

# User's Attitude towards Beauty Parlour Services in Sivakasi

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## Abstract

In this world of tough competition in every sphere, beauty is one more weapon, which comes handy when people fighting for the notches, whether in a career or personal life. It is a man or woman wants to project a pleasing personality. Especially ladies are very fond of taking caring of their face, skin and hair. In order to enhance women's appearance beauty parlours are established. There are so many services offered by the beauty parlours. This research paper is attempt to find out the users awareness about beauty parlours and their services, most availed services by them and the extent of usage of such services.

## Keywords

Beauty Parlour, Services, Appearance

## I. Introduction

This is an era of youthful looks, energy and chirpiness. Everyone wants to project a pleasing personality, whether it is a man or woman. Generally men and women have a inclination to make themselves beautiful and pretty. A famous writer once said, "A man is as old as he feel and a women is as old as she looks. Beauty and women go hand in hand. They are two faces of the same coin. With the passage of time, women too have become fashion-conscious in the modern sense. She is fascinated towards commercially manufactured products. So unappeasable in her craving for beauty, women would like to expend her time and money on beauty - aids or in beauty parlours. So now-a-days lot of beauty parlours are established in order to satisfy the women's thirst.

## 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. The present study throws light on the attitude of users, awareness about beauty parlour and their services of beauty parlour.

## III. Objectives

The objectives were framed to carry out the research are:

- Study the Users awareness about beauty parlours
- Evaluate Users perception towards various beauty parlour services
- Highlight the most availed services by the Users
- Find out the extent of usage of beauty parlour services
- Analyse the satisfaction of services rendered by the beauty parlours.

## IV. Scope of the Study

The present study throws light on the attitude of users, awareness about beauty parlour and their services of beauty parlour. The researcher has also analyzed the reasons for using the services of a particular parlour. Apart from this the researcher has also studied

the attitude of users towards parlour services and functioning of beauty parlours in the study area.

## V. Hypotheses

### A. Age Vs. Influential Factors to Visit Parlour

- **H0:** There is no relationship between age and factors makes to visit beauty parlour
- **H1:** There is a relationship between age and factors makes to visit beauty parlour
- Education vs. Type of treatment
- **H0:** There is no relationship between education and type of treatment preferred
- **H1:** There is a relationship between education and type of treatment preferred

### B. Income Level Vs. Service Charge

- **H0:** There is no relationship between income level and opinion about service charge
- **H1:** There is a relationship between income level and opinion about service charge

## VI. Methodology

The primary data were collected directly from the users of the beauty parlours through questionnaire. Secondary data were collected from text books, pamphlets, handbooks, magazines, encyclopedia and internet.

## VII. Sampling Design

The users of the beauty parlours were selected on Convenient Sampling method and the users are divided into 5 categories:

1. Business women
2. Women government employees
3. Women private employees
4. House wives and
5. Students/Graduates

The researcher has contacted 150 users to study their view towards beauty parlours in Sivakasi.

## VIII. Tools of Analysis

The following Statistical tools are used for the study:

- Percentages
- Garrett Ranking
- Weighted Arithmetic Mean
- Chi – Square Test

## A. Beauty Parlour Services

The services rendered by the beauty parlours are:

Mehendi, Re Bonding, Face pack and face clean up Services, Removal of fine lines and wrinkles, Skin toner and cleansing, Makeup, Facials, Haircut, Hair Treatment, Hair styling, Bleaching, Nail treatment (Manicure, pedicure), Threading, Waxing, Massage, Skin treatment, Ear Piercing.

### 1. Preference of Beauty Parlour Services – Weighted Arithmetic Mean

Though many services are offered by the beauty parlours, the researcher take only certain services like Hair styling, Bleaching, Nail treatment (Manicure, Pedicure), Threading, Waxing, Make up, Facial, Massage, Hair Treatment, Skin treatment and Ear-Piercing. In order to find out the most availed service by the users weighted arithmetic mean is computed and the result are shown in Table 1.

### 2. Preference of Beauty Parlour Services – Garrett Ranking Method

In order to ensure the results of Weighted Arithmetic Mean, Garrett Ranking Method is adopted and the results are shown in Table 1.

Table 1: Preference of Beauty Parlour Services – Weighted Arithmetic Mean Vs. Garrett Ranking Method

Services	Weighted Arithmetic mean		Garrett Ranking Method	
	Weighted Average	Rank	Garrett Mean Score	Rank
Threading	16.65	I	58.31	I
Hair Treatment	14.89	II	51.60	II
Facials	14.47	III	51.95	III
Waxing	14.18	IV	51.88	IV
Skin Treatment	13.41	VI	49.13	VI
Massage	12.80	VII	48.45	VII
Hair Styling	12.67	VIII	47.27	VIII
Ear Piercing	12.29	IX	47.17	IX
Bleaching	11.83	X	46.49	X
Nail treatment	11.23	XI	44.89	XI

From the above Table , it is clear that among the various services available in the beauty parlour, threading is the most widely available service by the user. Hair treatment is the second service preferred by the user. The next closely related services preferred

by the users are Facial and Waxing. The fifth service preferred by the user is Make-up, Massage and Skin treatment are the next closely related service preferred by the user. The next closely related services preferred by the user are Hair styling and Ear Piercing, Bleaching is the tenth service preferred by the user. The last service preferred by the user is Nail treatment.

### 3. Institutional Loyalty – Weighted Arithmetic Mean

There are numerous reasons which influence the users to avail services from the particular parlour. To find out the most important reason which influenced the user to avail services from the same parlour, weighted arithmetic mean is computed and the result are shown in the Table 2.

### 4. Institutional Loyalty – Garrett Ranking Method

In order to ensure the results of Weighted Arithmetic Mean, Garrett Ranking Method is adopted and the results are shown in Table 2.

Table 2: Reason for Visiting Same Parlour – Weighted Arithmetic Mean Vs. Garrett Ranking Method

Reasons	Weighted Arithmetic mean		Garrett Ranking Method	
	Weighted Average	Rank	Garrett Mean Score	Rank
Good Service	18.93	I	50.97	I
Easy Accessibility	18.80	II	50.46	II
Timely service	18.27	III	49.48	III
Reasonable Charges	18.0	IV	49.15	IV
Friendly Approach	18.0	IV	49.15	IV

From the above table it is clear that among the five reasons for availing service from the same parlour, good service is the main reason for visiting the same parlour. The next reason for availing service from the same parlour is Timely service. Easy accessibility is the third reason for availing services from the same parlour. The next equally important reasons for visiting the particular parlour are Friendly approach of the beautician and the reasonable charges of beauty parlour services.

It is evident that good service in the hand of the beautician influenced the users to visit the same parlour.

## B. Hypotheses Testing

The hypotheses were tested by Chi-square test.

### 1. Age vs. Influential Factors to Visit Parlour

Table 3.1: Observed Value

S.No	Age	Influential factors					Total
		Personal Interest	Peer group pressure	Doctors Advice	Relieve from oily face	Covering minor imperfections	
1	Below 20 years	2	4	4	5	1	16
2	20 – 30 years	27	7	3	16	15	68
3	30 – 40 years	12	11	2	8	11	44
	Above 40 years	7	3	4	6	2	22
<b>Total</b>		48	25	13	35	29	150

Table 3.2: Expected Value

Age	Influential factors				
	Personal Interest	Peer group pressure	Doctors Advice	Relieve from oily face	Covering minor imperfections
Below 20 years	5.12	2.67	1.39	3.73	3.09
20 – 30 years	21.76	11.33	5.89	15.87	13.15
30 – 40 years	14.08	7.33	3.81	10.27	8.51
Above 40 years	7.04	3.67	1.91	5.13	4.25

Calculated value of chi – square test – 21.88

Table value at 5% significance level for 12 df – 21.026

Since the calculated value (21.88) has less than the table value (21.026) at 5% significance level. The null hypothesis was rejected. Hence, there is a significant relationship between age and influential factors to visit parlour.

## 2. Education Vs. types of Treatment Preferred

Table 4.1: Observed Value

S.No	Educational Status	Types of treatment preferred		Total
		Herbal	Chemical	
1.	School	15	15	30
2.	Diploma	10	10	20
3.	Graduate	49	14	63
4.	Post Graduate	36	1	37
Total		110	40	150

Table 4.2: Expected Value

S.No	Educational Status	Types of treatment preferred	
		Herbal	Chemical
1.	School	22	8
2.	Diploma	14.67	5.33
3.	Graduate	46.2	16.8
4.	Post Graduate	27.13	9.87

Calculated value of chi – square test – 25.45

Table value at 5% significance level for 3 df – 7.815

Since the calculated value (25.45) has less than the table value (7.815) at 5% significance level. The null hypothesis was rejected. Hence, there is a significant relationship between education and types of treatment preferred.

## 3. Income level vs. Opinion about Service Charge

Table 5.1: Observed Value

S.No	Monthly Income	Service Charge			Total
		High	Medium	Low	
1.	Less than Rs. 10000	11	22	6	39
2.	Rs. 10001 – Rs. 20000	10	20	23	53
3.	Rs. 20001 – Rs. 30000	10	20	7	37
4.	More than Rs. 40000	10	10	1	21
Total		41	72	37	150

Table 5.2: Expected Value

S.No	Monthly Income	Service Charge		
		High	Medium	Low
1.	Less than Rs. 10000	10.66	18.72	9.62
2.	Rs. 10001 – Rs. 20000	14.49	25.44	13.07
3.	Rs. 20001 – Rs. 30000	10.11	17.76	9.13
4.	More than Rs. 40000	5.74	10.08	5.18

Calculated value of chi – square test – 19.34

Table value at 5% significance level for 6 df – 12.592

Since the calculated value (19.34) has less than the table value (12.592) at 5% significance level. The null hypothesis was rejected. Hence, there is a significant relationship between income level and opinion about service charge.

## IX. Findings

An attitude survey was taken to find out the users' opinion regarding the performance of beauty parlours in the study area.

- Women in the age group of 20-40 are the major users (80%) of beauty parlour services.
- Majority of the users (58.67%) of the beauty parlour are married.
- House wives availed the parlour services most when compared to other categories of users.
- People with a monthly income of Rs.10001 – Rs.20000 dominate the availing of beauty parlour services
- It is found that among the various services of the beauty parlour, threading service is more preferred by the user.
- Personal interest is the main factor (68%) that has influenced the user to visit the parlour.
- Majority of the users (80%) prefer herbal treatment since it is free from side effects.
- Good service in the hand of beautician is the main reason for availing service from the particular parlour.
- From the analysis of frequency of visiting the parlour it is found that, majority of the users (32.67%) visit the beauty parlour once in 2 week.
- Among the various ancillary services, tailoring (35.62%) service is preferred by the users and their opinion about ancillary services are good (50.44%).
- Majority of the users (43.33%) stated that beauty parlour services create self confidence in them.

## X. Suggestions

- Proper advertisements, friendly approach to the customers, using advance technology in the treatment and nominal charges to the service will attract more customers.
- In ancillary products – sales, they should offer more variety to the users
- Beauticians can assure a better treatment, free from any side effect.
- Beauticians may come forward to go to the places of users and provide an efficient door services.
- Since herbal treatment is favored by the users, it can be done on a large scale.

## XI. Conclusion

Beauty parlours provide mental relaxation, improve the appearance and the status of the users. Beauticians pacify away tension and help users to recuperate skin vivacity, liveness and vitality. Users leave the beauty parlour looking and feeling refreshed, revitalized and ready to take on the world again. Beauticians provide services both herballly and chemically. Today all classes of people visit the beauty parlour for enhancing their appearance. 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.

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