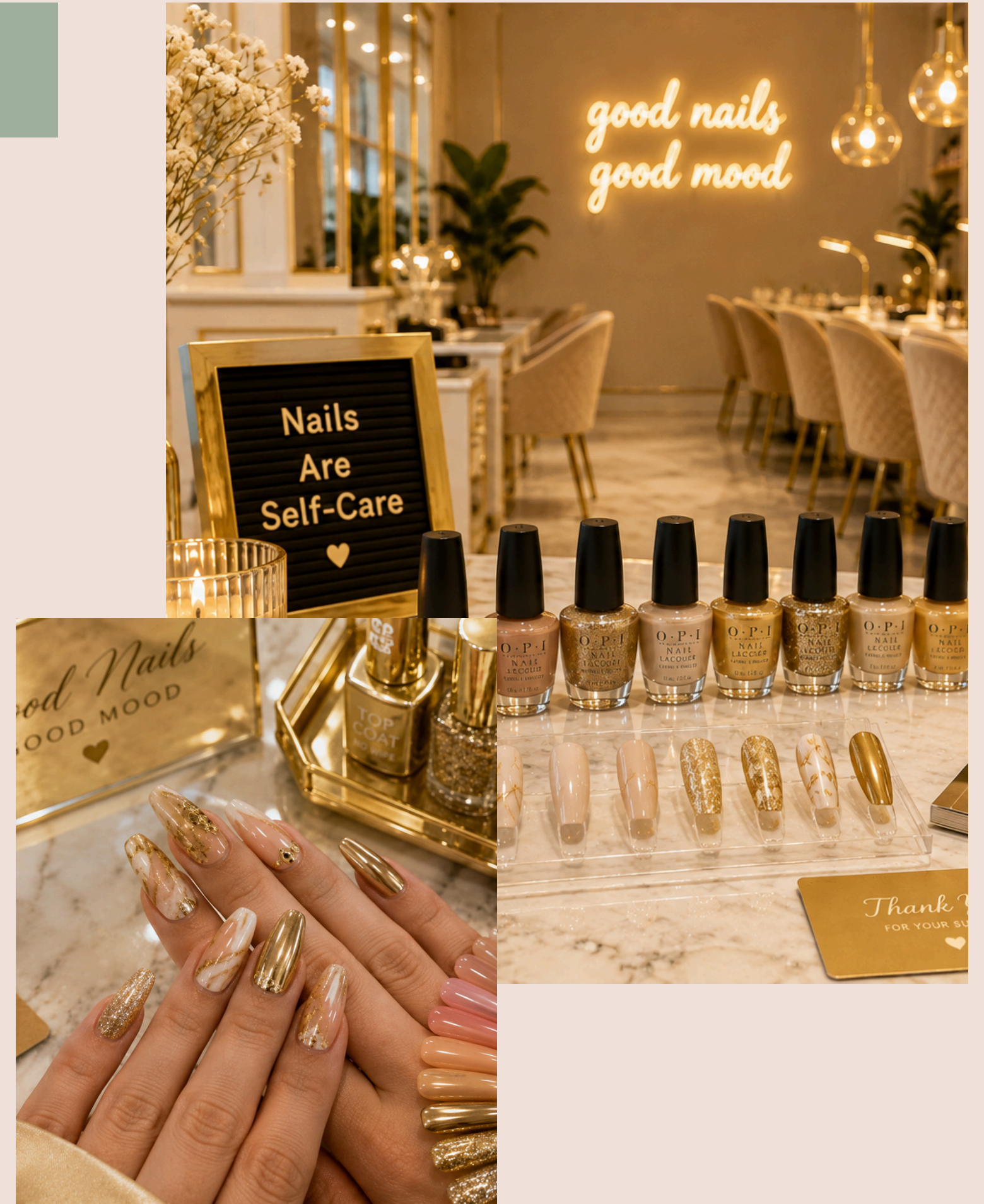


NAIL SALONS

Quantitative Research

Group 7





WHY?

3 Key Benefits



Relaxation



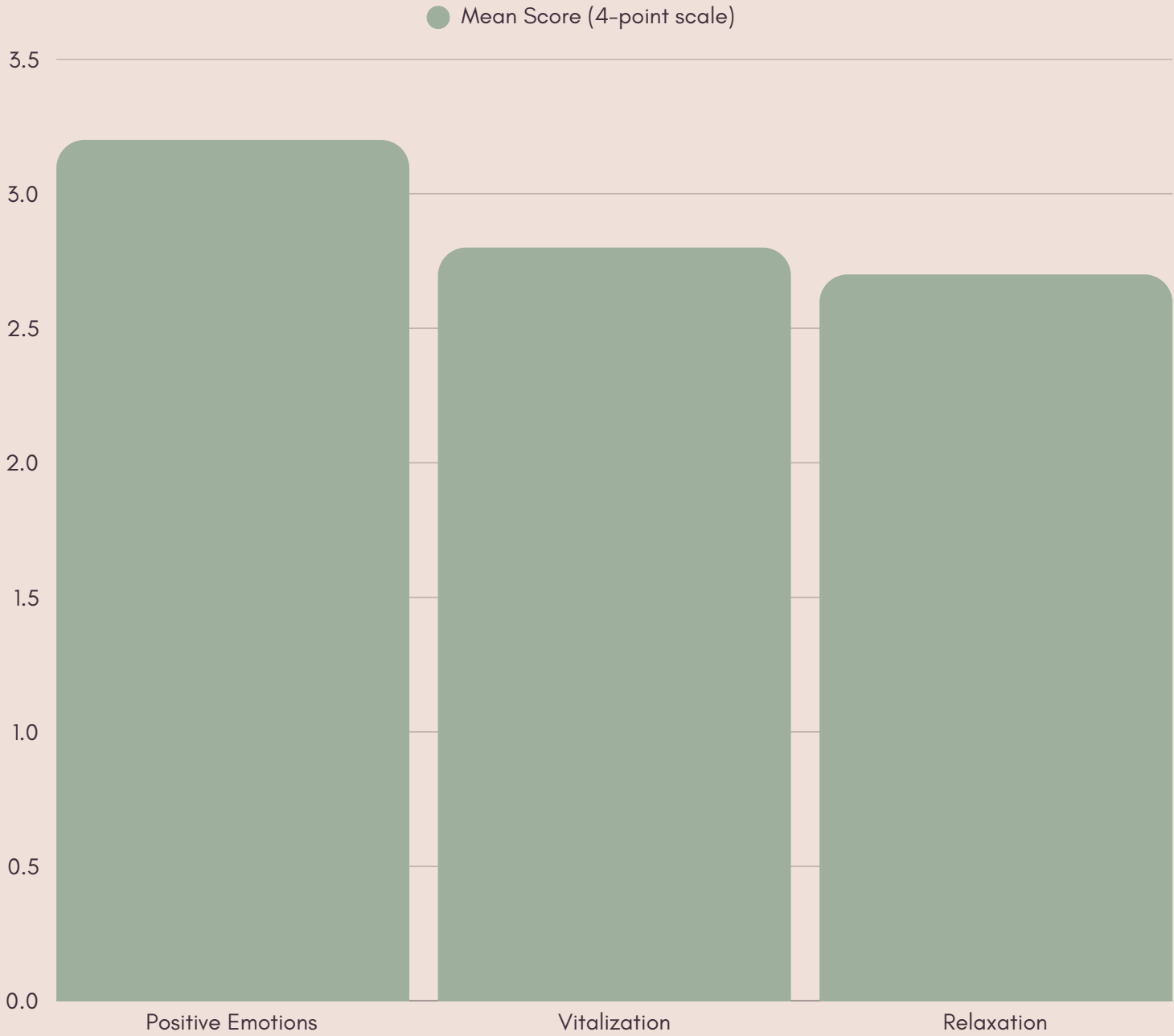
Confidence



Grooming



Psychological Effects of Nail Care (Frontiers of Psychology)



ORANGE NAIL SPA



- Located: Knoxville, TN, inside the newly renovated Kern's Bakery
- Operated since: 2025
- More info:
 - First nail salon in Knoxville to use the patented built-in jet liners, an innovative invention to help eliminate possible cross-contamination
 - First in Tennessee to use products that are used for Medical Pedicures, the latest trend in the industry

SECONDARY DATA

Ratings

Satisfaction

Social Presence

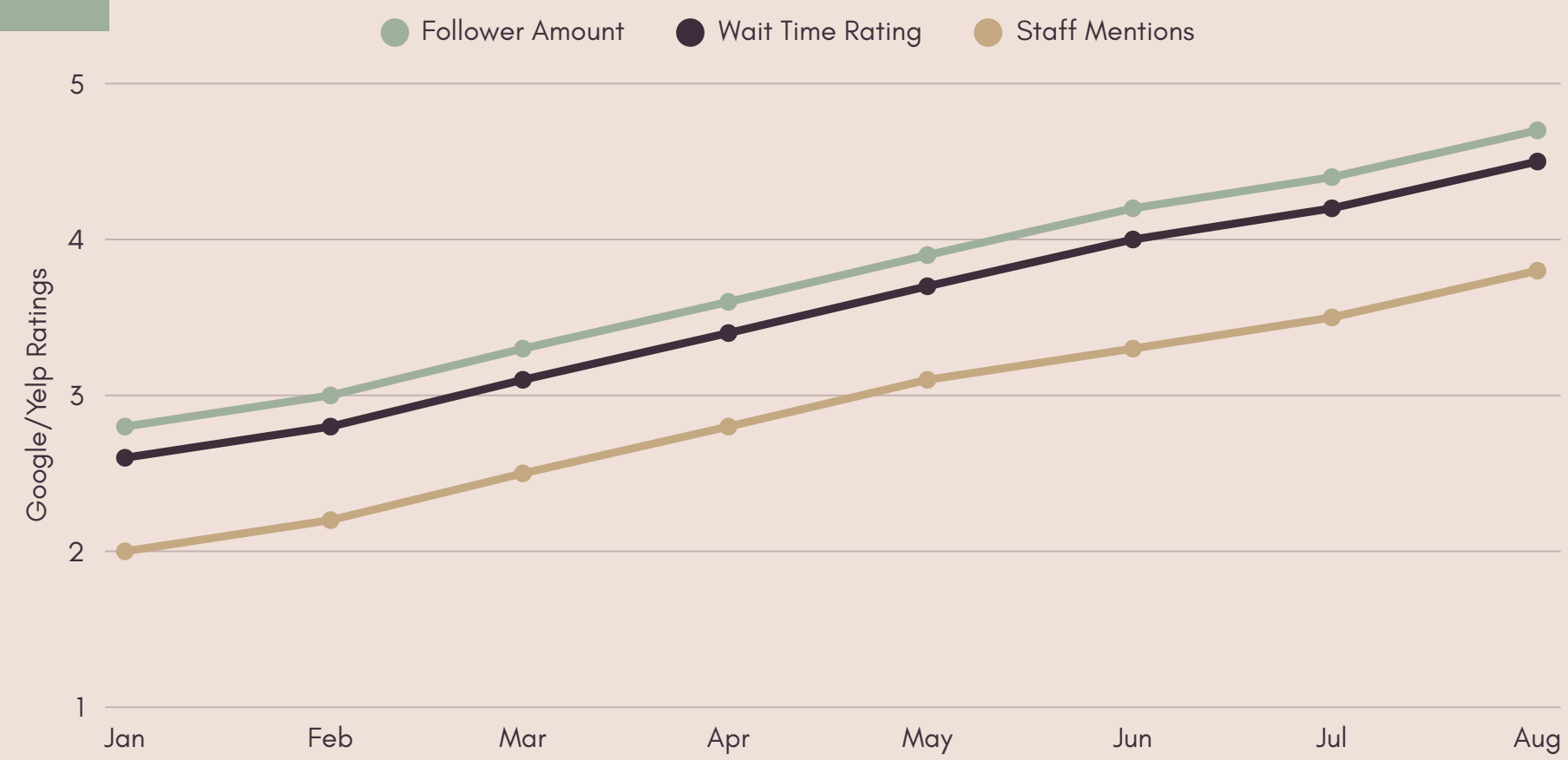
Post Type



RESULTS



Rising Ratings by Month



Test: Linear

Increase Google and Yelp Ratings

- Have a High Follower Amount (.001)
- Low wait Times (.001)
- Multiple Positive Staff Mentions/Reviews (.016)

Test: Chi-Squared

Increase Visit Likelihood

- Low Wait Times (72.5%)(p=.004)
- High Salon Cleanliness (56%)(p=.068)



Coding Scale: (1-5 based on reviews, 5 being will definitely return)

OVERALL RECOMMENDATIONS



- Increase follower count
 - Have accounts on every platform
 - Determine which content to push
 - Pay for sponsored content
 - ALL THREE SUB-RECS NEED FURTHER RESEARCH
- Stay on top of salon cleanliness, wait times, and staff interactions

PRIMARY/SURVEY DATA

Online Booking

Social Preferences

Ad Version

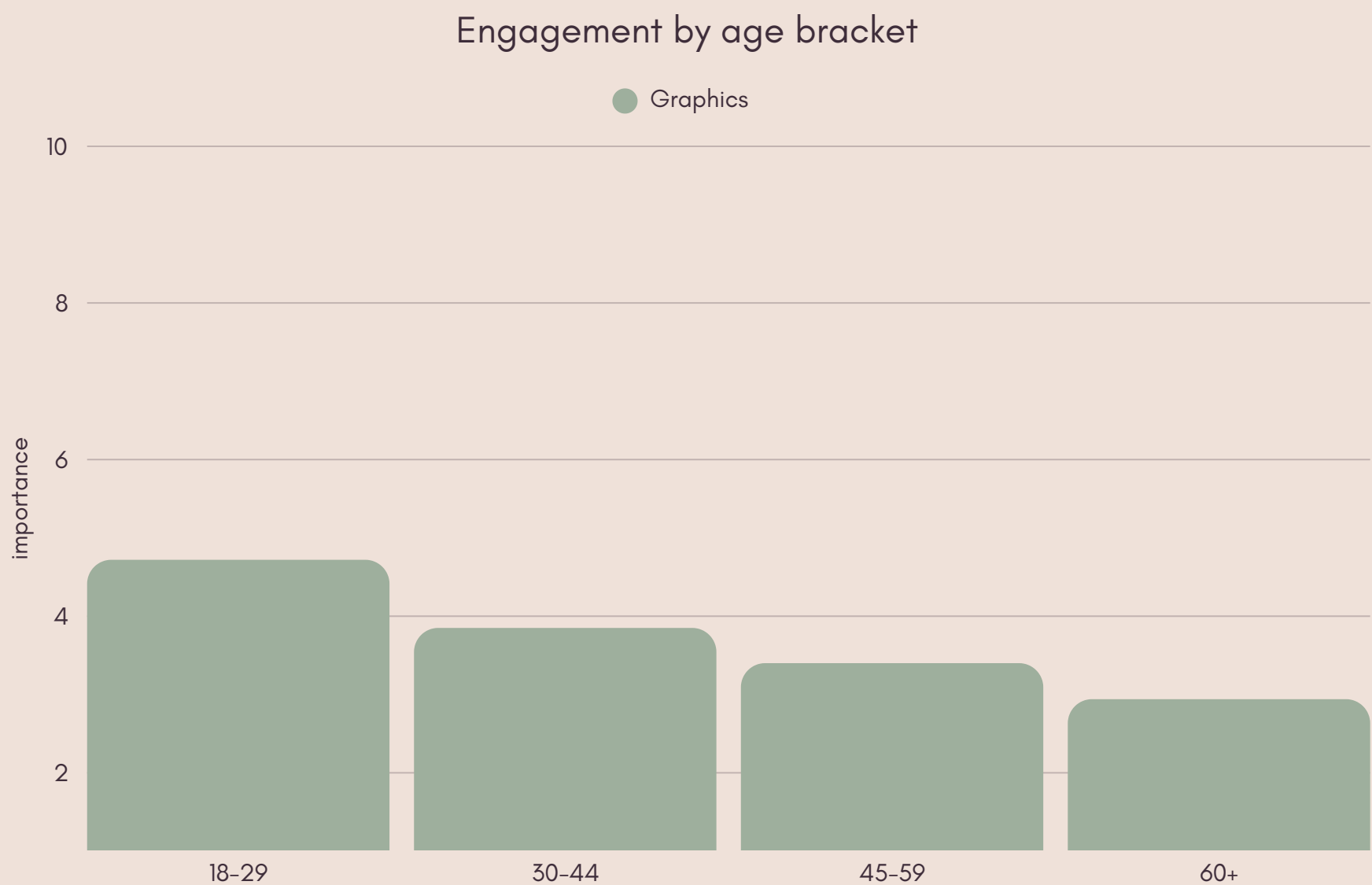
Customer Values



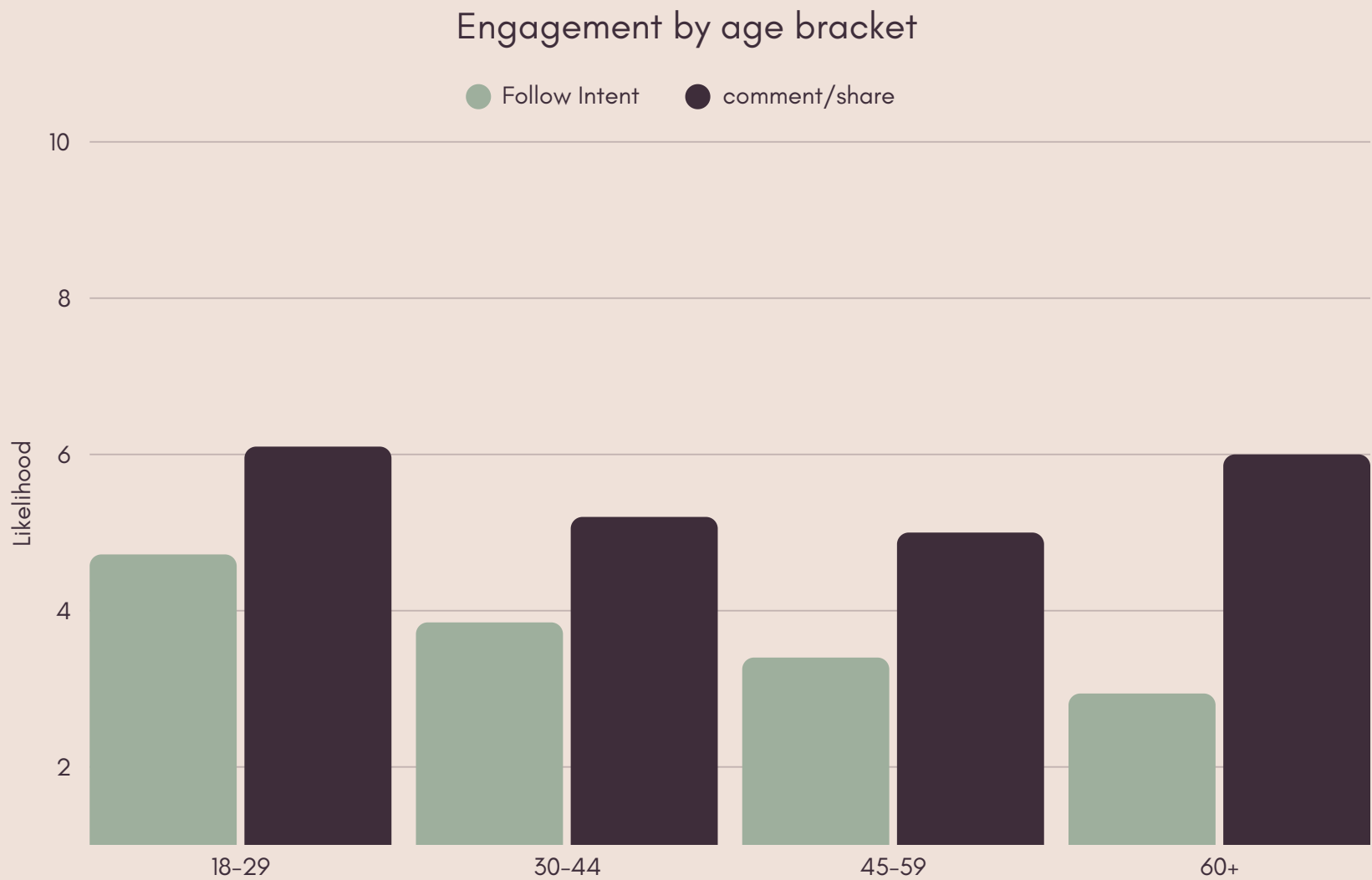
RESULTS: AGE DIFFERENCES

Test: Linear Regression

- Younger audience prefer content with graphics and older audience prefers not graphics $p = .111$



- Follow intent is higher for the younger audience $p = .008$
- Older audience is more likely to comment and share $p = .024$



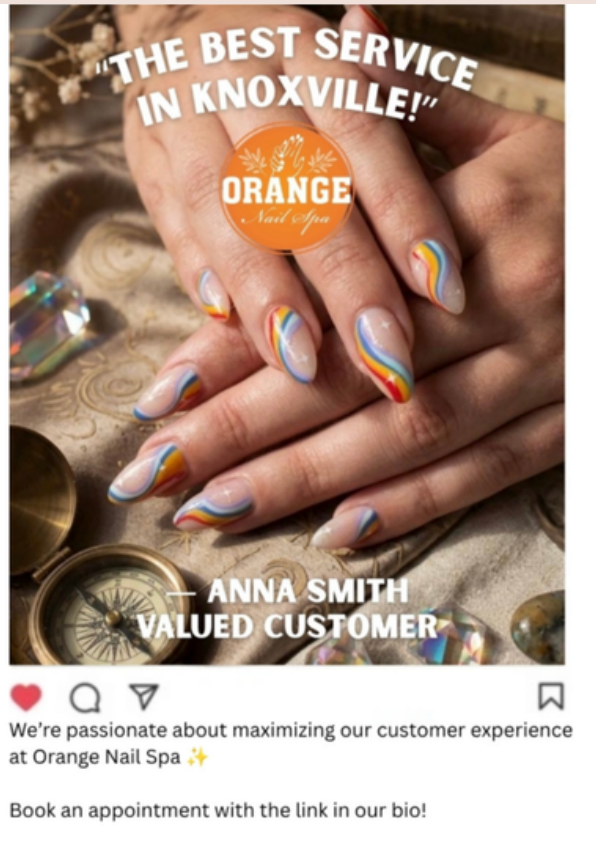
RESULTS: FACTOR IMPORTANCE



Which ad version is most likely to bring in more customers if it is posted on social media?

Independent Samples T-Test

Ad version 1 received higher visit likelihood for both the business' website and physical location



Version 1



Version 2

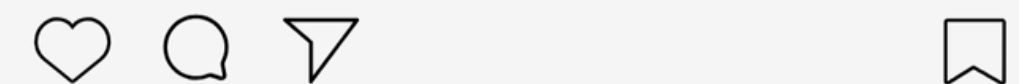
Ad Version	Average Rating (Visit Likelihood)
1	5.34
2	4.49

Ad Version	Average Rating (Website Visit Likelihood)
1	5.79
2	4.98

SOCIAL MEDIA AD SAMPLES



Facebook



We've got the perfect way to start your summer at Orange Nail Spa: The glamorous manicure of your dreams 🌸

Make sure to book your appointment with a friend we haven't seen before to get 15% off your \$45+ order! We can't wait to see you soon 🌟

Instagram

RESULTS: WHAT ENGAGEMENT TYPES PREDICT LIKELYHOOD TO VISIT



Tests: Binary Regression

- Visit post, follow, comment, share, and website
- Website significant ($p = .018$) and positive (.245)

Tracking clicks on who visits the website is a more accurate way to predict someones likelihood to visit the salon then if someone visits a post, follows, comments and/or shares



OVERALL RECOMMENDATIONS



To increase visits to physical locations:

- Feature photos including text on Facebook to engage with an older customer demographic
- Prioritize catchy, creative captions on Instagram with minimal/no text on photos to engage with a younger customer demographic
- Optimize the website and find more ways to drive traffic there

NEXT STEPS

- Ensure salon cleanliness, wait times, and staff interactions
- Create posts with text on Facebook for older demographic; prioritize minimal, sleek efforts with captions to engage with younger demographic on Instagram
- Target younger audience to increase followers and older to increase comment/shares
- Optimize website and find ways to get more traffic there





THANK YOU