THE LOOKING GLASS HAIR AND NAIL SALON:
A MARKETING RESEARCH STUDY TO IDENTIFY HOW TO EXPAND BUSINESS
TO FRANKLIN PIERCE COLLEGE STUDENTS

Prepared for
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Executive Summary

The purpose of this research study was to determine methods in which The Looking Glass Hair and Nail Salon can expand business to include more of the student population at Franklin Pierce College. The goal was to discover appropriate marketing communication strategies, atmospheric qualities and pricing strategies that would appeal to the target market.

It was determined through our research that 79.2% of students have not heard of The Looking Glass Hair and Nail Salon, 65.8% would be willing to patronize the salon if they offered student discount package deals and 44% are most likely to respond to advertisements through e-mail. Based on the data in this report, we, the researchers, recommend that The Looking Glass Hair and Nail Salon increase advertisements to Franklin Pierce College students and offer various discount and coupon opportunities for these customers.

Introduction

Background Information

The Looking Glass Hair and Nail Salon opened in February 1997 (C. Noel, personal communication, October 5, 2004). Chris Noel has been the sole proprietor since its opening. She has worked for a few salons prior to opening her own business. The last salon she worked for was in Peterborough, New Hampshire. It was there where she was given her first opportunity to operate a business.

Chris went to Keene Beauty Academy where she clocked 1500 hours of working with hair and nails. She is a native of Rindge, New Hampshire, and started her own salon in Rindge when her uncle told her that there was space available for rent in the building.
which now houses the business (C. Noel, personal communication, October 5, 2004).
Most of the clients from The Looking Glass Hair and Nail Salon are from Rindge and the surrounding towns. Word-of-mouth has been the best way to attract new customers in this small community.

Chris has had three employees that have helped her run her business and have been a part of the operation since the beginning of April, 2004. Two of the employees work with hair while the third works solely with nails (C. Noel, personal communication, October 5, 2004). The employees also do waxing for interested customers. The Looking Glass Hair and Nail Salon is a family business focused on catering to children and their parents. This is evident by the children’s books and videos that lie in the waiting area. Chris mentioned that she would like more men to come to the salon so that she has a better mix of customers. She is really focused on the family atmosphere and supplying products that are environmentally friendly (C. Noel, personal communication, October 5, 2004).

Nature of the Problem

Chris Noel, owner of The Looking Glass Hair and Nail Salon, is looking to expand business to the Franklin Pierce College student population. She has included a 15% discount in her brochure for any student who comes in to get their hair cut, styled or colored. Unfortunately, she has not seen an increase in business despite the change in price. Chris has asked our marketing research team to design a survey that will help her determine the reasons for her lack of student attention. She hopes that our research team will provide her with ways in which she may be able to help change this ongoing trend.
After meeting with Chris Noel and reviewing the location of her establishment, we developed marketing objectives to help solve the problem. As researchers, we decided that it would be beneficial to determine marketing communication strategies, improve the atmosphere of the salon and incorporate pricing strategies. The survey results will help us determine what, if any, of these strategies will help Ms. Noel gain a student customer base.

**Purpose**

The purpose of doing this project is to help Chris Noel draw more students to her business. Marketing research is necessary to expand business for The Looking Glass Hair and Nail Salon in Rindge, New Hampshire. Our main goal as researchers was to make the student population at Franklin Pierce College the target audience. Based on the problem of minimal Franklin Pierce customers, it is necessary that we help increase revenue for The Looking Glass Hair and Nail Salon.

**Problem Statement**

Research is necessary to identify how The Looking Glass Hair and Nail Salon can expand business to Franklin Pierce College students.

**Research Objectives**

The researchers identified 3 main objectives and they are as follows:

1. Determine effective marketing communication strategies that attract Franklin Pierce College students.
2. Determine atmospherics that appeal to Franklin Pierce College students.
3. Identify appropriate pricing strategies for Franklin Pierce College students.
Definition of Terms

Nail Technician. A person that works to create attractive nail designs. One who works with finger nails is a manicurist and one who works with toe nails is a pedicurist (StyleCareer.com, 2004).

Literature Review

Beauty Industry

According to Nails magazine, the nail industry is a growing business (StyleCareer.com, 2004). In 2002, there were over 368,000 licensed nail technicians in the United States and over 51,000 licensed salons. One aspect of this business that draws people to the industry is the convenience of being able to open up a salon anywhere (StyleCareer.com, 2004). Women are the target of nail services, which are covered in the beauty industry. The beauty industry includes everything from manicures to haircuts. It is a popular industry, because it allows for relaxation while also making the body look and feel better than before.

Growth of Establishments

The North American Industry Classification System (NAICS) code for hair, nail and skin services is 81211. There has been no change in this industry from 1997 to 2002. There have remained to be 5,256 establishments and 14,734 paid employees (US Census Bureau, 2004). The growth of establishments has stayed constant, because even though hair, nail and skin services are always needed, it is hard to predict when customers will utilize the services. Some of the services grow, while others decline, keeping the rate steady each year.
Economic Situation

Revenue for hair and nail salons can be increased by implementing new services such as acrylics, nail art, nail jewelry, pedicures, and auxiliary services like tanning beds, massages and waxes (StyleCareer.com, 2004). The more services a salon offers the more income it will bring to the business. However, tanning beds and other equipment can get very expensive. Unless there is a demand in the market, it may be hard to implement this service.

Trends

Across the nation, hundreds of hair and nail salons are popping up to cater to all different types of people. Women are not the only ones going to the beauty salon- men are now going to hair dressers instead of their local barber shops. The growth in the hair and nail industry is a result of the high demand for personal pampering. In the hustle and bustle of today’s corporate world stress is at an ultimate peak. “As feel good is becoming very important in today’s high stress urban environment, beauty treatments at salons, gyms, massages, the spa experience, and so on have become a part of people’s lifestyles” (Zachariah, 2004, p.21).

Styles

In the past, short hair styles have followed a clear definition. Lately, the definition of short is blurred with new styles. With the 2004 look anything goes (Shelton, 2003). There is freedom to mix and match bangs, chips, flips, layers, shags, chops, and panel strands, to create a unique look. Highlights, lowlights, colored tips, or partial colors, are being blended (Shelton, 2003). On top of styles, lengths, bangs, and colors, a person can add curls, waves, braids, dreads, or hair wraps. Some popular styles are choppy bobs and
big bangs with short hair. Bangs will continue to be a hot trend for 2004 and like short hair looks, all versions of bangs are hot (Shelton, 2003).

Luxuries

Seeing that the hair and nail industry is fairly inelastic, there is always a market for salons. In today’s society, people are becoming accustomed to luxurious indulgences (The Male Salon, 2003). “The business itself is rapidly changing. A few years ago, beauty salons used to offer regular services (waxing, threading, bleaching, facials). Now they offer specialized services like visible radiance lightening facials, intense glow facials, skin toning facials, hair reviving, hair revitalizing and scalp conditioning programs, among other things, like botox injections” (Zachariah, 2004, p.26).

Hair and nail salons are becoming the locations in which to throw bachelorette parties and have mother-daughter bonding time. Spas cater to wedding parties offering a menu of treatments. Some spas even provide light snacks for customers or allow catering for an all day pampering party. “It’s a time to come together, in a relaxing manner, with people who are special” (Broussard, 2004, p.22).

Some salons offer memberships where the customer can choose their own appointment times and is given their own personal robe. Today “many people are no longer seeing spas as pampering, but as a necessity in order to stay healthy” (Broussard, 2004, p.1). They attend a spa routinely in order to prepare themselves for a hard work week or relax after one.

Target Segments

Different salons throughout the country cater to different target segments. Some are focused on men, some on women, children, and even students. While one salon may
be family-oriented, another may be focused on the individual. Depending upon the services and the atmosphere, one may be able to distinguish which target segment is represented by a hair salon. Since more women than men get their nails done, almost all nail salons are targeted to women. Even a hair and nail salon draws more women than men simply because it offers nail services.

**Men**

According to The Male Salon, men are account for about 25% of all spa visits. “Men are getting more and more enthusiastic about beauty services. Business in men's salons is growing slightly faster than in women's salons as men are getting more conscious about their looks. Men comprise 25-30% of the customers at the Clarins beauty studios,” agreeing with the statistics found by The Male Salon (Zachariah, 2004, p.1).

**Women**

Although women have always been the largest segment to utilize the hair and nail business, the number of women going to hair salons has grown tremendously over the years. In 1950, about 7% of women color treated their hair. Today, between 55 and 75% of women color their hair in the United States. “The secrecy between client and stylist of hair coloring in the 1950’s has been replaced with high-end celebrity stylists and a booming home product market” (Scragg, 2004, p.1).

**Children**

Kids are a large target segment for the hair and nail salon industry. A chain called *Cartoon Cuts* is spreading down the eastern seaboard, catering towards children under the age of fourteen. “Cartoon Cuts stores are widely decorated in primary colors, and offer high-tech video gaming systems and low-tech puzzles for its patrons, while cartoons
stream across TVs set into each hair station” (Jones, 2001, E1). In the year 2000, Cartoon Cuts took in $4.5 million in revenue where there is said to be a $3 billion market for kids in the $50 billion market hair industry (Jones, 2001).

*Students*

Teenagers spend more time surfing the Internet and sending e-mail and instant messages than watching television. Therefore, the best form of advertisement to reach the student population is through the Internet (Stoner, 2003). Web sites should be part of an institutional multimedia communications strategy that involves e-mail, direct mail and publications (Stoner, 2003). Web sites should not stand alone as advertisements for a business, but should be used in conjunction with another form of advertising. To reach students on a college campus, a campus wide e-mail or Internet posting may be useful.

*Advertising*

Advertising is a major factor in making a business successful. There are many aspects of advertising that need to be considered. They include the competition, the media, the awareness of customers, and the expenses. Many local businesses like The Looking Glass Hair and Nail Salon need to be conscious of these things and make sure they have the right resources to advertise their business. Local businesses should concentrate marketing efforts towards local customers. Businesses need help from marketing professionals to help them make decisions on how best to capitalize local marketing efforts.

Most hair industry ads target people between the ages of 25 and 54, with much of the emphasis on women (Flass, 2001). According to an article in *Marketing (UK)*, Vidal Sassoon is targeting younger consumers in hopes for an increase in brand loyalty. In
trying to gain this, Vidal Sassoon will take on fashionable, high street hair salons and offer affordable prices for young customers. Many big hair salons are doing this to advertise their new salon image and products in an effort to gain more customers.

There is a new, more diverse crowd that hair salons need to recognize in order to increase sales and obtain a more diversified clientele. This group consists of African American and Hispanic women. “The ethnic personal care market is a $5.1 billion dollar industry, $1.6 billion in retail and the rest in professional products and services” (Chicago Tribune, 2002, p.1). The African American and Hispanic population is growing and hair and nail salons must make an effort to attract these customers if they plan on increasing business.

The image of the product, in this case the salon, is the most important factor to consider when choosing the layout of an advertisement. Consumers tend to associate beauty products with expense. The more expensive the product is, the higher the quality is perceived to be. Women tend to look at specific role models when making any type of beauty purchase. For example, Revlon Cosmetics uses the famous beautiful faces of Halle Berry and Julianne Moore. Many of the latest hair styles and fads are replicas of the haircuts pioneered by famous women (Rose, 2003).

Youth, sex appeal, fashion, popularity and style, are the images that beauty salons are using to attract their target audiences. When choosing the type of media that the salon will use to convey their message, the business needs to take all of these factors and more into consideration. Cosmetic industries, fashion boutiques and similar business utilize the same strategies. It is important to take the beauty industry as a whole into consideration
when choosing the campaign. The beauty salon needs to consider all competition and try to create a marketing strategy that sets them a part from the rest.

It is not just women that are being targeted by hair and nail salons, but men as well. More and more men are using professional hair and nail services. Since the “metro sexual” revolution, men have been looking for styles, pedicures and even facials in order to keep up with the new trends. Magazines and radio spots are popular methods for advertising to the male population. The important thing to remember when advertising to men is that there needs to be some masculine appeal in order to keep the target market interested in this business (Dotson, 1999).

**Media Ads**

Businesses are not looking to target mass audiences across the country. Therefore, nationally distributed magazines and televised advertisements are not the media of choice. Instead, salons use radio advertisements to target their audience, because the radio ad is focused primarily on the local audience. Newspapers are a good medium for advertisements as well, because they are distributed locally. By researching specific audiences, owners of a salon can determine the specific stations that would work best for them on radio. They can also determine the specific newspapers that will reach their target audience, as well as local television stations and magazines.

**Newspaper**

Advertising in the newspaper has been around for thousands of years. Creating the right ad and placing it in the right section of the paper helps increase the effectiveness of the ad. The separation of different sections in a newspaper helps a business identify their audience more specifically and craft their advertisement accordingly. Newspapers
are beneficial to hair and nail salons, because these businesses are trying to gain local customers and small newspapers are targeted to these people.

Television

Those that choose to advertise through thirty-second television advertisements tend to chose time slots that best represent their audience. By using results from rating tracking companies and marketing surveys, hair and nail salons can find out exactly what type of person watches specific shows, their times and channels. For example, many salons that chose to target women between the ages of 25 and 54 advertise during daytime television, specifically soap operas (Kuhinskas, 2002).

Radio

Radio is a good way to advertise for hair and nail salons as well, because it reaches a local audience. There are millions of commuters everyday, so one radio ad can reach many potential customers as they ride in their vehicles to and from appointments. The stress associated with getting to and from places in the car may offer a hair and nail salon as the solution to frustration if positioned correctly.

Magazines

National hair and nail care chains often advertise in popular magazines such as Glamour, Cosmopolitan and People. Beauty career schools, such as Blaine, also utilize magazines to attract the younger crowds. They try to persuade them to become interested in choosing hair and nail beautification as their job path. For local hair salons, the methods for advertising tend to be slightly more complicated and less forceful.
Competition

Since businesses need to be aware of competition, it is important for them to come up with a slogan that will help them gain as much clientele as they can. “A campaign for Fantastic Sam’s Hair Salons reminds consumers that a new ‘do will not only make them look good but feel good as well” (Flass, 2001, p.1). Getting your message to a segment of the population is an important aspect of any advertising campaign.

Awareness

Esteban Montes has been setting trends in the salon business for years saying that “People assume that good references and word of mouth are enough, but if you want to have an impact on the market you have to invest in publicity” (Velazquez, 2004, p.1). Montes also invested $70,000 last year in advertising alone. He noted that “You can be the best hair dresser in the world, but that doesn’t guarantee you business success” (Velazquez, 2004, p.1). Montes has based his salon chain on excellent advertising and prime location. He stated that, “This location is very good for many reasons, it is a high traffic area and is surrounded my medical offices, restaurants, and banks” (Velazquez, 2004, p.1).

Other Ads

Advertising is a key in making a business successful, but the Internet is the key to the future. Many people who move from place to place do not know where to get their hair done. The Internet provides a huge search engine for people to pick and choose which hair salon looks appealing and most convenient for them. If you do not have your
business on the Internet, chances are people are not going to find it as easily as they might if you did have a website address.

*Unique Forms of Advertising*

A study was conducted with hair salons this year in *Trends Magazine* that stated that hair salons with I-VU interactive LCDs have reported a 15% increase in customers since their screens were installed. I-VUs screen news, lifestyle, fashion, and celebrity programs, all things a person at a salon may be interested in. Not only does I-VU benefit from this, but advertisers do as well. L’Oreal reported a 35% in sales after screening its ads. These studies help businesses grow and capitalize on customer satisfaction.

*Business Environment*

The business environment is an important aspect for the success of any company. The employees, the atmosphere, the customer service, and the management, are all part of the environment that a customer observes upon entering the salon. The better the environment, the more business a salon will receive. If a family salon is not family-oriented, then its business environment is not conducive to the type of operation it is running. Salons must focus on customers by making the environment comfortable for those that enter.

*Atmospherics*

Atmospherics of a salon are important, because they help customers relax as they enjoy the services a salon has to offer. Music and tone levels are important, because they set the general mood. If music or tone is too loud, a customer may not feel respected or as comfortable as they should. Temperature is important, as well as lighting and scents in the air. Often times salons will dim the lighting and fill the atmosphere will smells of
potpourri. This helps bring a certain mood to the environment that can make it real easy for a person to relax and feel as though their purpose in going to the salon was achieved.

Customer Service

Customer service is one of the most important aspects of running a business. A business can not be successful without customers. Therefore, it is extremely important for salons to be customer-driven. This means that whatever the customer wants, whether it is a certain hair style or product, the salon should try to accommodate the person. An effort to make the customer happy should be noted. Word-of-mouth is sometimes the fastest and most reliable form of advertising. For a business that is customer-driven, word-of-mouth can spread real fast and bring new customers and more revenue.

Methodology and Procedures

Problem Identification

In September 2004, we met with Chris Noel, the owner of The Looking Glass Hair and Nail Salon. During the meeting with Ms. Noel, we decided that research was necessary to assess ways in which she could attract more Franklin Pierce College students to her business. First, we addressed the key atmospheric features like the temperature levels and service area. We also assessed student packages and rates for both hair and nails. As college students, we felt that more reasonable package deals and lower rates would better suit our demographic. We identified Ms. Noel’s current clientele, which is comprised of female Rindge residents and women of residing towns. We noted that perms are popular among the older women and many enjoy getting their nails done. This seems to be one of the main sources of income for The Looking Glass Hair and Nail Salon.
Development of Survey

With the problems and objectives clearly identified, we began to draft our survey. Since Ms. Noel said that very few Franklin Pierce College students patronized her business, we wanted to find out if students were aware that The Looking Glass Hair and Nail Salon existed. We wanted to know if they were loyal to one specific salon. This would give us a reason why they were not patronizing The Looking Glass Hair and Nail Salon. We developed questions pertaining to how much they spend on hair cuts and if they were interested in student rate packages to find out if cost was an issue.

Given that many students are not from the Rindge area, we wanted to investigate advertising opportunities for small local businesses like The Looking Glass Hair and Nail Salon. We asked students where they might see advertisements on campus. Since atmosphere was a big concern, we wanted to know how students felt about specific atmospheric options. We asked students to rate background music, television, reading material, toys, trendy décor, and refreshments, on a Likert Scale that ranged from “not important” to “very important”.

Definition of Population

After designing the survey, we had to define the population of Franklin Pierce College and our target market. We decided only to survey undergraduate students at the Rindge campus of Franklin Pierce College. We figured that our survey was designed particularly towards the female population. This limited our sample size. However, since owner, Chris Noel, was trying to attract more males, we included them in the survey process as well. With the whole population of Franklin Pierce at our hands we had an opportunity to conduct a non-probability convenience sample of 120 students out of the
1,574 students that attend Franklin Pierce College. Each member of our group had the task of distributing 30 surveys.

The ratio of males to females at Franklin Pierce is about even, but since The Looking Glass Hair and Nail Salon attracts more women, we have chosen to use a 60/40 percent female/male ratio for our survey. We chose this ratio because females are more apt to utilize a hair and nail salon, while males tend to patronize barber shops.

Sample Plan/Sample Size/Data Collection Method

Each member of our group handed out 30 surveys to students in their class. Our goal was to gather 120 completed surveys. We aimed to get a few more females than males, to keep our percentage around 60% female and 40% male. The surveys were handed out randomly in our individual classes during the week of November 15th. Our goal was to catch students before their class began. After the surveys were collected, they were gathered together and the results were entered into SPSS software. We used this to calculate all of our responses.

Assumptions

By personally distributing surveys to our classes we hoped to increase our respondent control. We did our best to make sure the respondents did not feel rushed or overwhelmed. We have assumed that the individuals gave appropriate feedback and were honest. We also assumed that the respondents, being college students, were able to understand the vocabulary used on our survey. We hoped that students would have enough knowledge and experience to answer our questions accurately.
Limitations

In conducting our survey there were some limitations. Our sample size was relatively small compared to the entire student population, due to the fact that we were sampling what was manageable for this project. As a group, we decided that 30 surveys would be appropriate for each team member to handout. Another limitation was that the male students were a little apprehensive to answer a survey on a hair and nail salon. We also had a time constraint of two-three weeks due to Thanksgiving break.

Discussions

Our results were somewhat surprising compared to the research data that we evaluated for our literature review. The information that we gathered stressed the importance of atmospherics in the growing hair and nail salon industry. However, the data we collected in our survey (See Appendix H-L) suggested that students, for the most part, were neutral to atmospherics such as reading material, children’s toys and trendy décor. The most important item that the respondents would like to see in a hair salon is a television.

Advertising is something that was stressed in our literature review. It is one of the main factors in increasing awareness and customer clientele for hair and nail salons. We have observed that Ms. Noel has little advertising to Franklin Pierce College. This correlates with our findings that very few people are aware that The Looking Glass Hair and Nail Salon exists (See Appendix A). With the proper advertising methods and utilization of the survey, Ms. Noel may be able to put together an effective advertising strategy to increase awareness of her local business.
Conclusions

Based on the results of our survey and the literature review, our research team concludes that advertisements are very important for small businesses like The Looking Glass Hair and Nail Salon. The best way to advertise local businesses are either in newspapers or on radio, because these mediums attract a local audience. Since Chris Noel is looking to expand her business to Franklin Pierce College students, advertisements targeting these students are important. The results from our survey show that 44% of students receive advertisements the most in email, while 34% receive them in their post office box.

Word-of-mouth travels fast in a small community or on a college campus, so it is very important that students are happy with the service and are willing to tell their friends about the salon. Student discounts and packages are a good way to gain attention from a college community. Around 70% of the students polled said that they would patronize The Looking Glass Hair and Nail Salon if they offered student rate packages. Students also felt that reading material was the most important atmospheric in a salon. In a cross-tabulation of gender and décor, we found that females felt décor was important. In a cross-tabulation of class standing and loyalty to a specific hair salon, we found that five out of nine freshmen are not loyal and eight out of thirteen sophomores are not loyal to a specific salon. This shows that underclassmen are willing to experiment with different salons.

Recommendations

In order to increase student awareness, our marketing research team recommends that The Looking Glass Hair and Nail Salon becomes active in advertising to the college
Mass emails and flyers in mailboxes should be sent out to students. They should advertise the business while promoting student rate discounts and packages. Included on the advertisements should also be the location of the business so students can locate it easily. The Looking Glass Hair and Nail Salon should provide magazines targeted to young adults, such as *Glamour*, *Cosmopolitan* and *People*. If the salon incorporates all these things to their business, word-of-mouth will quickly spread on campus and will attract more students to The Looking Glass Hair and Nail Salon.
References

Books


Databases


Magazines


Newspapers


Big players in hair, makeup industry woo ethnic beauty market. (2002, July 9). The Chicago Tribune.

Websites


Appendix A

Have you heard of the looking glass hair and nail salon?

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Have you heard of The Looking Glass Hair & Nail Salon?
Appendix B

Are you loyal to one specific hair salon?

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<td>Yes</td>
<td>46</td>
<td>38.3</td>
<td>38.3</td>
</tr>
<tr>
<td></td>
<td>No</td>
<td>74</td>
<td>61.7</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>120</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>
Appendix C

If the looking glass offered student rate packages would you be willing to patronize their business?

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>79</td>
<td>65.8</td>
<td>66.4</td>
<td>66.4</td>
</tr>
<tr>
<td>No</td>
<td>39</td>
<td>32.5</td>
<td>32.8</td>
<td>99.2</td>
</tr>
<tr>
<td>6</td>
<td>1</td>
<td>.8</td>
<td>.8</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>119</td>
<td>99.2</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>Missing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>System</td>
<td>1</td>
<td>.8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>120</td>
<td>100.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If The Looking Glass Hair & Nail Salon offered student rate packages would you be willing to patronize their business?

![Bar chart showing the percentage of respondents who would be willing to patronize the salon if they offered student rate packages. The chart indicates a higher percentage of respondents who would be willing to patronize if the looking glass offered student rate packages (approximately 66%) compared to the salon (approximately 32.5%).]
Appendix D

How much on average do you spend on a hair cut?

![Bar chart showing frequency of spending on haircuts by price range.]

- $1-10: 50
- $11-20: 40
- $21-30: 30
- $31-40: 20
- $41-50: 10
- $51+: 0
Appendix E

Do you get your nails done professionally?

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td>Yes</td>
<td>27</td>
<td>22.5</td>
<td>22.5</td>
</tr>
<tr>
<td></td>
<td>No</td>
<td>92</td>
<td>76.7</td>
<td>99.2</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>1</td>
<td>.8</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>120</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>
Appendix F

Where are you most likely to see ads on campus?

- FPC TV: 34%
- Pierce Arrow: 12%
- Email: 7%
- PO Box: 3%
- Rosters: 44%
Appendix G

Rate These Atmospheric Options:

Background Music

![Bar Chart]

- NOT IMPORTANT
- SOMEWHAT IMPORTANT
- NEUTRAL
- IMPORTANT
- VERY IMPORTANT

Numbers: 9, 19, 39, 41, 12
Appendix H

Rate These Atmospheric Options:

Reading Material
Appendix J

Rate These Atmospheric Options:

Kid’s Toys
Appendix K

Rate These Atmospheric Options:

Trendy Decor
Appendix L

Rate These Atmospheric Options:

Refreshments
Appendix M

Rate These Atmospheric Options:

Gender Ratio

![Gender Ratio Chart]

- Male: 40
- Female: 80
Appendix N

Rate These Atmospheric Options:

Class Standing

![Pie chart showing class standing percentages]

- FRESHMAN: 40%
- SOPHMORE: 8%
- JUNIOR: 41%
- SENIOR: 11%
Appendix O

Crosstabs: Are you loyal to one specific hair salon vs. Class Standing

<table>
<thead>
<tr>
<th>Are you loyal to specific hair salon</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>4</td>
</tr>
<tr>
<td>No</td>
<td>5</td>
</tr>
<tr>
<td>Total</td>
<td>9</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Identify your class standing</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshman</td>
<td>13</td>
</tr>
<tr>
<td>Sophomore</td>
<td>50</td>
</tr>
<tr>
<td>Junior</td>
<td>48</td>
</tr>
<tr>
<td>Senior</td>
<td>26</td>
</tr>
<tr>
<td>Total</td>
<td>120</td>
</tr>
</tbody>
</table>

- We chose this graph to determine if there was a strong correlation between class standing and loyalty to a specific hair salon. We noticed that there did not seem to be a strong number of individuals in each class that preferred to go to their home salon.
Appendix P

Crosstabs: Student Rate Packages vs. Average Amount Spent on Haircuts

<table>
<thead>
<tr>
<th>Count</th>
<th>How much on average do you spend on a hair cut?</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$1-10</td>
<td>$11-20</td>
</tr>
<tr>
<td>If the looking glass offered student rate packages would you be willing to patronize their business?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>11</td>
<td>37</td>
</tr>
<tr>
<td>No</td>
<td>14</td>
<td>9</td>
</tr>
<tr>
<td>Total</td>
<td>26</td>
<td>46</td>
</tr>
</tbody>
</table>
Crosstabs: Trendy Décor vs. Gender

<table>
<thead>
<tr>
<th>Identify your gender</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not Important</td>
<td>10</td>
<td>4</td>
<td>14</td>
</tr>
<tr>
<td>Somewhat Important</td>
<td>3</td>
<td>12</td>
<td>15</td>
</tr>
<tr>
<td>Neutral</td>
<td>17</td>
<td>26</td>
<td>43</td>
</tr>
<tr>
<td>Important</td>
<td>6</td>
<td>27</td>
<td>33</td>
</tr>
<tr>
<td>Very Important</td>
<td>4</td>
<td>11</td>
<td>15</td>
</tr>
<tr>
<td>Total</td>
<td>40</td>
<td>80</td>
<td>120</td>
</tr>
</tbody>
</table>

- This chart is meant to demonstrate the difference between male and female opinion on the importance of Trendy Décor. We chose this cross tabulation because we have discovered through our research that more and more salons are constantly changing to stay modern. Although most students replied as neutral, 27 women said décor was important, while 10 men said it was not.
Appendix R

The Looking Glass Hair & Nail Salon

We are a marketing research team from Franklin Pierce College conducting research for The Looking Glass Hair & Nail Salon in Rindge, New Hampshire. The purpose of this survey is to identify how The Looking Glass Hair & Nail Salon can expand business to Franklin Pierce College students. All respondents have been chosen based on convenience. Your individual responses will be kept confidential and all data will be reported as aggregate data for the sole use of The Looking Glass Hair & Nail Salon.

Please circle the appropriate responses:
1. Have you heard of The Looking Glass Hair & Nail Salon?
   Yes (1)  No (2)

2. Are you loyal to one specific hair salon?
   Yes (1)  No (2)

3. If The Looking Glass Hair & Nail Salon offered student rate packages would you be willing to patronize their business?
   Yes (1)  No (2)

4. How much on average do you spend on your hair cut? (circle one)
   $1-10 (1)  $11-20 (2)  $21-30 (3)  $31-40 (4)  $41-50 (5)  $51+ (6)

5. Do you get your nails done professionally?
   Yes (1)  No (2)

6. While at Franklin Pierce, where would you be most responsive to advertisements for local businesses?
   TV (1)  Local Newspapers (2)  Pierce Arrow (3)  Email (7)
   Radio (4)  PO Box (5)  Magazines (6)

7. Rate these atmospheric options:
   Not Important  Somewhat Important  Neutral  Important  Very Important
   Background Music 1  2  3  4  5
   Television 1  2  3  4  5
   Reading Material 1  2  3  4  5
   Kids Toys 1  2  3  4  5
   Trendy Décor 1  2  3  4  5
   Refreshments 1  2  3  4  5

8. Identify your gender:  Male (1)  Female (2)

9. Identify your class standing:
   Freshman (1)  Sophomore (2)  Junior (3)  Senior (4)