

A Study on Economic Status of Women Entrepreneur Especially In Beauty Parlor Industry in Thanjavur

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Abstract - Naturally, women are hard workers. From the beginning they engage themselves helping with their husband's works. Most of them, dislike hiding themselves with in the four walls. They want to show their talents in various levels. Achieve something is the main goal for them. Dedication, hard works, kindness, honesty are there in born nature of them. Decide their career based on the interest and hobby. In present scenario, their contribution of economic growth is high. They learn to promote their career as well as to lead a successful life. They are well verse to run Micro, Small and Medium Scale business. In this consideration, this study analyses the economic status of women entrepreneur especially in women beauty parlour industry in Thanjavur District.

Keywords: *Women entrepreneur, Economic Status, Micro scale Business, Women Development*

I. INTRODUCTION

Beauty is a passion for everyone. Now a day, there is a need to look beauty in our society. According to Abraham Maslow, Human Needs has classified into five categories. First, Physiological needs refer to the basic needs of human beings. These are physical in nature, i.e., Need for food, clothing and shelter. Second, Safety needs enable a person to secure himself. Insurance, investment etc., provide the kind of security. Third, Social Needs drive a person to do things that will give him recognition in the society. This creates great advancement in many levels of human life.

Traditionally, people were very conscious for their appearance and good looks with fair skin. Earlier Tamil poems and literature speak the importance of beauty and bravery. Especially women were taking much care for their physical appearance. They wanted to look smart because they needed recognition in the society. Herbal preparations were made by them individually. They had the lot of tips to maintain their body fit and healthy. Usually, they were well verse in the field of beauty industry. This will help to start the service industry in the field. Before thirty years, the growth of this industry was very little. Developments of social media give a rapid change in the society. This creates the demand for the Industry.

Area of the Study

This study area chosen for the research is Thanjavur. The city is an important agricultural Centre located in the Cauvery Delta and is known as the "Rice bowl of Tamil Nadu". Thanjavur is administered by a municipal corporation covering an area of 36.33km².

Objectives

- To know the economic status of the women entrepreneur
- To understand the problem, facing by the women entrepreneur

II. REVIEW OF LITERATURE

Vidya B. Panicker (2016) "The author found that the beauty industry and beauty care service industry is gaining a lot of importance. For the success of their service station, they offer excellent services with cleanliness".

III. RESEARCH METHODOLOGY

This study reveals the insight of the Industry and the economic status of women entrepreneur. Data were collected from primary and secondary source.

Primary data: A complete survey was conducted in the area of research through questionnaire by way of face to face mode to the 43 women who owned enterprise. It contains age, education, marital status, family back ground, training & experience, investment, source of investment, place of the parlor, duration of business, profit and success rate were analyzed.

Secondary Data: Information collected through various publications of magazine, journals, published books, newspaper, articles, web sites, etc.

Sampling Technique: The convenience sampling method was used in this study.

IV. DATA ANALYSIS AND INTERPRETATION

Table 1: Age wise classification of Respondents

S. No.	Age Group	No. of Respondents	Percentage
1.	Below 30	8	19

2.	31 – 40	12	28
3.	41 – 50	16	37
4.	Above 51	7	16
	Total	43	100

Source: Primary Data

Table 2: Educational Qualification of Respondents

S. No.	Educational Qualification	No. of Respondents	Percentage
1.	Below VIII Std.	3	7
2.	SSLC	5	12
3.	HSC	7	16
4.	Diploma / Degree	17	39
5.	Mater Degree	11	26
	Total	43	100

Source: Primary Data

Among 43 (100%) respondents, 19 (44%) are married, 11 (26%) are unmarried and 13 (30%) are others – Widows, Divorced & Separated.

Table 3: Family Back Ground of Respondents

S. No.	Family Back Ground	No. of Respondents	Percentage
1.	Lower Class	5	12
2.	Lower Middle Class	13	30
3.	Upper Middle Class	15	35
4.	High Class	10	23
	Total	43	100

Source: Primary Data

Table 4: Investment

S. No.	Investment	No. of Respondents	Percentage
1.	Less than 1,00,000	4	9
2.	1,00,001 - 2,00,000	11	26
3.	2,00,001 - 3,00,000	15	35
4.	Above 3,00,001	13	30
	Total	43	100

Source: Primary Data

Table 5: Source of Capital

S. No.	Source of Capital	No. of Respondents	Percentage
1.	Family Circle	13	30
2.	Peer Groups	15	35
3.	Bank Loan	9	21
4.	Other	6	14

Total	43	100
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Source: Primary Data

Table 6: Place of the Business

S. No.	Location	No. of Respondents	Percentage
1.	Bus Stand (Near)	14	33
2.	Main Road	13	30
3.	Street side	7	16
4.	Rural Areas	9	21
	Total	43	100

Source: Primary Data

Table 7: Duration of the Business

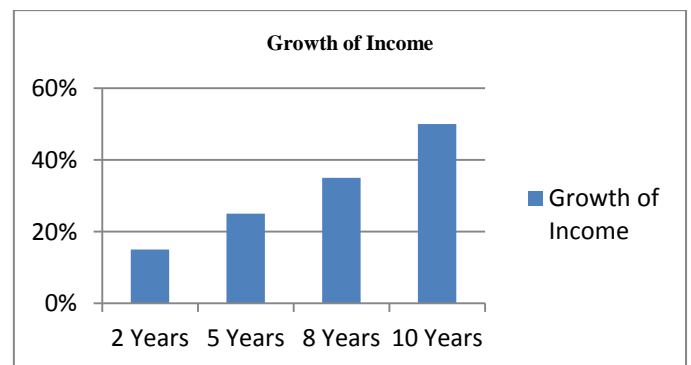
S. No.	Duration	No. of Respondents	Percentage
1.	Below 2 Years	9	21
2.	3 – 8 Years	14	32
3.	9 – 15 Years	12	28
4.	Above 16 Years	8	19
	Total	43	100

Source: Primary Data

Table 8: Profit from Business

S. No.	Profit (Annual)	No. of Respondents	Percentage
1.	Below 50,000	4	9
2.	50,001 – 1,00,000	11	26
3.	1,00,001 – 1,50,000	13	30
4.	Above 1,50,001	15	35
	Total	43	100

Source: Primary Data



Source: Primary Data

V. FINDINGS & SUGGESTIONS

Women’s participation in economic activities is needed for overall economic growth of the country as well as

transforming themselves from the low level to upper level. They develop themselves as a successful entrepreneur.

Creating self-employment, provide employment opportunities and give training for others. This helps to improve their self-confidence and brings a positive change in attitude and behavior of family members and the Society. Like, Doctor, Engineer, Teacher, Beautician also accepted as a prestigious Profession. It leads the entrepreneur a notable person in the area. This brings priority in decision making, upgrade social status, satisfying the needs of their wards like, good education, health supplement, and relatives' requirements, establish women's rights, eradicate gender discrimination, economic freedom and create self-dependency.

Starting stage of the business, they struggled to arrange finance for their business. Bank finance options are not available with low interest rate. Most of them depends their family circle peer groups and Self Help Groups. Dedication is the success of this Industry. They struggle to balance the family life and their career. Some of them arrange their parlor within their house to avoid rental expenses. Few of them choose this career, connection with their husbands' work like medical field, skin care treatment. It provide extra income for the family and use the leisure time in productive improvement.

A proper course for beauty treatment was not provided by the education department and Universities. In order to help them to achieve their business goals, Government should provide subsidies for material, startup process and micro finance with limited restrictions.

Changing environment of the society will bring much need for the Industry. Improvements of the Social Media, Communication development, Inspiration of celebrities, modernization, increasing disposable incomes of middle class, growth of working class, beauty conscious, health awareness, wealth utilization, increasing public functions, are the factors of demand for this industry.

Customers are much influenced by the quality of the service, ayurvedic beauty treatments, latest technical advancement, Soft skill of the entrepreneur, brand name, bridal make-up, bridal collections, combo offers, reduction etc. Some of the women entrepreneur familiar with the treatment of ball head, conversion of thin hair into thick hair, treating dandruff, pimple clearance, weight reduce, hair coloring and treatment of grey hair. These achievements are the milestone of success of the industry. This creates the customer loyalty. Even, they went abroad for doing bridal make-up.

VI. CONCLUSION

Growth of beauty parlor industry is less to compare with other city and it struggle to meet the consumer needs and facing more problems in arranging fund, technical equipment, proper training in the field to eradicate these problems the Government should take initiatives to increase the research program on women entrepreneurship development and provide financial support to the institutions that are currently involved in research activities on women entrepreneurship development.

Reference

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