

PERFORMANCE ANALYSIS OF BEAUTY PARLOUR SERVICES IN SIVAKASI

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ABSTRACT: In this world of tough competition to every sphere, beauty is one more weapon, which comes handy when people are fighting for the notches, whether in a career or personal life. This is the age of beautiful and smart people. A famous writer once said, "A man is as old as he feel and a woman is as old as she looks. Generally men and women have a tendency to make themselves beautiful and attractive. Beauty and women go hand in hand. They are two faces of the same coin. Each women, young or old, wants to look her best at all times. Most of the people, especially ladies, are very fond of taking caring of their face, skin and hair by applying various cosmetics with the help of beauty parlour. Beauty parlour or beauty salon or beauty shop is a place where one can pay for treatment to their face, hair and nails which is intended to make one more beautiful. The present study aims at analysing the problems faced by the women entrepreneurs in beauty clinics and offer suggestions for improving the services rendered by the beauticians.

Key Words: Beauticians, Beauty Shop, Entrepreneurs

I. INTRODUCTION

This is an era of youthful looks, energy and vivacity. Whether it is a man or woman, everyone wants to project a pleasing personality. Every woman is captivately with her own special charm and beauty. Sometimes these virtues are hidden away. So, women seek beauty parlour in order to beautify themselves. Today all classes of people are visiting the beauty parlour for enhancing their appearance. Beauty gives confidence to a person. Beauty parlour is an establishment providing women with services that include hair treatment, manicures and facials. Beauty parlour or beauty salon or beauty shop is a place where one can pay for treatment to their face, hair and nails which is intended to make one more beautiful. Beauty parlour as a personal care services, finds a profitable market today. It helps in injecting attractions to the physique of human beings. Beautician is a person who undertakes the services of threading, waxing, bleaching, make-up and so on. Beauty parlours provide better job opportunities to women.

II. STATEMENT OF THE PROBLEM

In olden days, many women are not interested in taking care of their appearance. Hence they did not make-up themselves and so the beauty parlours were not originated. But day-by-day health care and beauty consciousness is dominating among the women. So number of beauty shops are established in order to enhance women's health and appearance. Today many women are opt for the beautician courses and starting the beauty clinics as self-employment. The present study aims at analysing the problems faced by the women entrepreneurs in beauty clinics and offer suggestions for improving the services rendered by the beauticians.

III. OBJECTIVES OF THE STUDY

- Study the origin and growth of beauty parlour services.
- Evaluate the performance of beauty parlours in Sivakasi
- Offer suggestions for improving the services rendered by the beauticians.

IV. SCOPE OF THE STUDY

Beauty parlour provides threading, facial, hair treatment, waxing, bleaching, skin treatment, hair styling, make-up, massage and so on. In the present study an attempt has been made to analyse the workings of beauty parlour in the study area. The study has also analysed the reasons for using the services of a particular parlour.

V. HYPOTHESES

The researcher has framed the following hypotheses in this study

- A. Educational status and the Usage of electronic equipments

Ho: There is no relationship between educational status of the beauticians and the usage of electronic equipments in beauty parlour.

H1: There is a relationship between educational status of the beauticians and the usage of electronic equipments in beauty parlour.

B. Nature of concern and tactics for impressing the users

Ho: There is no relationship between nature of concern and tactics for impressing the users.

H1: There is a relationship between nature of concern and tactics for impressing the users.

VI. METHODOLOGY

The study is of empirical nature based on survey method. The primary data has been collected directly from the beauticians through questionnaire. Secondary data have been collected from text books, pamphlets, hand books, magazines, encyclopaedia and internet.

6.1. Construction of Tools

A questionnaire for the present study has been structured by the researcher.

6.2. Sample Design

The present study has been made to evaluate the workings of the beauty parlours in Sivakasi. Since there are 60 beauty parlours in Sivakasi the researcher has used random sampling method to collect necessary information from the beauty parlours. Among the 60 beauty parlours, the researcher has selected only 30 parlours suggested by the users at random. Thus the researcher adopted restricted random sampling method for this study.

6.3. Statistical Design

The statistical tools used in this study are Garrett Ranking, Weighted Arithmetic Mean and Chi – Square analysis.

VII. LIMITATIONS OF THE STUDY

The study has the following limitations

- The researcher has carried out the research in Sivakasi Municipal area only.
- The investigator has collected the data from the Ladies' beauty care centres only.
- The researcher has collected the data from the selected parlour alone.

VIII. RESULTS AND DISCUSSION

8.1 Locational Advantage of The Parlour

There are various advantages in the location of the parlour. In order to find out the advantage, weighted arithmetic mean is computed.

Table 1 : Locational advantage of Parlour – Weighted Arithmetic Mean

Reasons	Weighted Average	Ranks
More convenient	3.33	I
Publicity	3.13	II
Easy Access	3.07	III
Proximity to market	3.07	III
More safety	2.13	IV

In order to ensure the result of Weighted Arithmetic Mean, Garrett ranking method is adopted.

Table 2 : Locational Advantage of Parlour – Garrett Raking Table

Reasons	Garrett Mean Score	Ranks
More convenient	54.60	I
Publicity	51.30	II
Easy Access	50.40	III
Proximity to market	50.40	III
More safety	42.73	IV

From Table 1 Weighted Arithmetic Mean and Table 2 Garrett Ranking Table, it is clear that among the five locational advantage of beauty parlour, more convenience to the user and owner is the main advantage of

the location of the parlour. The next closely related advantage of the location is publicity. Easy access and proximity to the market are equally advantage in the location of the parlour. The last reason for the advantage of the parlour is more safety.

8.2. Frequent Users of Beauty Parlour

In beauty parlour, users are segmented as children, school students, college students, working women, house wives and bride. The researcher wants to know the most frequent users among the various users. In order to identify the most frequent users in beauty parlour, weighted arithmetic mean is used.

Table 3 : Frequent Users of Beauty Parlour – Weighted Arithmetic Mean

Users	Weighted Average	Ranks
House wives	3.67	I
Working Women	3.29	II
Brides	2.76	III
College Students	2.29	IV
Children	1.67	V
School Students	1.33	VI

In order to ensure the result of weighted arithmetic mean, Garrett ranking method is adopted.

Table 4 : Frequent Users of Beauty Parlour – Garrett Ranking Table

Users	Garret Mean Score	Ranks
House wives	67.27	I
Working Women	59.87	II
Brides	53.07	III
College Students	47.93	IV
Children	38.87	V
School Students	33.00	VI

From Table 3 weighted Arithmetic Mean and Table 4 Garrett Ranking Table, it is highlighted that among the various users of beauty parlour, house wives are the major users of the beauty parlour service. The next users of the beauty parlour services are working women. Brides are positioned in the third place of the users of the beauty parlour. The next users of the beauty parlours are college students. Children and school students are also visiting the parlour but not frequently.

8.3. Hypothesis Testing

The researcher has framed two hypothesis in order to test the relationship between the two variables. One is between the educational status and reason for usage of electronic equipments and another one is between the nature of concern and the tactics used to impress the customers. The statistical tools used to test the hypothesis is correlation and the correlation results are displayed in the Table 5

Table 5
Correlation values

S.No	Variables Tested	Correlation Value	Significance	Hypothesis	Accepted/Rejected
1.	Educational Status and Electronic Equipments	0.615784	Highly Significant	H1	Accepted
2.	Nature of Concern and Tactics used to impress the customer	0.823476	Highly significant	H1	Accepted

Source: Computed Data

It is predicted from the Table 5 that, the correlation value lies between the value of 0 to 1. The resulted value shows for the first hypothesis is 0.615784 and for the second hypothesis is 0.823476. Therefore, both the values lie in between 0 to 1. It seems that the alternate hypotheses get accepted. There is a significant

relationship between the educational status and reasons for usage of electronic equipment and also between the nature of the concern and tactics used to impress the customer.

8.4 Findings

- The beauty parlour owners (53.33%) have degree level education.
- Married women (80%) have entered into beauty business with the support of their life partners.
- Beauticians are running their business under proprietorship pattern of organisation (80%) for the reason of personal contact with customers.
- Beauticians are appointing assistants (60%) in their business for reducing their work load.
- It is noticed that, majority of the beauticians (40%) used beauty equipments for more quality service.
- It is found that, most of the beauticians (60%) have their beauty parlour in rented building and their monthly rent range between Rs.5001 – Rs. 15000.
- The beautician's capital investment in business varies between Rs.50000 to Rs. 5 Lakhs.
- Beauticians are running the business with borrowed funds and majority of the beauticians (60%) borrowed mainly from banks.
- It is inferred that, majority of the beauticians (33.33%) started beauty business out of their own interest or as a hobby.
- Beauticians (33.33%) stated that herbal facial has gained more popularity than the other facials as it is free from side effects.
- It is identified that, most of the beauticians (86.67%) are in favour of diversifying their business in order to retain their customers.
- Friendly approach is the best tactics to impress the user as indicated by 36.36 percent of the beauticians.
- It is recognized that, 53.33% of the beauticians fix price on the basis of service rendered.
- Regarding job satisfaction of the beauticians, it is noticed that, majority of the beauticians (80%) are satisfied with their business due to increase in public awareness and more public conducts.
- While analysing the popular services in the beauty parlour, it is found that, threading is the most availed services by the user.
- It is noticed that, house wives are availing the beauty parlour services more and they are the frequent users to the beauty parlour.

8.5 Suggestions

On the basis of the above findings, the following suggestions have been made

- To widen the market, the beauticians should concentrate on low income group and render their service at economical rate, to cater the requirements of this segment.
- Proper advertisements, friendly approach to the customers, using advance technology in the treatment and nominal charges to the service attract more customers.
- All possible attempts should be made to keep the accessories clean.
- Beauticians may come forward to go to places of users and provide an efficient door services.
- Since herbal treatment is favoured by the users, it can be done on a large scale.

CONCLUSION

Beauty consciousness is high among people irrespective of gender. Beauty boosts one's self-confidence, improves present ability and enhances chances in career development. Beauticians soothe away tension and help users to regain skin radiance, suppleness and vitality. If the beauty parlour service is rendered with aesthetic sense, devotion, dedication and determination there is every chance for winning the confidence of the users. Beauty parlours provide better job opportunities, mental relaxation and improve the appearance and status of the users. Users leave the beauty parlour looking and feeling refreshed, revitalized and ready to take on the world again. In the present day, beauty parlour services are not considered as a luxury, it is becoming an essential service.

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