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### **To Study the Perception of Women as Customers towards Beauty Service in Western Mumbai**

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#### **ABSTRACT**

Women have been very conscious of their appearance since ages. The external appearance is very important for many. You can change your look in various numbers of ways now days. In olden times people used conventional ways to beautify themselves. Even now the desire is the same, but with newer and better tools. The desire to beautify oneself is the reason for the setting up of beauty services. A beauty parlor or salon is a business that deals with the beauty treatment for women. Since ancient times, women have been experimenting with their look in a number of ways. The methods and equipments being conventional in the olden times have now been modified and modernized in the developing times.

**KEYWORDS:** Women, Beauty, Western Mumbai, Customers.

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## **INTRODUCTION**

Beauty parlors and salons are the latest stress-buster hubs of the 21<sup>st</sup> century Indians. The urge to look better and better day by day is not restricted to home remedies. Women fulfill their wishes to look beautiful by frequently visiting mind and body rejuvenating spa and salons. Be it a working woman or a homemaker, grooming has always been an important factor in every woman's life. Beauty is a lovely ornament of a woman, the beauty salons help women in enhancing their beauty, hence making them look more beautiful.

With the era of growing health consciousness, the awareness towards self-grooming has ever since been increasing. Due to the increase in the knowledge of grooming, the increase in technology, and hygiene levels, the role of salons and beauty parlors in women's life has also increased

## **OBJECTIVES**

1. To understand the factors which influence women to visit beauty salons as customers.
2. To study the impact of parameters concerning beauty parlors on demographic factors.

### ***Hypothesis***

Null Hypothesis  $H_{01}$ : There is no association between demographic factors and parameters concerning beauty salons.

Alternate Hypothesis  $H_{11}$ : There is association between demographic factors and parameters concerning beauty salons.

### **Literature Review:**

Customer satisfaction is one of the important outcomes of marketing activity<sup>1</sup>, "satisfaction is the consumer fulfillment response. It's just a judgment that a product or service feature, or the product or service itself, provides a pleasure able level of consumption – related fulfillment"<sup>2</sup>. Kumar, Kee and Manshor high quality of service can result in high customer satisfaction and increases customer loyalty. Guthrie, M. & Jung J. in their study women's perceptions about brand personality with respect to women's facial image and cosmetic usage, had found that the brand personality of competence was most important across all the brands, consumer perceptions pertaining to brand personality traits differed<sup>3,4,5</sup>. In findings they conducted an electronic survey which was administered to a sample of 225 female participants in the USA. The survey included items measuring

facial image, cosmetic usage, brand personality, and brand attitude. where they had examine how facial image and cosmetic usage both of them determined that companies can improve their marketing strategies to enhance customer satisfaction and increase their customer base. However, by identifying the brand personalities that attract consumer, companies can pinpoint the characteristics that customers look for in a product, which in turn can be used to enhance brand image<sup>5,6</sup>.

## RESEARCH METHODOLOGY

To study the perception of women as customers towards beauty services research information is collected through structured questionnaire method. Women of Western Mumbai are considered as customers of beauty salons for the study and are referred to as respondents. The number of respondents of the questionnaire is 220, the respondents being women of Western Mumbai.

Information collected through the structured questionnaire and is processed by SPSS (Statistical Package for the Social Sciences) version 20. Classified data is presented using suitable tables and appropriate diagrams. For the testing of hypothesis, the Chi-Square Test is applied.

## DATA ANALYSIS

1. **Age Group:** Information collected about age of respondents is classified in to four different groups. Respondents of age up to 20 years are classified as ‘very young age’ group. Respondents of age 21 to 30 years are classified as ‘young age’ group. Respondents of age 31 to 40 years are considered as ‘middle age’ group. All respondents of age more than 40 years are considered as ‘elderly age’ group. The classified information is presented in the following table

Age group	Frequency	Percent
Very young	81	36.8
Young age	79	35.9
Middle age	26	11.8
Elderly age	34	15.5
Total	220	100.0

The above table indicates that out of total 220 respondents, 81 belong to very young age group, 79 belong to young age group, 26 belong to middle age group and remaining 34 belong to

elderly age group. The maximum age group is very young and minimum age group is of middle age.

2. **Qualification:** Qualification is classified into four categories as Higher Secondary Certificate (H.S.C.), Under Graduate, Graduate and Post Graduate.

Qualification	Frequency	Percent
H.S.C	47	21.4
Under Graduate	72	32.7
Graduate	81	36.8
Post Graduate	20	9.1
Total	220	100.0

The above table indicates that 47 respondents are qualified as H.S.C.,72 respondents are qualified as under graduate,81 respondents are qualified as graduate,20 respondents are qualified as post graduate out of 220 respondents.

3. **Marital status:** Information collected about marital status is separated as Unmarried, Married, and Widow/Divorced.

Marital status	Frequency	Percent
Unmarried	143	65.0
Married	73	33.2
Widow/Divorced	4	1.8
Total	220	100.0

From the above table information on marital status collected is as follows:

143 respondents are unmarried, 73 respondents are married and 4 respondents are widow/divorced out of 220 respondents. Most respondents are unmarried and least is widow/divorced.

## FACTORS OF STUDY

1. **Frequency of visiting beauty salons:** Information collected about frequency of respondents visiting beauty salons is classified into four different groups that is once in 15 days, once in 30 days, once in 45 days, and once in 60 days.

Frequency of visit	Frequency	Percent
Once in 15 days	24	10.9
Once in 30 days	88	40.0
Once in 45 days	54	24.5
Once in 60 days	54	24.5
Total	220	100.0

Women as respondents visiting beauty salons once in 15 days are 24, once in 30 days are 88, once in 45 days are 54, and once in 60 days are 54. Out of 220 respondents more women visit beauty salons once in 30 days and very few women visit beauty salons once in 15 days.

**2. Type of Beauty services:** To know the type of beauty services the respondents would like to get service from is classified into three categories as door to door, local parlour and professional salon. Door to door service means women who visit the respondents' place and give them the service whereas local parlour means the nearby parlour which are located in their locality and professional salon means a well known parlor with all updated facilities.

Type of Beauty services	Frequency	Percent
Door to door	36	16.4
Local Parlour	75	34.1
Professional Salons	109	49.5
Total	220	100.0

Women that make use of door to door services are 36, local parlours are 75 and professional salons are 109. Out of 220 respondents more women like to visit professional salons and get service from there. As the life style changes women always want to visit a well know salons and pamper them self.

**3. Necessity of Beauty salons:** To know the views of women who think using beauty services are a necessity the categories are classified in a simpler way as Yes or No.

Necessity of Beauty Parlour	Frequency	Percent
Yes	190	86.4
No	30	13.6
Total	220	100.0

Majority of women think that now a day's using beauty services is a necessity as out of 220 respondent 190 respondents said yes and 30 respondents said no. with the changing times,

women have had no time to use home remedies for themselves so now using beauty services like calling beautician at home, visiting local parlours and visiting professional salons are getting convenient.

4. **Attraction of Beauty service:** To know what attracts towards using beauty services is classified into four categories like discounts (services at a lesser cost), brand name (services from renowned professional salons), personal attention (the wish to pamper oneself) and customized package (services that only the client desires to have).

Attraction of Beauty service	Frequency	Percent
Discounts	37	16.8
Brand Name	56	25.5
Personal Attention	102	46.4
Customized Package	25	11.4
Total	220	100.0

The above table indicates that most women respondents get attracted towards beauty salons by personal attention. Out off 220 respondents 37 would get attracted towards discounts, 56 get attract towards brand name, 25 like a customized package but 102 as majority get attracted towards personal attention as they like getting pampered by some specific beautician who gives them personal attention.

5. **Parameters of selection of Beauty salon:** Information collected about different parameters important for selection of beauty salon is classified into various ways like location, experience of beautician, hygiene, ambience, recommendation and the need of professional salons.

Sr. no	Parameter	Extremely	Quite	Moderately	Slightly	Not
1	Location	83	76	41	12	8
2	Experience	145	44	16	11	4
3	Hygiene	135	47	25	5	8
4	Ambience	69	58	52	18	23
5	Recommendation	44	48	56	39	33
6	Professional	81	72	37	20	10

The above table indicates that location, experience beauticians, hygiene levels, ambience and professional salons are of extreme importance to women whereas recommendation by others is of moderate importance.

6. **Reason for visiting beauty salons:** The important reasons for visiting beauty salons are classified into grooming ones looks thus enhancing their personality, personal hygiene, and status symbol so as to show off in the society.

Reason for visit	Frequency	Percent
Grooming	77	35.0
Personal Hygiene	97	44.1
Status Symbol	46	20.9
Total	220	100.0

The above table shows that majority of respondents visit beauty salon for their personal hygiene and least visit for status symbol. Out of 220, 77 respondents visit for grooming 97 for personal hygiene and 46 for status symbol.

### TESTING OF HYPOTHESIS

**Null Hypothesis  $H_{01}$ :** There is no association between demographic factor and parameters of selection of Beauty Salon.

**Alternate Hypothesis  $H_{11}$ :** There is association between demographic factor and parameters of selection of Beauty Salon.

### RESULTS

**Association between age group and necessity of beauty salon is tested using chi-square test.**

**Results are as follows.**

Age group		Necessity of		Total
		Yes	No	
Very young	Count	73	8	81
	Expected Count	70.0	11.0	81.0
Young age	Count	73	6	79
	Expected Count	68.2	10.8	79.0
Middle age	Count	20	6	26
	Expected Count	22.5	3.5	26.0
Elderlyage	Count	24	10	34
	Expected Count	29.4	4.6	34.0
Total	Count	190	30	220
	Expected Count	190.0	30.0	220.0

The above table indicates that 30 respondents are of opinion that there is no necessity of Beauty salon and 190 respondents are of opinion that there is a necessity of Beauty salon. Out of 30 respondents, 8 from very young age group, 6 from young age group, 6 from middle age group and 10 from elderly age group feel that there is no necessity of beauty salon. Out of the 190 respondents 73 from very young age group, 73 from young age group, 20 from middle age group and 24 from elderly age group believe that beauty salons are a necessity Therefore out of 220 respondent 190 respondents are the majority.

For testing of hypothesis Chi-square test is applied. Results are as follows:

Chi-Square Tests				
	Calculated Value	Degree of freedom	Table value (5% l.o.s.)	Result
Pearson Chi-Square	12.573 <sup>a</sup>	3	7.815	Rejected.

Above results indicate that calculated value (12.573) is greater than table value (7.815).

Therefore test is rejected. Hence null hypothesis is rejected. Alternate hypothesis is accepted.

Conclusion is that there is association between age group and necessity of beauty salon.

Findings of test states that very young and young age group respondents are of opinion that there is necessity of beauty salon. Elderly age group is of opinion that there is no necessity of Beauty salon.

**Association between Age group and professional salon is tested using chi-square test.**

**Results are as follows.**

Age group		Professional salons					Total	
		Extremely	Quite	Moderate	Sligh	N		
Very young	Count	2	3	1	8	0	81	
	Expecte	29.	26.5	1	7	3	81.0	
Young age	Count	3	2	1	8	0	79	
	Expecte	29.	25	1	7	3	79.0	
Middle age	Count	1	2	6	1	2	26	
	Expecte	9	8	4	2	1	26.0	
Elderly age	Count	1	6	3	3	8	34	
	Expecte	12.	11	5	3	1	34.0	
Total		Count	8	7	3	2	1	220
		Expecte	81.	72	3	20	10	220.0



The above table indicates that 81 respondent give extreme importance to professional salons whereas only 10 respondents give no importance to professional salons.

Out of 220 respondents 81 respondents give extreme importance to professional salon,72 respondents give quite importance,37 respondents gives quite moderate importance,20 respondents give slight importance and only 10 respondents give no importance to professional salon.

For testing of hypothesis Chi-square test is applied. Results are as follows:

Chi-Square Tests				
	Calculated Value	Degree of freedom	Table value (5% I.o.s.)	Result
Pearson Chi-Square	56.880 <sup>a</sup>	12	21.026	Rejected

The above results indicate that calculated value (56.880) is greater than table value (21.026).

Therefore test is rejected. Hence null hypothesis is rejected. Alternate hypothesis is accepted. Conclusion is that there is association between age group and professional salon.

Findings of test are that a respondent of very young age group does not give significant importance to professional salon. Middle and elderly age give significant importance to professional salon. In case of very young age group source of income is less so they tend to spend less amount on professional salons thus don't give significant importance whereas middle and elderly aged women respondents can spend due to a good source of income so this group gives higher importance to professional salon.

**Association between age group and hygiene is tested using chi-square test. Results are as follows.**

Age group			H					Total
			Extremel	Qu	Moderatel	Sligh	N	
Very young	Count	5	1	1	1	2	81	
	Expecte	49	17	9	1	2	81.0	
Youn g	Count	4	2	7	1	3	79	
	Expecte	48	16	9	1	2	79.0	
Middle age	Count	1	3	3	2	3	26	
	Expecte	16	5	3	.	.	26.0	
Elderl	Count	2	3	0	7	1	34	
	Expecte							
Total	Count	1	4	2	5	8	220	
	Expecte	135.0	47	2	5	8	220.0	

Above table indicates that 135 respondent give extremely importance to hygiene where as only 8 respondents doesn't give importance to hygiene.

Out of 220 respondents 135 respondents give extremely importance to hygiene, 47 respondents give quite importance, 25 respondents gives quite moderately importance, 5 respondents give slightly importance and only 8 respondents doesn't give importance to professional salon.

For testing of hypothesis Chi-square test is applied. Results are as follows:

Chi-Square Tests				
	Calculated Value	Degree of freedom	Table value (5% I.o.s.)	Result
Pearson Chi-Square	21.770 <sup>a</sup>	12	21.026	Rejected

Above results indicate that calculated value (21.770) is greater than table value (21.026).

Therefore test is rejected. Hence null hypothesis is rejected. Alternate hypothesis is accepted. Conclusion is there is association between age group and hygiene. Finding is that majority of young age women are of opinion that hygiene is extremely important.

**Association between Qualification and Ambience is tested using chi-square test. Results are as follows.**

Qualification		Ambien					Total
		Extremely	Quit	Moderately	Slightly	Not	
H.S.C	Count	11	1	8	6	10	47
	Expected Count						
Under Graduate	Count	16	2	14	7	8	72
	Expected Count						
Graduate	Count	32	1	26	3	3	81
	Expected Count						
Post Graduate	Count	10	2	4	2	2	20
	Expected Count						
Total	Count	69	5	52	18	23	220
	Expected Count						

Above table indicates that 69 respondent give extremely importance to ambience where as only 23 respondents doesn't give importance to ambience.

Out of 220 respondents 69 respondents give extremely importance to ambience,58 respondents give quite importance,52 respondents gives quite moderately importance,18 respondents give slightly importance and only 23 respondents doesn't give importance to ambience.

For testing of hypothesis Chi-square test is applied. Results are as follows:

Chi-Square Tests				
	Calculated Value	Degree of freedom	Table value (5% I.o.s.)	Result
Pearson Chi-Square	a	12	21.026	Rejected

Above results indicate that calculated value (29.397) is greater than table value (21.026).

Therefore test is rejected. Hence null hypothesis is rejected. Alternate hypothesis is accepted.

Conclusion is there is association between qualification and ambience.

Findings of test are the ambience factor is important according to qualification. Importance of ambience factor increases according to increase in level of qualification.

**Association between Marital status and Necessity is tested using chi-square test. Results are as follows.**

Marital status		Necessity of Beauty salon		Total
		Yes	No	
Unmarried	Count	132	11	143
	Expected			
Married	Count	123.5	19.5	143.0
	Expected			
Widow/Divorced	Count	55	18	73
	Expected			
Total	Count	63.0	10.0	73.0
	Expected			
Total	Count	3	1	4
	Expected			
Total	Count	3.5	.5	4.0
	Expected			
Total	Count	190	30	220
	Expected			
Total	Count	190.0	30.0	220.0
	Expected			

Above table indicates that 30 respondents who are of opinion that there is no necessity of Beauty salon and 190 respondents are of opinion that there is necessity of Beauty salon. Out of 30 respondent 11 are unmarried, 18 are married, and 1 is widow/divorced feels that there is no necessity of beauty salon. Out of 190 respondent 132 are unmarried, 55 are married and 3 are widow/divorced. Therefore out of 220 respondent 190 respondents as majority are of opinion that there is necessity of beauty salons

For testing of hypothesis Chi-square test is applied. Results are as follows:

Chi-Square Tests				
	Calculate d Value	Degree of freedom	Table value (5% I.o.s.)	Result
Pearson Chi-Square	12.258 <sup>a</sup>	2	5.991	Rejected

Above results indicate that calculated value (12.258) is greater than table value (5.991).

Therefore test is rejected. Hence null hypothesis is rejected. Alternate hypothesis is accepted. Conclusion is there is association between marital status and necessity of beauty salon.

Finding of the test are majority of unmarried women are of opinion that there is necessity of beauty salon.

## FINDINGS

Very young and young age group respondents are of opinion that there is necessity of beauty salon. Elderly age group is of opinion that there is less necessity of beauty salon.

Very young age group does not give significant importance to professional salon. Middle and elderly age give significant importance to professional salon. In case of very young age gets less money from their parents and even at this young age they don't earn much so they tend to spend fewer amounts on professional salons.

Majority of young age women are of opinion that hygiene is extremely important.

The ambience factor is important according to qualification. Importance of ambience factor increases according to increase in level of qualification. As more the respondent is qualified she would give more preference to the ambience in beauty salons.

There is association between marital status and necessity of beauty salon and majority of unmarried women is of opinion that there is necessity of beauty salon.

## **CONCLUSION**

On the basis of this research, we can conclude that one of the main reasons for the popularity of beauty salons in western mumbai is the rising disposal income along with the changing lifestyles of the masses. Even now with less time and more work women feels beauty salon are necessary so they can pamper there self. At very young age women have started using beauty services for personal hygiene. The perception of women as customers on beauty services is on a positive way as it's a stress relief due to hectic schedule. In an age where looking and feeling beautiful is given prime importance, beauty service industry is growing steadily in western Mumbai, although at a slow pace.

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