived as shareable by the customers. The salons are able to post appealing and communicative content that garner user engagement. The *sharing functionality* of the salons are perceived as overall having a high functionality as perceived by the customers.

Employing a higher *sharing functionality* in brand pages creates benefits beyond traditional marketing methods. It offers an opportunity for businesses to study which offers work for their customers based on the engagement. (Gelli et al., 2018).

Table 2.4
Customer's Perceived Level of Presence Functionality When Taken Collectively (n=88)

Dimensions	\bar{x}	VI
Presence functionality		
Whenever I login to my social media, I see the salon's content.	2.99	HF
I receive notifications from the salon most often.	2.90	HF
The frequency of updates from the salon is very high.	3.08	HF
Mean of means	2.99	HF

\bar{x} = mean, VI = verbal interpretation: 3.36 - 4.00 (VHF = very high functionality) 2.51 - 3.25 (HF = high functionality) 1.76 - 2.50 (LF = low functionality), 1.00 - 1.75 (VLF = very low functionality)

Table 2.4 shows the customers' perceived level of *presence functionality* when taken collectively. *Presence functionality* is the capacity of a social media page and its content to be noticed and continuously viewed by users (Unnava & Aravindakshan, 2021). The salons assessed achieved an overall mean of 2.99 in *presence functionality* which indicate a high level of functionality.

Customers judged the social media pages of the salons to be visible on the platforms they utilize and where they come across the media shared by the brand accounts. While updates and posts such as videos and photos are common, notifications about the status of the salon are less frequent.

Brand visibility is imperative as it puts brands at the front of the line when it comes to consumer consideration in purchase decisions. Content selection alongside the maximization of the page's reach creates a higher *presence functionality* (Joseph, 2025).

Table 2.5
Customer's Perceived Level of Reputation Functionality When Taken Collectively (n=88)

Dimensions	\bar{x}	VI
Reputation functionality		
The salon has a large number of followers compared to the other salons on social media.	3.05	HF
The salon receives positive comments on its shared content on social media.	3.10	HF
The salon receives lots of likes on its posting.	3.13	HF
Mean of means	3.09	HF

\bar{x} = mean, VI = verbal interpretation: 3.36 - 4.00 (VHF = very high functionality) 2.51 - 3.25 (HF = high functionality) 1.76 - 2.50 (LF = low functionality), 1.00 - 1.75 (VLF = very low functionality)

Table 2.5 presents the customer's perceived level of *reputation functionality* when taken collectively. According to Barfi et al. (2019), *reputation functionality* is the quantitative outcome of the brand image projected by the businesses to the customers from its online marketing activities. The salons garnered an overall mean of 3.09 by the customers which indicate a high level of *reputation functionality*.

The customers perceive the salons to have a positive online engagement as seen in their followers, likes, and comments from other users. This implies that the salons are effective in user reciprocity from the marketing activities found on their social media.

In a study conducted by Quesenberry (2017), external factors such as type of industry or the specific online platform do affect consumer engagement. Nonetheless, marketing strategies such as timings of postings, relevance of content, and brand informative posts have been shown to boost engagement and increase the reputation of the business.

Table 2.6
Customer's Perceived Level of Relationship Functionality When Taken Collectively (n=88)

Dimensions	\bar{x}	VI
Relationships functionality		
Customers often share the salon status on their social media account.	2.91	HF
Customers often defend the salon against the negative comments posted	2.92	HF
Mean of means	2.91	HF

\bar{x} = mean, VI = verbal interpretation: 3.36 - 4.00 (VHF = very high functionality) 2.51 - 3.25 (HF = high functionality) 1.76 - 2.50 (LF = low functionality), 1.00 - 1.75 (VLF = very low functionality)

Table 2.6 presents the customer's perceived level of *relationship functionality* when taken collectively. *Relationship functionality* is not only the presence of comments under brand postings but a longevity of trust, attachment, and loyalty of customers fostered by brand communication (Oncioiu et al., 2021). The salons achieved an overall mean score of 2.91 indicating a high *relationship functionality*.

The results imply that customers are active in engaging the social media posts outside of the brand's page itself. The respondents perceive the salons to form steady connections with the users they interact with as seen in user generated content about the salon.

The turnout of organic positive word of mouth from brands establishes a social customer relationship management which is generated by the implemented marketing strategies. Consumer behavior can be categorized and discussed by marketers outside of brand loyalty (Dewnarain et al., 2018).

Table 2.7

Customer's Perceived Level of Identity Functionality When Grouped According to Generation (n=88)

Dimensions	Gen Z (n=15)		Millennia I (n=29)		Gen X (n=42)		Boomer II (n=2)	
	\bar{x}	VI	\bar{x}	VI	\bar{x}	VI	\bar{x}	VI
Identity functionality								
The salon reveals its company information through its profile on its social media page.	2.73	HF	3.0	HF	3.2	VH	3.5	VH
The salon's social media page keeps updating the information about products.	2.93	HF	2.9	HF	3.3	VH	3.5	VH
I can easily recognize the salon by its profile picture on its social media page.	3.07	HF	3.4	VH	3.2	VH	3.5	VH
Mean of means	2.91	HF	3.1	HF	3.2	VH	3.5	VH

\bar{x} = mean, VI = verbal interpretation: 3.36 - 4.00 (VHF = very high functionality) 2.51 - 3.25 (HF = high functionality) 1.76 - 2.50 (LF = low functionality), 1.00 - 1.75 (VLF = very low functionality)

Table 2.7 shows the results of the customer's perceived level of *identity functionality* when grouped according to generation. The generation that had the highest perception of the *identity functionality* of the salons was Boomer II with a mean of 3.50. The generation that scored the lowest in terms of their perceived *identity functionality* was Gen Z, with a score of 2.91.

The results convey that Boomer II perceived the salons to be more recognizable and easily identifiable. Respondents belonging to Gen Z could distinguish the salon based on the information provided in the social media page but perceived the salons to potentially be further differentiated based on the characteristics it provides on its page.

Identity functionality is key in customer interaction, as individuals align with brands that reflect their self-perception (Helal & Ozuem, 2019). This supports the findings where *Identity Functionality* scored highest within their set of respondents, indicating a positive result from the perception towards the salons' social media presence which is clear and recognizable.

Table 2.8

Customer's Perceived Level of Conversation Functionality When Grouped According to Generation (n=88)

Dimensions	Gen Z (n=15)		Millennia I (n=29)		Gen X (n=42)		Boomer II (n=2)	
	\bar{x}	VI	\bar{x}	VI	\bar{x}	VI	\bar{x}	VI
Conversation Functionality								
I often get answers to my queries from the salon's social media page.	3.07	HF	3.0	HF	3.2	HF	3.5	VH
The salon replies to the comments of the fans on its social media page.	2.67	HF	2.8	HF	3.2	HF	3.0	HF
The social media page of the salon is interactive.	2.87	HF	2.9	HF	3.0	HF	2.5	LF
Mean of means	2.87	HF	2.9	HF	3.1	HF	3.0	HF
			5	5	6	6	0	0

\bar{x} = mean, VI = verbal interpretation: 3.36 - 4.00 (VHF = very high functionality) 2.51 - 3.25 (HF = high functionality) 1.76 - 2.50 (LF = low functionality), 1.00 - 1.75 (VLF = very low functionality)

Table 2.8 shows the results of the customer's perceived level of conversation functionality when grouped according to generation. The generation that had the highest perception of the conversation functionality of the salons was Gen X with a mean of 3.16. The generation that scored the lowest in terms of perceived conversation functionality was Gen Z, with a score of 2.87.

This indicates that older generations respondents, particularly Gen X, may have found the salons' social media platforms more engaging or responsive in terms of interaction and communication. On the other hand, Gen Z may have perceived the platforms as less interactive compared to other generations.

Social media has served as a useful tool for Generation X to communicate and stay connected. Contrary to the common perception that younger generations dominate social media use, Dabija, (2018) found that Generation X continues to engage with social media at high rates, particularly for communication purposes. This supports the findings of the study, suggesting that Gen X users may place more value on social media's conversational and interactive features compared to Gen Z. While Gen Z tends to use social media more for entertainment and passive content consumption Yağmur et al., (2024).

Table 2.9

Customer's Perceived Level of Sharing Functionality When Grouped According to Generation (n=88)

Dimensions	Gen Z (n=15)		Millennia I (n=29)		Gen X (n=42)		Boomer II (n=2)	
	\bar{x}	VI	\bar{x}	VI	\bar{x}	VI	\bar{x}	VI
Sharing functionality								
The salon shares interesting pictures of the products on Social media.	3.00	HF	3.0	HF	3.4	VH	2.5	LF
The salon shares interesting videos on its Social media page.	2.60	HF	3.0	HF	3.4	VH	3.5	VH
The salon shares informative caption on its Social media page.	2.67	HF	2.9	HF	3.2	HF	2.5	LF
The salon shares important links on its Social media page.	2.80	HF	3.1	HF	3.3	VH	3.0	HF
Mean of means	2.77	HF	3.0	HF	3.3	VH	2.8	HF
			4	4	4	F	8	8

\bar{x} = mean, VI = verbal interpretation: 3.36 - 4.00 (VHF = very high functionality) 2.51 - 3.25 (HF = high functionality) 1.76 - 2.50 (LF = low functionality), 1.00 - 1.75 (VLF = very low functionality)

Table 2.9 shows the results of the customer’s perceived level of *sharing functionality* when grouped according to generation. Among The generation Gen X had the highest perception of the *sharing functionality* of the salons with a mean of 3.34. The generation that scored the lowest in terms of their perceived *sharing functionality* was Gen Z, with a score of 2.77.

The result implies that Gen X is more likely to recognize and utilize the sharing features provided by salon social media platforms, such as reposting content and tagging. In contrast, Gen Z may be less inclined to actively engage with these sharing functions. This suggests that Gen Z shows less interest in sharing information about salons compared to other generations.

Generation Z is more inclined to use video-based and short-form content platforms compared to Generation X, frequently engaging in content sharing and creations (Gao, 2024). This supports the findings that Gen Z is less likely to utilize the sharing features of salon social media platforms, as their interaction tends to lean more toward content consumption than dissemination.

Table 2.10

Customer’s Perceived Level of Presence Functionality When Grouped According to Generation (n=88)

Dimensions	Gen Z (n=15)		Millennia I (n=29)		Gen X (n=42)		Boomer II (n=2)	
	\bar{x}	VI	\bar{x}	VI	\bar{x}	VI	\bar{x}	VI
Presence functionality								
Whenever I login to my social media, I see the salon content.	2.80	HF	2.95	HF	3.07	HF	4.00	VH
I receive notifications from the salon most often.	2.40	LF	3.05	HF	2.93	HF	3.00	HF
The frequency of updates from the salon is very high.	2.67	HF	3.10	HF	3.28	VH	3.00	HF
Mean of means	2.62	HF	3.03	HF	3.09	HF	3.33	VH

\bar{x} = mean, VI = verbal interpretation: 3.36 - 4.00 (VHF = very high functionality) 2.51 - 3.25 (HF = high functionality) 1.76 - 2.50 (LF = low functionality), 1.00 - 1.75 (VLF = very low functionality)

Table 2.10 shows that among the generations, Boomer II had the highest perception of *presence functionality* with a mean of 3.33, interpreted as very high functionality. In contrast, Gen Z scored the lowest with a mean of 2.62, which still falls under high functionality.

This implies that older generations, especially Boomers, see the salons in a regular, active, and continuous state. However, respondents from Gen Z were the least likely to experience a strong social media presence from the salons, most notably when it comes to notifications. This finding suggests that the salons maintain high overall visibility across all generations.

According to Joseph (2025), brand visibility is crucial because it places businesses at the forefront of consumer consideration when making purchasing decisions. Content selection and frequency of posts influence *presence functionality*, making it vital for salons to adapt their strategies depending on the digital behavior of different age groups.

Table 2.11**Customer's Perceived Level of Reputation Functionality When Grouped According to Generation (n=88)**

Dimensions	Gen Z (n=15)		Millennia I (n=29)		Gen X (n=42)		Boomer II (n=2)	
	\bar{x}	VI	\bar{x}	VI	\bar{x}	VI	\bar{x}	VI
Reputation functionality								
The salon has a large number of followers compared to the other salons on social media.	2.60	HF	3.0	HF	3.2	HF	3.5	VH
The salon receives positive comments on its shared content on social media.	2.87	HF	3.1	HF	3.2	HF	3.5	VH
The salon receives lots of likes on its posting.	2.93	HF	3.1	HF	3.3	VH	2.5	LF
Mean of means	2.80	HF	3.0	HF	3.2	HF	3.1	HF
			8		5		7	

\bar{x} = mean, VI = verbal interpretation: 3.36 - 4.00 (VHF = very high functionality) 2.51 - 3.25 (HF = high functionality) 1.76 - 2.50 (LF = low functionality), 1.00 - 1.75 (VLF = very low functionality)

Table 2.11 shows the results of the customer's perceived level of *reputation functionality* when grouped according to generation. Among The generation Gen X had the highest perception of the *reputation functionality* of the salons with a mean of 3.25. The generation that scored the lowest in terms of their perceived *reputation functionality* was Gen Z, with a score of 2.80.

This indicates that Gen Z may be less influenced by these reputation-related features, possibly due to their preference for more dynamic, trend-driven content rather than traditional indicators of brand reputation. This indicates that Gen X may place greater value on the credibility and online reputation of salon social media platforms. They may pay more attention to reviews.

In a study conducted by Dabija et al., (2018), the outcome revealed that respondents in Gen X place more trust in online advertising and information. Social media marketing activities easily influenced this demographic which is aligned with the results of the study.

Table 2.12**Customer's Perceived Level of Relationship Functionality When Grouped According to Generation (n=88)**

Dimensions	Gen Z (n=15)		Millennia I (n=29)		Gen X (n=42)		Boomer II (n=2)	
	\bar{x}	VI	\bar{x}	VI	\bar{x}	VI	\bar{x}	VI
Relationship functionality								
Customers often share the salon status on their social media account.	2.67	HF	2.8	HF	3.0	HF	3.0	HF
Customers often defend the salon against the negative comments posted	2.67	HF	3.1	HF	2.8	HF	2.0	LF
Mean of means	2.67	HF	2.9	HF	2.9	HF	2.5	LF
			9		7		0	

\bar{x} = mean, VI = verbal interpretation: 3.36 - 4.00 (VHF = very high functionality) 2.51 - 3.25 (HF = high functionality) 1.76 - 2.50 (LF = low functionality), 1.00 - 1.75 (VLF = very low functionality)

Table 2.12 presents the customers' perceived level of *relationship functionality* when grouped according to generation. *Relationship functionality* was perceived as the highest by millennials with a score of 2.99 and a verbal interpretation of high functionality. Boomer II assessed the salons' *relationship functionality* the lowest with a mean of 2.50 indicating low functionality.

The results imply that the salons are able to create strong relationships with customers from Gen Y and Gen X as seen in the engagement and social media activity of this demographic. On the other hand, the salons are less adept at forming connections with Boomer II, indicating that there are less customer interactions with them to signify an influential attachment.

Bento et al., (2018) asserted that Millennials are more prone to interact with brand content on platforms like Facebook or Instagram while Gen X are more reserved and cautious when it comes to trusting social media marketing activities.

Table 2.13

Customer's Perceived Level of Identity Functionality When Grouped According to Sex (n=88)

Dimensions	Female (n=83)		Male (n=5)	
	\bar{x}	VI	\bar{x}	VI
Identity functionality				
The salon reveals its company information through its profile on its social media page.	3.08	HF	3.0	HF
The salon's social media page keeps updating the information about products.	3.06	HF	3.20	HF
I can easily recognize the salon by its profile picture on its social media page.	3.29	VHF	3.60	VHF
Mean of means	3.14	HF	3.27	VHF

\bar{x} = mean, VI = verbal interpretation: 3.36 - 4.00 (VHF = very high functionality) 2.51 - 3.25 (HF = high functionality) 1.76 - 2.50 (LF = low functionality), 1.00 - 1.75 (VLF = very low functionality)

Table 2.13 shows the customers' perceived level of *identity functionality* when grouped according to sex. The highest mean was scored by male respondents with an average of 3.27 overall indicating a very high *identity functionality*. Meanwhile, female customers scored lower with a mean of 3.14 or a high *identity functionality*.

The results suggest that male customers are able to more easily identify salons based on the information provided to them on social media pages. The curated information present on the salons' digital advertising creates distinctiveness within the males. On the other hand, females are less satisfied with the characteristics of the brand posted online. Overall, *identity functionality* was perceived as high amongst both male and female respondents.

In a study conducted by (Akman & Turhan 2017), male and female behavior towards are considerably different when it comes to information relayed online by brands. The user perception of its reliability and usefulness differ among the two sexes even when analyzing the same set of details.

Table 2.14

Customer's Perceived Level of Conversation Functionality When Grouped According to Sex (n=88)

Dimensions	Female (n=83)		Male (n=5)	
	\bar{x}	VI	\bar{x}	VI
Conversation Functionality				
I often get answers to my queries from the salon's social media page.	3.12	HF	3.40	VHF
The salon replies to the comments of the fans on its social media page.	2.94	HF	2.80	HF
The social media page of the salon is interactive.	2.95	HF	3.00	HF
Mean of means	3.00	HF	3.07	HF

\bar{x} = mean, VI = verbal interpretation: 3.36 - 4.00 (VHF = very high functionality) 2.51 - 3.25 (HF = high functionality) 1.76 - 2.50 (LF = low functionality), 1.00 - 1.75 (VLF = very low functionality)

Table 2.14 shows the customers' perceived level of *conversation functionality* when grouped according to sex. Males garnered a higher average of 3.07, a high *conversation functionality*. Females scored slightly lower with a mean of 3.00 and a similar verbal interpretation of highly functional.

The table conveys that female customers have a higher standard for the discussion generated between a customer and a brand. On the other hand, male respondents perceive a higher functional level for the

conversation functionality of the salons indicating that they are satisfied with the answers that brands provide regarding inquiries.

(Irshad & Ahmad, 2019) noted that female users are more likely to have a better attitude towards social media pages that post content focused on disseminating information of a brand while male users are more likely to perceive social media pages with content focused on audience engagement and interaction.

Table 2.15

Customer's Perceived Level of Sharing Functionality When Grouped According to Sex (n=88)

Dimensions	Female (n=83)		Male (n=5)	
	\bar{x}	VI	\bar{x}	VI
Sharing functionality				
The salon shares interesting pictures of the products on Social media.	3.12	HF	3.60	VHF
The salon shares interesting videos on its Social media page.	3.10	HF	3.00	HF
The salon shares informative caption on its Social media page.	2.94	HF	3.20	HF
The salon shares important links on its Social media page.	3.16	HF	3.00	HF
Mean of means	3.08	HF	3.20	HF

\bar{x} = mean, VI = verbal interpretation: 3.36 - 4.00 (VHF = very high functionality) 2.51 - 3.25 (HF = high functionality) 1.76 - 2.50 (LF = low functionality), 1.00 - 1.75 (VLF = very low functionality)

Table 2.15 presents the customers' perceived level of social media sharing when grouped according to sex. Male respondents acquired a higher mean of 3.20, with a verbal interpretation of highly functional. On the other hand, female respondents acquired a mean of 3.08, with the same verbal interpretation of highly functional. Overall, the salons were perceived to have a high *sharing functionality* by both male and female customers.

The results imply that male respondents view the salons' content as engaging and highly interesting which is highlighted in the pictures posted by the salons. Female respondents are more critical about the salons' postings, specifically the captions shared under the posts of the salons' social media pages.

(Duh, 2021) found that females are more inclined to share advertisements created by brands on professional social media pages. While it is a different outcome from the result obtained on this table, it provides an interesting perspective on the differing perception of the two sexes regarding shareability and user generated content.

Table 2.16

Customer's Perceived Level of Presence Functionality When Grouped According to Sex (n=88)

Dimensions	Female (n=83)		Male (n=5)	
	\bar{x}	VI	\bar{x}	VI
Presence functionality				
Whenever I login to my social media, I see the salon content.	2.99	HF	3.00	HF
I receive notifications from the salon most often.	2.90	HF	2.80	HF
The frequency of updates from the salon is very high.	3.08	HF	3.00	HF
Mean of means	2.99	HF	2.93	HF

\bar{x} = mean, VI = verbal interpretation: 3.36 - 4.00 (VHF = very high functionality) 2.51 - 3.25 (HF = high functionality) 1.76 - 2.50 (LF = low functionality), 1.00 - 1.75 (VLF = very low functionality)

Table 2.16 shows the customers' perceived level of *presence functionality* when grouped according to sex. Female customers garnered the highest mean score with an average of 2.99, or highly functional for *presence functionality*. On the other hand, male customers scored the salons' *presence functionality* with an average score of 2.93, high *presence functionality*.

The table implies that male respondents are less likely to come across the salons' content on their feed, without visiting the brand's page itself. Female respondents perceive the salons to have a high volume of

updates which is seen in the salons' content, appearance in the quantity of their posts, as well as the organic visibility of the pages.

Different factors affect the *presence functionality* of a brand, especially between male and female users, such as the type of advertising strategy utilized, images posted, information available on price, and other factors heavily contribute to the development of users' brand awareness towards social media marketing (Lues, 2024).

Table 2.17

Customer's Perceived Level of Reputation Functionality When Grouped According to Sex (n=88)

Dimensions	Female (n=83)		Male (n=5)	
	\bar{x}	VI	\bar{x}	VI
Reputation functionality				
The salon has a large number of followers compared to the other salons on social media.	3.07	HF	2.60	HF
The salon receives positive comments on its shared content on social media.	3.10	HF	3.20	HF
The salon receives lots of likes on its posting.	3.12	HF	3.20	HF
Mean of means	3.10	HF	3.00	HF

\bar{x} = mean, VI = verbal interpretation: 3.36 - 4.00 (VHF = very high functionality) 2.51 - 3.25 (HF = high functionality) 1.76 - 2.50 (LF = low functionality), 1.00 - 1.75 (VLF = very low functionality)

Table 2.17 presents the customers' perceived level of *reputation functionality* when grouped according to sex. When it comes to *reputation functionality*, female customers amassed the higher mean score of 3.10, alongside a verbal interpretation of highly functional. On the other hand, male respondents garnered a mean score of 3.00 with the same verbal interpretation of a high *reputation functionality*.

Female respondents view the salons' pages to be well received by online users wherein they considered the quantifiable measures such as likes and shares in the respective social media pages they assessed. Male respondents, however, are particularly stern with their perception of *reputation functionality* of a salon. Specifically, they perceive that the salons' have yet to achieve the optimal number of followers to be considered reputable.

Ia and Sudharshan, (2023) found that female users perceive online platforms to be more advantageous compared to males. The study also established that a higher level of trust is present in female customers garnering more positive receptions towards social media pages created by brands.

Table 2.18

Customer's Perceived Level of Relationship Functionality When Grouped According to Sex (n=88)

Dimensions	Female (n=83)		Male (n=5)	
	\bar{x}	VI	\bar{x}	VI
Relationships functionality				
Those who comment on the salon status on social media are often its loyal customers.	2.89	HF	3.20	HF
Customers often share the salon status on their social media account.	2.89	HF	3.40	VHF
Mean of means	2.89	HF	3.30	VHF

\bar{x} = mean, VI = verbal interpretation: 3.36 - 4.00 (VHF = very high functionality) 2.51 - 3.25 (HF = high functionality) 1.76 - 2.50 (LF = low functionality), 1.00 - 1.75 (VLF = very low functionality)

Table 2.18 presents the customers' perceived level of *relationship functionality* when grouped according to sex. When it comes to *relationship functionality*, the male customers scored a higher mean with an average of 3.30, or very highly functional. On the other hand, female customers assessed the salons with an overall mean of 2.89 or highly functional.

Male respondents perceive the salon to be successful in creating lasting connections with their customers which is reaped through organic user engagement and brand loyalty being fostered in the customers of the respective salons. Female respondents on the other hand, perceive the salons to have a high *relationship functionality*, but perceive the salons to have not yet maximized their ability to move beyond online dialogue towards consistent user interactions.

A study by (Lin & Wang, 2020) concluded that gender does play a significant role in not only brand perception but also in the level of engagement online. Men and women receive information using different methods when faced with the same social media page. Additionally, the behaviors and intentions of sharing this information vary significantly.

Table 2.19

Customer’s Perceived Level of Identity Functionality When Grouped According to Salon (n=88)

Dimension s	Salon 1 (n=12)		Salon 2 (n=18)		Salon 3 (n=11)		Salon 4 (n=14)		Salon 5 (n=12)		Salon 6 (n=9)		Salon 7 (n=15)		Salon 8 (n=7)		Salon 9 (n=14)		Salon 10 (n=5)	
	\bar{x}	VI	\bar{x}	VI	\bar{x}	VI	\bar{x}	VI	\bar{x}	VI	\bar{x}	VI								
Identity functionality																				
1.1	2.0	LF	3.1	HF	3.3	VH	3.1	HF	3.3	VH	2.6	HF	3.3	VH	3.4	VH	2.8	HF	2.4	LF
	0		0		6	F	3		6	F	3		3	F	3	F	9		0	
1.2	2.2	LF	3.0	HF	3.4	VH	3.3	VH	3.3	VH	2.2	LF	3.4	VH	2.8	HF	2.8	HF	2.8	HF
	5		0		5	F	8	F	6	F	5		0	F	6		9		0	
1.3	1.7	VL	3.4	VH	3.3	VH	3.7	VH	3.3	VH	3.0	HF	3.4	VH	3.2	VH	3.3	VH	3.4	VH
	5	F	0	F	6	F	5	F	6	F	0		7	F	9	F	3	F	0	F
Mean of means	2.0	LF	3.1	HF	3.3	VH	3.4	VH	3.3	VH	2.6	HF	3.4	VH	3.1	HF	3.0	HF	2.8	HF
	0		7		9	F	2	F	6	F	3		0	F	9		4		7	

\bar{x} = mean, VI = verbal interpretation: 3.36 - 4.00 (VHF = very high functionality) 2.51 - 3.25 (HF = high functionality) 1.76 - 2.50 (LF = low functionality), 1.00 - 1.75 (VLF = very low functionality)

Note: The questions are written numerically rather than verbally due to the volume of dimensions.

Table 2.19 showcases the customers’ perceived level of *identity functionality* when grouped according to the salon assessed. Salon four amassed the highest mean score by the customers with an average of 3.42. On the other hand, salon one only garnered a mean score of 2.00 alongside a verbal interpretation of low *identity functionality*, achieving the lowest mean among the ten salons.

The results suggest that salon four is highly adept at communicating characteristics that create distinctions for customer recognition through social media features such as profile pictures and page profile. The customers perceived salon one to lag behind in creating a page with relevant enough information for customer recognition and identification.

Identity functionality is key in customer interaction, as individuals align with brands that reflect their self-perception (Helal & Ozuem, 2019). This supports the findings where *identity functionality* scored highest within their set of respondents, indicating that customers found the salons’ social media presence clear and recognizable.

Table 2.20

Customer’s Perceived Level of Conversation Functionality When Grouped According to Salon (n=88)

Dimension s	Salon 1 (n=12)		Salon 2 (n=18)		Salon 3 (n=11)		Salon 4 (n=14)		Salon 5 (n=12)		Salon 6 (n=9)		Salon 7 (n=15)		Salon 8 (n=7)		Salon 9 (n=14)		Salon 10 (n=5)	
	\bar{x}	VI	\bar{x}	VI	\bar{x}	VI	\bar{x}	VI	\bar{x}	VI	\bar{x}	VI								
Conversation functionality																				
2.1	2.2	LF	3.3	VH	3.2	VH	3.0	HF	3.4	VH	3.0	HF	3.1	HF	3.1	HF	3.1	HF	3.0	HF
	5		0	F	7	F	0		5	F	0		3		4		1		0	
2.2	2.2	LF	3.1	HF	3.0	HF	3.2	HF	3.0	HF	2.6	HF	2.9	HF	2.5	HF	3.0	HF	3.2	HF
	5		0		0		5		0		3		3		7		0		0	
2.3	1.7	VL	2.7	HF	3.0	HF	3.5	VH	3.0	HF	3.2	HF	3.0	HF	2.8	HF	3.0	HF	2.2	LF
	5	F	0		9		0	F	9		5		7		6		0		0	
Mean of means	2.0	LF	3.0	HF	3.1	HF	3.2	HF	3.1	HF	2.9	HF	3.0	HF	2.8	HF	3.0	HF	2.8	HF
	8		3		2		5		8		6		4		6		4		0	

\bar{x} = mean, VI = verbal interpretation: 3.36 - 4.00 (VHF = very high functionality) 2.51 - 3.25 (HF = high functionality) 1.76 - 2.50 (LF = low functionality), 1.00 - 1.75 (VLF = very low functionality)

Note: The questions are written numerically rather than verbally due to the volume of dimensions.

Table 2.20 presents the customers’ perceived level of *conversation functionality* when grouped according to salon. The salon that garnered the highest mean score from the respondents was salon four with a mean of 3.25, or highly functional. Conversely, salon one received the lowest mean score of 2.08 alongside a verbal interpretation of low functionality.

This indicates that salon four exemplifies an interactive environment with users that engage with the salons’ social media page. These customers perceive salon 4 to be particularly skilled in fostering an engaging digital culture through quick reply times, and informative answers. Contrarily, salon one is perceived as having a lower *relationship functionality* due to its lack of user interaction. This suggests that salon one has a higher volume of static information displayed on the salons’ page.

(Sun et al., 2021) emphasized the importance of intentional dialogue with customers as engagement is often linked to business sales. Conversations also give brands control over the perception of customers regarding the business offerings as the information being communicated comes from the brand itself.

Table 2.21

Customer’s Perceived Level of Sharing Functionality When Grouped According to Salon (n=88)

Dimension s	Salon 1 (n=12)		Salon 2 (n=18)		Salon 3 (n=11)		Salon 4 (n=14)		Salon 5 (n=12)		Salon 6 (n=9)		Salon 7 (n=15)		Salon 8 (n=7)		Salon 9 (n=14)		Salon 10 (n=5)	
	\bar{x}	VI	\bar{x}	VI	\bar{x}	VI	\bar{x}	VI	\bar{x}	VI	\bar{x}	VI								
Sharing functionality																				
3.1	2.5	LF	3.2	HF	3.4	VH	3.6	VH	3.3	VH	2.5	LF	3.3	VH	3.1	HF	3.0	HF	2.4	LF
	0		0		5	F	3	F	6	F	0		3	F	4		0		0	
3.2	1.7	VL	3.2	HF	3.0	HF	3.3	VH	3.3	VH	2.6	HF	3.2	VH	3.1	HF	2.8	HF	3.4	VH
	5	F	0		9		8	F	6	F	3		7	F	4		9		0	F
3.3	1.5	VL	3.0	HF	2.8	HF	3.7	VH	3.0	HF	2.7	HF	3.1	HF	2.5	HF	3.2	HF	2.8	HF
	0	F	0		2		5	F	0		5		3		7		2		0	
3.4	2.0	LF	3.2	HF	3.1	HF	3.3	VH	2.8	HF	3.3	VH	3.1	HF	3.7	VH	3.2	HF	3.0	HF
	0		0		8		8	F	2		8	F	3		1	F	2		0	
Mean of means	1.9	LF	3.1	HF	3.1	HF	3.5	VH	3.1	HF	2.8	HF	3.2	HF	3.1	HF	3.0	HF	2.9	HF
	4		5		4		3	F	4		1		2		4		8		0	

\bar{x} = mean, VI = verbal interpretation: 3.36 - 4.00 (VHF = very high functionality) 2.51 - 3.25 (HF = high functionality) 1.76 - 2.50 (LF = low functionality), 1.00 - 1.75 (VLF = very low functionality)

Note: The questions are written numerically rather than verbally due to the volume of dimensions.

Table 2.21 shows the customers’ perceived level of *sharing functionality* when grouped according to salon. The highest amassed score was a mean of 3.53 or very high *sharing functionality*, achieved by salon four. Conversely, the lowest score was received by salon one, with a mean of 1.94 and an attached verbal interpretation of low functionality.

The findings suggest that salon four is able to post content that is relevant and engaging to other online users. Salon four is perceived to generate organic word of mouth by unaffiliated users due to their posts and informative announcements. Salon one is perceived by the customers to lack interesting posts and informative content regarding the operations of the salon and the status of the products and services being offered.

Farzin and Fattahi, (2018) explained that consumer perception towards a brand in terms of trust, quality of content, attachment, and even personal values affects the *sharing functionality* of a brand's social media page. Electronic word-of-mouth is initiated when consumers feel connected to a brand or if they find the page itself to disseminate interesting information.

Table 2.22

Customer’s Perceived Level of Presence Functionality When Grouped According to Salon (n=88)

Dimension	Salon 1 (n=12)		Salon 2 (n=18)		Salon 3 (n=11)		Salon 4 (n=14)		Salon 5 (n=12)		Salon 6 (n=9)		Salon 7 (n=15)		Salon 8 (n=7)		Salon 9 (n=14)		Salon 10 (n=5)		
	\bar{x}	VI	\bar{x}	VI	\bar{x}	VI	\bar{x}	VI	\bar{x}	VI	\bar{x}	VI									
Presence functionality																					
4.1	1.5	VL	3.1	HF	3.0	HF	3.2	HF	2.8	HF	3.2	HF	2.8	HF	3.0	HF	3.2	HF	3.6	VH	
	0	F	0		0		5		2		5		0		0		2		0	F	
4.2	1.5	VL	2.7	HF	3.1	HF	3.6	VH	2.8	HF	2.7	HF	2.7	HF	3.2	VH	2.8	HF	3.0	HF	
	0	F	0		8		3	F	2		5		3		9	F	9		0		
4.3	1.7	VL	3.3	HF	3.2	VH	3.6	VH	3.0	HF	2.7	HF	3.1	HF	3.1	HF	3.0	HF	3.0	HF	
	5	F	0		7	F	3	F	0		5		3		4		0		0		
Mean of means	1.5	VL	3.0	HF	3.1	HF	3.5	VH	2.8	HF	2.9	HF	2.8	HF	3.1	HF	3.0	HF	3.2	HF	
	8	F	3		5		0	F	8		2		9		4		4		0		

\bar{x} = mean, VI = verbal interpretation: 3.36 - 4.00 (VHF = very high functionality) 2.51 - 3.25 (HF = high functionality) 1.76 - 2.50 (LF = low functionality), 1.00 - 1.75 (VLF = very low functionality)

Note: The questions are written numerically rather than verbally due to the volume of dimensions.

Table 2.22 presents the customers’ perceived level of *presence functionality* when grouped according to salon. Salon four once again highest amassed score of 3.50 or very high functionality. Similarly, salon one received the lowest perception by customers with a mean of 1.58 or very low functionality.

The data suggests that salon one have no digital presence and fail to post content that reaches a wider digital audience. In contrast, customers perceived salon four to be digitally active and have an established visibility through its consistent updates and posting strategies.

(Carpio Pacheco et al., 2023) mentioned that brands do not necessarily have to post engaging or heavily informative content in order to attain traffic on their social media pages. Most pages with high visibility employ leisurely content that draw users in through a laid back and personal experience. Brands need to be consistent in posting content in order to create a wider reach of users.

Table 2.23

Customer’s Perceived Level of Reputation Functionality When Grouped According to Salon (n=88)

Dimension s	Salon 1 (n=12)		Salon 2 (n=18)		Salon 3 (n=11)		Salon 4 (n=14)		Salon 5 (n=12)		Salon 6 (n=9)		Salon 7 (n=15)		Salon 8 (n=7)		Salon 9 (n=14)		Salon 10 (n=5)	
	\bar{x}	VI	\bar{x}	VI	\bar{x}	VI	\bar{x}	VI	\bar{x}	VI	\bar{x}	VI								
Reputation functionality																				
5.1	2.2	LF	2.8	HF	2.9	HF	3.5	VH	2.7	HF	2.6	HF	3.4	VH	3.2	VH	3.3	VH	3.2	HF
	5	0		1		0	F	3		3		0	F	9	F	3	F	0		
5.2	1.2	VL	3.1	HF	3.3	VH	3.5	VH	3.2	VH	2.7	HF	3.3	VH	2.8	HF	3.1	HF	3.2	HF
	5	F	0		6	F	0	F	7	F	5		3	F	6		1		0	
5.3	1.7	VL	3.0	HF	2.6	HF	3.8	VH	3.0	HF	3.5	VH	3.3	VH	3.4	VH	3.2	HF	2.6	HF
	5	F	0		4		8	F	9		0	F	3	F	3	F	2		0	
Mean of means	1.7	VL	2.9	HF	2.9	HF	3.6	VH	3.0	HF	2.9	HF	3.3	VH	3.1	HF	3.2	HF	3.0	HF
	5	F	7		7		3	F	3		6		6	F	9		2		0	

\bar{x} = mean, VI = verbal interpretation: 3.36 - 4.00 (VHF = very high functionality) 2.51 - 3.25 (HF = high functionality) 1.76 - 2.50 (LF = low functionality), 1.00 - 1.75 (VLF = very low functionality)

Note: The questions are written numerically rather than verbally due to the volume of dimensions.

Table 2.23 presents the customers’ perceived level of *reputation functionality* when grouped according to salon. The highest mean score collected was 3.63, from salon four. The lowest mean score collected was 1.75 with a verbal interpretation of low functionality, from salon 1.

Salon four is perceived by customers to have amassed a positive brand image which is seen through quantitative measures such as likes, shares, and followers. The online community built by salon four contributes to its *reputation functionality*. On the other hand, salon one lacks solid engagement strategies which create an absence of interactions from users.

Ceyhan, (2020) noted that a brand’s intention in consistent consumer engagement, interactive content, and timely responses solidify higher consumer perception towards the brand’s social media marketing activities. Intentional user engagement is a key determinant in overall consumer perception.

Table 2.24

Customer’s Perceived Level of Relationship Functionality When Grouped According to Salon (n=88)

Dimension s	Salon 1 (n=12)		Salon 2 (n=18)		Salon 3 (n=11)		Salon 4 (n=14)		Salon 5 (n=12)		Salon 6 (n=9)		Salon 7 (n=15)		Salon 8 (n=7)		Salon 9 (n=14)		Salon 10 (n=5)	
	\bar{x}	VI	\bar{x}	VI	\bar{x}	VI	\bar{x}	VI	\bar{x}	VI	\bar{x}	VI								
Reputation functionality																				
6.1	1.5	VL	2.9	HF	3.0	HF	3.5	VH	2.7	HF	2.6	HF	3.0	HF	3.0	HF	3.0	HF	2.8	HF
	0	F	0		9		0	F	3		3		7		0		0		0	
6.2	2.2	LF	2.7	HF	2.9	HF	3.0	HF	2.7	HF	3.1	HF	3.0	HF	3.1	HF	3.2	HF	2.6	HF
	5	0		1		0		3		3		7		4		2		0		
Mean of means	1.8	LF	2.8	HF	3.0	HF	3.2	HF	2.7	HF	2.8	HF	3.0	HF	3.0	HF	3.1	HF	2.7	HF
	8	0	0		5		3		3		8		7		7		1		0	

\bar{x} = mean, VI = verbal interpretation: 3.36 - 4.00 (VHF = very high functionality) 2.51 - 3.25 (HF = high functionality) 1.76 - 2.50 (LF = low functionality), 1.00 - 1.75 (VLF = very low functionality)

Note: The questions are written numerically rather than verbally due to the volume of dimensions.

Table 2.24 presents the customers' perceived level of *relationship functionality* when grouped according to salon. Salon four acquired the highest mean of 3.25, with a verbal interpretation of very high functionality. On the other hand, salon 1 acquired a mean of 1.88, with the verbal interpretation of low functionality.

The results imply that there is a discrepancy between the engagement strategies of salon one and four where salon four is able to not only engage customers but also create solid long-lasting relationships. Salon one particularly lacks organic user content posted about the salon which stems from little formed relationships with users.

Relationship functionality is highlighted as a key social media marketing activity due to its impact on customer loyalty. Building lasting connections with consumers through social media gives brands the ability to regulate satisfaction from online users, potential consumers, and customers (Chen & Lin, 2019).

3. The significant difference in the level of social media marketing functionality of salons as perceived by the customers in terms of *identity, conversation, presence, reputation, relationship and sharing functionality* in the salon when the respondents were grouped according to generation, sex, and salon assessed.

Table 3.1
Significant Difference in the Customer's Perceived Level of Social Media Marketing When Grouped According to Sex (n=88)

Dimensions	Computed t	P-value	Sig. @ 0.05	Status of Hypothesis
Identity functionality	-0.409	0.699	Not Significant	Accepted
Conversation functionality	-0.427	0.681	Not Significant	Accepted
Sharing functionality	-0.438	0.680	Not Significant	Accepted
Presence functionality	0.210	0.842	Not Significant	Accepted
Reputation functionality	0.424	0.689	Not Significant	Accepted
Relationships functionality	-1.453	0.206	Not Significant	Accepted

Table 3.1 shows that there is no significant difference present in the customer's perceived level of social media marketing when grouped according to sex. The hypothesis is maintained in the result stating that sex does not affect the perception of the extent of salons' social media marketing.

Both male and female respondents view the different social media pages in a similar way when it comes to assessing them through validated measures. Throughout the six dimensions, they are interpreted and assessed with very similar responses despite being two distinct sexes. In relation to the study of Ia and Sudharshan, (2023) previously mentioned, the disparity in gender influences a user's interactions with the page and perceptions of brands' social media functionalities. Despite this, the study also emphasized that while these differences may be present, they are not opposing views but rather a reduced perception of the gender with a higher mean. Males and females have varying degrees of responses, but not enough to conclude a considerable difference.

Overall, there is no significant difference when it comes to the perceptions of both male and female respondents towards the social media marketing of the salons.

Table 3.2**Significant Difference in the Customer's Perceived Level of Social Media Marketing When Grouped According to Generation (n=88)**

Dimensions	Computed t	P-value	Sig. @ 0.05	Status of Hypothesis
Identity functionality	2.297	0.081	Not Significant	Accepted
Conversation functionality	0.640	0.591	Not Significant	Accepted
Sharing functionality	7.930	0.008	Significant	Not Accepted
Presence functionality	5.064	0.003	Significant	Not Accepted
Reputation functionality	7.776	0.009	Significant	Not Accepted
Relationships functionality	11.439	0.001	Significant	Not Accepted

Table 3.2 shows the significant difference in the perception of the customers when grouped according to generation group. It shows that *Identity* and *conversation functionality* do not exhibit a significant difference when perceived by users across different generations. However, there was a significant difference in the aspects of sharing, presence, reputation, and *relationship functionality*.

Consumers in varied generations have different ways of assessing a brand's content shareability, a brand's social media presence, a brand's follower count or interactions, and a brand's ability to maintain relationships. That being said, between the age groups, all have the same perspective when it comes to understanding the brand image being shown and the discussion and replies within the salon's page. Gurunathan and Lakshmi, (2024) reiterate that social media marketing is taken differently by different age groups due to the familiarity and exposure that younger generations have, making them more critical towards social media pages. The researchers implied that a singular marketing strategy would not be able to capture the interest of all separate generations. (Hruska and Maresova, 2020) published a study which further affirms the significant difference present in online users across different generations when perceiving social media marketing. The study discussed that while Gen Z users are more active on social media, Gen X and Gen Y interact with more advertising on social platforms such as brand posting, campaigns and sale promotions. Similarly, the types of advertising that they are most likely to interact with through electronic word-of-mouth referrals vary significantly.

All in all, there is no significant difference when it comes to the perceptions of respondents towards the salons' *identity and conversation Functionality* when grouped according to generation. On the other hand, there is a significant difference in the perception of the respondents towards the *sharing, presence, relationships and reputation functionality* of the salons when grouped according to generation.

Table 3.3**Significant Difference in the Customer's Perceived Level of Social Media Marketing When Grouped According to Salon (n=88)**

Dimensions	Computed t	P-value	Sig. @ 0.05	Status of Hypothesis
Identity functionality	0.928	0.504	Not Significant	Accepted
Conversation functionality	0.764	0.650	Not Significant	Accepted
Sharing functionality	4.689	0.003	Significant	Not Accepted
Presence functionality	5.402	0.005	Significant	Not Accepted
Reputation functionality	3.489	0.008	Significant	Not Accepted
Relationships functionality	7.461	0.002	Significant	Not Accepted

Table 3.3 presents the implications of the salon to the appraisal of the salons' customers. As seen in the data, the varied locations affect consumer perception *Sharing functionality, Presence functionality, Reputation functionality, and Relationships functionality* of a social media page. Alternatively, location is not a key factor when it comes to the assessment of *Identity functionality* as well as *Conversation functionality*.

(Biglin, 2018) explores the themes of brand awareness and brand perceptions from social media marketing activities and determines that consumers perceive brands that they previously established a relationship with as a better social media page. Consumers retain certain perceptions towards the brand; therefore its social media platforms serve to fuel that image rather than create one from scratch. On the other

hand, (Pontus and Max, 2021) explains that brand image is influenced and shaped by social media marketing functionalities and methods. The survey administered showed that while consumers already have an accepted brand image towards businesses, social media marketing activities can shift brand perception and consumers are likely forming brand awareness from the manipulation of the different functionalities.

There is no significant difference when it comes to the perceptions of respondents towards the salons' Identity and *Conversation Functionality* when grouped according to salon assessed. On the other hand, there is a significant difference in the perception of the respondents towards the *Sharing, Presence, Relationships and Reputation Functionality* of the salons when grouped according to salon assessed.

IV. DISCUSSION

This study concentrates on the social media marketing functionality of specific salons. Social media marketing is a form of marketing that makes use of online platforms as a medium to advertise a business's goods and services, establish a brand's identity, and capture the target market of a business. This study measures consumers' perceptions of the salons' marketing using social media functionalities as markers to evaluate its effectiveness. These Functionalities include Identity, Conversation, Sharing, Presence, Reputation, and Relationships Functionality. Social media marketing can be assessed through these six functionalities, which serve as the building blocks of an efficient social media page.

The study obtained 88 respondents who were grouped and identified according to generation, sex, and salon that they assessed. When grouped according to generation, 47.73% belonged to Gen X, which garnered the most respondents. The least respondents when classified according to generation was the Boomer II generation, which only encompassed 2.27% of the total respondents. This implies that the majority of customers who are familiar with the social media marketing of salons are mostly Gen X. This age demographic considers social media marketing when availing of the services of salons. When grouped according to sex, 94.32% of the respondents were female, while 5.68% of the respondents were male. This shows that female customers are more familiar with the social media pages of salons. When it came to the salon evaluated, salon two received the most respondents with 15.38%. On the other hand, salon ten received the least respondents with 4.27%. The groups that the respondents were classified into all totaled 100%.

Upon examining the six functionalities, Identity Functionality amassed the highest mean score from the perception of online users. This result suggests that salons have employed effective brand image strategies that highlight unique characteristics that allow customers to differentiate them from the other salons. These findings solidify the distinctiveness of the salons' social media pages.

This Functionality assesses the brands' profile pictures, usernames, content, and the information displayed on their social media page. Another study (Savitri et al. 2022) established the significant Relationship between social media marketing and brand image as a mediator for purchase intention of consumers. A brand's ability to position itself as a recognizable entity allows consumers to be more inclined to purchase from and interact with a business.

Salons exhibit a lower assessment of Relationship Functionality. This asserts a lag in the creation of lasting connections between brands and their consumers. This becomes a risk of losing potential consumers due to insufficient trust or interactions that encourage consumers to stay. (Sharma et al., 2020) There is a significance in utilizing social media marketing functionalities in order to build relationships with consumers. Elements such as trust, commitment, and satisfaction are molded by the marketing activities of a business on social platforms. These engagements gradually establish permanent connections with online customers.

There is no persisting significant difference in the customers' perceived level of social media marketing when they are grouped according to sex. On the other hand, when grouped according to generation as well as the salon assessed, these groups have different perceptions towards the Sharing, Presence, Reputation, and Relationship functionality of the social media marketing they assessed. The results of this study opens doors to new techniques to be implemented by salons based on how consumers perceive current

marketing strategies. These salons can formulate social media marketing activities that focus on acquiring their target market.

While the study provided beneficial information regarding the marketing employed by salons, there are areas that future researchers could explore further. First, the study administered questionnaires both face-to-face and online. While the respondents maintain their reliability, there is a possibility of bias or inattentiveness which could have affected their answers in the survey. Furthermore, the salons studied in this research were limited to social media pages present on only Facebook and/or Instagram. The results might not be applicable for salons that employ other social media platforms to advertise their brand.

The findings underscore the advantages of salons, highlighting distinguishable characteristics on their social media. Moreso, it brings light to the importance of being active in building customer relations through online advertising.

Conclusion

Based on the findings, Gen X are more familiar with social media marketing as compared to the other generations. Female customers are established with social media pages compared to males. Salon two yielded the most respondents indicating that the salon has a high social media presence. When taken collectively, all functionalities are perceived as having a high functionality as used by salons in Qatar. When grouped according to generation, Boomer II had the highest perception towards social media marketing functionalities. On the other hand, male customers have a higher perception towards the social media marketing functionality of salons. Lastly, Salon four garnered the highest social media marketing across all six functionalities assessed. There is no persisting significant difference in customer perception towards salons' social media marketing when grouped according to sex. On the other hand, there is a significant difference in customer perception towards salons' social media marketing when grouped according to generation and salon assessed.

Owners or management of salons may explore the possibilities of employing techniques that give online users an incentive to continue interacting with their page. Posting interactive content that online users can participate in also develops authentic relationships. Brands must also be meticulous in how they interact with their consumers online so as to not come across as overly formal but maintain the casual environment of social media. Strengthening these areas could lead to better customer retention and satisfaction.

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