Promoting Salon Service Business through Interactive Video

Wan Nor Ashiqin Wan Ali, Kok Katty, Syed Zulkarnain Syed Idrus
School of Human Development and Technocommunication, Universiti Malaysia Perlis (UniMAP)
wannorashiqin@gmail.com

Abstract. Video is one of the medium to convey information to the audience. Interactive video is a new method that able to receive responses and instruction from its viewer rather than usual video. It will give the viewer a new experience to access it. Researcher has planned to create an interactive promotional video for SS Hair Design Salon. The main objective of this project is to develop interactive video as a medium to assist for SS Hair Design salon in promoting services and conduct the usability testing in measuring the effectiveness purposed interactive video for SS Hair Design salon in promoting services. The results of this project shows that the objective is achieved which the interactive element becomes a medium assist to promote the services of SS Hair Design Salon. The functionality and usability test had made a result that the interactive promote video for hair salon is effectiveness.

Keywords: Interactive video, Salon, Promoting medium, Usability test

1. Introduction
In this era of modernization, social media has become a platform to promoting goods and services which can enables founder to communicate with customers [1]. To build new types of hybrid sites most of the marketers will participating in wikis, blogging, and social networking which is Facebook [2].

Facebook is a social networking site that can post photos and videos and promote special offers which can allow owner to build conversations with customers. The owner for hair salon also using Facebook to promote their services and products which is upload photos for customers review but they do not frequent upload the photos.

Most of the hair salon will use their own website and Facebook to promote their services and product. They will just post the photos or video as a promotion for their salon. This is the simplest and most direct way to promote the services and products to the public. But in this way, viewer just can view the photos and the video without any interaction and cannot make attraction from them [2].

The promotion that run by the owner which is attach the poster at the Hair Salon. Sometimes the owner also upload the poster through the Facebook post that from their Facebook page. The post that the owner were published once a month on the Facebook page, this is because the owner unusually appear on social media. Facebook page for SS Hair Design salon just a few photos they upload for customers review.

Nowadays, a proper way to promote and interact with users is by developing an interactive video. Wyzowl’s annual State of Video Marketing Survey that getting the result of marketers more effective in using interactive video in promoting that can interact with users [3].
Interactive video defined as method that can tag or label segments or objects in a video and it also enable users interact with individual objects in the video, to support navigation inside a video, to filter video content and to generate summarized view of the content [4].

During the past 5 years, SS Hair Design business route maintain in traditional business way and it profit has not risen much and rarely appear on social media. According to Madam Ng (2018), the owner of hair salon, researcher know that they lack of resources and skills to exaggerate their business that promoting on social media, since the opening of the business, they only created a Facebook page and rarely publish about our services on the Facebook page.

The total likes and follower for this Facebook page only 88 person among this three years. For a Facebook business page that has been in business for three years, the number of visitors is quite low. Beside this, there is just a few posts that update by the owner about their services. The owner only upload photos beside of any video about their services and products. This is one of the factors that does not attract the attention of the visitors and customer to visit their Facebook page.

In addition, the problem that also faced by the owner of SS Hair Design and customer which is when making a booking. According to the Madam Ng (2018) owner of hair salon, they always receive complaint from customer about the booking problem. Customers need to walk in for booking and sometimes their booking time will clash with other customer, so they need to waiting for long time.

Researcher decides to produce the interactive video as a promotional video for SS Hair Design salon. It can help owner to promote services that can make attraction from the customer and public. It also can help owner to create a link from the interactive video that can help customer to make a booking without walk in.

2. Social Media as a Medium to Promote Business

With the changes of the times, social media is not only a medium for communication, but it also becomes a medium for individual to do business. It also a tool for small business use as a platform in promote or advertise their services or products to the public through social media and make a connection between customer and owner. As Shabbir, Ghazi, & Mehmood said, in order to grow business and followers on the web more quickly, small businesses use a variety of applications in social media and a large number of related field join their pages so each of them can expansion of their businesses [5]. Most of them use Facebook page to promote their services or product which help them to connect with a customer at any time and with low cost. With the help of social media platform, companies are able to interact with the consumer market compare with the traditional methods that need a lot of resources be able to interact with consumer market [6].

Furthermore, social media allow a customer to have their jurisdiction and the ability to become an important part in product or services development. The customer can give their opinion or post questions that related to the products or services provide by the company. Indirectly, it can help the company to generate online marketing through a grapevine approach which is word-of-mouth marketing method by the customer [7]. Social media plays a very important role in small businesses because it is a medium to help small businesses promote their services and products and help businesses to build a long-term relationship with customers.

2.1. Social Media as a Medium to Promote Hair Salon

Based on Herhold, survey that analyze that small businesses frequently use social media and businesses of all sizes can use the technology to reach current and potential customers [8]. Hair Salon has become a very general beauty business. The hair salon is a trend-setting business. It not only needs to keep up with the trend, but its business practices must also change with the changes of the times. This also means those hair salons also need to integrate into social media as a medium to promote their business. Bonigala mentioned that, social media can create promote beauty salon brand that becomes appealing to the local market [9].
2.2. The Development Of Interactive Video In Other Perspective

Yeni, Alet, & Bakla, have done a research on using interactive video as a teaching tool and an instruction of learning languages [4]. This development of this interactive video as a teaching tool that can be assessing students formatively, and allow a professor to track students whether the students have view videos at home if they flipped class. The interactive video also is considered as a platform that allows students to get feedback faster.

Through this interactive video, a professor can be sharing some vocabulary items in context to students. This interactive video also as an input that can hold discussion sessions between students and professor. Stigler, state that the differences that between traditional and interactive video which is the interactive element that viewers will get response and feedback directly and it can insert additional content to the video, but the traditional video that just only presented on the internet without any interaction that can make [10]. From this interactive video, lectures can add any of the text, audio or hyperlink that to the video, all this element can help students based on their opinion to make a response.

The interactive video also a tool that has a beneficial to promote and raise the motivation for students to raise their level of learning [10]. Although this interactive video really enhances the education sector, it also has their limitation in this interactive video. For the interactive video, lectures can able to add on any question in the interactive video, but if the student’s frequent pauses due to questions or image slides might be disturbing, students will get bored in answering questions.

Ovalle, Schofield & O’Hara-Lesie said, they have done a research on assessing interactive video systems used as a training tool for medical assistants [11]. There is a new approach for using multiple learning styles by using interactive video. The interactive video for this training tool combines with the learning style techniques that are more effective compared with the traditional learning style for training medical assistants.

The content of this video will be filmed which is to develop ‘real-world’ situations would be faced in the workplace by a medical assistant. This training system will help students to make a decision that what they need to do in the next, when a video stop at the key point. If they making the wrong decision, the users will get the feedback from the system with the correct answer.

A result from the participant that used interactive video as a training tool for medical assistant shows that the information that presented in a useful format that can help them to solve the problem. The limitation for this interactive video which is each not strong enough to supply for all users, because it just provides a few options to make an interactivity.

Interactive video not only can develop in education or training sector, it also can develop in business. This is because in the sector of business need the interactive video to boost their sale and generate leads. Interactive video can directly be linked in the video with a clickable hotspot that viewer can make an interactive from the video. The same concept can be used in developing an interactive video for hair salon. Customers can interact with the video and know about the direction, the services and the product that provide by SS Hair Design.

Based on the previous study of the interactive video that is a teaching tool and learning tool for students and medical assistant, both of them can be able to understand the message conveyed through the video.

Same goes with the interactive video for hair salon, customers that are watching the video can interact with the video actively. They can get more about what services that will be provided by the hair salon, not only for watching a video, through the clickable hotspot can link them to make a booking with the hair salon. This will attract more customer to visit the hair salon and the owner will get more customers and can generate more income.
2.3. Product Review

2.3.1. Promoting the services for Hair Salon

Hair Salon has become a very general beauty business and a very popular industry in this recent years. The hair salon is a trend-setting business. It not only needs to keep up with the trend, but its business practices must also change with the changes of the times [12]. The market competition is strong enough to cause various hair salon need to improve their business through various publicity methods. Some hair salon also using social media as a platform to promote their services and such as Facebook, Instagram, YouTube or Website.

Figure 1. Promotion poster from A Professional Team (APT)
(Source: http://www.apt.com.my/news/promotion/)

This is the poster that creates by A Professional Team (APT) which is a promotional poster for their chemical services. The typography for the number ‘50%’ use the colour red that can help in making an attraction from the customer. This poster just simple with using the image of scissors and a modal to represent this is a hair salon services promotion.

Figure 2. Promotion video for JeffLee The Hair Company.
(Source: https://www.facebook.com/jeffleethc/videos/1722960811068821/?t=14)
This video that presented by JeffLee The Hair Company which is a promotional video for the company. The content of the video which is promotes the colour services that provided by the company. This film is expressed in a simple way which is the result before colour and after colour that has been done. This video is to make the audience attractive on the colour services.

Figure 3. This is the promote video for One Salon
(Source: https://youtu.be/iIF1393cYWc)

This video is about all the services provided by the One Salon as a promote video. Through this video, customers can learn more about the services provided by the hair salon. At the end of the video will be add on with the typography that about the services that promote, and the contact information for the customer for making a booking.

Several hair salon use Facebook page as a platform to promote their services by upload different hair style of each customer as a review to make an attraction from other people in Facebook who are interested with the beautiful hair style and make a booking from it. The salon not only upload the photos, they also upload the hair style that have been done for customers as a review for other customers through Facebook page. Some of hair salon also created a website as a platform to promote their services. From the page, they just list down the prices of all services and provide the gallery which the description for the customer as a review. The page also can be linked with Facebook and Instagram of their hair salon. There is no any video that provides from the website about services and product.

These are the publicity techniques that hair salon often use which upload photo, video or text to social media. The poster, photo and video that created can help to boost the sale of the hair salon. Some of the photos and video also can make an attraction for customers and make customers interested in this service. However, the photo and the video lack of elements that allow customers to make interaction. For example, the video that upload by JeffLee The Hair Company only the before and after of the colour touch up services, if they can allow users to interact with it through clickable areas, this can make the video more interesting.

As technology changes, the viewer’s demands for video are getting higher and higher. Viewer wants something new and interesting from the video. The development of interactive video also suitable for the hair salon to make a change on promote company or services that have. Interactive video seems to be more popular in promoting, by adding image, text, or link that can make interactive video working through user-friendly online interface (Yeni, Alet, & Bakla 2017). So, the researcher decides to create an interactive video for SS Hair Design. This can help the salon make some reforms and changes in the promote propaganda technique.
3. Results and Discussion

Based on Alessi and Trollip, design and development model, researcher has to run an Alpha test to identify the issue and problem that occurs from the interactive video that can be solved before public it on Facebook page [13]. The alpha test was tested by multimedia expert and content expert that has the knowledge in this field.

The result of Alpha test has been successful after meeting up with multimedia expert and content expert. The multimedia expert who is a lecturer from School of Development and Technocommunication Universiti Malaysia Perlis. While the content expert is the owner for SS Hair Design Salon. There are a few questions had been asked to these two experts and answered it by advice. After the interview is done, researcher will improve the products based on the comment and feedback from multimedia expert and content expert.

Table 1. Alpha Test Question

|   | Description                                      |
|---|--------------------------------------------------|
| 1. | Is the information provided in this interactive video is clear? |
| 2. | Is the flow of the video well function?          |
| 3. | What do you think about the angle of shooting?   |
| 4. | Is the ‘Button’ from the video interactive recognizable and easy to access? |
| 5. | The recommendation for this interactive video.   |

Table 1 shows the question that had been asked to the multimedia expert and content expert. First informant is multimedia expert, second informant is content expert. Both informants (L2&L4) stated that the information that provided from the video generally is clear with the services, prices and location. The flow of the video follows the rhythm but the video transition need to change, and the multimedia expert also mentioned that the background music is suitable for the promotional video. (Multimedia Expert, L7). Both informants satisfaction to the angle of shooting because that had diversified angle that more than one angle (L11& L12). According to the comment from the experts, the button of the interactive video is not recognizable, because the position of the button not suitable for users to click it and the text that select not visible (L14& L16). The recommendation from the multimedia expert which is insert the suitable font for the button and make the colour visible or create graphics motion that can make users easy to recognizable and easy to access the button (L18), while the content expert recommend to change the colour of the template from the ‘Wirewex’ to cold colour that seems more attractive (L21).

3.1. Analysis for Functionality and Usability Test

The question that asked for the informants mainly focus about the usability regrading to the interactive video. There are 5 informants that had select to test the usability of the interactive video. The target informant for this study is at Bentong, Pahang.

Table 2. Usability test question.

|   | Description                                      |
|---|--------------------------------------------------|
| 1. | Is this interactive video able to attract your attention? |
| 2. | Is this kind of promote video more effectiveness for you? |
| 3. | Is the Information provided in this video useful for you? |
| 4. | Is the ‘Button’ recognizable and easy to access? |
| 5. | Do you think this interactive video is easier to make a booking? |
| 6. | After watching this video, will you interest to visit? |

Table 2 shows the question that had been asked to the 5 informants. According to the informants, all of the informants consensus that the interactive video able to attract users attention, video shooting
quite nice (L24), curious about the content and getting more detail in booking system (L25&L27) once of the informant also mentioned about the video is special that able to touch button (L26), and has the motive to watch the video until the end (L29). Five of the informants also agreed about the information that provides in this interactive video is useful, the information that provided is enough with the pricing and location (L32, L33, L34 &L36), one informant comment and suggested the part of colour information that can come out the example of colour board as a reference.

All of the informants also agreed that this kind of interactive promote video is more efficient which is it can interact, able to reach more information and not many premise will have this interactive video and it also can be a bonus for marketing strategies. (L43, L45, L46 &L48). One of the informant mentioned that this interactive video that leads to click the button more effective than other promote video (L49). According to the interview, five informants agreed that the ‘Button’ of the interactive promote video is recognizable by its design and the button can link to the related information and easy for them to access (L53, L54, L55, L56 &L57).

According to informants, the interactive promo video is unique (L61) and makes more convenient to access while visiting and watching(L62) and also easier to make a booking just click it (L60) and connect to the owner ‘Whatsapps’ (L64). One of the informants also mentioned that the ‘Button’ for ‘Book Now’ always show in the video that easier to make booking (L65). All of the informants interest to visit SS Hair Design Salon after watching the video (L70&L71) that really attract and make want to have a haircut after watching (L68), and one of the informants also want to try hair wash service (L74) One of the informants hope that the information of the video can be always updated (L72).

As a conclusion, the data of the Alpha test and functionality and usability test have been analyzed through the transcript. With the Alpha test that test by the multimedia expert and content expert, the advice and suggestion that given make the product more complete. Moreover, five of the informants agreed that the product that creates can be easy access and well function for each of the element. Based on the analysis data of five informants, it means that this research objective is accomplished.

4. Conclusion
In conclusion, the interactive promote video is helpful for SS Hair Design Salon which it can promote the services that provided and raise the publicity on social media. The objective of this project is achieved because the interactive element becomes a medium assist to promote the services of SS Hair Design Salon. The functionality and usability test had made a result that the interactive promote video for hair salon is effectiveness. Through this video, viewer can get information such as location, services, pricing and contact information of the hair salon. Viewer also has an opportunity to make a booking online which is a link that can contact to the owner ‘WhatsApp’. All the button that creates is clickable to get the information, the button that creates easy to access for the viewer. This type of interactive video can attract the viewer attention compare to the previous promotional video without interaction and information that can be clickable. The interactive video would be able to boost the services of the SS Hair Design Salon to the public.

References
[1] Ismail, A. R. (2017). The influence of perceived social media marketing activities on brand loyalty. Asia Pacific Journal of Marketing and Logistics, 29(1), 129–144. https://doi.org/10.1108/APJML-10-2015-0154
[2] Jussila, J. J., Karkkainen, H., & Aramo-Immonen, H. (2014). Social media utilization in business-to-business relationships of technology industry firms. Computers in Human Behavior, 30, 606–613. https://doi.org/10.1016/J.CHB.2013.07.047
[3] The State of Video Marketing 2018. (n.d.). Retrieved from https://bb4b089076d0d4765f18-c3b4c8baaa80714684c08ebfcd0c823f3.ssl.cf1.rackcdn.com/AutopilotHQ/downloads/Wyzowl-Video-Survey-2018s.pdf
[4] Yeni C, Alet, & Bakla A. (2017). Interactive Videos in Foreign Language Instruction: A New Gadget in Your Toolbox* Yabancı Dil Eğitiminde Etkileşimli Videolar: Takım. Mersin Üniversitesi Eğitim Fakültesi Dergisi, 13(1), 124–137. https://doi.org/10.17860/mersinefd.305769

[5] Shabbir, Malik & Saarim Ghazi, Muhammad & Rasool Mehmood, Atta. (2016). Impact of Social Media Applications on Small Business Entrepreneurs. Management and Economics Research Journal. 02. 1. 10.18639/MERJ.2015.02.200914.

[6] Abuhashesh, M. Y. (2014). Integration of Social Media in Businesses. International Journal of Business and Social Science (Vol. 5). Retrieved from www.ijbssnet.com.

[7] Hassan, S., Nadzim, S. Z. A., & Shiratuddin, N. (2015). Strategic Use of Social Media for Small Business Based on the AIDA Model. Procedia - Social and Behavioral Sciences, 172, 262–269. https://doi.org/10.1016/J.SBS PRO.2015.01.363

[8] Herhold Kristen. (2018). How Small Businesses Use Social Media in 2018 | Clutch.co. Retrieved November 20, 2018, from https://clutch.co/agencies/social-media-marketing/resources/small-business-social-media-survey-2018.

[9] Bonigala. (2016). How To Market Your Beauty Salon on Social Media | SpellBrand. Retrieved November 20, 2018, from https://www.spellbrand.com/market-your-beauty-salon-on-social-media.

[10] Stigler, J.W., Geller, E.H., & Givvin, K.B. (2015). Zaption: A platform to support teaching, and learning about teaching, with video. Journal of E-Learning and Knowledge Society,11(2), 13-25.

[11] Ovalle, F., Schofield, D., O'hara-Leslie, E., Melain, K., & Masters Student, J. (2015). Assessing Interactive Video Systems Used as a Training Tool for Medical Assistants. International Journal of Information Technology (IJIT), 3. Retrieved from www.ijitjournal.org.

[12] Sena, M. (2018). Beauty Industry Analysis 2018 - Cost & Trends. Retrieved November 23, 2018, from https://www.franchisehelp.com/industry-reports/beauty-industry-analysis2018-cost-trends/

[13] Alessi, S. & Trollip, S. (2001). Multimedia for learning. New Jersey: Allyn and Bacon Cuellar-Healey, S., & Charles S, M. MARKETING MODULES SERIES Marketing Module 8: Promotion. Retrieved from http://hortmg.tomez.dyon.corne!ed.edu/Marketing-Modules.html.