

EVALUATING THE CONTENT MARKETING OF SALON 7 BEAUTY LOUNGE: IMPROVING THE ONLINE MARKETING PRESENCE IN SAMPAGUITA STREET OVAL KANAN, CALOOCAN CITY

ABSTRACT

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This study examined the content marketing strategy of Salon 7 Beauty Lounge, with particular focus on its use of social media, video marketing, and digital advertisements. To remain competitive in the beauty and wellness industry, Salon 7 must adopt more innovative and consistent marketing practices. The salon currently struggles with challenges such as low-quality content, negative customer feedback, and irregular posting on its social media platforms. In response to these issues, the researchers developed a strategic marketing plan designed to increase awareness and understanding of the salon's services and innovations among both customers and staff. The primary objective of the study is to strengthen Salon 7's online presence by producing more compelling content, encouraging positive engagement, and fostering a stronger brand image across digital platforms. This study adopted a quantitative correlational research design to examine the relationship between customer perceptions and Salon 7 Beauty Lounge's content marketing strategies. A convenience sampling method was used to select 30 customer respondents. Data will be collected through standardized survey questionnaires aimed at evaluating customer experiences and engagement with the salon's social media content, video marketing, and advertisements. To ensure comprehensive analysis, both descriptive and inferential statistical techniques will be employed. Descriptive statistics, including frequency, percentage, weighted mean, and ranking, will be used to summarize the data. Meanwhile, the Mann-Whitney U-test and Kruskal-Wallis H-test will be used to identify significant differences and correlations among variables, providing deeper insights into the effectiveness of the salon's marketing efforts. The results of the study reveal that demographic variables—specifically age, gender, civil status, and employment status—significantly impact customer engagement with Salon 7 Beauty Lounge's social media, video marketing, and advertising strategies. The majority of active users were identified as females between the ages of 25 and 30, who consistently ranked highest in terms of interaction across all platforms. Overall, respondents rated the effectiveness of the salon's content strategies as follows: social media (weighted mean = 3.37), advertisements (3.31), and video marketing (3.28), indicating moderate satisfaction. As for the challenges encountered, the most prevalent issue was poor content quality, reported by 53.6% of respondents, followed by inconsistent posting (28.6%) and negative feedback (21.4%). Among these, content quality was identified as the most critical concern, negatively affecting the salon's digital marketing presence across all channels. To assess the influence of demographic factors on customer engagement with Salon 7 Beauty Lounge's marketing strategies, the researchers used the Mann-Whitney U-test and the Kruskal-Wallis H-test. Results from the Kruskal-Wallis H-test indicated a statistically significant difference across age groups, with an H-value of 22.5092 and a p-value of 0.00016, suggesting that age plays a critical role in shaping responses to the salon's social media, video marketing, and advertisements. In contrast, the analysis of gender differences yielded an H-value of 49 and a p-value of 0.1936, indicating no significant variation between male and female respondents across the evaluated variables. Meanwhile, both civil status and employment status demonstrated statistically significant differences in relation to all three marketing components, highlighting the importance of these demographic factors in understanding consumer behavior and tailoring content strategies accordingly.

RECOMMENDED CITATION

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