

Women Entrepreneurship in Beauty Care Sector- A Case Study with Reference to Tirupati District

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ABSTRACT

Beauty parlors in India have evolved significantly over the years and have become an integral part of the country's lifestyle and culture. Historically, beauty and grooming practices were often done at home or in smaller, more traditional settings anywhere in the world. A wide range of industries devoted to improving and preserving one's physical appearance and wellbeing are included in the beauty care industry. It encompasses goods, services, and procedures meant to enhance people's nails, skin, and general appearance. Trends, cultural influences, and changing customer preferences are what drive this industry. Everyone aspires to appear more attractive than others. Every modern man and woman has made taking care of their appearance a major concern. In the modern sense, women are also becoming conscious of fashion. Enhancing financial mindfulness, need for extra payment, usage of extra time, steady inspiration by the public authority organizations training societal position and the effect of good examples is some of elements liable for the advancement of Women's business in India. Overall, beauty parlors in India continue to adapt and evolve, reflecting both traditional values and contemporary trends. They play a significant role in enhancing personal grooming and self-care, contributing to the country's vibrant and diverse beauty culture.

Keywords: Beauty Parlors, Personal Grooming, Cultural Influences, Consumer Preferences, Women's Empowerment

INTRODUCTION

A wide range of industries devoted to improving and preserving one's physical appearance and wellbeing are included in the beauty care industry. It encompasses goods, services, and procedures meant to enhance people's nails, skin, and general appearance. Trends, cultural influences, and changing customer preferences are what drive this industry. Everyone aspires to appear more attractive than others. Every modern man and woman has made taking care of their appearance a major concern. In the modern sense, women are also becoming conscious of fashion. The majority of individuals, particularly women, enjoy using beauty parlors to apply different cosmetics to take care of their face, skin, and hair. Therefore, a beauty parlor improves everyone's look, offers greater employment options, promotes mental relaxation, and elevates the status of its patrons. A large number of fashion designers are female entrepreneurs in the fields of fashion, beauty, and career advising. The realm of beauty culture has provided numerous prospects for female entrepreneurs. As a result, an effort was made to learn more about the services that customers desired, the kinds of treatments offered, the degree of job satisfaction, and the income generated by the beauty parlors of which are elements that influence the socioeconomic empowerment of women who become entrepreneurs.

Key Components of the Beauty Care Sector:

1. **Cosmetics:** This incorporates cosmetics items like establishment, lipstick, eyeshadow, and skincare items like lotions, chemicals, and serums.
2. **Skincare:** Spotlights on items and medicines intended to scrub, saturate, and restore the skin. This incorporates against maturing creams, skin break out medicines, and facial covers.

3. **Hair care:** Envelops items and administrations connected with hair support, styling, shading, and medicines for issues like dandruff or balding.
4. **Nail Care:** Incorporates items and administrations for nail trims and pedicures, nail craftsmanship, and medicines for nail wellbeing.
5. **Fragrances:** Fragrances and colognes are a critical piece of the magnificence care area, offering individual aromas that improve engaging quality and certainty.
6. **Spas and Salons:** These foundations give an extensive variety of magnificence administrations, including hair styles, kneads, facials, waxing, and further developed medicines like synthetic strips or laser hair expulsion.
7. **Wellness and Health:** Progressively, excellence care crosses with health works on, advancing internal wellbeing as an establishment for outside magnificence. This incorporates items with normal or natural fixings and all encompassing medicines.

Market Trends and Innovations:

- **Technology Integration:** Headways like simulated intelligence driven skincare examination, virtual take a stab at for cosmetics, and customized magnificence regimens utilizing information investigation.
- **Sustainability:** Developing buyer interest for eco-accommodating and remorselessness free items, provoking brands to embrace maintainable practices in obtaining, assembling, and bundling.
- **Inclusivity:** Embracing different excellence principles, offering items that take care of a more extensive scope of complexions, hair surfaces, and orientation personalities.
- **Wellness Integration:** Excellence items progressively consolidate fixings advancing medical advantages, like nutrients, cancer prevention agents, and plant extricates.

Challenges and Opportunities:

- **Regulation:** Consistence with wellbeing and administrative principles across various business sectors.
- **Consumer Education:** Giving exact data on item fixings, advantages, and utilization to fabricate trust.
- **E-commerce Growth:** Extending on the web deals channels and utilizing computerized showcasing to arrive at worldwide buyers.

The beauty care sector continues to evolve with changing consumer expectations, technological advancements, and societal trends, offering diverse opportunities for innovation and growth.

REVIEW OF LITERATURE

The Cosmetic Report (2024): This report shows an industry with promising developments zeroed in on supportability and wellbeing becoming the overwhelming focus. Developing patterns remember the utilization of biotechnology for undifferentiated cell beauty care products and man-made intelligence driven personalization in excellence items.

Kisan Shivaji Rao Desai (2019): An analysis on customer purchasing conduct of corrective items in Trivandrum by the creator. The review was to examine the purchasing system and the impact of media correspondence on purchasing conduct on buyers. The outcomes showed that various variables have critical effect on purchasing conduct and it additionally adds to the information on different restorative organizations as they can without much of a stretch grasp the buying penchants of customers.

A.H Hemanth Kumar, S. Franklin John, S. Senath (2018): In their study on factors impacting shopper purchasing conduct in superficial items they found that how buyer conduct factors impact the buying of beauty care products and to figure out the impact of pay level on the way of behaving. The outcomes showed that genuinely tremendous contrasts were found in pay level among the elements of purchaser conduct, i.e., social and social while no measurably huge distinction was found among the individual and mental variables.

Prof. Nilesh Bet, De. Anand Deshmukh, Prof. Amol Khand hurricane (2017): The specialists the concentrate on Customer purchasing conduct towards restorative items. The examination was completed to concentrate on the segment profile, factors influencing the choice, most generally utilized corrective item, purchasing behavior and brand inclination of the respondents. The outcomes showed that brand and quality was the most favored factor among the customers while buying.

Khand hurricane A. (2015) concentrated on customer purchasing conduct towards restorative items. The fundamental point of study was to concentrate on segment profile of buyers and to find factors influencing shopper buy choice.

Sevak. (2010) concentrated on customer demeanor towards restorative items. The principal point of the review was to inspect the impact of mentality on purchaser purchasing conduct and to recognize the significant variables that decide the purchasing conduct.

Malhotra (2003) expressed that the primary justification for the blast in superficial industry is expanding style and excellence cognizance combined with rising pay and the emphasis on wellbeing and wellness.

Gaur, S.S and Vahedi, K.A. (2002) saw those customers purchasing conduct regularly incorporated the less perceptible choice interaction that go with utilization including where, how frequently and under what conditions shoppers made their acquisition of wanted labor and products.

OBJECTIVES

1. To find the demographic and organizational profile of the respondents
2. To analyze the socio-economic status of the women entrepreneurs in Tirupati
3. To Know the consumer preferences towards beauty care in Tirupati
4. To give suitable recommendations on the basis of findings.

METHODOLOGY

The present study is undertaken to identify the women entrepreneurs in beauty care services in Tirupati City. The study has been conducted in Tirupati, which is famous for holy place of Lord Sri Venkateswara. The researcher has taken 50 respondents out of about 80 using non-random convenient sampling technique. Both primary and secondary data are used in this study.

1. Socio-economic profile of the respondents:

Table 1 shows the above facts

Socio-Economic Profile		No. of Respondents	Percentage (%)
Age (in years)	Upto 30	26	52
	30 – 50	17	34
	50 and above	7	14
Marital Status	Unmarried	18	36
	Married	32	64
Educational Qualification	School level	8	16
	College level	31	62
	Diploma level	7	14
	Others	4	8
Previous Occupation	Home makers	22	44
	Family business	18	36
	Employment	10	20
Family Income (in Rupees)	Upto 7000	24	48
	7000 – 10000	10	20
	10000 – 15000	11	22

	Above 15000	5	10
Source: Primary Data			

The socio-economic profile of the respondents reveals that the majority of 52 percent of respondents belonged to the age group of up to 30 years. 64 percent of the respondents were married, 62 percent of the respondents have education up to college level, and 44 percent of the respondents are home makers before becoming women entrepreneurs. 48 percent of the respondents belong to the income level up to ₹ 7000 and another 10% above ₹ 15000.

2. Business Profile of the Respondents

The beauty parlour offers two types of treatments, namely herbal and chemical treatment. Many beauty salons also offer ancillary services. The analysis discloses that a vast majority of 76 percent of the respondents run only sole proprietorship. 84 percent of the respondents are using the electronic equipment and 100 percent of the respondents mentioned that their customers are fond of the herbal treatments only. 48 percent of the respondents have earned income more than ₹ 20000. A majority of 44 percent of the respondents are satisfied with the training and development programs. 76 Percent of the respondents said that they are satisfied with this business. 24 percent of the respondents are doing Jeweler's rental as ancillary service in this field.

Table 2 represents the business profile of the respondents interviewed

Business Profile		No. of Respondents	Percentage (%)
Nature of ownership	Proprietorship	38	76
	Partnership	12	24
Electronic equipment	Yes	42	84
	No	8	16
Types of treatment	Herbal	50	100
	Chemical	0	0
	Both	0	0
Level of Income in beauty parlor (Rupees)	Up to 5000	6	12
	5000 – 10000	8	16
	10000 – 15000	10	20
	15000 – 20000	8	16
	Above 20000	24	48
Satisfaction as to training programmed	Satisfied	22	44
	Neutral	24	48
	Dissatisfied	4	8
Job satisfaction	Yes	38	76
	No	12	24
Ancillary Service	Tailoring	6	12
	Embroidery	10	20
	Jarthosi work	8	16
	Painting	2	4
	Jewellery Rental	12	24
	Costume Rental	4	8
	Cosmetics shop	5	10
	Gift shop	2	4
	Acupuncture	1	2
Source: Primary Data			

3. Preferences of the customers

There are number of services offered by the beauty parlor such as threading of eye brow, facial, makeup, and hair cutting and so on. Table 3 discloses that a vast majority of more than 80 percent of the respondents have mentioned that the most services preferred by the customers are threading, regular facial and haircut.

S. No	Preference	YES		NO	
		NR	%	NR	%
1	Eye- brow threading	42	84	8	16
2	Regular facial	42	84	8	16
3	Gel / medicated facial	28	56	22	44
4	Aroma facial	35	70	15	30
5	Shahanaz facial	18	36	32	64
6	Bleach- Face, feet, leg	12	24	38	76
7	Under eye treatments	25	50	25	50
8	Anti-pigmentation	10	20	20	80
9	Pedicure and manicure	20	40	30	60
10	Head massage/henna	22	44	28	56
11	Regular hair cut	40	80	10	20
12	Hair coloring	24	48	26	52
13	Hair wash	12	24	38	76
14	Waxing	18	36	32	64
15	Make-up	22	44	28	56
16	Mehandi	24	48	26	52
Source: Primary Data					

4. Empowerment of Women Entrepreneurs

As entrepreneurs' women are with satisfied with number of factors which projects the status of women in the society. The table 4 shows the satisfaction levels of Empowerment of Women Entrepreneurs in different factors. 90% of respondents are satisfied with regarding Self-respect and Economic independency.

S. No	Self-Improvement	YES		NO	
		NR	%	NR	%
1	Self-Respect	45	90	5	10
2	Individual Qualities like empathy charity	42	84	8	16
3	Utterance ability enhancement	40	80	10	20
4	Psychological Happiness	38	76	12	24
5	Mental Health Resilience	37	74	13	26
6	Ancestry and Household Support				
7	Economic Independency	40	90	10	10
8	Overall support from Family	35	70	15	30
9					
10	Family responsibility	40	80	10	20
11	Fruitful life	42	84	8	16
12	Societal Empowerment				
13	Enhancing Leadership skills	44	88	6	12
14	Community interaction	33	66	17	34
15	Respect in the Society	38	76	12	24
Source: Primary Data					

Major findings

- 44 % of the respondents are home makers before becoming as women entrepreneurs.
- 76 % of the respondents are running sole proprietorship.
- 100 % of the respondents mentioned that their customers prefer the herbal treatments only and no one prefer others.
- 48 % of the respondents have been earning income above ₹ 20000.
- 90% of respondents are satisfied with regarding Self-respect and Economic independency.
- 76 % of the respondents are satisfied with this business in Tirupati area.
- A majority of more than 80 % of the respondents have stated that the more services opted by the customers are threading, regular facial and haircut.

Recommendations

- ❖ The government should encourage this sector by providing financial assistance from time to time.
- ❖ Women should be encouraged to start business confidently by applying modern technology to attract customers.
- ❖ Most of the women have entered into entrepreneurship only after marriage. Unmarried women can be more successful than married women in entrepreneurship business if they are properly trained frequently.
- ❖ Honesty and Integrity should be maintained with customers always.
- ❖ Maintaining of a Clean and Inviting Environment is needed at business area.
- ❖ High Quality products to be used for enhance beauty of customers.
- ❖ Customer Loyalty should be maintained to retain customers.
- ❖ The government can conduct entrepreneurial training programs in colleges at least once in a month. This is will motive young women to enter into business of their own. They need to aware about customer demand and their satisfaction.

To increase more customers, the beauticians must listen the feedback and suggestions given by the customers and should charge a reasonable price.

CONCLUSION

Women's' business has a colossal potential in engaging ladies and changing society. Outcome in this business makes ladies business people monetarily free and furthermore gives them the solidarity to defeat mishaps throughout everyday life. The difficulties and open doors gave to the ladies of computerized time developing quickly that the work searchers are transforming into work lenders. Enhancing financial mindfulness, need for extra payment, usage of extra time, steady inspiration by the public authority organizations training societal position and the effect of good examples is some of elements liable for the advancement of Women's business in India.

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