MARKETING STRATEGIES OF WOMEN HAIR DRESSING SALOONS AND CUSTOMER SATISFACTION IN DAR ES SALAAM

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ABSTRACT

This paper presents marketing strategies and customer satisfaction in women owned hair dressing saloons in Dar es Salaam. Hair saloons offer different services including perming, plaiting and weaving, styling, and additional services on feet, hands, facial washing and nail polishing. The findings show that women saloons use different marketing strategies to influence customer's overall satisfaction including establishing cordial relationships, variety and quality services, equipments used and varieties of hair products, location, and inside saloon promotion. Customer satisfaction level was low that was explained by challenges caused by services characteristics, failure to maintain quality factor. The quality factors are inappropriate saloon premises, health standards and safety, low level of education and lack of business skills. Marketing strategies were learnt from other service providers acquired from hospitality background embedded in culture. The results have implication to saloon marketing knowledge, policy and marketing management practices. Setting standards as policy guidance, enforced safety practices and minimum wages are enforced by local government for the industry. Vocational educational training Authority (VETA) centres are recommended to take the opportunity of training saloon owners and their workers (service providers). Saloon contribution to development provides incomes, creates job opportunities, creates drive demand of manufactured products (service inputs) and utilities (water and electricity), increase women empowerment and improved family welfare.

Key words: Key words: Hair saloon, marketing strategies, quality service, employment, empowerment and poverty reduction.