



Changemakers: Creativity and Value Creation

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Executive Summary

This research focuses on investigating the effective customer targeting techniques for Permanent Makeup (PMU) businesses and their social impact. The research question aims to address the issue of identifying strategies that can help PMU businesses effectively target their customers while considering the social impact of their services on the environment. The value of this research lies in providing insights and recommendations for PMU businesses to enhance their customer targeting efforts and contribute positively to the social environment.

The chosen research approach for this study is an inductive mixed methods approach. This approach allows for a comprehensive exploration of the research question, combining both qualitative and quantitative methods to gather and analyse data. By employing qualitative methods, such as interviews and focus groups, we can gain a deeper understanding of customer perceptions and experiences. Additionally, quantitative methods, including surveys and questionnaires, provide statistical insights into customer preferences and behaviours.

The primary data collection method for this research is a questionnaire. This method allows us to gather information directly from the target audience, PMU service users, to understand their motivations, perceptions, and preferences. The questionnaire will be distributed to a sample of 50 respondents, representing a diverse demographic profile, to ensure comprehensive insights.

In order to ensure the validity and reliability of the research findings, a systematic sampling method will be employed. The sample will include individuals from different age groups, genders, and backgrounds, reflecting the diversity of PMU service users. This approach enables a comprehensive understanding of customer targeting techniques and their social impact across various segments of the population.

To support the research and provide a solid theoretical foundation, eleven high-level academic sources have been consulted. These sources include publications related to consumer behaviour, service quality, social impact, and research methodologies. The sources cited in this report contribute to the theoretical framework and justification of the research approach, data collection method, and analysis techniques employed in this study.

Overall, this research aims to contribute to the field of PMU businesses by exploring effective customer targeting techniques and their social impact. The findings and recommendations derived from this study can guide PMU businesses in developing targeted marketing strategies that align with the needs and expectations of their customers while considering the social implications of their services. The research report provides a comprehensive analysis of the data collected through the questionnaire and highlights key insights and conclusions drawn from the research findings.

Research Question

Introduction

Permanent Makeup (PMU) has become a significant player in the beauty industry in recent years, offering enduring solutions to enhance facial aesthetics and address diverse skin-related concerns. Amid the surging demand for these services, PMU businesses confront the critical challenge of effectively reaching their potential customers. The research question anchoring this study is: "What are the effective customer targeting techniques for Permanent Makeup (PMU) businesses, and what is their social impact?"

This inquiry emerges from the existing knowledge gap concerning the effective customer targeting strategies employed by PMU businesses. Presently, there seems to be a lack of comprehensive understanding and application of these strategies. This shortfall may lead to inefficient customer acquisition and retention, resulting in slow business growth (Kumar & Reinartz, 2018). Additionally, it is very important to examine the social impact of PMU services on the broader environment. Understanding the social implications of PMU helps address potential societal concerns and contributes to create a more socially inclusive environment (Shore, et al., 2011).

Value of Research

The value of this research lies in its potential to cover the existing gap in knowledge regarding effective customer targeting strategies for PMU businesses and the broader social impact of these services. The research aims to generate insights that could assist PMU businesses in honing their marketing strategies, thus improving customer satisfaction, enhancing acquisition and retention rates, and boosting overall business growth (Anderson, et al., 1994).

Understanding the social impact of PMU, these businesses can undertake measures to address any associated concerns, contributing to the overall societal wellbeing. This process will assist in fostering a more inclusive social environment (Shore, et al., 2011). Therefore, this research carries both practical and theoretical significance. It contributes to the academic literature on customer targeting and societal impact analysis, while simultaneously influencing industry practices within the PMU domain.

Research Approach

The approach adopted for this research is inductive, focusing on generating meaning and understanding from the data, as opposed to only creating statistics. Inductive reasoning allows for an exploration of complex social phenomena, making it particularly suitable for this research. It facilitates a deep view into the customer targeting strategies deployed by PMU businesses and the subsequent social impact (Creswell, 2014).

The nature of the research question necessitates a mixed-methods approach, combining both qualitative and quantitative methods. This dual approach affords a more nuanced and comprehensive understanding of the research problem, thus delivering a global picture of the situation at hand (Johnson, et al., 2007).

Data Collection Methods

The data collection strategy for this research involves gathering primary data using semi-structured interviews and surveys. Interviews with PMU business owners will offer in-depth insights into their experiences, perceptions, and strategies concerning customer targeting techniques and their understanding of the social impact of their services (Bryman, 2016). Surveys, on the other hand, will provide quantifiable data on customer demographics, needs, and perceptions of PMU's social impact, allowing for robust statistical analysis (Fink, 2015).

The research will also draw on secondary data through a comprehensive review of existing academic literature, industry reports, and online resources. This will enable the exploration of existing knowledge and trends within the field, fostering a rich understanding of the research context (Creswell, 2014).

Sampling Method and Sample Size

In terms of sampling, the research will employ a convenience sampling strategy, selecting at least 50 respondents who are readily accessible and willing to participate. This number is considered appropriate for exploratory research of this nature (Etikan, et al., 2016). To enhance the representativeness and generalizability of the findings, the sample will cover a diverse range of demographics, including different age groups, genders, locations, and frequency of PMU service usage.

Conclusion

In conclusion, this research seeks to delve deep into the customer targeting techniques employed by PMU businesses and understand their social impact. By employing a mixed-methods approach, utilizing interviews and questionnaires for data collection, and implementing a convenience sampling strategy with a diverse sample size, this study promises to deliver valuable insights. The findings could guide PMU businesses in improving their marketing strategies, enhancing customer satisfaction, and fostering a more positive social perception of PMU services. This research, thus, stands to make a significant contribution to the academic literature and PMU industry practices, thereby enriching the broader understanding of PMU's role within society.

Research Techniques

Permanent Makeup (PMU) services have garnered significant interest over the last decade, providing a fusion of cosmetic and convenience benefits. These services have evolved beyond mere aesthetic appeal, playing a pivotal role in the lives of many individuals for various reasons.

Davenport (2006) highlighted the importance of understanding customer behaviour in targeting, which in the context of PMU can revolve around daily convenience, self-expression, or even medical needs. This idea resonates with the findings of Peppers & Rogers (1999), who emphasized the role of personalized marketing in capturing specific customer

niches. In the PMU industry, this means addressing varied motivations, ranging from aesthetic enhancement to medical conditions like alopecia.

A remarkable aspect of the PMU industry is its interplay with societal perceptions and self-confidence. Porter & Kramer (2011) emphasized the role of businesses in influencing societal outlooks, suggesting that PMU services might impact societal perceptions of beauty, age, and self-worth.

While much literature exists on customer targeting techniques in general, a notable gap appears when focusing specifically on the PMU sector. Traditional techniques might not seamlessly apply due to the intimate, permanent nature of the services and the varied motivations of clients. The rise of the PMU industry warrants a more in-depth exploration into its unique targeting nuances, blending the lines of aesthetics, convenience, and medical benefits.

The primary research, involving a customer questionnaire, is designed to fill this gap. It provides a more contextual understanding of customer targeting techniques in the PMU industry and its social impacts. The questionnaire focuses on the factors influencing customer decisions, their perception of PMU services, and how they discover these businesses. This void, evident in the limited sector-specific studies, formed the rationale for our primary research tool: the questionnaire (Bryman, 2016). The questions were thought to provide a link between the known practices and methods of customer targeting and the specificity of the PMU industry.

- Questions on familiarity and frequency of use (Q3, Q5, Q7) intend to measure the penetration and acceptance of PMU services, providing a foundational understanding, echoing concepts discussed by Hoyer, W. D., & MacInnis, D. J. (2001) regarding service acceptance.
- Queries on reasons for using PMU services (Q4) are rooted in the motivations extrapolated from the literature, confirming the multifaceted nature of consumer behaviour (Solomon, 2023). They ensure that all potential reasons, from aesthetics (Blackwell, et al., 2001) to medical needs (Thompson & Hirschman, 1995) are addressed.
- The question on satisfaction (Q8) derives its importance from prior works suggesting the relevance of satisfaction in service industries (Wilson, et al., 2012) and will help ascertain if PMU services align with these academic findings.
- Queries about the discovery of PMU businesses (Q11) and the factors influencing decisions (Q9) can be linked to Fishbein and Ajzen's (1975) theory of reasoned action, contrasting understanding customer behaviour, as emphasized by Davenport (2006) and Schiffman & Wisenbult (2015), with the real choices made by consumers in the PMU sector.
- The question on the perceived societal impact of PMU (Q10) directly ties with Porter & Kramer's (2011) emphasis on businesses' societal influences, and underlined also by Moon et al. (2005), aiming to understand the dynamics of how PMU reshapes societal perceptions and standards.

Through correlating questionnaire responses with findings from the academic literature, the study aims to paint a comprehensive picture of customer targeting strategies and social impact in the PMU industry. The complementarity of these research techniques allows for a rich, well-rounded exploration of the research question, linking real-world customer perspectives with established academic understanding (Creswell, 2014).

Elevator pitch video feedback

Link: https://uowtsd-my.sharepoint.com/:p:/r/personal/1905830_student_uwtsd_ac_uk/Documents/Attachments/Unlocking%20Success.pptx?d=wc368f0c4fb1649faa82fbcf4275b33bc&csf=1&web=1&e=TzWnKN

Feedback from stakeholders post-presentation emphasized the importance of this research in modern-day beauty norms. Many appreciated the straightforward approach, while some wished for more detailed statistics. A notable comment was the potential for businesses to utilize this research to enhance their marketing strategies. This feedback accentuates the bridge between research and its practical application, highlighting its value to stakeholders. Future endeavours might include a more in-depth exploration of the societal aspects of PMU to provide a holistic understanding of its true impact.

Data Analysis

Introduction

This research explores the consumption patterns and influences shaping the use of Permanent Makeup (PMU) services. This blend of primary and secondary data offers a comprehensive overview, allowing businesses to align strategies with consumer preferences and industry trends in the dynamic beauty and personal care sector.

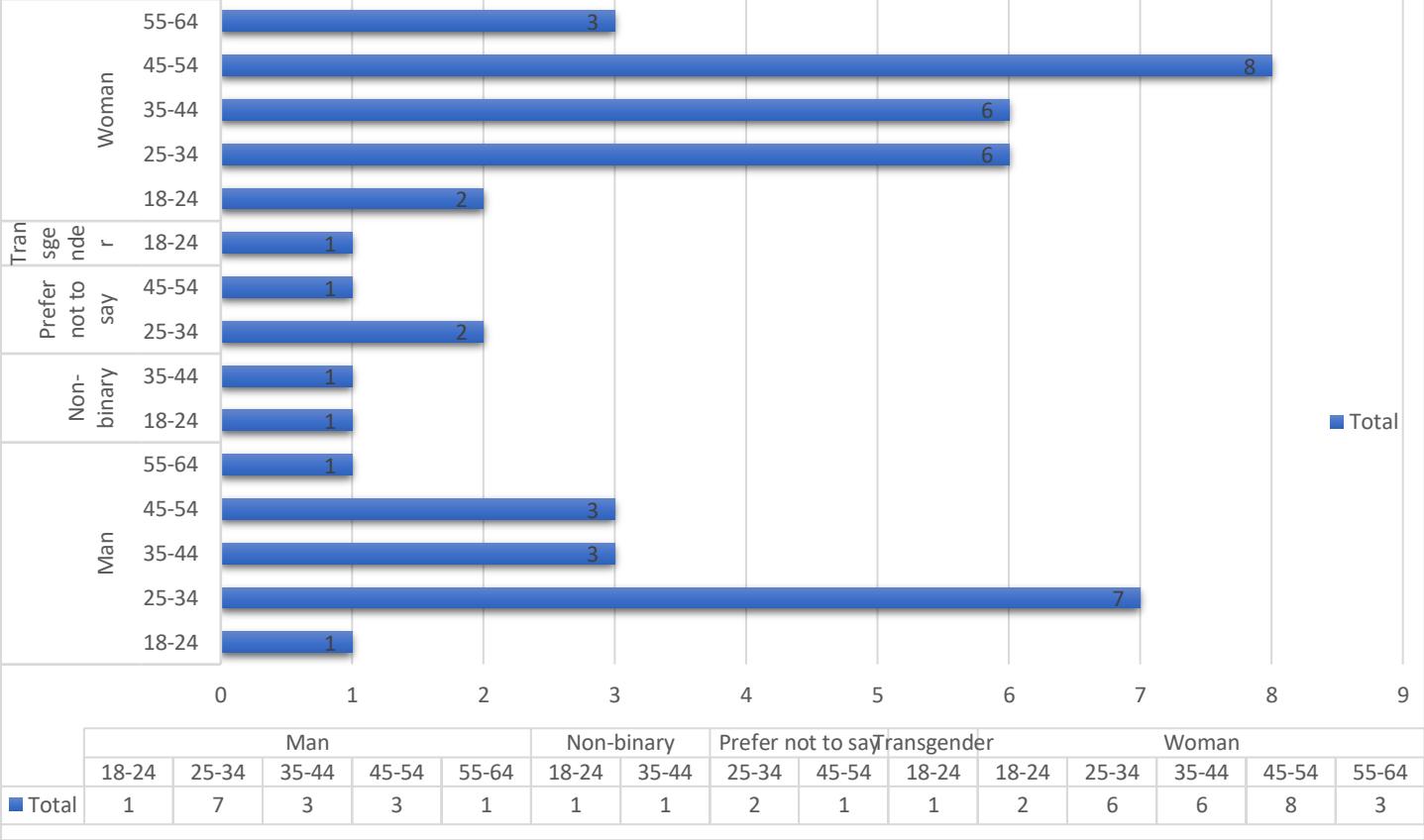
Methods

A mixed-method approach was employed, incorporating primary data through an online survey with 50 participants, supplemented by secondary data from industry reports and studies. The survey addressed demographics, familiarity and usage of PMU services, decision-making factors, and perceptions towards these services.

Results

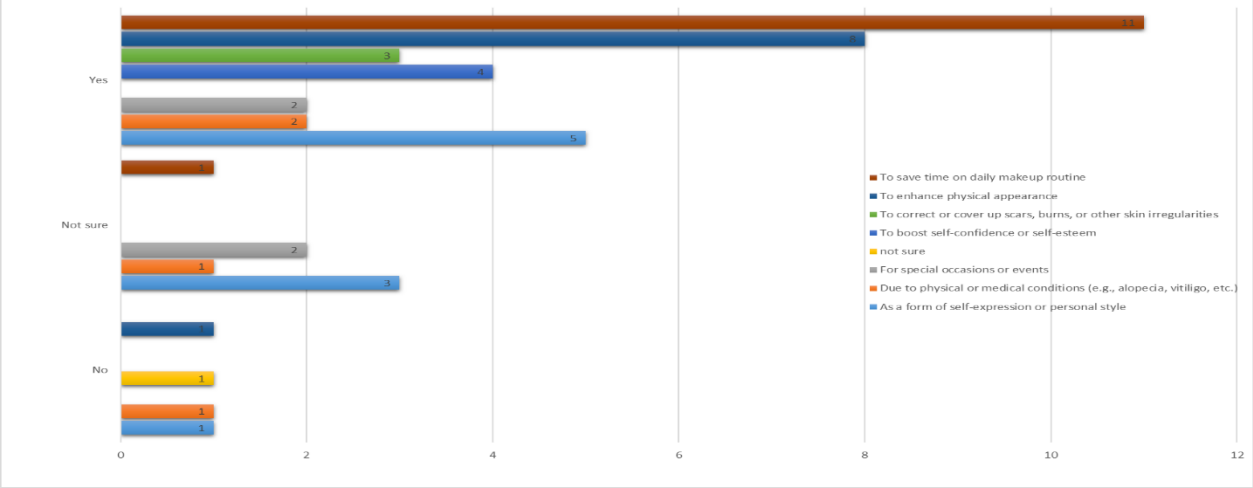
We collected demographic data on PMU service users: 53% of respondents were women, 32% men, and 4% non-binary or preferred not to say. Most were aged between 25-54 (79%).

Pool groups by age

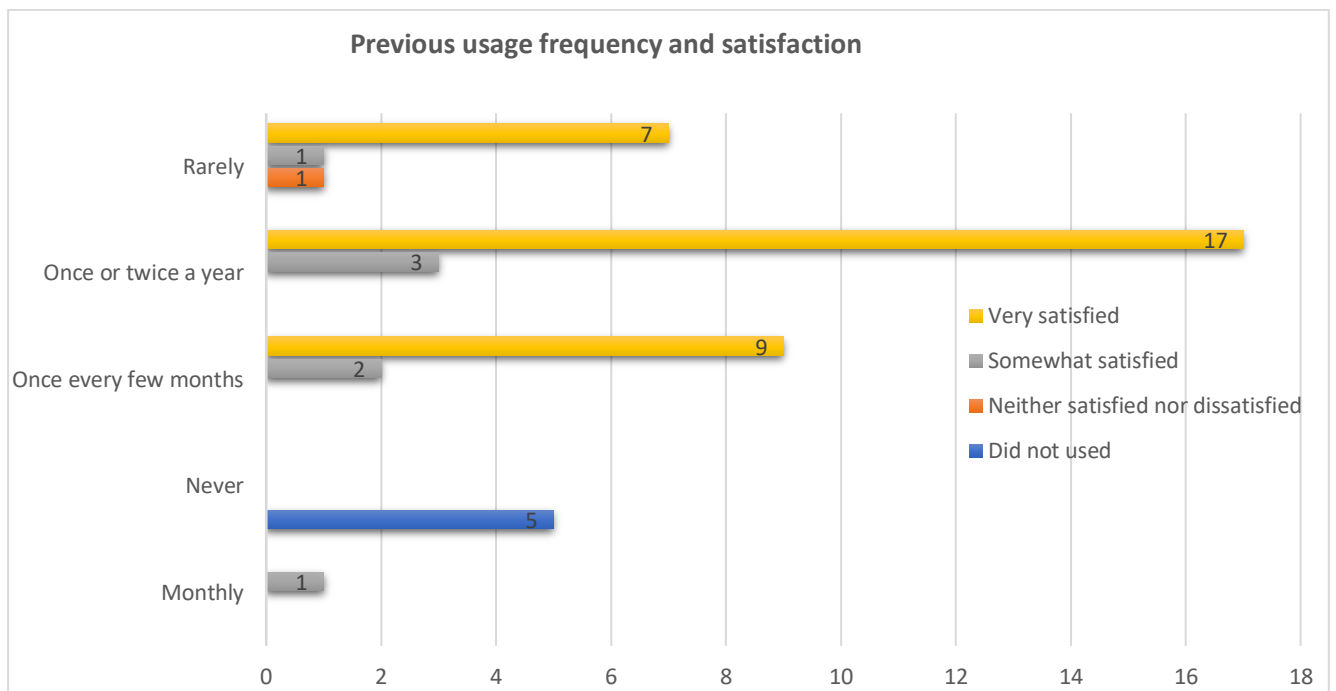


High familiarity with PMU services was seen, with 75% confirming knowledge of these services, and 84% having previously used them. The reasons for using PMU services varied from saving time on daily makeup (26%) to enhancing physical appearance (19%) or as a form of self-expression (19%).

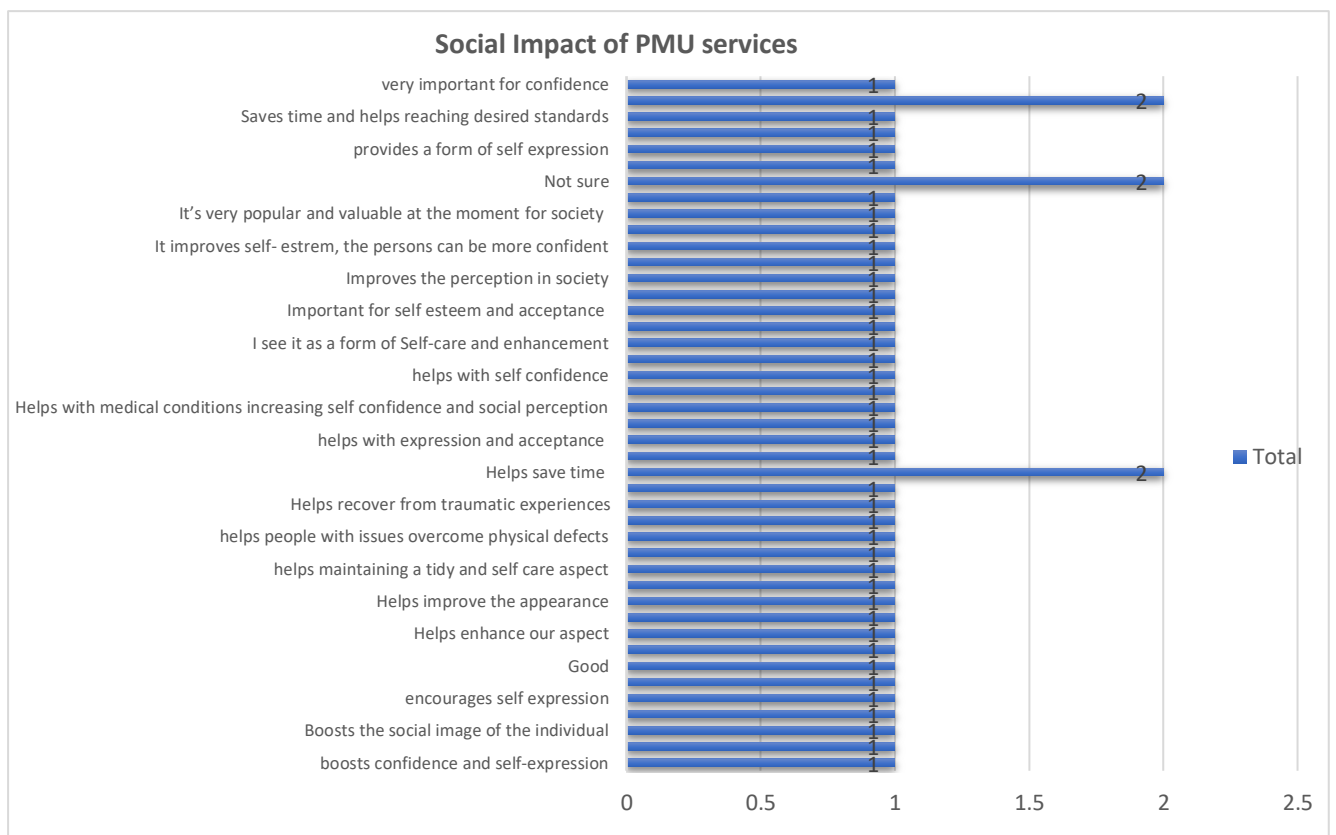
Previous usage and motivation history



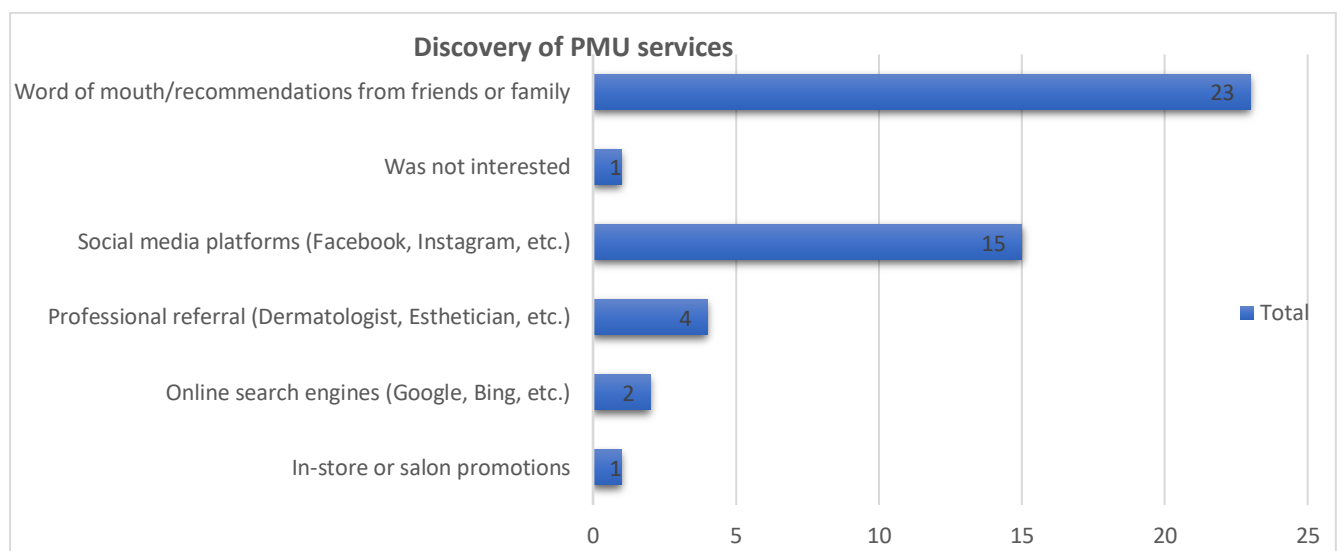
Microblading was the most commonly used PMU service, reported by 40% of respondents. The frequency of use was predominantly annual or less frequent (76%). Satisfaction was high, with 71% of users very satisfied.



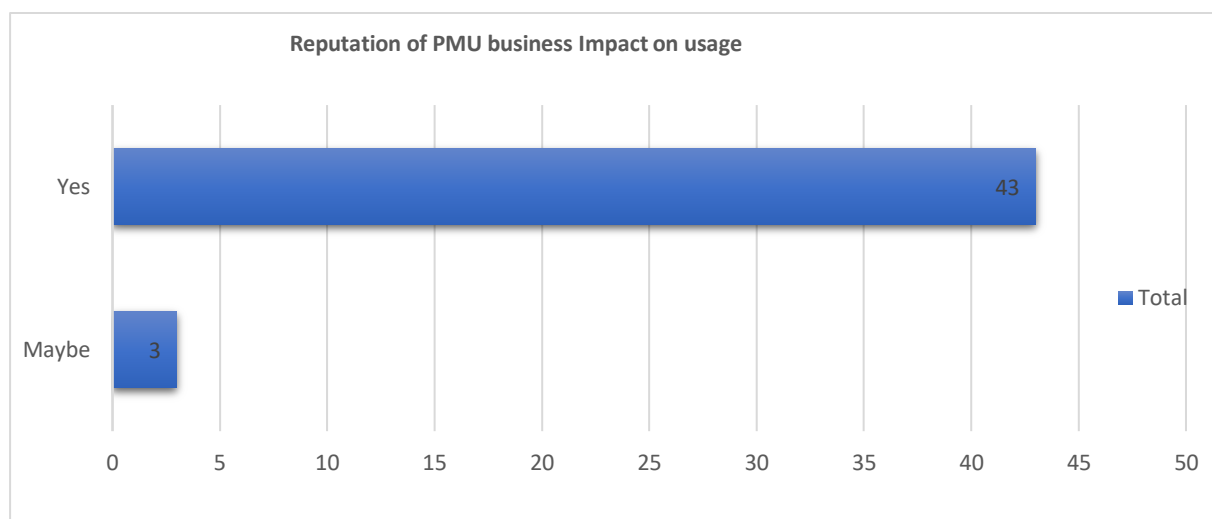
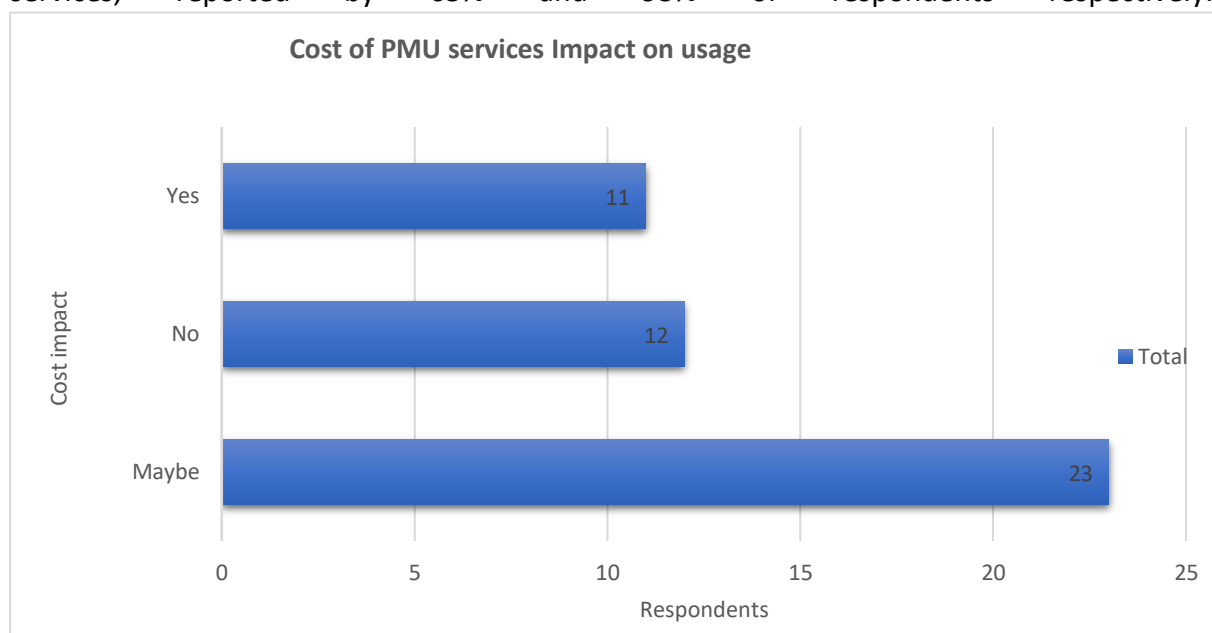
When choosing a PMU service, quality was a leading factor for 37% of respondents, followed by price and location. The social impact of PMU services was viewed positively, linked with increasing self-confidence and time-saving.



The discovery of PMU services was mainly through word of mouth (49%) and social media (32%). About 52% of respondents had recommended PMU services to others, primarily due to the service's quality.

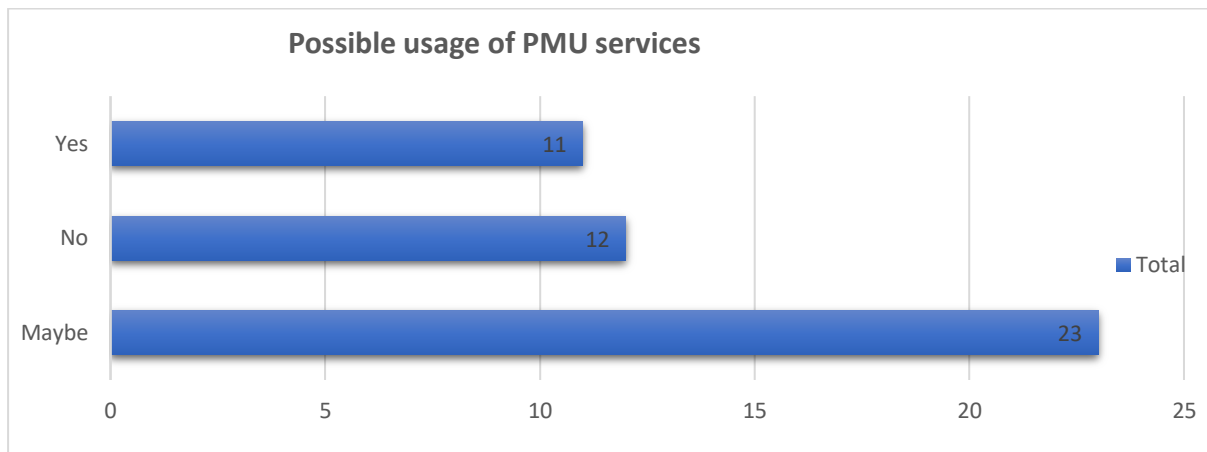


Cost and business reputation were critical factors in deciding whether to use PMU services, reported by 65% and 93% of respondents respectively.



However, respondents were divided on trying new PMU services or businesses in the

future, with 24% open to the idea, 26% not, and the remaining 50% unsure. This suggests PMU businesses need to build trust to retain existing customers and attract new ones.



Conclusion

The primary data effectively validates the secondary data on the PMU industry. With a prominent demographic of women aged 25-54 using these services, there is a substantial correlation with industry statistics indicating the significance of this group in beauty and personal care consumption.

Consumer preference for high-quality services reflects industry understanding of consumer values. PMU services have gained social acceptance, helping individuals enhance self-confidence and personal expression. The survey also affirmed that digital marketing and personal recommendations play a pivotal role in consumer awareness of beauty services.

Businesses should focus on providing quality services, building a positive reputation, and nurturing customer relationships to navigate the competitive market landscape.

Implications

This study provides strategic implications for PMU businesses, indicating the need for quality-centric services, effective online presence, and customer relationship management. Understanding these key consumer preferences and industry trends will aid in making informed decisions, driving growth, and shaping a successful future in the PMU industry.

Conference poster

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