



A Study on Women Entrepreneurs in Beauty Care Services at Sivakasi

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ABSTRACT

Every human being wants to look more beautiful than others. Beauty care has been given top priority by all the modern men and women. It is an important concept in everyone's life. Most of the people, especially ladies, are very fond of taking caring of their face, skin, and hair by applying various cosmetics with the help of beauty parlour. In the world of fashion, beauty and career counseling, many fashion designers are women with their own labels. Women with their hard work and sincerity have excelled in beauty care services. This study has been undertaken to explore the socio-economic status of the women entrepreneurs engaged in beauty care services.

Keywords : Women entrepreneurship, Beauty care services, Job satisfaction, Women empowerment

INTRODUCTION

Every human being wants to look more beautiful than others. Beauty care has been given top priority by all the modern men and women. Women too has become fashion-conscious in the modern sense. Most of the people, especially ladies, are very fond of taking caring of their face, skin and hair by applying various cosmetics with the help of beauty parlour. So beauty parlour provides better job opportunities, mental relaxation and improve the appearance of each and every one also it leads to improve user's status. In the world of fashion, beauty and career counseling, many fashion designers are women with their own labels. The world of beauty culture has opened up many opportunities for women entrepreneurs. Hence, an attempt was made to know the service preferred by the customer, types of treatments, job satisfaction, and level of income earned through beauty parlour, factors influencing the socio-economic empowerment of women through entrepreneurs.

REVIEW OF LITERATURE

Eves are having an inner urge to enhance their beauty. Irrespective of the age, every woman wants to look young and beautiful. Hence, the beauty parlours situated in and around the Madurai city will have a roaring business provided they cater to the needs of all sections of women. (Sheela Devi N, 2000). The social environment of a salon- is a place where cosmetologist and customers talk openly about many subjects including health. (Felicia M Soloman, 2004).

OBJECTIVES OF THE STUDY

- To know the demographic and organizational profile of the respondents
- To explore the socio-economic status of the women entrepreneurs in Sivakasi.
- To offer suitable suggestion on the basis of findings.

METHODOLOGY

The present study is undertaken to identify the women entrepreneurs in beauty care services at Sivakasi. The study has been conducted in Sivakasi, popular for its printing, match and fireworks industries. The researcher has taken 30 respondents out of about 50 using non-random convenient sampling technique. Both primary and secondary data are used in this study.

ANALYSIS OF THE STUDY

SOCIO-ECONOMIC PROFILE OF THE RESPONDENTS:

The socio-economic profile of the respondents reveals that the majority of 47 percent of respondents belonged to the age group of upto 30 years. 80 percent of the respondents were married, 50 percent of the respondents have education up to college level, and 50 percent of the respondents are home makers before becoming women entrepreneurs. 33 percent of the respondents belong to the income level upto ₹ 7000 and another 33% above ₹ 15000. Table 1 shows the above fact.

Table 1: Socio-Economic Profile of the Respondents

Socio-Economic Profile		No. of Respondents	Percentage (%)
Age (in years)	Upto 30	14	47
	30 – 40	10	33
	40 and above	6	20
Marital Status	Unmarried	6	20
	Married	24	80
Educational Qualification	School level	9	30
	College level	15	50
	Diploma level	5	17
	Others	1	3
Previous Occupation	Home makers	15	50
	Family business	5	17
	Employment	10	33
Family Income (in ₹)	Upto 7000	10	33
	7000 – 10000	6	20
	10000 – 15000	4	14
	Above 15000	10	33

Source: Primary Data

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 70 percent of the respondents run only sole proprietorship. 70 percent of the respondents have used the electronic equipment and 100 percent of the respondents stated that their customer prefer the herbal treatments only. 34 percent of the respondents have earned income above ₹ 20000. A vast majority of 52 percent of the respondents are satisfied with the training programmes. 77 Percent of the respondents are satisfied with this business. 60 percent of the respondents

are doing tailoring as ancillary service. Table 2 represents the business profile of the respondents surveyed.

Table 2: Business Profile of the Respondents

Business Profile		No. of Respondents	Percentage (%)
Nature of ownership	Proprietorship	21	70
	Partnership	9	30
Electronic equipment	Yes	21	70
	No	9	30
Types of treatment	Herbal	30	100
	Chemical	0	0
	Both	0	0
Level of Income in beauty parlour (₹)	Up to 5000	3	10
	5000 – 10000	8	27
	10000 – 15000	5	16
	15000 – 20000	4	13
	Above 20000	10	34
Satisfaction as to training programme	Satisfied	12	52
	Neutral	7	31
	Dissatisfied	4	17
Job satisfaction	Yes	23	77
	No	7	23
Ancillary Service	Tailoring	18	60
	Embroidery	5	17
	Jarthosi work	10	33
	Painting	5	17
	Jewellery Rental	14	47
	Costume Rental	8	27
	Cosmetics shop	6	20
	Gift shop	2	7
	Acupuncture	4	13

Source: Primary Data

PREFERENCE OF THE SERVICE BY CUSTOMERS:

There are many services offered by the beauty parlour such as threading, facial, makeup, hair cutting and so on. Table 3 discloses that a vast majority of 84 percent of the respondents have mentioned that the foremost services preferred by the customers are threading, regular facial and hair cut.

Table 3: Preference of the Service by Customers

Preference	YES		NO	
	NR	%	NR	%
Eye- brow threading	25	84	5	17
Regular facial	25	84	5	17
Gel / medicated facial	16	53	14	47
Aroma facial	21	70	9	30
Shahanaz facial	7	23	23	77
Bleach- Face, feet, leg	5	17	25	83
Under eye treatments	20	67	10	33
Anti pigmentation	10	33	20	67
Pedicure and manicure	8	27	22	73
Head massage/henna	5	17	25	83
Regular hair cut	25	84	5	17
Hair coloring	6	20	24	80
Hair wash	9	30	21	70
Waxing	10	33	20	67
Make-up	23	77	7	23
Mehandi	15	50	15	50

Source: Primary Data

EMPOWERMENT OF WOMEN ENTREPRENEURS

An attempt has been made to identify the empowerment of women entrepreneurs from different angles. 'Increases self confidence & self esteem' tops the list among personality development through entrepreneurship. Make challenges in roles and responsibility in family secures first rank among family support. Women entrepreneurs gain popularity and good reputation in society. Table 4 reveals these facts.

Table 4: Empowerment of Women Entrepreneurs

Statements	Agree		Neutral		Disagree		Total Score	Rank
	N	S	N	S	N	S		
Personal Development								
Increases self confidence & self esteem	18	54	9	18	3	3	75	I
Improves personal qualities like tolerance, sacrifice, etc.	15	45	11	22	4	4	71	II
Increases articulation abilities	10	30	8	16	12	12	58	IV
Provides a feeling of self efficacy and psychological well being	13	39	10	20	7	7	66	III
Family Support								
Reduction in dependency	9	27	15	30	6	6	63	IV
Cordial support and encouragement from other members of the family	12	36	10	20	8	8	64	III
Make challenges in roles and responsibility in family	15	45	10	20	5	5	70	I
Finding meaning in life	13	39	12	24	5	5	68	II
Social Empowerment								
Improves leadership qualities	10	30	10	20	10	10	60	II
Popularity and good reputation in society	18	54	8	16	4	4	74	I
Increased social interaction	7	21	10	20	13	13	54	III
Enables me to participate in political activities	6	18	10	20	14	14	52	IV

Source: Primary Data

N – No. of respondents, S – Score

FINDINGS

- ❖ 50 % of the respondents are home makers before becoming women entrepreneurs.
- ❖ 70 % of the respondents run only sole proprietorship.
- ❖ 100 % of the respondents stated that their customer prefer the herbal treatments only.
- ❖ 34 % of the respondents have earned income above ₹ 20000.
- ❖ 77 % of the respondents are satisfied with this business.
- ❖ A vast majority of 84 % of the respondents have mentioned that the foremost services preferred by the customers are threading, regular facial and hair cut.

SUGGESTIONS

- Women should be encouraged to start business confidently by applying modern technology.
- Most of the women have entered into entrepreneurship only after their marriage. Unmarried women can be more successful than married women in entrepreneurship business if they are properly trained. Hence the government

can conduct entrepreneurial training programmes in colleges at least once in a month. This will motivate 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 entrepreneurship has a tremendous potential in empowering women and transforming society. Success in business makes women entrepreneurs financially independent and also gives them the strength to overcome setbacks in life. The challenges and opportunities provided to the women of digital era growing rapidly that the job seekers are turning into job creditors. Increasing socio-economic awareness, need for additional income, utilization of spare time, constant motivation by the government institutions education social status and the impact of role models are some of factors responsible for the development of women entrepreneurship in India.

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