
Beauty Parlour Business- A Blessing For Self Employment

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Introduction

In the traditional society, the role of woman was naturally restricted to the family. Since she was the bearer of children, she was fully occupied with her duties as a mother and home maker. Male partners were expected to earn bread and the responsibility of women folk was restricted to cooking only. Moreover, the man's responsibility was to provide the household with the raw materials which were then converted into consumable products under precarious housing conditions and by means of rudimentary methods and tools by the women.

Today woman are entering professional, technical, medical, sales and scientific occupations in large number on par with men. Urban women are confronted with the task of utilizing their spare time gainfully, especially when children grow up and do not need much care at home. Women have also started taking up jobs for the love of work and to give purpose to their lives. Along with men, women must have the opportunity to seek career that suits their attitudes, interests and aspirations. All women may not be capable of balancing dual roles of a housewife and a working woman. Family responsibilities and house-keeping duties may not allow them enough freedom not to speak of time and energy. Through self-employment women stand to attain professional competence and societal recognition and at the end of the day, satisfaction.

Organizing a small concern or business at home has special attraction for housewives. They can utilize their spare time productively. Adomesticenterprise offers the freedom of work, privacy and independence.

Besides, the house and family are not neglected. Quite often family member can also help her. There are various self-employment opportunities for women, but the beauty parlor business is the one that has become popular recently. The business of beauty parlors has been progressive in Dist.Rohtak of Haryana State. From three or four parlors in 1982, the number has crossed 100 by 2005. Some women run beauty parlors at their residence, without any advertisement; and these add to the number. As this is a new line of business entered by women in Dist. Rohtak, it is important to know what are the various factors that lead to the establishment of a beauty parlour and to what extent and why/how the woman entrepreneurs succeed in their ventures. This is an exploratory study in this direction.

Research Methodology

The study is based on primary data. This study was carried out in the District Rohtak of Haryana, belonging highest female entrepreneurs, since it was not possible to covers other districts of the State. A list of the units established in the city is not available as registration is not mandatory for beauty parlors. Hundred units were studied by a convenient sampling method. These units should be in operation before 2005. The desired information's were collected through personal interview with the owners of these beauty parlors, with the help of a structured questionnaire.

It is also essential to study the customer attitude and satisfaction in order to estimate the customer potential for beauty parlour. A different questionnaire was used to collect information from the customers. Two hundred customers were interviewed, taking two customers from each parlor, by a convenient sampling method.

Results and Discussion

Of the over 200 beauty parlor in Dist. Rohtak as many as 75% were established after 2005. As shown in Table 1, out of the 100 beauty parlors selected for detailed study, the same 75% were established during this period.

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Table 1: Establishment of Beauty Parlor

Sr. No	Year	No. of Parlors Established	Percentage
1	1975-1990	8	8%
2	1990-2005	17	17%
3	After 2005	75	75%
	Total	100	100%

(A) Personal Factors

A study of the possible effect of personal factors like age, education, marital status etc. on the ability for self-employment of women with particular reference to beauty parlor revealed certain important phenomena.

Age: The proclivity of a woman to undertake various jobs in a competitive environment varies with her age. Table 2 shows that 40 percent of the women who started their business were in the age group of 31 to 35 years. Twenty six percent of the women are in the age group of 25 to 30 years and 24 percent in the age group of 36 to 40 years. Thus, women, who are in the age group of 25 to 40 years, organize majority of the parlors. It is interesting that a majority of women had taken up managing the beauty parlor at the age of 31-35 years. It is in this age bracket also that the women experienced demanding roles of domestic function and take care of young children.

Table 2: Age group of owners of the beauty parlor

Sr. No	Age Group	No. of Respondents	Percentage
1	Below 25	0	0
2	25-30	26	26%
3	31-35	40	40%
4	36-40	24	24%
5	41-45	4	04%
6	46-50	4	04%
7	Above 50	2	02%
	Total	100	100%

Education: Of the hundred entrepreneurs selected for the present study, Table 3 shows that 20 are post graduates. Half of them even undergone training abroad in western styles and have since been attending for short term refresher courses to learn state of the art. A majority (62) of the entrepreneurs is graduates, and under graduates is limited to 18. As many as 80% of the beauticians had undergone training in the beauty parlors. The remaining was trained in Professional Institutes in Indian and abroad.

Table 3: Education of owners of the beauty parlor

Sr. No	Education	No. of Respondents	Percentage
1	Undergraduate	18	18%
2	Graduate	62	62%
3	Post Graduate	20	20%
	Total	100	100%

Marital Status: It is interesting that married women organize ninety four percent of the parlors (As shown in Table 4), in spite of their family responsibilities. Since married women are able to run their parlors successfully, it may be presumed that they have enough leisure time and that there is enough cooperation from the family members performing roles in a conflict-free environment.

Table 4: Marital Status of owners of the beauty parlor

Sr. No	Status	No. of Respondents	Percentage
1	Married	94	94%
2	Unmarried	5	5%
3	Widow / Separated	1	1%
	Total	100	100%

(B) Motivational Factors

All the same, motivation (self or acquired) is every essential for women to opt for self-employment as household responsibilities leave them little time to think of any self - employment activity. The acquired motivation may come from husband, relatives or friends.

Encouragement to start the parlor: In most cases (As shown in Table 5) i.e., nearly 82% of the parlors established, self -motivation was the deciding factor. Although this section of entrepreneurs established their parlors out of self-motivation, they certainly enjoy full cooperation from their family members. A mere 16 percent of the entrepreneurs started their parlors by being encouraged by their husbands followed by 2% being encouraged by their relative and friends.

Table 5: Motivation to start the beauty parlor

Sr. No	Status	No. of Respondents	Percentage
1	Self	82	82%
2	Husband	16	16%
3	Friend / Relatives	2	2%
	Total	100	100%

Reason for starting the parlour: Table 6 shows that about 70 women (70 percent) selected this profession out of interest. About 20 women (20 percent) sensing it as an easy profession with less encumbrance started the parlor. About 10 women (10 percent) who feel at home in dealing with women opted for it.

Table 6: Reason to start the beauty parlor

Sr. No	Status	No. of Respondents	Percentage
1	Interest	70	70%
2	Easy	20	20%
3	Deals with women	10	10%
	Others	--	--
	Total	100	100%

Location: Event though it is expensive to hire business premises in busy areas, as much as nearly half of the parlors are run on hired accommodation and they are indeed able to do better business than the rest. In residential areas, as compared to rented shops in business centers, the parlors receive limited customers. But the clientele of these parlors in residential areas are regular and never disappointed as the services are available at the door step all the time.

(C) Financial Factors

Finance is an important component of any business, its quantum depending on the size of the establishment.

Capital Investment: Table 7 shows that out of the fifty parlors, capital investment was less than Rs. 10,000/- in twelve parlors. There were Thirty in the investment range of Rs. 10,000/- to 20,000/- and sixteen parlors in the range of Rs. 20,000/- to 30,000/-. It reveals that on the average, a woman can establish a beauty parlor comfortably with an investment of Rs 20,000/-. Forty Two parlors were established with an investment of above Rs. 30,000/-. These parlors have latest equipments, gym etc.

Table 7: Capital Investment

Sr. No	Capital	No. of Respondents	Percentage
1	Below 10,000/-	12	12%
2	10,000/- to 20,000/-	30	30%
3	20,000/- to 30,000/-	16	16%
	Above 30,000/-	42	42%
	Total	100	100%

Source of Capital: As shown in Table 8, the major source of capital is by self- finance. Other sources are bank loans followed by help from husband. It reveals that woman can start a parlor with their own finances and that helps them to avoid other formalities to get a loan from banks and other sources.

Table 8: Source of Capital

Sr. No	Source	No. of Respondents	Percentage
1	Self	50	50%
2	Husband	18	18%
3	Bank	32	32%
	Friends / Relatives	--	--
	Total	100	100%

Monthly expenditure and Income: Table 9 reveals that the monthly expenditure of twenty five parlours (50 percent) was below Rs. 5,000. There were fifteen (30 percent) parlour with monthly expenditure between Rs 5,000 and 10,000. About six parlours spent in the range of Rs 10,000 to 15,000. There were only four parlors (8 percent) which spend above Rs. 15,000. It is observed that these four parlours are large ones. Providing a variety of additional services such as an obesity clinic, health gym etc.

Table 9: Monthly Expenditure

Sr. No	Expenditure	No. of Respondents	Percentage
1	5,000	50	50%
2	5,000 to 10,000	30	30%
3	10,000 to 15,000	12	12%
	Above 15,000	08	08%
	Total	100	100%

As shown in Table 10, fourteen women earn less than Rs. 10,000 per month as net income. Sixty women earn from Rs. 10,000 to 25,000 per month. Similarly, sixteen women earn between 25,000 to 40,000 per month and Ten women get an income of above Rs. 40,000 per month. Income of the respondents certainly constitutes a sizeable portion of family income.

Table 10: Monthly Expenditure

Sr. No	Monthly Income	No. of Respondents	Percentage
1	Below 10,000	14	14%
2	10,000 to 25,000	60	60%
3	25,000 to 40,000	16	16%
	Above 40,000	10	10%
	Total	100	100%

(D) Marketing Factors

Marketing plays an important role in the success of any business. Efficiency in marketing one's services is a key factor that leads to success.

Customers: Customers are divided in to three groups. They are working women, students, housewife and children below 12 years. The working women (both employees and businesswomen) and students constitute the major customer groups. Most of the working women and students visit the parlour weekly. Customers who visit the parlour fortnightly consist majority of housewives. Occasional customers include cultural artists and brides. The frequency of visit depends on the nature of services required. For such cosmetics which cannot be maintained regularly and for services needing equipment and a second person's assistance such as hairdo, the women have perforce to depend on a beauty parlour. As shown in Table 11, thirty four parlors (68 percent) receive middle class customers and the remaining 16 parlors (32 percent) receive high class customers regularly. Women belonging to low class do not visit a beauty parlour.

Table 11: Customer Status

Sr. No	Income Level	No. of Respondents	Percentage
1	Low	--	--
2	Middle	68	68%
3	High	32	32%
	Total	100	100%

Advertisement: The opinion of the entrepreneurs is almost evenly divided regarding the help of advertisement and the rest have an impact on business. As shown in Table 12, as many as 40 percent owners depend on word of mouth through customer, 26 percent advertise in news - papers, 20 percent use hoardings and remaining 14 percent distribute printed leaflets.

Table 12: Advertisement Media

Sr. No	Media	No. of Respondents	Percentage
1	Friends	40	40%
2	Newspaper	26	26%
3	Hoardings	20	20%
4	Pamphlets	14	14%
	Total	100	100%

As shown in Table no 13 that 60 parlours, the annual expenditure on advertisement is only less than Rs.1, 000. 26 parlors spend between Rs. 1,000 to 3,000. There are six parlors in the Rs 3,000 to 5,000 ranges and Eight spend above Rs. 5,000.

Table 13: Cost of advertisement

Sr. No	Expenditure	No. of Respondents	Percentage
1	Below 1000	60	60%
2	1000 to 3000	26	26%
3	3000 to 5000	06	06%
4	Above 5000	08	08%
	Total	100	100%

(E) Other Aspect

A host of other miscellaneous factors affect the beauty parlour business, directly or indirectly. They are discussed below.

Training course: A little more than half (54 percent) of the parlour organize training courses in order to augment their income. The parlors train their students while providing service to the customers. Only such parlors which have better equipment are able to run training courses. The remaining 46 percent of the parlour are not able to entertain any training.

Success of the Business: Seasonal factor influences the business of a beauty parlour to a large extent because much of the business comes at the time of social and family functions. As many as sixty percent of the owners claimed that they were successful beyond their expectation (As shown in Table 14). Sixteen percent of the owners expressed satisfactory success. A further twenty percent were just about successful. A mere four percent were not happy with their business and this is mainly because they run the parlour on the outskirts of the city.

Table 14: Self-appraisal of their success

Sr. No	Degree of Success	No. of Respondents	Percentage
1	Just successful	20	20%
2	Successful to my satisfaction	16	16%
3	Successful beyond my expectation	60	60%
4	Not Successful	04	04%
	Total	100	100%

To analyze the customer attitude towards beauty parlour and their satisfaction, 200 customers were interviewed. The study reveals that employee's constitute major part of the customers of the beauty parlors, followed by students and housewives. It can be construed from this analysis that the women employees are showing much interest in maintenance of their beauty. Further, their economic position enables them to pay frequent visits to beauty parlors, students account for 33.34 percent of the customers. The reason for lower percentage of girl students is mainly due to lack of financial independence. It is observed that only 13.34 percent of the house wives show interest in taking care of

the beauty aspects. This can be attributed to their financial dependence and lack of awareness of beauty parlors.

Level of Education: Out of the total respondents 22 percent are post graduates 38 and professional graduates, percent are graduates, 26 percent are under graduates, 14 percent are having only primary education.

Marital Status: Forty four percent of the customer is married and remaining 56 percent customer are unmarried.

Distance: Proximity to the beauty parlour is a convenience factor which motivates with the customer to make a visit. Ninety customers have the beauty parlour within a radius of hundred meters and remaining sixty customers visit the parlour that is far away. About 135 customers do not have any choice as only one unit is available in their locality, while fifteen customers enjoy option in visiting the parlour out of two to four situated around their residence. A number of factors, like distance, time, quality of service, influence the customer to visit a particular parlour. Eighty percent of the customers, who cannot spend much time and money are availing the services of beauty parlours which are nearer to their residence. While the remaining 20 percent who are financially sound select the parlour based on their services. While selecting a parlour 66.6 percent of the customer claims that it is a well-established one, and 16.7 percent need special new methods.

The reason for visiting a specific parlour is: reasonable charges, personal attention, and satisfactory services.

Frequency of Visit: Sixty customers (40%) visit parlour every week. These customers are employees and students. Fifty customers (34%) consisting house wives visit parlour fortnightly. Further twenty customers (13%) visit monthly, and the remaining twenty customers (13%) consisting brides and artists, visit occasionally.

It is interesting to note that the customers interest in visiting the beauty parlours, students, working women and some of the house wives visit on self - interest. Some married women visit the parlour on their husband's advice. In some cases job requirements also motivate the customers to visit the parlour.

Some business units work on holidays also for the sake of customers who cannot find time during working days. So the customers make it convenient to visit the beauty parlours on holiday or a day off. Many women usually visit noon times.

Variety of services required: 33% customers visit the beauty parlour for services like henna, hair dye and hair styles, whereas another 33% of them are visiting for waxing, trimming and threading. 20 percent are regular customers for services like bleaching, steam bath, facial and remaining 14 percent visit for gym and bridal makeup. Ninety percent of the customers expressed their satisfaction. With the services provided by the parlours. Majority of the customers (76%) are satisfied with the charge, while only 24% feel that the charges are very high.

Average monthly expenditure: The study revealed that the Students Rs 25 to 50 on an average per month, house wives spends around Rs 100 and working women spend Rs 150 to 200.

Attitude of Beautician: Customer prefer the same parlour if they are satisfied with the attitude of the beautician in addition to the price and quality of service. In the survey, 20% expressed that the services and attitude of the beauticians are excellent while 40% feel satisfactory and the remaining forty percent expressed as average. Ninety percent of the customers felt that there is demand for more parlours because of the growing beauty consciousness among younger generation.

Beauty in relation to body structure: Eighty percent of customers expressed that there is a relation between beauty and body structure, which is important for women. Perhaps this is one the factors that influenced the growth of the beauty parlour along with obesity clinics.

SUGGESTIONS:

Beauty parlour is one of the sources of self-employment for women. The growing beauty consciousness among women is a positive signal of the potential that exists in the profitability of beauty parlours.

To become a successful beautician, one needs to undergo institutional training. Apart from several small private concerns and educational institutions that offer short term courses in beauty care, quite a few Government Polytechnics now a day's offer a long term i.e. 2 year Diploma in Beauty Care. It requires a minimum capital investment of Rs. 50,000 for establishment and a recurring monthly expenditure of Rs 5000 per month to run a beauty parlour. Depending on investment, modern

equipment and work efficiency an entrepreneur can make a net profit of Rs 10,000 to 20,000 per month. Well - equipped parlours run training classes without affecting their regular business and are able to supplement their income. The beauty parlours will probably do better if they diversify into the retail business of beauty care and fashion products.

Advertisement is an indispensable requirement of any business including beauty parlours. This will not only attract the knowledgeable customers but also motivate and prepare new customers by creating beauty consciousness in them. Normally beauty parlours have to advertise once at the time of establishment and then periodically depending on their business. Working women constitute the major customer segment. Beauty parlours have to plan their timing to suit the special needs of this group, e.g. providing service by prior appointment etc.

The customers are found to be satisfied with the present services offered in the parlours. However, as more and more women are conscious about their fitness and physical elegance, a larger variety of services such as yoga, gym, obesity clinic, dietary and nutritional consultancy need to be included in the kitty services offered.

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