

Social Economic Impact of COVID-19 Pandemic on Aesthetic Centers in Greece

Foteini Biskanaki*, Efstathios Rallis, Eleni Andreou, Eleni Sfiri, Niki Tertipi and Vasiliki Kefala

**University of West Attica, Greece.*

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ABSTRACT

This survey was carried out in the 4th week of the outbreak of COVID-19 pandemic in Greece and was aimed at the social and economic impact caused by this and the state's decision to suspend the operation of businesses in Greece. The participants were 158 businessmen with owned aesthetic center from various areas of Greece. Statistical results were conducted using questionnaires through Google forms and analyzed through PSPP software. 38% of the participants answered that they do not have staff and 58.2% employ 1-5 people. 28.5% mentioned they were concerned about the effects of COVID-19 in December 2019. Two months later their businesses seemed to be affected financially when the pandemic began to spread. 27.2% answered that the business turnover decreased >50%. Only 5.7% of the participants were not affected financially, while the remaining 67.1% had a turnover reduction of 1-50%. The reduction of the monthly turnover is calculated for the first month of suspension of the operation of the company.

Keywords: COVID-19, Pandemic, Public health, Aesthetic center, Financial impact, Greece

Corresponding author: Foteini Biskanaki, University of West Attica, Greece, E-mail: fani.biskanaki@gmail.com

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