

INFLUENCE OF SALONS AND THEIR ADVERTS

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ABSTRACT: Centuries have passed and still beauty remains one of the most demanded qualities a person could ask for. To fulfil this demand of the people the Beauty Industry comes to play. The Beauty Industry is a vast area of study, from skin care to cosmetology, from hair to nails, from make-up to nutrition, and many more. This industry is dominated by a number of players like L'oréal, Unilever, Procter & Gamble, The Estée Lauder Cos., Shiseido (WWD Beauty Inc.'s Top 5 Beauty Companies of 2016). The main objective of these type of brands is to make people feel good about themselves by providing them with the best products and services be it in there retail outlets our Salon chains.

From low budget parlours to high-end luxury salons, Indian has it all. It is that industry which is personally rewarding in the sense that it makes people love themselves eventually leading to self-confidence.

The present study examines the impact of both online and offline advertisements of these High End Luxury Salon chains like Blunt, Juice, Geetanjali, Affinity, Toni & Guy and alike and the psychology of a consumer behind choosing a particular brand.

IndexTerms: Salons, advertisements

I. INTRODUCTION

The Beauty Industry worldwide is developing continuously. There is no stopping. Everyone wants to look good or 'the best'. They want to stand out in the crowd. People visit all kinds of salons, the one that best suits their budget and also many a times their status. Talking solely about India, generally a small salon or rather a parlour offers limited services such as an haircut, waxing, facial, styling, etc. Other salons (the high end ones) have expanded their parameters to laser treatments, skin treatments, spas, etc. While on one hand the former offers services at a low cost, using low or medium quality products, on the other the latter is concerned with provided the best quality products and services to its customers.

Whatever the service, every salon tries to give its customers the best results to their gain their satisfaction as well as the much needed loyalty as *Beauty is Every Individuals #1 Asset*. Until and unless a customer is satisfied with the service availed, he/she will not be a loyal customer to the salon, and so is the case with every kind of product or service. Customer satisfaction is the key to success.

Every effort is made by these salons to advertise themselves in a way that is visible as well as audible to all. Every salon comes up with different offers and techniques to win their customers heart. This is nothing but consumerism and the act of people getting attracted to such offers and promotions is nothing but consumer behaviour.

Every individual according to their income and affordability spends on these services. Thus, this study also examines the percentage of income an individual spends on self-grooming provided by these beauty salons.

In this rising era of beauty industry, it is Herbal that is at the top most demand globally. Companies have shifted their focus from the chemical based products to the herbal and natural products. This industry is an ever-changing one. There is also a spree of using beauty gadgets in addition to using laser technology for curing the skin of any spots, pigmentation, etc. and even hair removal.

This particular segment of the Beauty industry has also started providing services like "Salon at Home". Such assistance is provided by apps like UrbanClap, Housejoy, QuikrEsy (Earlier Zimmbler), etc. Many a times due to bad weather conditions or hectic schedules, going for a self grooming session becomes difficult; to avoid this kind of inconvenience as well as to keep making people feel good about themselves, these apps as well as some other salon chains have brought in the option of availing salon services at home. These services have not only increased the demand for self-grooming but have also helped in creating new jobs.

II. REVIEW OF LITERATURE

There are a lot of tips that are offered by people to build up a business. The article, 'Top 31 Salon Marketing Ideas From the Pros' by Anna Dizon of fitsmallbusiness.com has helped us in knowing the best 31 tips offered by the pros of the beauty industry to increase

business. Installing a selfie station inside your hair salon, creating promotions around unique 'hair' holidays, sponsoring a local fashion show, creating a salon-friendly website, Offering deals on a daily basis, Promoting the salon on social media, Offering discounts on special occasions, reward points, developing a mobile application in the name of the salon, and many more, are the suggestions given by the rulers of the beauty industry to gain more business and loyal customers.

The article 'Trends That Ruled The Beauty Industry In 2017' by WellnessIndia.com, says that the trends are ever changing but some of the trends are those that leave a lasting impression. Year 2017 saw a bent towards Natural-Based products, Ingestible Beauty, Laser Technology, Super Effective Ingredients and Beauty Gadgets. The first one is preferred most as it does not harm the skin in addition to giving though slow but permanent and best results. People are also moving towards a healthy lifestyle like exercising, eating the right food, etc. The laser technology has stirred quite a storm in the beauty industry as it gives "easy beauty when nothing else works". The hyaluronic acid and retinoid are high in demand as they do wonders to the skin in a less time span. Different mobile apps, beauty gadgets are all in trend these days as they relax the muscles and improve blood circulation thus improving skin and hair quality. Apart from these the most that has been in demand is whitening treatments. The Global Wellness Summit has declared the upcoming turnover of anti- ageing industry as USD 699 Billion which is a quite big number and this trend is also building slowly and steadily in India as well," says Dr Rekha Chaudhari, Managing Director, JCKRC Spa Destination.

III. RESEARCH METHODOLOGY OF THE STUDY

This study has analysed the influence of advertisements on the psychology of the middle as well as upper class sections of the society in availing salon services. It also analyses the kind of beauty products and treatments most preferred by this section in addition to the amount they spend on such services on a monthly basis. Future expectations of the consumers from this industry are also what the study deals in.

The present study investigates and evaluates the content through a Questionnaire. This questionnaire will take into account the age group of people and their gender, which will help in analysing the ration between men and women availing salon services as well as the age group that is most into grooming themselves.

IV. OBJECTIVES

The research has been conducted to study the following objectives:

1. To study the impact of advertisements in brand selection
2. To study and analyse the amount of money spent by the respondents in availing such services on a monthly basis
3. To study the kind of beauty products or treatments individuals prefer

V. HYPOTHESIS

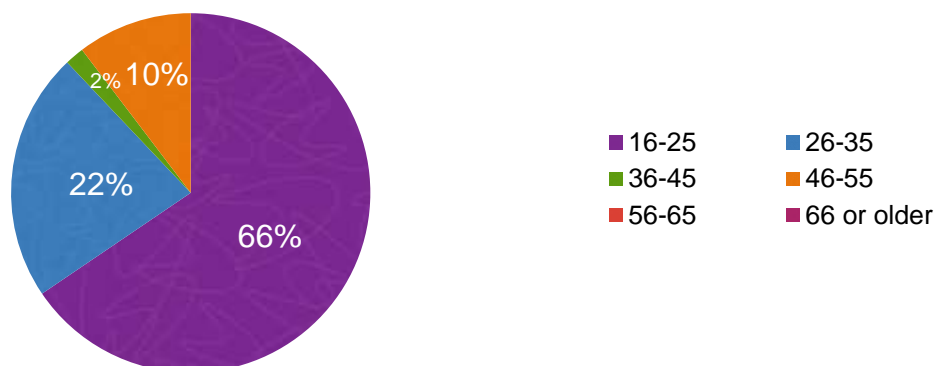
The research has been conducted to test the following hypothesis:

1. People normally prefer high-end luxury salons to small parlours.
2. Big salons are preferred more due to quality services.
3. Advertisements impact the psychology of a consumer in deciding which salon to go in for.
4. Natural/ herbal based products are the most in demand

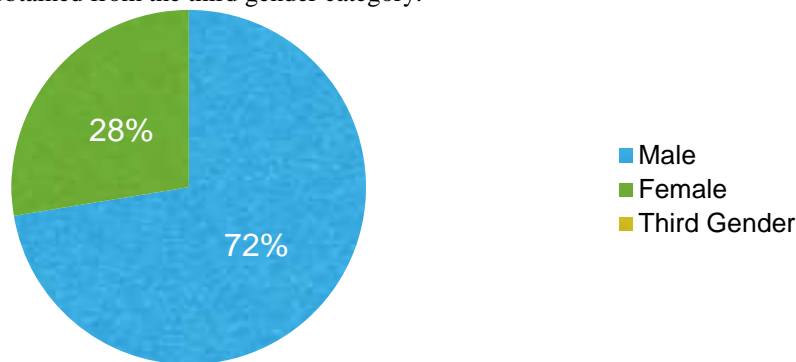
VI. FINDINGS

The following were the findings after the study was conducted:

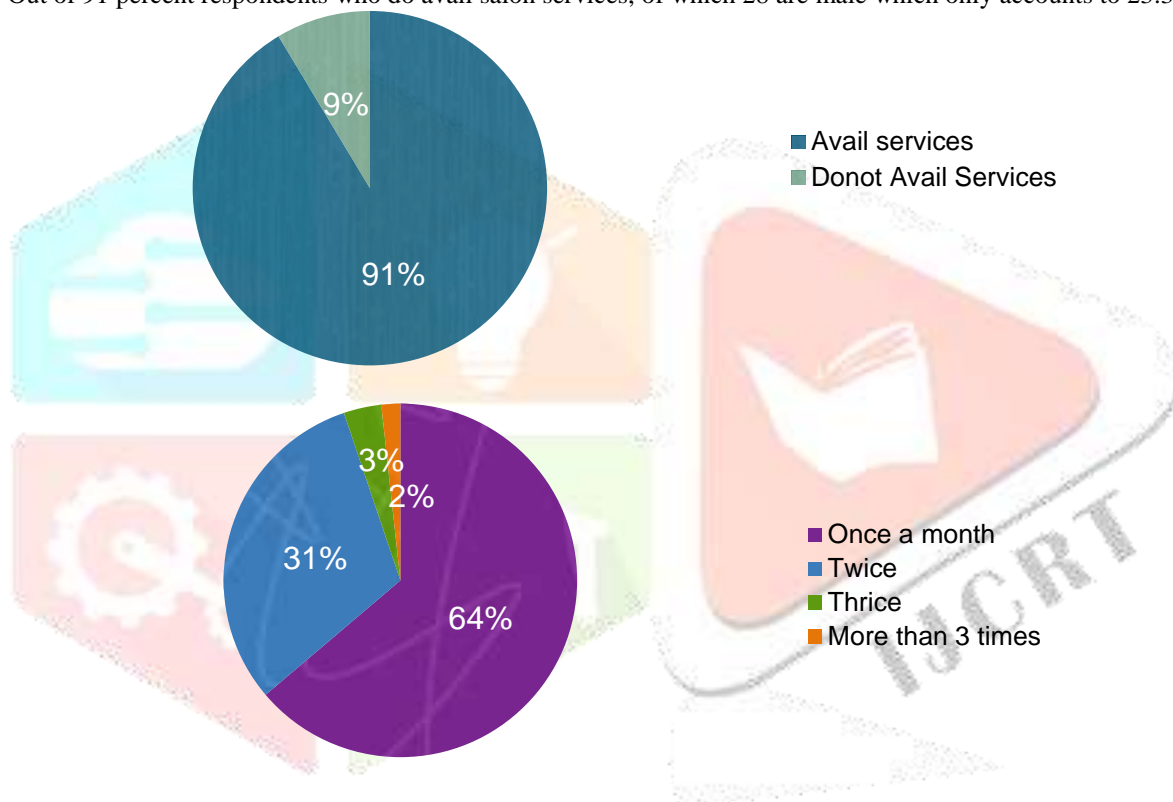
- The age group of the respondents was majorly between 16-25 years. While there were 22% respondents in the 26-35 years of age group, only 2% of age between 36-45 filled the survey. There were no responses from 55 years or older.



- According to the results obtained by conducting the study it was observed that of all the respondents 72% were female while others male. No response was obtained from the third gender category.



- Out of 91 percent respondents who do avail salon services, of which 28 are male which only accounts to 23.33 percent.



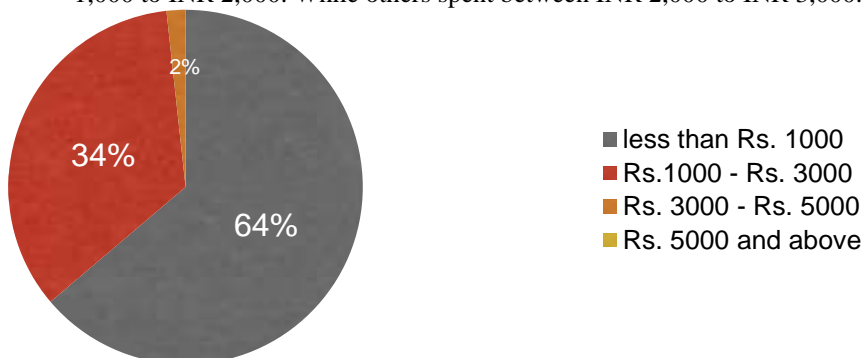
- The study reveals that more than 60 percent of the respondents visit the salon only once on a monthly basis. 31% of them go there twice, while only 3.4% and 1.7% go there three times or more than three (respectively) on a monthly basis.
- The most preferred kind of salons are the budget and pocket friendly ones, which are preferred by almost 76% of the respondents.



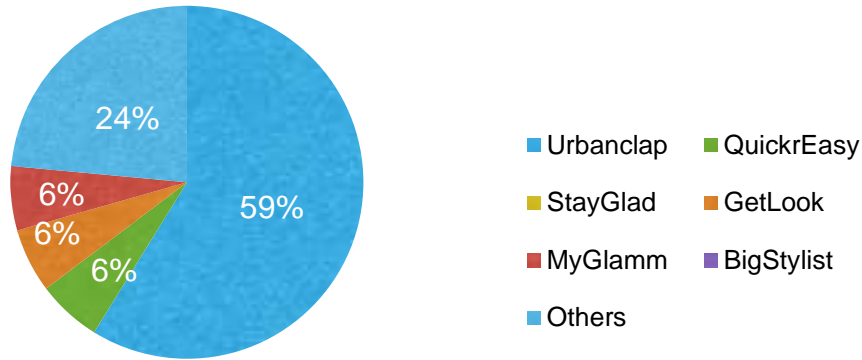
- High End luxury salons only account to 15.5% preferences while others are only preferred by 9% of the respondents.
- Every respondent had his or her own preference when it come to a particular brand. Naturals, Lakme, Lotus, Jawed Habib, VLCC are amongst the most preferred ones. Other preferences also include BBlunt, Affinity and Lotus.
- The research tells us that one thing that most attracts the customers to avail services of a particular brand is the kind of offers they present to their customers in their adverts be it online or outdoor advertising. Many respondents claim that are have no effect of such adverts on their decision to go for a particular brand, they stick to the place that offers them best services at reasonable rates.
- The study also dealt in what kinds of offers are there that attract the customers the most. 62% of the respondents went in for the discount offers while some choose membership offers and weekly offers. The respondents also like the idea of one on one offers. While this accounted to almost 94%, there were people who are not attracted to such offers.
- Every respondent wants good service at low budget. The amount of money they spend on each visit is according to the type of salon and service they choose. 63.8% said that they spend not less that INR 1,000 on each visit, 34% of them said they spent between



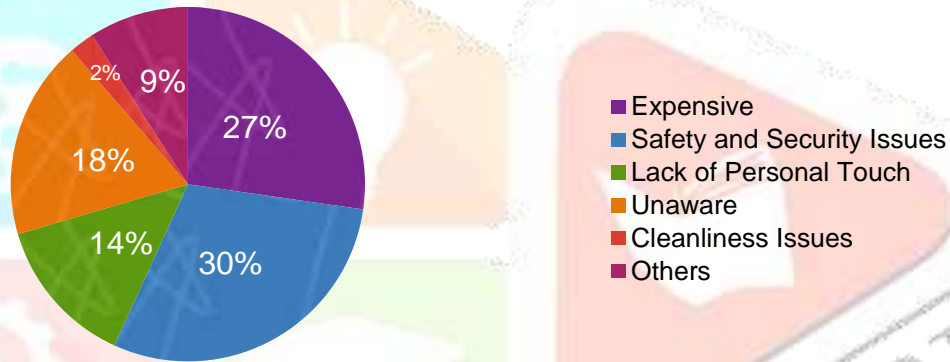
- 1,000 to INR 2,000. While others spent between INR 2,000 to INR 3,000.



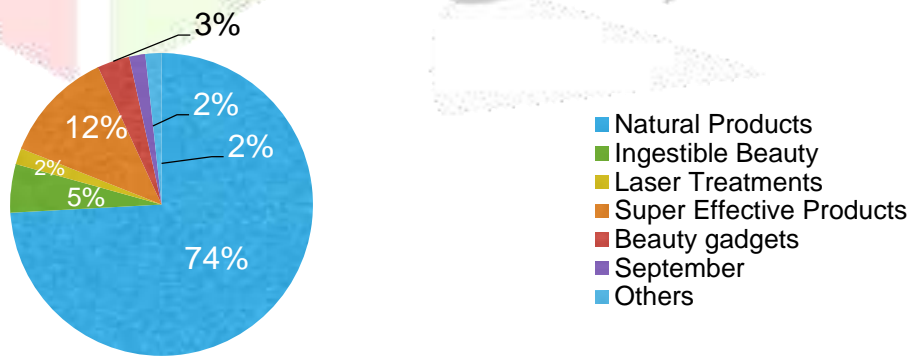
- 72.4% of the respondents agreed that they availed Home Beauty Services and each had their own preference of brand. Many of them choose Urbanclap to avail such services. Others like QuickrEasy, StayGlad, GetLook and others had almost equal votes or preferences.



- It was 27.6% of the respondents who said they do not avail home beauty services due to reasons like safety issues, unaware about the same, expensive, cleanliness issues, etc. The biggest reason they pointed out for not taking into considerations such convenient services is safety and security.



- In this age of technology growing at such fast rate, there are 5% of the respondents who use beauty gadgets and laser technology for improving skin quality. Most of them, i.e. 74% prefers natural/ herbal based products, 12% prefers super effective products while



5.2 of them prefer Ingestible Beauty. These responses have been collected from a total of 118 people residing in India. Most of them are students. Other respondents include Homemakers and working professionals.

VII. DATA ANALYSIS AND INTERPRETATION

OBJECTIVES UNDER STUDY

1. **To study the impact of advertisements in brand selection:** According to the survey conducted it was found that not many people are impacted by the advertisements of Salon chains and their services. It is mostly the kind of service and quality of those services that helps them determine which brand to choose.
2. **To study and analyse the amount of money spent by the respondents in availing such services on a monthly basis:** All the people around us spend money to the extent they can afford to. Most of the respondents spend not more than Rs. 5000 on a monthly basis in availing beauty services.
3. **To study the kind of beauty products or treatments individuals prefer:** Most individuals prefer herbal based products as it does not harm the skin and given though slow but permanent results. Laser technology and beauty gadgets are also much in demand during these days as they provide very good and effective results.

HYPOTHESIS TESTING

1. **People normally prefer high end luxury salons to small parlours:** The hypothesis stands **FALSE**, as according to the study most respondents prefer Pocket friendly salons to avail beauty services. Though there are some who prefer High End Salons but the gap is huge.
2. **Big salons are preferred more due to quality service:** This particular hypothesis stand **TRUE** as every individual likes to avail good quality services that do not harm their skin.
3. **Advertisements impact the psychology of a consumer in deciding which salon to go in for:** Advertisements do affect the psychology of the people in choosing which brand to go in for to some extent but many respondents feel that, it is that what matters them the most is, the kind of quality of services and professionalism that a particular salon provides. It also depends on the kind of investment that has to be made on availing such services. Advertisements with offers do attract the consumers to a limit but not more than quality. Thus, this hypothesis stands **FALSE**.
4. **Natural/ herbal-based products are the most in demand:** It is the natural based products that are at the top most demand these days, according to the study conducted. Thus the hypothesis stands **TRUE**.

VIII. LIMITATIONS OF THE STUDY

While conducting the survey the problems faced were:

- Making people fill the questionnaire.
- People feeding incorrect data.

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