



A Comparative Analysis on the Services of Naturals Beauty Salon and Ordinary Beauty Parlor in Coimbatore City

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1. INTRODUCTION

1.1 INTRODUCTION OF THE STUDY:

Beauty is the gift of God and transmitted from one to the other generation. The beauty parlor shop is the need of every age of men women and children famous poet Keats defined the word beauty as: " A thing of beauty is a joy forever: Beauty parlor is a very important shop to make the people good looking by application of cosmetics treatment of hair and nourishment of skin by various methods. Lifestyle is fast changing in the modern era and the women have become more conscious about their make up the status of women has improved a lot and is improving further. This has resulted in their lifestyle changing. Also, their economic independence encourages them to resort this type of services. Looking good and feeling great has become mandatory for almost everyone today.

The psyche of the Indian consumer has changed over the years. People visit a beauty salon not for just looking good, rather for enjoying a whole experience of being pampered. The beauty industry has grown by leaps and bounds over the past few years. As the awareness about beauty and beauty products increases, parlors have come up to a large scale not only in big cities but also in small cities and towns. More than half of these parlors are in homes and managed by single ladies, who are not even qualified enough in the field.

1.2 OBJECTIVES OF THE STUDY

- To know the similarities and differences on the services provided by Naturals beauty salon and Ordinary beauty parlors
- To study the factors influencing in the minds of customers.
- To examine the types of services provided in the natural's beauty salon and ordinary beauty parlor.

1.3 SCOPE OF THE STUDY

The primary goal of this study is to understand the similarities on the services and to know the differences on the services provided by the Naturals beauty salon and Ordinary beauty parlor. To examine the types of services provided by the Naturals beauty salon and the types of services provided by the ordinary beauty parlor. To know the specialized cosmetic treatments provided by the Naturals beauty salon. To determine the beauty products used for the different cosmetic treatments.

1.4 STATEMENT OF THE PROBLEM

Though the Naturals beauty salon and Ordinary beauty parlors have the same aim that is to make people look good, they have variations on the services. Some people who are highly beauty conscious may not know about the specialized services; this study can be helpful for them to know information about the services. A comparative analysis on the services of Naturals beauty salon and Ordinary beauty parlors is to find out the similarities and differences on the services provided by both parties.

1.5 RESEARCH METHODOLOGY

Both primary and secondary data were used. Primary data is collected through questionnaire to find out the similarities and differences on the services of Naturals beauty salon and Ordinary beauty parlor. The secondary data is obtained from articles, journals, and websites. The study was undertaken in Coimbatore city.

AREA OF STUDY

The area of study is confined to Coimbatore city.

SAMPLE SIZE

The sample of 103 respondents was chosen for the study.

STATISTICAL TOOLS APPLIED

- Simple percentage analysis

1.6 LIMITATIONS OF THE STUDY

- Samples are collected in Coimbatore district, so it will not be applicable to another place.
- Information given by respondents is assumed to be true.
- This study purely based on primary data.
- The data collected from secondary source is not 100% accurate.
- The period of the study is 6 months.

2.1 REVIEW OF LITERATURE:

1. **Sheela Devi N (2000)** - 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 parlors situated in and around the Madurai city will have a roaring business provided they cater to the needs of all sections of women.
2. **Zahid (2007)** - Found in his study that 88.3 percent women of “upper” socioeconomic class (having a gross monthly income from Tk. 50,000 to Tk. 200,000 or USD 700 to USD 3000; per capita income in Bangladesh is about Tk. 2200 or USD 30 per month) in Dhaka have the habit of going to beauty parlors regularly.
3. **Kotler and Armstrong (2010)** – Stated that price is the amount of money charged for a product or service or the amount of value that customers exchange for the benefits of owning or using the product or service. The price of products or services determines market demand. Price can also affect a company’s marketing program because it can generate profits.
4. **Khan P.I (2011)** – In the city of Dhaka, Bangladesh a study was carried out on the beauty care service industry to measure the service quality. The aim of the study was to find the factors and to evaluate the service quality factors at parlors and to find out the attributes of service employees preferred by the customers. When factor analysis (principal component analysis) was carried out on sixteen variables, four service quality factors were derived which are support and facility factor, Employee performance factor, customer relation factor, and communication factor. With respect to the Employee performance factor, the knowledge, behavior, and credibility of the employee were the main variables constituting the factor. The findings show that the consumers give a lot of importance to issues such as the service provider’s behavior, his\her knowledge, the parlor environment, the counselling capabilities, and the affordability of the parlors.
5. **Roshni Narendran (2011)** - examined on the topic “Are the female entrepreneurs of beauty salons in India, victims of bad publicity.” The research is about the difficulties faced by female entrepreneur business in beauty salons. The original study surveyed 151 female entrepreneurs, among which were thirteen owners of beauty salons. They established for more than ten years. Out of 13 entrepreneurs, 4 female entrepreneurs mentioned that the illicit activities in other beauty salons affected their business. There is a misconception of the society about beauty parlor due to some unprofessional and illegal practices by some women. The report of newspaper gives about the awareness to people about the unprofessional and illegal practices but also damage the image of the owner of beauty salon who is professional and qualified. In a newspaper article, a people official stressed that many businesses disguised as beauty parlors are established all over the country (India) as a ploy to run brothels and participate in sex trafficking. It is the evident from the report in The Hindu newspaper in 2006 and 2007 that the police were monitoring massage and beauty parlor in Kerala to seize those participating in illegal activities. In 2003 and 2011, The Times of India, another popular newspaper circulated in India, has report on two other occasions that police arrested the owners of a beauty salon in the state of Maharashtra for operating brothels and assaulting young girls. Due to some entrepreneur who are not qualified to run a beauty parlor, there is endangered the health of the clients through unhygienic practices which damage the image of salon. There are many reports in newspaper about the unprofessional in beauty parlor shop. To prevent the bad publicity of beauty parlor, it is essential to attract the attention of government official and researcher. The government should only permit only to only qualified beauticians to open a beauty parlor.
6. **Tjiptono (2012)** – Service quality is one important element that is consideration for customers in purchasing a product. Quality is a dynamic condition that affects products, services, people, processes, and environments that meet or exceed expectations. Thus,

4.1 DATA ANALYSIS AND INTERPRETATION:

PERCENTAGE ANALYSIS

It refers to a special kind of rates, percentage are used in making comparison between two or more series of data. A percentage is used to determine relationship between the series.

$$\text{Percentage} = \frac{\text{No. Of Respondents}}{\text{Total No. Of Respondents}}$$

| PARTICULARS | FREQUENCY | PERCENTAGE |
|--|-----------|------------|
| AGE | | |
| 15 and less | 9 | 8.7% |
| 16-20 | 24 | 23.3% |
| 21-25 | 30 | 29.1% |
| 26-30 | 15 | 14.6% |
| 31-50 | 12 | 11.7% |
| 50 and more | 13 | 12.6% |
| GENDER | | |
| Male | 42 | 41.6% |
| Female | 61 | 62% |
| PEFERENCE OF THE SALON | | |
| Naturals beauty salon | 55 | 53.4% |
| Ordinary beauty parlor | 48 | 46.6% |
| USAGE OF THE BEAUTY SERVICES IN A YEAR | | |
| Regularly | 9 | 8.7% |
| Four times | 15 | 14.6% |
| Three times | 24 | 23.3% |
| Two times | 23 | 22.3% |
| Once | 24 | 23.3% |
| Never | 8 | 7.8% |
| COMMON SERVICE | | |
| Opening times | 39 | 37.9% |
| Service speed | 32 | 31.1% |
| None | 32 | 31.1% |
| ECONOMIC ACTIVITY | | |
| Business owner | 13 | 12.6% |
| Employed | 30 | 29.1% |
| Housewife | 27 | 26.2% |
| Retired | 17 | 16.5% |
| Student | 16 | 15.5% |
| AVAILABLITY OF DUAL SERVICES IN ORDINARY BEAUTY PARLOR | | |
| Yes | 42 | 40.8% |
| No | 61 | 59.2% |
| FACTORS INFLUENCED | | |
| School | 18 | 17.5% |
| Personal communication | 34 | 33% |
| Social media | 25 | 24.3% |
| Mobile ad | 15 | 14.6% |
| Others | 11 | 10.7% |

| COMFORTABLE ENVIRONMENT | | |
|---|----|-------|
| Naturals beauty salon | 53 | 51.5% |
| Ordinary beauty parlor | 50 | 48.5% |
| COMMON THING | | |
| Haircut | 49 | 47.6% |
| Body waxing | 23 | 22.3% |
| Facial and bleaching | 31 | 30.1% |
| PREFERENCE ON THE SERVICES | | |
| Facial and bleaching | 14 | 13.7% |
| Hairstyling | 26 | 25.5% |
| Haircut | 48 | 47.1% |
| Manicure and pedicure | 17 | 16.7% |
| Body waxing | 18 | 17.6% |
| Head massage | 11 | 10.8% |
| Others | 13 | 12.7% |
| IMPORTANCE IN ACHIEVEING A HEALTHY SKIN | | |
| Yes | 66 | 64.7% |
| No | 36 | 35.3% |

5. FINDINGS, SUGGESSTIONS AND CONCLUSION

5.1 FINDINGS

- Majority 33% of the respondents are age between 21-25.
- Majority 62.4% are female. 42.6% are male.
- Majority 53.4% of the respondents has chosen Naturals beauty salon and 46.6% of the respondents has chosen ordinary beauty parlors.
- Majority 23.3% of the respondents uses the beauty services once in a year or thrice in a year.
- Majority 38% has chosen opening times.
- Majority 29.1% of the people who uses the beauty services are employed and the least goes to business owners.
- Majority 59.2% has chosen no for the availability of the dual services in the ordinary beauty parlor
- Majority 33% of the respondents has chosen personal communication between the respondents and social media for the awareness of the salon.
- Majority 51% of the respondents feels comfortable in naturals beauty salon.
- Majority 48% has chosen haircut as the common service.
- Majority 33% choose haircut
- Majority 64.7% of the respondents has confirmed about their importance in achieving a healthy skin.

5.2 SUGGESSTIONS:

1. The people who seek beauty services are first attracted by the infrastructure and want it to be the best. In a world of stiff competition in this industry, an up to the mark infrastructure is a must. People visit parlor and salons to relax themselves, so a well-designed studio plays a crucial role in attracting customers.

2. Beauty culture training is now-a-days, imparted by number private organizations and trained ladies can try to set up their beauty parlor in medium and small towns.
3. The easily availability of different herbal preparation, cosmetic items help to maintain quality of service of these beauty parlors.
4. The demand of attending beauty parlor Centre is mostly found in age group 18-48 years. In population growth, the growth of this age group is now found to be highest in the country. In good beauty parlor even, the customers must wait for days together within advance booking. This type of service centers are also getting good orders to serve the bride, in marriage functions and in different similar occasions. Depending on workload, they appoint fresh trainees and open branches in different towns.
5. Punctuality in opening and closing the parlor every day, customer dealing, serving and satisfaction of customers plays a vital role in improving the market demand of such service Centre.

5.3 CONCLUSION:

This study is focused on the services of the natural's beauty salon and ordinary beauty parlor. The beauty parlor service provides the different beauty tips to every people who want to see themselves so beautiful on every occasion. It is always convenient to take services from next to door beauty parlors, which offer services almost at your doorstep and at lesser prices. Ordinary beauty parlors do not offer tough competition. The bigger salons offer quality and variety of services. The ordinary beauty parlors have their own distinction and preference as to proximity, accessibility, easy availability etc. But when it comes to quality services based on dermatology and science, they prefer the more popular and trusted organized players e.g.: Naturals beauty salon. The organized players are offering specialized services, which ordinary parlors will not be able to offer. The beauty services industry is growing so fast. The beauty experts in the beauty parlors often suggest some treatments and products for your beauty problems and offer some useful advice and treatments for getting rid of them.

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