

Final Project Proposal

Course: MKT761 – Final Project

Student Name: Semir Beyan Abdulkader

Supervisor: Dr. Mohamed Owies

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1. Research Title

The Role of Social Media in Driving Customer Retention in Beauty Salons in Saudi Arabia – A Case Study of Enaya Care

2. Introduction

In today's highly competitive beauty and wellness industry, social media has evolved into a critical tool for maintaining customer engagement. In Saudi Arabia, beauty salons increasingly rely on platforms such as Instagram and Snapchat to build stronger customer relationships. This project aims to explore the effectiveness of social media strategies in influencing customer retention for Enaya Care, a leading salon chain.

3. Previous Studies

Dwivedi et al. (2021) discuss how social media engagement fosters brand loyalty in the service sector. Alshahrani (2022) examines digital marketing trends among Saudi salon customers. Mangold and Faulds (2009) identify social media as a hybrid promotional element, while Alghamdi (2023) highlights influencer marketing's role in driving loyalty. These studies provide the theoretical and empirical foundation for this research.

4. Problem Statement

Despite the rise of social media as a marketing channel, many beauty salons in Saudi Arabia lack a clear understanding of how these platforms affect customer retention. Enaya Care has an active online presence, but it is unclear which social strategies directly contribute to customer loyalty and repeat visits.

5. Significance of the Study

This study contributes to both academic research and marketing practice by identifying which social media strategies are most effective for customer retention. It will benefit

marketers in the beauty sector, digital strategists, and business owners aiming to optimize their online engagement tactics.

6. Objectives

1. To assess the impact of social media on customer retention at Enaya Care.
2. To identify the types of content that drive customer loyalty.
3. To analyze the relationship between engagement actions and repeated visits.

7. Research Questions

1. How does social media influence customer retention at Enaya Care?
2. What type of content is most effective in driving loyalty?
3. What is the relationship between engagement (likes, comments) and customer return rates?

4. Which social media platforms (e.g., Instagram, Snapchat) are most effective in customer retention for Enaya Care?

5. To what extent do promotions, testimonials, or influencer collaborations influence repeat customer behavior?

Social Media Engagement: Actions such as likes, comments, shares, and direct messages on social platforms.

9. Hypotheses

H1: Higher engagement on social media is positively correlated with customer retention.

H2: Promotional and testimonial content increases the likelihood of repeat visits.

10. Theoretical Framework

This research uses Relationship Marketing Theory to understand how long-term engagement builds loyalty. Additionally, the Technology Acceptance Model (TAM) is used to analyze user perception of brand content online.

11. Methodology

A quantitative research approach will be adopted using structured online surveys. The target population includes male and female customers of Enaya Care. Survey results will be analyzed using SPSS, focusing on regression and correlation analysis.

12. Data Collection Tools and Measurement

Data will be collected via a structured questionnaire designed on Google Forms and distributed via WhatsApp.

13. Study Scope

Geographical Scope: Jeddah, Saudi Arabia

Target Group: Enaya Care salon customers

Timeframe: Q3 2025

14. Proposed Statistical Tests

Descriptive statistics, Pearson correlation, and regression analysis will be applied using SPSS.

15. Proposed Timeline

Week 6 (14–20 July): Submit proposal

Week 7 (21–27 July): Attend proposal seminar and receive approval

Week 8 (28 July–3 August): Finalize survey and conduct pilot test

Week 9 (4–10 August): Distribute survey and begin data collection

Week 10 (11–17 August): Analyze data and begin writing

Week 11 (18–24 August): Complete and submit final report

Week 12 (1–7 September): Prepare and deliver final presentation (defense)

16. Preliminary References

- Dwivedi, Y. et al. (2021). Social Media and Customer Engagement. IJIM.
- Alshahrani, N. (2022). Digital Behavior of Saudi Consumers. Saudi Marketing Journal.
- Mangold, W. & Faulds, D. (2009). Social Media as a Marketing Tool. Business Horizons.
- Alghamdi, R. (2023). Impact of Influencer Marketing. JDSC.