



## A Study on Technological Development in Beauty Care Business and Women Entrepreneurship in Salem District

### KEYWORDS

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**ABSTRACT** Now a day's Women are interested to start their own business, because of changed position of the technological innovation and modernization of world and they are successfully reaching their achievements. Due to this success factor every human being tends to upgrade their knowledge as well as their personality. And when coming to personality everyone wants to look more beautiful better than others. Beauty has been given high priority by all the modern men & women. The beauty care business is one of the growing businesses in India and it has to go a long journey to attain the success. Women managed to survive and achieve success with their hard work, attentiveness and perseverance. This present study is a small step to study about the technological development in beauty care business as well as to know about women entrepreneurship in Salem District. It is an effort to present some of the developments of beauty care technologies and entrepreneurship taken by women entrepreneurs. The paper also suggests various problems and future prospects of women entrepreneurs in beauty care business. At the same time it expresses the economic developments of women entrepreneurs in Salem district.

### INTRODUCTION

The eminence of beauty care business is one of the leading and thriving businesses in many places of India. Many women's are inspired and attracted by the beauty care education and they have learnt some experience through their education. So they are keeping on proving their abilities out of their household jobs. They are now confidently running their business with their smart work and genuineness with or without their family support. In past decades in beauty care entrepreneurs has been dominated by male. But today's most extraordinary and inspiring entrepreneurs are women entrepreneurs in India. Because the present world is entirely changed by the technological innovation and traditions. Many women entrepreneurs are grown-up by this beauty care business and women entrepreneur has also started to adopt the new technologies. Such type of technological improvement are influencing more in modern beauty care business. The beauty care business shows one of the significant roles for all the men and women in this modern world. Because every human being wants to look more beautiful than others. The beauty care business is not only to shine as successful women entrepreneurs but also create plenty of job opportunities to our society.

### TECHNOLOGIES USED BY BEAUTY SHOP'S IN SALEM DISTRICT:

- Auto sonic & Ultra sonic for pigmentation
- Galvanic and Micro-derma for facial
- Blackest remover
- Brush unit for facial treatments
- Laser for advanced hair remover
- High frequency treatment for dandruff treatment
- Steam treatment and Steam Bath for skin care

### PROBLEMS OF THE STUDY

Naturally women are mostly interested and care about their beauty and they are very dedicative and sincere worker inside of their family. But now, they are proving their talents to start a business and achieve something in the field of beauty care business with their self-confident. Because, all the women's are not getting support from their friends and family. So Women are facing lot of tragedies and problems for achieving their success in this beauty care business because there are various factors incorporated for the entrepreneurial success in the world. They are having a great potential, capabilities and power to achieve anything in this world. In this field

of business they need some supports to their achievements. But, women are not comfortable and easy to get any financial grand from government and also low level of support from their family. It is one of the major problems for women to start new business and maintaining the business. In this business they are managing lot of critical situations and problems not only from their family and also the society, because they are spending less time for their family and they must spend more time for their business in outside. In the present world is fully adopted by the technological innovations. Technological developments are changing the customer's expectations and it also leads to the success of this business.

### REVIEW OF LITERATURE:

**Aiyadurai** a few characters in the social status of women entrepreneurs are inevitable; such as Psychological dependency of the business women on their family members in decision making, to share family responsibility simultaneously along with their entrepreneurial responsibility.

**Singh, Sehgal, Tinani and Sengupta** conducted a study on 60 successful women entrepreneurs from in around Delhi revealed that, majority of the women entrepreneurs were married, and in the age group of 26 to 35 years. The reasons for the choice of business are in the order of high demand for product, processing skills, ready market, future prospects and creativity. The reasons for women to become entrepreneurs were to keep busy, to earn money on their own, to pursue hobby as an earning activity, by accident and circumstances beyond control.

**Ajit Kanitkar**<sup>3</sup> has studied entrepreneurs and micro enterprises in rural areas by selecting 86 entrepreneurs who belonged to 22 villages of Bihar in northern India, West Bengal in East India and, Uttar Pradesh, Madhya Pradesh from central India and found that 88 percent of the business entrepreneurs were not from families with business background and 48 percent had parents who belonged to the farming group.

**P. Babu (1978)**<sup>4</sup> The study was an attempt to find out the sociological factors that contribute to the development of small entrepreneurs. The study showed that community and family background contributed to the success of prospective entrepreneurs, formal education has not been a positive factor in entrepreneurship development, providing infrastructure facilities alone will not promote entrepreneurship development and the Association of Small Scale Industries has play

an important role in identification and development of entrepreneurs, a strong policy to support the entrepreneurs is called upon, as the economy demands the growth of women entrepreneurs., the education and other factors like the background for entrepreneurship is no a criteria for entrepreneurial growth ,risking bearing attitude and innovation prove to be more encouraging towards growth.

**UshaJumani (1991)<sup>5</sup>** conducted a study to analyse the status of self-employed women in rural areas. Economic activities through which the Income of the women will be increased have to be identified with great care. They have to be in consonance with time availability with family roles and with their awareness levels. Traditional occupations can be exchanged for the new technological based employment for women entrepreneurs, Use of Information technology and also scientific processes, can enhance economic activities in the rural area .The women need to be trained by the government for the same.Policies that encourage the training through government agencies can cover both male as well as the female business contenders.

**OBJECTIVES OF THE STUDY:**

1. To find out the technological developments of beauty care industry in Salem district.
2. To identify the factors influencing the growth of women entrepreneurship in beauty care business in Salem district.
3. To analyse the problems and prospects of women entrepreneurs in beauty care business in Salem district.
4. To study the socio-Economic upliftment of women in beauty care business in Salem district.

**IMPORTANCE OF THE STUDY**

At present, most of the women’s are educated; they are getting little awareness about all the field of business. So they are starting their own business with self-confidence. In the circle of the century, man is in the dominant position. But,now the situation is changed by the technological innovation and modern way of thinking and it decreases the dominants difference between men and women. Women entrepreneurs have been create a most significant impact in all segments of the economy in different countries including in our country. Many of the traditional occupations for women’s are normally based on caste, creed and the nature of self-employment is based on the standard of living. At this movement, women are generating employment for themselves in many fields like IT, Textile, Food Industry, Beauty care etc. At this juncture the study lies in that the women are not only developing themselves as an entrepreneur but also started adapting new technologies and upgrading themselves in this competitive world. This study mainly focuses on the technological development which has been accepted and adapted by the women entrepreneurs in beauty care industry. The paper also states the importance about their status improvement, increase in income level, adaptation of new technologies, interest and dedication towards customer satisfaction etc. Women entrepreneurs are also taking a contribution and important role in the economic developments in India. This study also focuses on the socioeconomic upliftment of women in beauty care industry in Salem.

**RESEARCH METHODOLOGY**

The present study is assumed to identify the women entrepreneurs and technological developments in beauty care business at Salem district. The study has been conducted by the researcher within the surrounding of Salem district and collected samples from the women entrepreneurs’. For this study the researcher adopted descriptive research and collected 25 samples from various beauty care women entrepreneurs in Salem district. The researcher collected both primary and secondary data for the study.

**Tools for Analysis:**

1. Mann Whitney U test
2. One sample t-test

**Data analysis and Interpretation**

**Socio Economic Factor**

Factors	Variables	No. of Response
Marital Status	Married	17
	Unmarried	8
Age	Below 25 Years	3
	25-30 Years	15
	31-35 Years	3
	Above 35	4
Educational Details	School/Diploma	7
	UG	11
	PG	7

**Hypothesis:**

H<sub>0</sub> - There is no significant relationship between marital status and problems faced by beauty care business

H<sub>1</sub> - There is significant relationship between marital status and problems faced by beauty care business

**Mann- Whitney U Test 1**

Mann-Whitney u	Wilcoxon W	Z	Asymp.sig (2 tailed)	Exact sig [2*1- tailed sig]
42.000	78.000	-1.543	0.125	0.140

**Interpretation:**

From this data, it can be concluded that marital status of women was statistically not significant than the problems faced by the women entrepreneurs in beauty care business (U = 42.000, P=0.125).

**Mann-Whitney U Test**

**Hypothesis:**

H<sub>0</sub> - There is no significant relationship between marital status and family support to start this business.

H<sub>1</sub> - There is significant relationship between marital status and family support to start this business.

Mann-Whitney u	Wilcoxon W	Z	Asmp.sig (2 tailed)	Exact sig [2*1- tailed sig]
3.500	303.500	-1.458	0.145	0.320

**Interpretation:**

From this data, it can be concluded that marital status of women was statistically not significant than the family support to start this business (U = 3.500, P=0.145).

**One Sample t test:**

T	Df	Sig. (2-tailed)	Mean difference	95% confidence interval of the difference	
				Lower	Upper
9.037	24	.000	3.280	2.53	4.03

**Hypothesis:**

Socio economic factors arenot relevant to the improvement of economic status

**Interpretation:**

The t-statistic is 9.037 with 24 degrees of freedom. The cor-

responding two-tailed p- value is .000, which is less than 0.05. There is no relevancy between socio economic factors and economic status of women entrepreneurs in beauty care business.

#### Suggestions:

- ❖ Women can be encouraging to start business confidently by applying the modern technology.
- ❖ Most of the women have entered into entrepreneurship after marriage and unmarried women can be more successful than married women in entrepreneurship business, if they are properly trained.
- ❖ The government can conduct entrepreneurial training programmes in colleges' at least twice in half of the year with low cost. It will motivate young women to enter into business at their own.
- ❖ They need to aware about customer demand and need.
- ❖ In order to increase more customers the women entrepreneur can update technology based on prevailing position of market.
- ❖ Collection of feedback and suggestions from the customers can reduce draw backs faced by the beauty shop entrepreneurs.

#### Conclusion

The beauty care business is flourishing business in Salem-District. Because, in this industry women entrepreneurs start new business in order to earn more money with secure and safe work in low budget. Through this, women are not only contributing to their family and also sharing the contribution in economic growth. Women entrepreneurs are interestingly coming forward which is one of the main reasons for booming in this business. They have also adopted and implemented technological innovation and achieving great success in Salem District. The technology plays vital role in breeding employment and it also shows an essential part for creating entrepreneurship in all fields of businesses. It also leads to the business growth and high status for the entrepreneurs in this beauty care business. Today the beauty care business is not just a luxury; it is a necessity of all the human beings in the world.

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