



International Journal of Intellectual Advancements and Research in Engineering Computations

A study on perception of customers towards selection of beauty parlour services in Coimbatore

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ABSTRACT

The beauty overhaul business is one of the wildest growing industries of our country. As the offhand household income is growing and people are getting more disturbed about their beauty and health day by day, the connection of their disposable income in the beauty care sector is also increased pointedly. Disparate all other growing industries, there is a expand growth of small beauty care service providers all around the cities. But the number of high quality beauty care service providers is motionless not plentiful. Personality is indeed an innovative in this regard. Along with the changes of social factors, the acuity of mass people suitable embellishment has changed also. Now, major portion of the women are refined and they are working in different organization. They are accomplishment more access to information and media, which makes them more conscious about health and beauty. Embellishment is not a bonus now; it is a necessity. Persona is formed a huge demand in this sector. In order to regulate the reason for the pleasing beauty service Persona has decided to come up with a research through my Research in order to determine the factors for taking beauty service.

INTRODUCTION

In India, the beauty and wellness industry is booming. This can be attributed to the changing demographics in India since the past 2 – 3 decades. Globalisation, development, awareness about brands, spread of media and the great urge among Indians to look and feel good is propelling this industry towards rapid growth. The beauty business in India is growing at a rate of 15 - 20% annually. The beauty care market in India consists of superficial products, shallow handling centres, parlours, salons and spas. The major contributors towards the revenues of salon and parlour industry are the women segment. Men and women are becoming more and more aware about their looks and personality and they are even willing to pay a premium for their self-grooming and beauty enhancement.

STATEMENT OF THE PROBLEM

All the same beauty and business seems to be contrasting terms, a growing interrelation is found between these two perceptions. Today, beauty care becomes an immense business, which can underwrite to an economy significantly. From the earliest time till now, we can trace many accounts of beauty and beauty care follows in the poetry, literature and. Beauty is well thought-out as outwardly frivolous, apparent, and female and it is expected that remodelling would be a women's trait. As globalization embellishes, the concept of beauty and the requirement of being beautiful have gone through an evolutionary change. Now men and women tend to spend more time, energy and money on remodelling by visiting beauty parlours or salons.

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OBJECTIVES OF THE STUDY

- ❖ To identify the Demographic Profile of Respondents.
- ❖ To identify the factors influencing the customer to choose the beauty parlour.

SCOPE OF THE STUDY

- ❖ The present study throws light on the insolvency of users, alertness about beauty parlour and their services of beauty parlour.
- ❖ The researcher has also analyzed the reasons for using the services of the beauty parlour.

LIMITATIONS OF THE STUDY

- ❖ Many customers neglect to respond to the survey in their busy schedule.
- ❖ Due to the time constraints, all the customers were not covered.
- ❖ The survey taken only Coimbatore district.

LITERATURE REVIEW

Azad S., 2015 tell that in a study conducted in Dhaka, Bangladesh in 2015 to study the consumer perception on service quality dimensions like tangibility, reliability, accessibility, empathy and responsiveness using SERVQUAL model, it was concluded that the service dimension „empathy“ has significant influence on customer satisfaction over the other service dimension factors [1].

Moore 1987, Lewis 1989 tell that the terms, Service quality, customer satisfaction and customer value have gained a lot of importance for both manufacturing and service firms (Wang, Lo & Yang 2004). The fact is that superior service quality can be a source of sustainable competitive advantage for a service firm [2].

Cengiz 2010 tell that Customer satisfaction is the key to success for all organisations and helps them gain a competitive advantage in an extremely competitive marketing environment [3].

RESEARCH METHODOLOGY

Research design

A Master plan that specifies the method and procedures for collecting and analysing needed information.

Sample design

Sampling is the process of selecting a sufficient number of elements from the population. A Sample Design is a definite plan for obtaining a sample from the sampling frame. It refers to the technique or the procedure the researcher would adopt in selecting some sampling units from which inferences about the population is drawn.

Non-probability sampling

Non-Probability sampling is a sampling technique where the samples are gathered in a process that does not give all the individuals in the population equal chances of being selected.

Convenience sampling

Convenience sampling (also known as Availability Sampling) is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study.

Size of the sample

The Sample size is 149. (59 male & 90 female)

DATA COLLECTION METHOD

Primary data

These are data which are collected for the first time directly by the Researcher for the Specific study undertaken by him. In this research primary data are collected directly from the Respondent by using Questionnaire cum Enumeration Method.

Secondary data

These are data which are already collected and used by someone previously. The data's are collected from journals, magazines and websites.

STATISTICAL TOOLS USED

To analyse and interpret collected data the following simple percentage and ranking were used.

Simple percentage analysis

To analyse and interpret collected data the following simple percentage and ranking were used.

Formula

$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

Chi-square test

A Chi-Squared Test is a statistical hypothesis test where the sampling distribution of the test statistic is a chi-squared distribution when the Null

Hypothesis is true. It is used to determine whether is a significant difference between the expected frequencies and the observed frequencies in one or more categories. The purpose of the test is to evaluate how likely it is that the Null Hypothesis is true, given the observations.

Formula

$$\chi_c^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

Where, O_i – Observed frequency

E_i – Expected frequency

DATA ANALYSIS

The Respondents participated in the research are from diversified background with gender, age group, occupation and income.

Table No 1: Demographic profile of the respondents

Details of the Respondents		No. of. Respondents	Percentage
Gender	Male	59	40
	Female	90	60
	Total	149	100
Age	Below 25 years	9	19
	25-30 years	8	46
	35- 40 years	4	30
	Above 40 years		5
	Total	149	100
Occupation	Student	21	14
	Employee	68	46
	Entrepreneur	60	40
	Total	149	100
Monthly Income	Below 15000	28	18
	15000 - 25000	50	34
	25000 - 35000	71	48
	Total		100

Interpretation

From this study it is evident that the 60% of the respondents fall under the category of female, 46% of the respondents fall under the category of age

group 25 - 30 years, 46% of the respondents fall under the category of employees and the 48% of the respondents fall under the category of average monthly income 25000 – 30000.

Table No: 2 Selection of the beauty parlour & quality service factors influencing the customer to choose the beauty parlour-chi-square test which parlour are you choosing

	Observed N	Expected N	Residual
unisex parlour	59	74.5	-15.5
separate parlour	90	74.5	15.5
Total	149		

Quality service			
	Observed N	Expected N	Residual
Neutral	6	74.5	-68.5
very high	143	74.5	68.5
Total	149		

Test Statistics		
	which parlour are you choosing	Quality service
Chi-Square	6.450 ^a	125.966 ^a
Df	1	1
Asymp. Sig.	.011	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 74.5.

Interpretation

Thus, from this analysis we have found that calculated value is greater than table and we reject Null Hypothesis (H0), that there is significant relationship between beauty parlour and factor of & quality service factors influencing the customer to choose the beauty parlour. So, we accept alternative hypothesis (H1).

FINDINGS

1. 60% of the respondents fall under the category of female.
2. 46% of the respondents fall under the category of age group 25 - 30 years.
3. 46% of the respondents fall under the category of employees.
4. 48% of the respondents fall under the category of average monthly income 25000 – 30000.
5. According to chi- square analysis, that there is significant relationship between beauty parlour

and factor of & quality service factors influencing the customer to choose the beauty parlour.

SUGGESTIONS

1. The awareness can be created among the customers about the service in the spa.
2. The parlour can provide new and trending services so that they can retain the customers.
3. The beauty parlour can improve their advertisement and it helps to invite new customers.

CONCLUSION

The beauty parlour is important for human needs and wants. Now day's peoples are going to trending hair styles and they want beauty skin. So beauty parlour would provide new and trending services. In current situation there is very low advertising for beauty parlour. So many customers don't know about the beauty parlour and trending service. The parlour can improve their advertisement in social media like television and

newspapers etc. Then it helps to invite new customers to beauty parlour. Based on the customer's perception, the beauty parlours would

maintain more hygienic and can be modernized beauty parlour.

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