

## **A Study on Sustainability of Women Entrepreneurs In Beauty Industry**

**Mary Anugraga. A,**  
M.Phil. Scholar of Commerce,  
St. Mary's College (Autonomous)  
Thoothukudi.

### **ABSTRACT**

Many beauty industries have grown a lot in the last few decades as the importance of being and looking beautiful is increasing. The present research study was conducted with the objective to identify the factors that motivates women entrepreneurs to start beauty salon and to know about the aspects considered for the sustainability of women entrepreneurs in beauty industry. The data were collected from 30 respondents through questionnaire. The data was analyzed through graphical representation and charts.

**KEYWORDS:** women entrepreneur, beauty industry.

### **1. INTRODUCTION**

The word entrepreneur is derived from the French word “entreprendre” which means a person who undertakes the task of bringing together various resources and manages them to achieve desired result and take some share. Entrepreneurs are the creators and builders of new ventures that not only fulfill their own dreams, bring them huge fortune but also make a strong impact on the society and improve the lives of people.

Women entrepreneurs may be defined as the women or group of women who initiate, organize and co-operate a business enterprise. Government of India has defined women entrepreneurs as an enterprise owned or controlled by women having a minimum financial interest of 51% of capital and giving at least 51% of employment generated in enterprise to women.

Many women have established their own economy i.e., entrepreneurial empire and are now ruling their world as they wish to. The hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role and economic status in the society. Skill, knowledge and adaptability in business are the main reasons for women to emerge into business ventures.

A beauty salon or beauty parlour (beauty parlour) (or sometimes beauty shop) is an establishment dealing with cosmetic treatments for men and women. Other variations of this type of business include hair salons and spas.

There is a distinction between a beauty salon and a hair salon and although many small businesses do offer both sets of treatments; beauty salons provide more generalized services related to skin health, facial aesthetic, foot care, nail manicures, aromatherapy, — even meditation, oxygen therapy, mud baths, and many other service. The beauty industry, also called the cosmetology field, is focused on helping people look their best. Beauty

industry jobs provide employment for a large number of people, due to the high demand for cosmetic services. The cosmetology profession serves both men and women, and many different career opportunities exist. Some of the most common beauty industry positions are hairstylists and nail technicians. Jobs as makeup artists and beauty sales representatives are also fairly common.

Today, a great percentage of women (and a small percentage of men) apply makeup daily. There is a simple reason for this: they want to look good. The subtle (and sometimes not so subtle) touches of pigment and shade can make a huge difference. They can hide flaws in the skin and enhance the natural appearance of certain facial features. In spite of a small microcosm of angry feminists, the "beauty industry" is a billion-dollar (trillion, maybe?) industry around the world. Call it vanity, if we must, but spending quality time in front of a mirror is a daily ritual millions of women can't do without, whether they're preparing for an average day at work or a big event.

## **REVIEW OF LITERATURE**

Raman & Jayasingam (2008) in their study on motivational factors affecting entrepreneurial decision, they revealed from the study work core, exploring inner talent and doing something creatively is the most important motivating factor for women entrepreneurs.

Jesurajan & Gnanadhas (2011) studied factors motivating women entrepreneurs and they revealed from the study that 'economic independence and challenge, market potential, family background, usage of funds are the major motivational factors that affecting the women for becoming the entrepreneur.

Behara & Niranjana (2012) studied on rural women entrepreneurship in India. This study was an attempt for real problems and motivational factors with a real case study in Andhra Pradesh. The study revealed the major factors influencing the women entrepreneur are economic independence, establishing their own creative idea, establishing their own identity, achievement of excellence, building confidence, developing risk-taking ability, motivation and equal status in society.

Gaikad. V. K and Tripathi R. N. (1982)<sup>4</sup> the main object of the study was to examine the pre-requisites for successful entrepreneurship. They found that all the entrepreneurs selected for study had basic character of initiative, drive and habit of hard work, but they did not have sufficient technical knowledge for awareness about the policy of government. The investigators found that unawareness and lack of sufficient fund are inhibiting factors in the development of industrial entrepreneurship in rural areas.

## **STATEMENT OF PROBLEM**

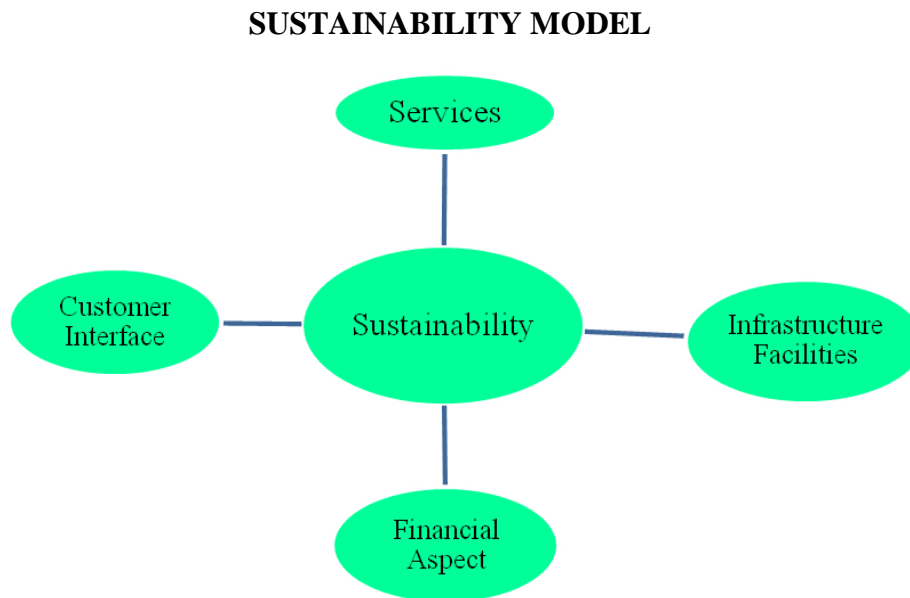
In recent years beauty industry is playing a vital role in day to day life of human beings. It is quite common that we see most women as entrepreneurs in beauty industry with a sustainable life in today's world. The success of beauty industry depends upon the customers. The women entrepreneurs provide their services with utmost care in making women more beautiful and presentable to the society. In this context the researcher has attempted to study the performance of the women entrepreneurs in beauty industry and the level of success in running the beauty salons and determine sustainable business model for the successful running of the beauty salons.

## 2. OBJECTIVES

- To identify the factors that motivates women entrepreneurs to start beauty salon.
- To study about the benefit of customers through beauty industry.
- To make a study about reach of beauty industry among people.
- To identify the inter-relationship between beauty salon and customer.
- To suggest a sustainable business model for running beauty salons.

## 3. METHODOLOGY

Methodology is an essential aspect of any research. It enables the investigators to look at the research problems in a systematic, meaningful and orderly way methodology comprises of the sources of data collection sampling design and techniques used for analyzing the data. The study aims at analyzing women entrepreneurs' performance in beauty care services and the problems encountered in starting and carrying out beauty care service.



**FIG NO 1**

## SAMPLING DESIGN

In Tuticorin area the total numbers of registered beauty parlours on various local places classified run by women entrepreneurs amounted to 200. For the purpose of survey, 30 women entrepreneurs were randomly selected.

## COLLECTION OF DATA

Both primary and secondary data is used in this study. Primary data was collected through questionnaire and secondary data were collected through various websites, magazines, journals etc.

## PROCESSING OF DATA

Discussions were made with a group of women entrepreneurs based on the discussions a questionnaire was constructed. Then it was pre-tested and necessary changes were incorporated in. The revised questionnaire was used to collect the information.

## APPLICATIONS OF STATISTICAL TOOLS

The collected data were analyzed by using the following statistical tools namely:

- Bar diagram
- Pie chart
- Percentage analysis
- Graphical methods

## ANALYSIS OF THE STUDY

### INFLUENTIAL FACTORS

MOTIVATION	NO. OF RESPONDENTS	PERCENTAGE
Self-interest	21	70
Friends	3	10
Family	6	20
Relatives	0	0
Total	30	100

Source: Primary data

TABLE NO 1

### EXPERIENCE IN BEAUTY INDUSTRY

EXPERIENCE	NO. OF RESPONDENTS	PERCENTAGE
Below 1 years	3	10
1-3 years	4	13
3-5 years	6	20
Above 5 years	17	57
Total	30	100

Source: Primary data

TABLE NO 2

### INTENTION OF BECOMING A BEAUTY ENTREPRENEUR

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
To earn living	3	10
Passion	20	67
To improve status	5	16
Family business	2	7
Total	30	100

Source: Primary data

**TABLE NO 3**

### MODE OF ATTRACTING CUSTOMERS

MODE	NO. OF RESPONDENTS	PERCENTAGE
Advertisement	3	10
On-line	0	0
Good name	21	70
Others	6	20
Total	30	100

Source: Primary data

**TABLE NO 4**

### INCOME

AMOUNT	NO. OF RESPONDENTS	PERCENTAGE
Less than Rs.5,000	7	23
Less than Rs.10,000	5	17
Less than Rs.15,000	8	27
More than Rs.25,000	10	33
Total	30	100

Source: Primary data

**TABLE NO 5**

### SUSTAINABILITY TO NEW COMERS

SUSTAINABILITY	NO. OF RESPONDENTS	PERCENTAGE
Yes	27	90
No	3	10
Total	30	100

Source: Primary data

## **TABLE NO 6**

One tactic employed by some owners to bring customers in during the hot summer months is to install an air conditioner. This is particularly useful for treatments like waxing, which otherwise could not be offered during the hottest periods.

A co-ordinate role of the government and voluntary agencies with an integrated approach will help to develop women entrepreneurship.

This analysis reveals that most of the women entrepreneurs became an entrepreneur out of passion for this job using their own savings. Services, customer interface, financial aspects and infrastructure facilities are significantly, positively, and directly influencing the sustainability of the beauty salon business. In order to make the beauty salon more profitable and successful in addition to regular beauty services, the beauty salon should also provide modern beauty therapies at affordable prices to the customers.

### **FINDINGS**

- The present study illustrates that majority of the women entrepreneurs were married for belongs to the age group of 30-40 years.
- Majority of the respondents have experience of more than 5 years and work for more than five hours every day
- Majority of the respondents were motivated by self-interest and became entrepreneurs out of passion
- Majority of them feel that customers are attracted due to the good name of the beauty salon.
- Majority of entrepreneurs get a monthly income of more than Rs.25, 000.
- The respondents select their products mostly based on the good brand followed by quality of the products.
- The respondent's intention to become a beauty entrepreneur was mostly out of passion towards this field.
- Most of the women entrepreneurs started their business with an investment of more than Rs.1, 00,000 from their own savings.
- Most of the women entrepreneurs do a second job along with the work in beauty salon.
- The respondents mostly attain profit in this field.
- The respondents feel that quality customer services lead to sustainability in this field.
- The respondents feel that if the newcomers put their full effort and use proper methods then their beauty salon will be a sustainable one for them.

### **SUGGESTIONS**

- Most of the women entrepreneurs started their business as sole proprietorship and on small scale. So, the government has to aid their business and help them to start large-scale business.
- Most of the women entrepreneurs are getting their finance from banking and Financial Institutions. Separate women cell are to be established in bank to speed up the procedure for granting loan to women entrepreneurs.

- Government has to conduct special training programs and entrepreneurial development programmes for women entrepreneurs as well as their employees to enhance their efficiency.
- The women entrepreneurs should be encouraged to take up leadership roles in all spheres of their lives. Training programmes for product / business development, marketing skills and methods should be provided along with sensitization on life skills technical skills, managerial skills etc. for effective participation in their business ventures.
- They could employ employees to work under them so as to give employment opportunities to others by expanding their salon to other places.
- They should be well equipped with the current trend in beauty industry.
- They should be technologically upgraded to the current year's needs and preferences of customers.
- They can give best treatment using quality products at low rates.

## **4. REFERENCES**

### **WEBSITES**

- [1] <http://google.com/>
- [2] [www.womenentrepreneurs.com](http://www.womenentrepreneurs.com)
- [3] [www.wikipidea.com](http://www.wikipidea.com)

### **JOURNAL**

- [4] Indian journal of marketing

### **BOOK REFERENCES**

- [5] Entrepreneurial Development- S.S. Khanka
- [6] Women Entrepreneurship In India – D.Pullarao