

Women Entrepreneurs in Beauty Care Service – A Study with reference to Mangaluru City

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Introduction:

The status of women in any society is an index of its progress. In globalized arena the hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role and economic status in society. Women are increasingly being conscious of their existence, their rights and their work situation. And yet the middle class strata women have accepted their role and are not ready to alter for fear of a social backlash. Today with the growth of MSMEs, many women have plunged into entrepreneurship. Women entrepreneurship in India represents a group of women who are exploring new avenues of economic participation. They play a very important role in the economic progress and industrial development of a country. Among the reasons for women to run organized enterprises are their skill and knowledge, their talents and abilities in business and a compelling desire of wanting to do something positive. The Indian women are no longer restricted to maintain the homely affairs. They are also enjoying the impact of globalization and making an influence on domestic as well as on international sphere. Women are doing a magnificent job striking a balance between their house and career. Women's entrepreneurship needs to be studied on various levels as it can play a unique role in breaking down the barriers to women in the society and increasing the full participation of women in business.

Beauty has become one of the prime concerns for modern-day women. With the intensifying effect of globalization, females have become more beauty conscious. Women of different age groups, occupation and socio-economic background are now regularly visiting the beauty parlours. More women get conscious about beauty, the beauty saloon industry as a whole flourishes facilitating employment for thousands of women all across the country. The aim of this study is to have an overview of the existing socio-economic situation of women entrepreneurs in line with their problems in beauty parlour business. To find out a justified result the study has been conducted based on both primary and secondary data.

Literature Review

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 saloon- is a place where cosmetologist and customers talk openly about many subjects including health. (Felicia M Soloman, 2004).

Statement of the Problem

Recently in Mangaluru, there is a mushroom growth of beauty parlours. Beauty making has now become a lucrative field that generates several employment opportunities to women from humble manicurists to the fanciest hair stylist. Though the number of beauty parlours in Mangaluru is in an increasing trend, they are challenged with problems in the areas of competition, facilities offered (infrastructure), labour problems etc. The major problems faced by the entrepreneurs in the beauty care industry were to be identified.

Objectives of the study:-

- To study the socio economic and organizational profile of the respondents;
- To understand the motivating factors of women entrepreneurs in beauty care service;
- To identify the problems faced by the women entrepreneurs in beauty care service.

Research Methodology:

Scope of the Research

The scope of the study was restricted to women entrepreneurs engaged in beauty care service in Mangaluru city, Dakshina Kannada District in Karnataka. The primary data was collected through structured interviews and a questionnaire. The study took into account the owners of beauty parlours who have invested capital as well as managing the parlours.

Research Design: The present study is exploratory in nature. This also includes the descriptive study which involved the researcher in collecting the primary data by making use of the questionnaires as a research instrument to a very large extent for the purpose of the study.

Sampling Design: Sample design is a plan for drawing the samples from the population. For the purpose of sampling the various concepts that are important are as follows:

Sampling Frame: The study was restricted within the city limits of Mangaluru. The Women entrepreneurs list was obtained from District Industry Centre, Mangaluru which is a centre having information on small and medium enterprises.

Sample Size: A total of 45 women entrepreneurs engaged in beauty care service belonging to the various locations of Mangaluru city were contacted personally to participate in this survey. Of the 45 questionnaires distributed, 39 duly completed questionnaires were returned, yielding a response rate of 86.67 %. Random sampling method was used while choosing the sample for the purpose of the study.

Table I: Socio-Economic variables of the respondents

Socio-Economic variables	Options	Number of Respondents	Percentage
Age	Below 25 years	8	20.51
	26 to 35 years	15	38.46
	36 to 45 years	10	25.64
	Above 45 years	6	15.39
Educational Qualification	Below SSLC	4	10.26
	SSLC	7	17.95
	PUC	16	41.02
	Graduation	7	17.95
	Post-Graduation	3	7.69
	Diploma/Technical Course	2	5.13
Marital Status	Single	9	23.08
	Married	21	53.84
	Divorced/Separated	5	12.82
	Widow	4	10.26
Type of Family	Nuclear	29	74.36
	Joint Family	10	25.64
Family Background	Entrepreneurial	7	17.95
	Non-Entrepreneurial	32	82.05
Spouse Employment	Government employee	9	23.08
	Private Employee	8	20.51
	Businessmen	10	25.64
	Professional	8	20.51
	Not-living	4	10.26

Source: Survey data

Findings from the socio-economic profile:

- Majority of the respondents belonged to the age group of 26 to 35 years (38.46 percent).
- 53.84% of the respondents were married.
- 41.02% of the respondents had PUC as their qualification.

- 82.05% of the entrepreneurs did not have any entrepreneurial back up.
- Majority of the respondents lived in nuclear families.

Table II: Business Profile of the Respondents

Business Profile variables	Options	Number of Respondents	Percentage
Motivators to start the business	Self	9	23.08
	Husband/Father/In-laws	18	46.15
	Friends/Relatives	7	17.95
	Government	5	12.82
Nature of ownership	Sole Proprietorship	22	56.41
	Partnership	17	43.59
Area of specialization	General Beautician	21	53.84
	Aroma Therapist	2	5.13
	Hair Care and styling	7	17.95
	Massaging	4	10.26
	Complete Skin Care	2	5.13
	Bridal Make up	3	7.69
Experience in beauty care service	Below 2 years	6	15.38
	2 -6 years	11	28.21
	6-10 years	16	41.03
	Above 10 years	6	15.38
Monthly Income	Below Rs. 20,000	4	10.26
	20,001-30,000	12	30.77
	30,001-40,000	15	38.46
	Above 40,000	8	20.51
Number of workers employed	Less than 5	6	15.38
	5 to 10	18	46.16
	10 to 15	10	25.64
	Above 15	5	12.82
Source of Capital to start the business	Own funds	7	17.95
	Borrowed funds	11	28.21
	Both	21	53.84
Subsidy availed by your unit	Yes	15	38.46
	No	24	61.54
Number of beauty parlours owned	Only 1	23	58.97
	2-3	12	30.77
	More than 3	4	10.26
Type of Treatment/ service offered	Herbal	5	12.82
	Chemical	27	69.23
	Both	7	17.95
Training programme undergone (EDP)	Yes	19	48.72
	No	20	51.28
Job satisfaction	Yes	30	76.92
	No	9	23.08
Ancillary services offered	Garments/Tailoring	8	29.63
	Embroidery/jarthosi work	2	7.41
	Jewellery Rental	4	14.81
	Costume Rental	2	7.41
	Cosmetics Shop	5	18.52

	Fancy/Gift Shop	6	22.22
Beautician Course Offered in addition to Beauty Care Service	Yes	12	30.77
	No	27	69.23
Member of Mangalore Beauty Parlour owners Association	Yes	25	64.10
	No	14	35.90

Source: Survey data

Findings from Business Profile of the Respondents:

- The respondents opined that husband/father/in laws were the prime motivators to start the business (46.15%).
- 22 beauty parlours were managed by sole proprietors and the rest were partnership firms.
- Most of the respondents had an experience of 6 to 10 years in the beauty care industry (41.03%).
- 69.23% of the respondents have earned an income of Rs. 20,000 to Rs. 40,000 per month.
- The study reveals that there were more than 5 workers in 33 parlours.
- Majority of women entrepreneurs under study have not availed subsidy from the Government.
- Majority of the respondents owned only one unit of operation.
- 76.92% of the respondents are satisfied with their business.
- Out of the 39 respondents under study only 27 units were providing ancillary services in addition to beauty care service and the rest 12 units provided only beauty care service.
- Only 12 units were offering Beauticians Course for the learners.

Factors Motivated, Reasons for Starting the business and Problems faced:

Table III: Factors Motivated to Start the Business

Sl. No	Factors Motivated	Frequency	Percentage	Rank
1	Desire to do something	22	56.41	II
2	Need for independence	31	79.49	I
3	To avail concessions and subsidies from Government	17	43.59	IV
4	To overcome financial difficulties	19	48.72	III
5	Unfortunate family circumstances	7	17.95	V

Source: Survey data

The respondents were asked to identify the major factors motivated them to start the business. The analysis of the above table shows that women entrepreneurs have mentioned multiple factors responsible for their venture into beauty care industry. The major factors motivated them were: need for independence (79.49%) and desire to do something (56.41%).

Table IV: Major Reasons for starting beauty parlours:

Sl. No	Major reasons for starting the business	Frequency	Percentage	Rank
1	Low Investment	19	48.72	III
2	Previous Experience & Training pursued in the area	27	69.23	II
3	To avail government support	13	33.33	IV
4	To improve standard of living	11	28.21	V
5	To continue family business	5	12.82	VI
6	Self employment	30	76.92	I

Source: Survey data

The respondents were asked to identify the major reasons for starting their enterprise. The table shows that the prime reason for starting the enterprise as mentioned by the women entrepreneurs was to be self employed (76.92%), followed by previous experience and training pursued in the beauty care field (69.23%).

Table V: Problems faced by the respondents:

Sl. No	Problems faced while managing the unit	Frequency	Percentage	Rank
1	Work life balance -Family problem	24	61.54	I
2	Social Barriers	12	30.77	IV
3	Competition	17	43.59	III
4	Lack of finance	9	23.08	V
5	Lack of infrastructure facilities	7	17.95	VI
6	Lack of skilled labour	23	58.98	II

Source: Survey data

The respondents were asked to list the major problems encountered by them while managing their unit. 61.54% of the respondents opine that work life balance is the major problem followed by lack of skilled labour in the market (58.98%) and stiff competition as there are many parlours in the city.

Limitations of the study: This study is carried out only in Mangaluru city and it excludes unisex saloons owned by women. This study is not addressed with issues related to other cities in the district. Further studies can be done with unisex parlours and branded salons.

Conclusion:

From the detailed analysis of the women entrepreneurial beauty parlours it is observed that women are more willing to achieve self-employment and self-reliance. The selected women entrepreneurs of Mangaluru city have mainly started their business for their survival and self dependency. By starting their own beauty parlours, women entrepreneurs are now able to supplement their family with income. The parlours have created better employment opportunities for women in the city. So, this parlour business by the women is creating an overall impact on their socio-economic lives.

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