



# IMPACT OF COVID-19 IN BEAUTY AND WELL BEING BUSINESS

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## ABSTRACT:

What did a wellbeing emergency mean for a financial emergency? For what reason did the spread of the coronavirus push the worldwide economy to the edge of total collapse? The appropriate response lies in two strategies by which coronavirus smothered financial exercises. Initially, the spread of the infection empowered social separation which prompted the shutdown of budgetary markets, corporate workplaces, organizations, and occasions. Second, the exponential rate at which the infection was spreading, and the increased vulnerability about how terrible the circumstance could get, prompted trips to wellbeing in utilization and speculation among purchasers, financial specialists and worldwide exchange accomplices. Beauty parlours, that were seeing some footfalls in January and February this year, are now running dry. For an industry that is based on human interaction and touch, salons have been greatly affected. Recently, various Coronavirus cases have become exposed in India. As the sickness is contracted fundamentally by contact and vicinity, the excellence and wellbeing industry is the most affected. In addition to the fact that it is hard to trim hair or apply make-up from a separation of six feet, the idea of work from home doesn't exactly work either. This article focuses on limitations and the measures they are taking to protect the strength of the group, clients, and approaches to defeat budgetary hits.

**Keywords:** covid-19, coronavirus, SARS-CoV-2, financial emergency, social separation, salons

## 1. INTRODUCTION:

Corona virus is not a new virus it is known to man for a long time and causes fever or cold to other severe respiratory diseases such as Middle-East Respiratory Syndrome (MERS), Severe Acute Respiratory Syndrome (SARS) and this time COVID-19. The cruel impact of novel coronavirus (nCoV) has shaken the entire planet with its dogged determination to challenge the super advanced health care facilities developed over years of research. The most medically sophisticated nations which boasted of their advanced medical facilities namely Italy, United States of America, Germany, United Kingdom, France and rest are brutally affected by the outbreak of COVID-19 (Allen & Carletti, 2010). At this time of despair most of the countries have dedicatedly taken spread steps to ensure a check in spread of virus and contain the areas and individuals who were affected by coronavirus. The World Health Organization with its global medical and health experts is working in conjunction with the government of India to assist in taking precautionary and preventive measures. The Government authorities of India have properly utilised digital media to aware the citizens all over the country to take preventive measures for containment in spread of flu. There is a drastic change in daily life activities of each individual after the announcement of lockdown in India, it is a shutdown of each organization and their activities which eventually resulted in zero movement in production in manufacturing

units, no services were offered by any professionals like barber, house-hold help such as cooks, cleaners, chauffeurs, food deliveries and many other professionals which involved services that have direct contact with human beings or involve social gathering (Bagliano, & Morana, 2012). Various sectors across India like arts, entertainment and recreation, transportation, hotels and restaurants, information and communication, wholesale and retail trade, manufacturing, operational services and knowledge-based activities, construction and utilities were affected by this shock.

Uncertainty of the unorganised sectors to resume their business is highly depended on the capacity of the Government to equip the staffs with test kits, treatment facilities at the isolation centres where coronavirus affected patients are admitted, removing the lockdown and letting the working groups start earning their daily bread at a larger aspect there three different views the first one is sanguine where the virus is efficiently contained till the suspension of lockdown this will result an increase in business activities and eventually second quarter will recover the economy of India. The second scenario is transitional where there is slower containment of coronavirus and the economy will suffer in the second quarter and hopefully the third quarter will see a better economic growth (Bentolila, Jansen & Jiménez, 2018)The third scenario and worst one would be where the containment of virus carried poorly and the country remains in lockdown till 2021 unless an effective vaccination for nCov is developed. The prolonged lockdown creates a gap in the demand and supply and this imbalance will continue post-lockdown. This paper discusses an economic pathway for a quick recovery of the beauty and salon services that comes under unorganised sectors and the impact on these sectors of Odisha.

## **2. SPILL OVER TO BEAUTY AND WELL BEING INDUSTRY:**

Coronavirus has been taking steps to immerse the world since December 2019, and in March 2020 understanding the speed at which it was spreading over the world, WHO announced it as a pandemic. Today, the mantra to deflect the spread of disease is to socially separate oneself and maintain a strategic distance from places where individuals gather together, regardless of whether it is in schools, universities, shopping centers, exercise centers and even, film corridors. This is likewise the explanation behind individuals to not visit salons and spas. Another valid example is that consistently after Holi, salons would do energetic business as there were a few clients strolling in for a facial, or a cleanser, or a mani-pedi, anyway this year, clients are calling salons to send a facialist or masseur home (Bezemer, 2011). In such a terrible foundation, the excellence and health industry of India, has taken a crash with business being decreased to half in a limited capacity to focus time. On a weekday, scarcely 4 to 5 clients stroll into a salon or spa, while on an end of the week the number goes up to 7 or 8. Or maybe debilitating numbers and the most noticeably awful part is that there are no timetables with respect to when things will be in the groove again. As a result of the coronavirus, beauty workers and retailers across the nation are struggling to maintain their businesses as usual. Beauty service workers, like makeup artists, are facing the most difficult challenges in the industry, as many salons have been temporarily closed. In the future, people might become less reliant on beauty professionals and high-end cosmetic brands.

## **3. MAGNIFICENCE ADMINISTRATION LABORERS ARE AT PRESENT CONFRONTING THE GREATEST SNAGS:**

As per Poshly's coronavirus report, one million help laborers in the excellence business are being affected by coronavirus. Salons have been shut in the tri-state zone since Saturday, and different states are presently playing it safe. Thus, numerous cosmetics specialists, hairdressers, lash craftsmen, and more are without work. The greatest hit will go to the entrepreneur and the consultant who truly can't do their art as of now in time. For the present, numerous excellence laborers are moving their organizations to concentrate on computerized classes as opposed to face to face makeovers (Gaiotti, 2013). Cosmetics craftsman Shalonda Peguero said she's one of them, as she started offering advanced courses once excellence administrations were suspended in Seattle, Washington, where she works. "I'm showing many individuals how to do their own cosmetics," Peguero said. "I'm charging a little expense for it, and shockingly got many individuals who needed to take a crack at the class, so that has been making a difference." Despite the fact that Peguero said she is at last "entirely stressed"

about the enduring effects coronavirus could have on her business, she accepts individuals are "continually going to require cosmetics," particularly once they start to reschedule their now-deferred weddings. Customers may turn out to be less dependent on excellence experts because of coronavirus. As indicated by Bloch, social removing and isolates are currently driving individuals to get innovative and try different things with their looks. For instance, she noticed that individuals who have been "dependent on setting off to the salon for a considerable length of time" are currently attempting to duplicate their beauticians' work utilizing at-home hair packs. "I think the explanation we're going to see this have a drawn out effect is that even once the COVID-19 emergency is finished, what we expect is that individuals will in any case be careful about their personal encounters with specialist organizations," Bloch said. "I believe you're going to see a ton of buyers make a stride and state, 'Is that the cleanest, most sterile space that I can place myself in?'" she proceeded. "Also, I believe that will be a drawn out hit."

#### **4. EXCELLENCE RETAILERS WILL LIKELIKE CONFRONT HINDRANCES BECAUSE OF THE PANDEMIC:**

Restorative retailers have adopted different strategies to take care of the coronavirus. For instance, many have incidentally shut down stores to shield workers and clients from the pandemic. Subsequently, a portion of these retailers are currently offering deals and free delivery on items (Horowitz, 2020). Retailers will be less hit on the grounds that there's a route for them to move rapidly into an online-first model. That is something that the administration's division essentially can't exploit. All things considered, it's impossible that all excellence retailers will pass a similar when the pandemic eases back down. shoppers are currently loading up on brands like Dove, Maybelline, Neutrogena, Cetaphil, and Elf Cosmetics. Not exclusively do a portion of these brands organize healthy skin over cosmetics, but at the same time they're reasonable.

To remain above water, retailers and magnificence experts should concentrate on their computerized organizations. Toward the day's end, the fate of the excellence business is questionable. It's impossible to tell how customers will really search for cosmetics and healthy skin once the pandemic closures, and it's similarly indistinct if administration laborers will see enduring effects from the infection (Georgieva, 2020). There are steps the two retailers and autonomous laborers can take to prove to be the best. In spite of the fact that there are 33% of customers who are responsive to that, the lion's share right now simply feels like it's off tone for the emergency that we're in. Rather than new items, shoppers are currently "extremely energetic" to increase "noteworthy data." For instance, individuals need to learn methods for applying various items and cleaning their cosmetics brushes — answers to which can be given by both magnificence brands and autonomous specialists.

"We'll begin to see an extension of online occasions, live streams, visits. Individuals associating around a point they love will be significant also, so professionals can truly incline toward that. The top concerns are the wellbeing and health of the people in the business, their customers and clients just as the potential financial effect on the salons and authorized magnificence proficient. Beside keeping up wellbeing as the most fundamental need, we need to help guarantee that the salon world is insignificantly affected financially (Jagannathan, Kapoor, & Schaumburg, 2013). As of now, the Centers for Disease Control and Prevention (CDC) has not suggested isolates for people other than the individuals who have tried constructive for COVID-19 or the individuals who have been possibly presented to the infection. For whatever length of time that salon experts are rehearsing wellbeing and cleanliness safety measures and related interchanges, the CDC has kept up the same old thing until further notice.

Generally, the expert magnificence industry has flourished, even through testing times. A savvy approach to guarantee that the salon business is set up for whatever the economy brings is to have a solid income plan set up. The PBA offers guides and business building devices for its individuals to help increase financial solidness—even through extreme occasions. PBA likewise has set up a tele-medical coverage program at a diminished rate for Members of \$10/month. This administration permits Members to for all intents and purposes associate with board affirmed experts for clinical discussions, questions, and concerns.

### 3.1. Is it true that you are proposing that beauticians and experts avoid potential risk to forestall the spread?

The wellbeing and prosperity of both the expert salon industry and its customers is a top need, and the most ideal approach to help guarantee that is to rehearse extraordinary salon and individual cleanliness consistently—during this general wellbeing crisis, yet consistently. This is an extraordinary case of why magnificence experts are authorized and that salons are directed, assessed and have oversight by a state level administrative body. It's everything there to guarantee that the wellbeing and security of everybody in the salon condition and their open clients are ensured. While the CDC has shared that for the majority of the American open, the prompt wellbeing hazard is viewed as low, underneath is a rundown of simple to-follow rehearses that the PBA prescribes salon experts follow to help forestall the spread of COVID-19, just as regular colds and influenza, in view of aggregate data from both the CDC and World Health Organization:

- **Disinfection:** Barbering and cosmetology State Boards direct that legitimate cleaning and sterilization are compulsory consistently—from devices and actualizes to zones with ledges, treatment rooms, back bars, banquet rooms, and styling stations. Make certain to carefully follow this—cleaning down occupied territories frequently with an antibacterial more clean.
- **Wash your Hands:** The CDC suggests washing your hands with cleanser and water for at any rate 20 seconds to help forestall the spread of germs. Wash your hands when each customer, subsequent to eating, utilizing the bathroom, and in the wake of cleaning out your nose, hacking or wheezing. Keep a 60% liquor based hand sanitizer at your station, also.
- **Stay Home:** Try to keep your safe framework solid—heaps of nutrient C, serene rest, and drink abundant water. Be that as it may, in the event that you—or your customer—becomes ill, the CDC firmly prescribes to remain at home. As an additional measure, the PBA suggests offering your customer base an "ailment wiping out strategy" during this time doesn't punish any customer for dropping their arrangement because of sickness.
- **Well-supplied Salon:** Make sure your salon has tissue, cleanser, and liquor based hand chemicals to empower stimulating propensities.
- **Hands Off:** During the cold and influenza season, shaking hands or offering embraces to your customers and associates is anything but a smart thought. Or maybe, tell your customer that you're rehearsing acceptable cleanliness and following the "hands off" convention to help keep everybody solid. Additionally, keep your hands "off" and away from your face, as that is a simple way for transmission.
- **Signage and Communication:** Post signage at the front work area, just as in the salon break room reminding visitors and representatives about the significance of cleanliness principles, for example, hand washing, sanitizer, cleaning down stations after use, covering hacks, and hands off strategies. Additionally, it's critical to impart to your demographic the insurances your salon is taking to do its part in assisting with forestalling the spread of the coronavirus—during on the web appointments, on the telephone, through content, and face to face.

## 5. SPILL OVER TO UNORGANISED SECTORS:

Traders of necessary goods and farmers of perishable goods faced a huge loss, due to quarantine most people of India were restricted to go outside of their respective homes this brought a break in the demand supply flow of vegetables and fish which are highly perishable goods. They were allowed to sell their goods at a location decided by the Government authorities ensuring all the necessary steps towards containment of the virus and these were not at the convenience of the residents to reach the sellers (Mian, & Sufi, 2010). This rippling effect of increased consumption and production of manufacturing products has a negative impact over the gross domestic production (GDP). The lessons learnt from this epidemic are if we enhance India's medical infrastructure it will have fewer restrictions imposed upon manufacturing and agricultural sectors at such disastrous periods. The key takeaway from the losses each country had faced

which grew exponentially in a very short duration is to aggressively invest in the research and development in developing all required and essential testing tools and vaccines for the virus.

Steps taken by the Indian Government to curtail the spread was to isolate the infected, the medical team was up on their toes for this battle against the challenge they were provided with all essential test kits which were airlifted to Odisha from Pune Airport by a jet provided by the Indian Air Force. The Government authorities especially the medical team were very determined to protect the lives of every individual and it is very much evident from the non-resting workforce working day in and out to care for the patients that has resulted in higher recovery of the infected patients. This eventually will bring back to normal business cycles of unorganised and organised sectors. Lower business and trade will induce a direct effect on the demand for goods and services, this will reduce the operational capacity of the producers or the farmers and their capacity to produce.

## 6. WHAT ARE THE IMPACTS OF UNORGANISED ON ECONOMY DURING COVID19 OUTBREAK?

The impact of unorganised sector on the economy is not parallel to the impression of other sectors but as the unorganised sectors are entirely dependent on transportation facilities, manufacturing units and direct human contact due to point of sale is physical store which are totally in a shutdown so this shock is uneven and inclined to harm largely unorganised sectors. As the flu transferred from an infected person to another who was in contact with them similarly, the sectors who have direct or indirect transactions with unorganised sectors will be affected negatively. Directly affected eatery sectors which have a very poor demand are restaurants, hotels, street vendors and fast food vendors. The population for this sector is quite higher and is badly affected due to the lockdown with zero business. Bakeries or beetel shops who were also dealing with fast moving products like milk packets and snacks started to open and begin to function from 20<sup>th</sup> of March, this group is highly populated across India and many sole traders could take a breath of relief to restart the businesses.

## 7. LASTING STRUCTURAL EFFECTS ACROSS SECTORS:

We can already observe changing consumer patterns and business behaviour during the first weeks of the lockdown. This could lead to permanent change if consumers and businesses are finding convenient and productive ways to consume, produce and innovate.

- Increase in e-commerce:** The shutdown of local retailers will increase the demand for e-commerce, with a potentially permanent impact on consumer patterns.
- Increased digital connectivity:** Digital solutions substitutes face-to-face engagements, both B2B and customer contact. We for example see an increased interest from device and pharma companies to exploit various apps in connection with their devices or medicines, which previously lacked uptake.
- Reduced travel:** Increased digital connectivity could replace an even larger share of business travel.
- Regionalisation of the value chain:** Production and sourcing could move closer to the end-user, as global value chains are disrupted.
- Increased efficiency:** Companies will need to reconsider production methods and make fixed costs more flexible, increasing agility and responsiveness to change.

## 8. CONCLUSION:

Huge debacles lead to quick change. In typical occasions, change is ever-present out of sight. It murmurs along consistently, however gradually. While development and data drive change forward, set up propensities and conduct make an inertial power that drag it back. Be that as it may, on numerous occasions, when social orders face an emergency, this inertial power is survived. Phenomenal occasions lead to new feelings of trepidation, which thus lead to adjustments in propensities. Humankind is confronting one such worldwide emergency today. The COVID-19 infection is moving through the world, putting nations, social orders and networks under colossal tension. There are government-implemented lockdowns in numerous spots, and social separation, an expression that we likely never experienced

till a couple of months back, is presently generally acknowledged as the best method to control the spread of the infection. This emergency will pass. Perhaps in a couple of months. Possibly in a year. Perhaps more. The infection may wait. Be that as it may, the emergency will pass. It will, as it may, desert an inheritance – new strategies for working, new examples of utilization, and truth be told, better approaches for cooperating with individual individuals. The excellence and wellbeing industry is one division that will undoubtedly encounter a structural change. The administrations that this industry gives are close to home and physical in nature. The very premise of spas and salons is contact. This doesn't imply that the business will shrink away.

Magnificence and health will keep on flourishing in light of the fact that individuals will in any case need to "feel better". Another haircut, or a loosening up rub is something other than a physical makeover. It is a way to turn out to be progressively certain, vibe better about oneself, and get enabled to take on the world. This need will never leave. Propensities like telecommuting, may at first "free" individuals from preparing and sprucing up. In any case, when the oddity wears off, they will understand that looking and feeling great has an inflexible connection to how they perform. And keeping in mind that home self-care may turn out to be progressively well known, nothing can supplant the intensity of the specialists. Beauticians, specialists and masseuses are profoundly dedicated individuals. They relate to the client, and revel in their satisfaction. They realize how to cause individuals to feel great, they need to cause individuals to feel great, and they will be required for individuals to feel better. The excellence and wellbeing industry will hence keep on interfacing energetic experts and submitted clients. It is the interface between them that will change. This change will be driven by four weights – wellbeing, society, administration and economy. Furthermore, empowered by one power – innovation.

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