

# **Economic Empowerment of Women Through Beauty Parlour Business in Yanam, Puducherry: An Overview**

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## **Abstract:**

The contribution of women towards the progress of the economy is incredible. The modern era has been a blessing to society as it has opened up several chances. Women have grabbed the opportunities by bringing to light their hidden abilities, talents, and ideas. The growth of the beauty industry has been dramatic in India, now more than ever, Indian women across income levels relish treating themselves to the latest and greatest beauty treatments. Women in the beauty parlour business often find it an accessible entry point into entrepreneurship, particularly in India, where it's a thriving sector. The business provides opportunities for self-employment and can be established with relatively low investment and technology requirements. Women in beauty Parlour business generating employment and incomes to unemployed women and also became an accelerator to the progress of the economy. On this juncture, an attempt is made to study the role of beauty parlours in economic empowerment of women in Yanam, Puducherry.

**Keywords:** Economic Empowerment, Beauty-care Services, Self-employment and MSME

## **1. 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. In the past, her role was restricted within the four walls, but now she entering into the all spheres of society, such as education, politics, administration, sports, and many other fields. With her high management skills, co-operative attitude and through the motivation and support of her surroundings she's stepping to the next step of starting her own ventures.

Women is the power. She plays very important role in the wellbeing of family as well as in the development of the economy. The contribution of the family and the state to the development of female entrepreneurs is very important. There are many programs launched by the government to promote female entrepreneurship. However, the awareness of these systems is very low. An effort is required from all the levels of the society to reach the needy then only we can say it's effective. There are around 58.5 million entrepreneurs all over India out of this only 14% are women. 13.45 million People are employed by Indian-women owned businesses. Beauty sector doing very well in the market. It has become the backbone of most of the family. Starting from parlour it reached to place website based portal for the trading of beauty products. The founder of NYKAA Falguni Nayar recorded a history in converting her e-commerce business on beauty products into a joint stock company by going through the IPO's. NYKAA shares are

listed on the stock exchange with a premium of 80%. This reveals the strength of her ideas and innovations in the field of business. She became second wealthiest promoter in India.

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 salon industry as a whole flourishes facilitating employment for thousands of women all across the country. Indian women have become more aware of new trends and demand an ever-expanding range of services for their hair, skin and nails from local beauty parlours. The result is that beauty parlours can be seen in almost every neighbourhood and street, from low-income neighbourhoods to busy streets and markets to posh suburbs. They offer a variety of services, priced to suit their local clientele. Women in the beauty parlour business often find it an accessible entry point into entrepreneurship, particularly in India, where it's a thriving sector. The business provides opportunities for self-employment and can be established with relatively low investment and technology requirements. However, women in this field often face challenges related to training, access to finance, and managing the business alongside household responsibilities.

## **2. LITERATURE REVIEW:**

Rajat Deb and Jhuma Dey examined on the topic "Self-employment through beauty parlour business: Vindication from women entrepreneurs of Agartala." The objectives of the study are to identify the motivating factors of WEs of Agartala to become self-employed through beauty parlor business to assess their strategies for sustainability in a competitive environment. However, women in this field often face challenges related to training, access to finance, and managing the business alongside household responsibilities.

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).

Savla Swati Jayesh and Manjrekar Pradip (2014) have explored the perception of women as customers towards beauty services and also to understand the factors that influence women to visit beauty salons as customers. Sheikh Majedul Huq & et al., (2015) have examined customer satisfaction towards the beauty

parlour which is connected with our feelings, perceptions and emotions. Customer satisfaction is a very significant issue which attracts new customers and retaining the existing through enhancing their own beauty. The main objective of the study identifies the factors influencing customer satisfaction and loyalty towards the beauty parlour. Sureka & et al., (2015) examined that customer satisfaction and service quality are very important concepts that remain competitive and grow. The author has identified the customer satisfaction access to the service quality towards quality, ambience, brand image, the response in beauty Parlour.

Marvi Soomro, Raheem Bux Soomro and Irfan Ali Mirani examined on the topic “Factors affecting the development of women entrepreneurship in beauty parlour industry of Sukkur Sindh, Pakistan.” The research is about to explore 8 the factors contributing towards the development of beauty parlour industry in Sindh Sukkur. Under this research, quantitative research design was conducted. The results indicated that financial factors to education factors to business support to business environment play crucial role in development of women entrepreneurship in beauty parlour industry of Sukkur. Due to strong patriarchal society of Sukkur Sindh, women are best suited for domestic roles rather than considering her financial role. In Sukkur, important factors relating to beauty parlours business such as financial factors due to which females face difficulty at very initial level for investment.

Farzana and Priya (2016) have examined the satisfaction level of customer independent variable categories and dependent variable categories are same or not. The author analysed the consumer preference towards the beauty parlour and its effectiveness towards the media to promote the brand in the present market. Vidya Panicker and Khalil Ahmad (2017) have kept their focused on the study for the Service Quality Attributes of the Parlous Service employees and their contribution towards customer Satisfaction in the beauty care and the author have investigated the preference for the services of particular parlour employees and customer satisfaction. Dr. Kishori Jagdish Bhagat (April 2018) have examined the Impact of GST on service Industry w.r.t Beauty industry and Gyms in Dombivli City. The author analysed the taxation system in general and GST in particular and impact of GST on Beauty Parlours and Gyms in Dombivili .

### **3. RESEARCH OBJECTIVES:**

Recently in Yanam, 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 Yanam 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. Hence, on this backdrop, present study aims to analyse the role of beauty parlours in economic empowerment of women in Yanam.

1. To Study the origin and growth of beauty parlour services.
2. To study the motivation factor behind the establishment of beauty parlour.
3. To understand whether the beauty parlour business is suitable for women.
4. To understand the socio- economic status of women who work in this beauty parlour business
5. To study the problems and challenges faced by beauty parlour entrepreneurs and how they overcome those problems and challenges.
6. To recommend suggestions based on the study

#### **4. RESEARCH METHODOLOGY**

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. 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. 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. This research is Descriptive and analytical in nature. This research includes quantitative analysis in the form of percentage. Secondary data have been collected from text books, pamphlets, hand books, magazines, encyclopaedia and internet. The collected data was summarized in a table and the analysis was performed using a simple percentage analysis technique.

#### **5. RESULTS & DISCUSSION:**

Beauty parlour is an establishment dealing with cosmetic and ayurvedic treatment for women. Beauty parlour provides various types of services viz. eyebrow setting, facial, pedicure, manicure meditation oxygen therapy, mud bath and massage. It provides service for hair cutting, hair straitening and curly hair. Beauty parlour changes lifestyle of women and improve values, morale and confidence through different services. Women become social and economic stable because of good income source through beauty parlour business. Beauty parlour provided different types of services to their customer. Beauty parlour holder consume different cosmetic products. So, researcher has taken this topic for finding growth of beauty parlour business.

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 socioeconomic background are now regularly visiting the beauty parlours. More women get conscious about beauty, the beauty salon industry as a whole flourishes facilitating employment for thousands of women all across the country.

Women are increasingly prominent in the beauty parlour business, both as entrepreneurs and employees. Historically, women have found this field to be accessible, requiring relatively low initial

investment and technology, while offering opportunities for independence and self-employment. However, challenges remain, such as balancing business with family responsibilities and navigating financial aspects.

### 5.1. Opportunities and Motivations:

- **Accessibility and Independence:** Beauty parlours provide a relatively low-barrier entry point for women seeking to start their own businesses and achieve financial independence.
- **Growing Demand:** Increased awareness and focus on beauty and personal care have fuelled the growth of the beauty industry, creating more opportunities for women.
- **Income Potential:** While income can vary, some women in the beauty parlour business can earn a substantial income, particularly during peak seasons.

### 5.2. Challenges and Considerations:

Owning a beauty parlour is not all easy profit. One risk is that it is a seasonal business. Bridal packages may be a reliable way for salon owners to earn extra profit, however marriages in India take place only during specific months of the year. This means that salon owners need to find ways to promote their business with other services during slow seasons. There is also the risk of product waste, especially during summer months, due to low activity and high temperatures that can damage some products. One tactic employed by some owners to bring customers in during the hot summer months is to install an air conditioner. This is particularly useful for treatments like waxing, which otherwise could not be offered during the hottest periods.

Another challenge is the need for beauty parlours owners to have a continuous presence in the salon and for them to be involved in everything related to the business. She is the expert—she is the person has client has come to see. According to Cathleen, “if the owner cannot work, the business may suffer”. Likewise, as market competition grows, so does price competition on basic services.

- **Competition:** The beauty industry can be competitive, requiring women to differentiate themselves and adapt to changing trends and customer demands.
- **Financial Management:** Managing finances, including initial investment, pricing, and cash flow, can be a challenge, especially for smaller businesses.
- **Balancing Responsibilities:** Many women in the beauty parlour business also manage household responsibilities, requiring careful time management and prioritization.
- **Training and Skill Development:** While some may lack formal training, ongoing education and skill development are crucial for providing quality services and staying competitive.
- **Adaptability:** The beauty industry is constantly evolving, requiring women to stay informed about new trends, techniques, and technologies.

Examples of Success:

- **Diverse Service Offerings:** Some women-owned businesses offer a wide range of services, including hair styling, manicures, pedicures, and makeup, catering to various customer needs.
- **Focus on Specialization:** Others specialize in specific areas, such as hair styling, skincare, or bridal makeup, building expertise and attracting a niche clientele.
- **Community Engagement:** Some beauty parlours actively participate in their communities by hosting events, offering classes, or mentoring other women entrepreneurs.

Overall, the beauty parlour business presents a significant opportunity for women to establish themselves as entrepreneurs and professionals. While challenges exist, those who are adaptable, skilled, and dedicated can thrive in this dynamic industry.



### 5.3. Growth of Beauty Parlour Industry in India:

The growth of the beauty industry has been dramatic in India - now more than ever, Indian women across income levels relish treating themselves to the latest and greatest beauty treatments. Thanks to television and Bollywood, Indian women have become more aware of new trends and demand an ever-expanding range of services for their hair, skin and nails from local beauty parlours. The result is that beauty parlours can be seen in almost every neighbourhood and street, from low-income neighbourhoods to busy streets and markets to posh suburbs. They offer a variety of services, priced to suit their local clientele.

#### Low Overhead

It is fairly simple to start a beauty parlour in India: a woman needs but a one room shop, not necessarily a very fancy one. Many salon owners opt to use an extra room in their home, thus avoiding rental costs. The furniture needed is also basic: one or two chairs and a table for massages and facials.

While the infrastructure needed to start a salon is relatively easy to acquire, formal training is a must. Some women spend as many as six years training, both in classes and as an assistant to an experienced beautician, before opening their own salon. This experience is also important for the lender institution, as it might suggest potential for future success as Ujjivan considers whether or not to lend to them.

A facial kit yields eight treatments. For the most popular kit, most salon owners break even on just the second treatment. The remaining six are pure profit.

#### High Margins

The most successful beauty parlours have a steady client base that makes regular visits. One way to achieve this is to offer multi-treatment packages for higher-margin services that require regular visits. While threading and waxing are often the entry point for a new client, salon owners are also beginning to offer treatments such as “hair spas” to fortify hair, prevent hair loss, repair split ends, or moisturize dry hair. Such packages require clients to come once, twice or up to four times a month for the treatment, depending on their budget and needs. “Bride-to-be” packages are also on trend. These entail multiple visits over 2-3 months, and can be highly profitable for savvy salon owners: they usually break even on the cost of products used after the first few treatments, and profit on all additional treatments.

Salon owners learn about new products and technology from suppliers, and also from their increasingly savvy customers.

#### Success

Salons have to create a unique and “special” experience for customers in order to be successful. As Women’s World Banking’s Manager of Financial Education, Marketing and Product Research Cathleen Tobin explained, “beauty is emotional and a bit mysterious”. One owner they interviewed explained, “Customers expect you to be the expert, so you have to be. That builds their confidence in you.” Women clients trust knowledge, expertise and qualified training; these qualities, together with interpersonal and sales skills, are critical to success.

### 5.4. Individual Loan Pilot Program:

Despite these challenges, Women’s World Banking’s research with Ujjivan shows that the beauty parlour appears to be an attractive sector for individual loans. Salons are cost-effective, with high profit margins, low start-up costs and need for working capital. In addition, the sector is growing; as Cathleen noted, “women love beauty around the world and Indian women are no different.” Nevertheless, the service sector requires some new ways of thinking about loan assessment: because the “product” sold isn’t tangible, loan officers aren’t able to count stock or assess business health by how full the shelves are, as they would in a provision store business where business health indicators are more tangible. As a lender,

Ujjivan might instead consider the formal training and expertise of salon owners, customer flow throughout a given day, and their savviness in counteracting the challenges of their industry in order to consider them as potential clients. Women's World Banking will further share our technical expertise with Ujjivan by training loan officers on the appropriate credit assessment methodology in this type of service sector.

### **5.5. Findings:**

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.

The study found that:

- Majority of the respondent's (63%) were between the age group of 30-40, 75% of them married and 76% of them come from Nuclear family.
- 87% of the respondents have completed their secondary education (SSLC or PUC).
- Most of them had a monthly income of less than 25,000.
- The majority of the people surveyed operate in rental buildings..
- Majority of them are having their parlour in (72%) in urban and semi-urban areas.
- Family income and skills are the main driving factor in the establishment of beauty parlour.
- Majority of the respondents feels that the major issue in set up of business is finance and family obligations.
- The main issues in running business are lack of support from the government and challenges in work life balancing.

### **5.6. Suggestions:**

- There are various programmes offered by the government for the women empowerment but awareness towards this is lacking. So government must come up with the programme to reach the women effectively.
- It's observed that most of the married women are in this sector. To bring even unmarried women the adequate training programme can be initiated in the college levels.
- Government can take the help of the District industrial centre, self-help groups to reach the women entrepreneurs.
- 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 is will motive 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.

## **6. CONCLUSIONS:**

Women are contributing in all the fields. The up gradation in the technology boosting the women to start their own business by shifting their role from job seekers into job givers. For women to succeed in

business, they need continuous support from their families and government. No more gender inequalities when it comes to the economic growth both are equal contributors but risk bearing capacity of the women must be developed.

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.

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 Yanam 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.

The Study depicts that there is good opportunities are available for the women to make their career in this beauty parlour business. Because comparatively it required less investment and qualification as 6 compared to other business. It is creates good opportunities for those who want to became self-reliance. It is also a very good business which creates good employment for young generation also. It will serve as a very useful research document on the basis of which, the women and government together can take some decisions for women empowerment like self-help groups. Ujjivan's individual lending product can help empower women entrepreneurs to obtain economic independence and provide income to their families and households.

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