

**IMPACT OF SOCIAL MEDIA USAGE ON SALES PERFORMANCE
OF BEAUTY SALONS IN TRINCOMALEE DISTRICT**

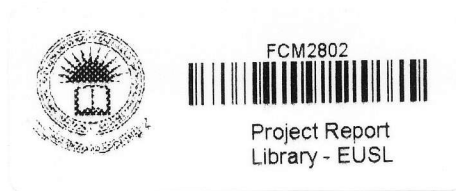


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ABSTRACT

Platforms for social networks offer thorough information as well as very adaptable and straightforward management tools. Although social media is significant, businesses are still hesitant to use it, frequently questioning the return on investment in social networks, and reluctant to incorporate social media initiatives into their strategies and Social media marketing. The growth of large upscale salons in Sri Lanka that provide role-based specialized services like kitchens, receptions, and even executives has increased competition as a result of the proliferation of small beauty salons on the outskirts of the central business district. Additionally, the desire for diversity among consumers has resulted in faster growth rates, shorter product cycles, and higher product launch rates. Thus, the purpose of this study was to investigate the connection between Trincomalee beauty salons' sales performance and their use of social media. The 220 beauty salons made up the study's population, which used a descriptive research design. The study used primary data that was collected through questionnaires that were left with the owners, managers, office assistant of the 204 beauty salons in Trincomalee and picked up after three weeks. Regression and descriptive statistical methods were used in this study's analysis of the data gathered using the statistical program SPSS. According to the study, Trincomalee District beauty parlors heavily utilize social media. According to Correlation analysis, social media use had a favorable and significant relationship with sales performance. The study found that the challenges in social media use were faced to a moderate extent. The study concluded that for better Sales performance, beauty salons should use social media. The study recommends that social media should be implemented and used. The study further recommends a similar study to be done on other entities and industrial segment in Trincomalee District. Similar study could also be done other counties in Sri Lanka.

Key words: Social Media, Sales Performance, Beauty Salons, Social Networks, Social media marketing

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