



Socio-Economic Status of Women Beauticians at Sankeshwar, Karnataka

Dr. Shakuntala I Madiwalappagol

Associate Professor of Economics,

SDVS Sangh's Shri L K Khot College of Commerce, Sankeshwar

Abstract: The beauty parlor industry has grown quickly in India over the past few decades, catering to both men and women across various age groups. This expansion can be attributed to increasing incomes, rapid urbanization, a growing working population, and developments in technology, which have created extensive opportunities and promising business prospects within the industry. Women are actively contributing to their families and communities, taking on diverse roles such as mothers, wives, caregivers, teachers, homemakers, and friends. Despite their significant contributions, much of the work performed by women in these roles remains undocumented, unreported, and unaccounted for in official statistics. The beauty parlor business has emerged as a viable source of income for women entrepreneurs and has become a cornerstone for many families. This study intends to examine the socio-economic status of women involved in the parlor business and to identify the elements affecting their admission into this field.

Key Words: Women Empowerment, Motivation, Beauty Parlour Business

Introduction:

Women represent nearly 50% of the population, and their status has notably improved in the modern era. With a growing emphasis on personal appearance, beauty has become a significant focus for both men and women. Beauty parlors have emerged as essential service-oriented establishments catering to people in all age groups, including men, women, and kids. The expanding population in India contributes to the development of the beauty industry, leading to an increasing demand for beauty products and services. The rising number of working women having higher incomes that are disposable has further fueled this demand. Notably, women between the ages of 18-48, a demographic that represents the highest growth in the Indian population, are the primary attendees of beauty parlors. Because of this, the beauty parlor industry has grown quickly in India and become one of the most lucrative for women to work in.

Benefits of Beauty Parlour Business

- 1 Economic Independence
- 2 Employment Opportunities
- 3 Income Generation
- 4 Improvement in the standard of living
- 5 Flexible Working Hours
- 6 Social Interaction

Objectives: To examine the socio-economic status of women in the beauty parlor business
To find out the causes for their entry into the beauty parlor business

Review of Literature

Mrs.M. Chitra and Dr. B. Kalpana 2013 conducted a study on women-owned beauty parlors, They mentioned that own interests, desire to be self-employed, continuing family business, improving economic status, freedom to work from their place, working with full independence and earning money were the motivational factors that induce the women to enter in beauty parlor services.

Dr.Rupa Khann Malhotra and Roohi Zaaz 2020 in their study opined that an increase in family and government support, utilization of idle time, inner drive and motivation to be independent and acceptability from society have increased the growth of women entrepreneurs across the nation

Thejaswini. P and Gururaja B. L. 2020 observed that in India majority of beauty parlors belong to the informal sector and their contribution to the development of India is not significant.

Suchitra and Ramesh Pai 2021 in their study stated that family support and Government are required for women entrepreneurs and the major issues in the business setup are finance and family obligations.

Gulfam Tasnim in 2021 concluded that women's empowerment is the inspiring factor in creating employment opportunities for ethnic women workers

Methodology:

Data, both primary as well as secondary are the basis of the current investigation. Information was gathered by the researcher from a range of publications, magazines, and journals. The goal of the study is to examine the socio-economic women's status in the beauty parlor business and to find out the causes for their entry into the beauty parlor business The study has been undertaken in Sankeshwar which is famous for its sugar production and educational opportunities. For this study, a sample of 20 respondents was considered out of the total 40 respondents.

Analysis & Discussions

The beauty industry has undergone rapid growth over the last few decades. Today women are turning out to be entrepreneurs and economically independent They have immense freedom to choose their profession. The government is also encouraging women entrepreneurs. Women from different segments of society can get empowered through this business. The Parlour business has a lot of employment opportunities. The earnings from this profession will give financial support to the families which is required for the well-being of the families. It is fairly simple for a woman to start the parlor business with formal training and one room shop rental or one extra room in their home with basic furniture, a table, one or two chairs, and a cot. Beauticians earn huge profits during festivals or marriage seasons.

Table 1. Age-wise Classification of Respondents

SI NO	Age Group	Number Respondents	of	Percentage
01	18-25	01		5
02	26-35	05		25
03	36-45	08		40
04	46 and above	06		30

Source: Primary data

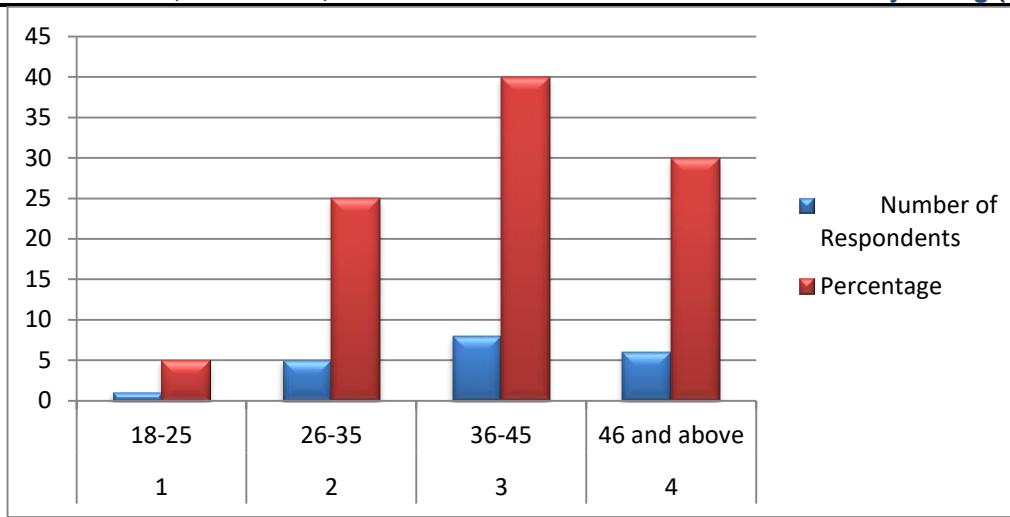
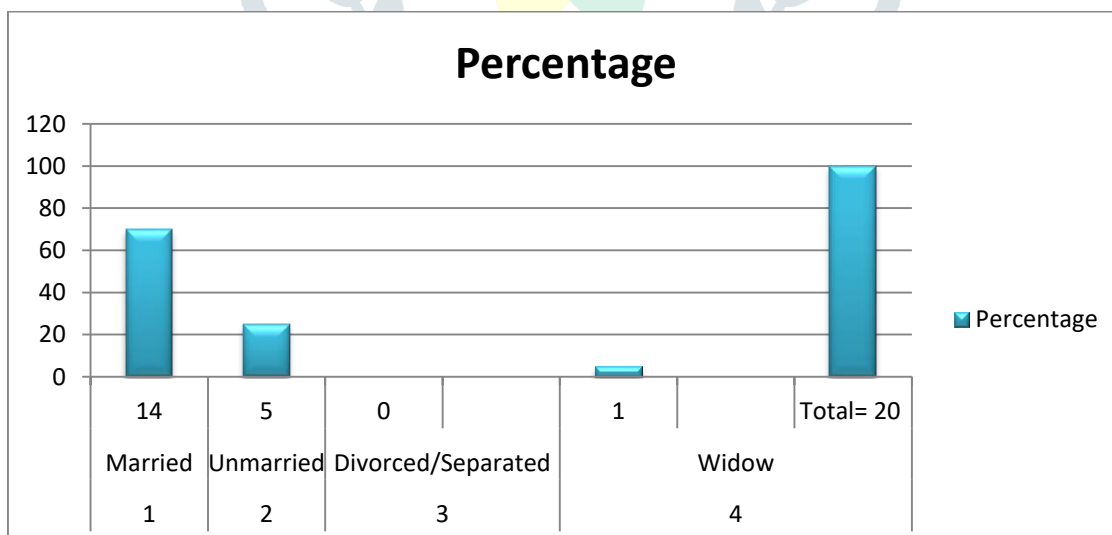


Table 1 reveals that out of 20 respondents, 40% of them belong to the age group of 36 to 45, 30% of respondents have crossed 50 years, and 25% of them come under the 26 to 35 age group, only one respondent is young aged who is below 25 years. It indicates that most of the respondents have rich experience in their profession and contribute to the well-being of their families.

Table No 2: Marital Status

Sl No	Marital Status	Respondents	Percentage
01	Married	14	70
02	Unmarried	05	25
03	Divorced/Separated	0	00
04	Widow	01	05
		Total= 20	100

Source: Primary data



As per Table 2, 25% of participants are single, 5% are widowed, and 70% of participants are married. Further, it indicates that to support their family income respondents have entered this profession.

Table 3: Educational Qualification of Respondents

Sl No	Education	Respondents	Percentage
1	S.S.L.C.	05	25
2	PUC	12	60
3	UG	03	15
4	PG	00	00
		Total=20	100

Source: Primary data

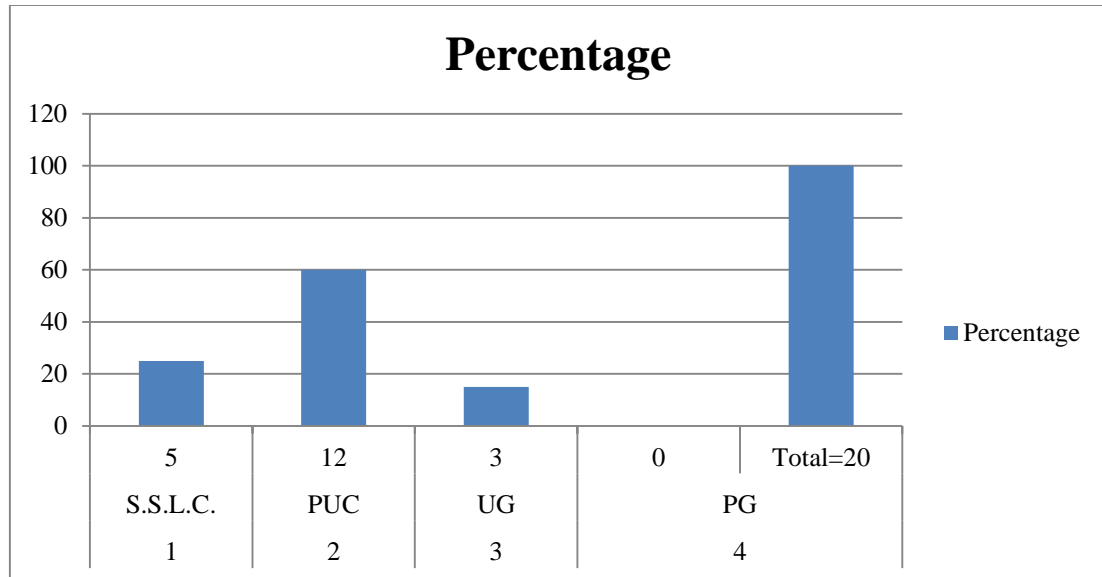


Table 3 declares that many of the respondents have studied PUC education i.e. 60% 25% of them completed S.S.L.C. and 3 of them have completed UG.

Table 4: Professional Experience of Respondents

Sl No	Professional Experience	Respondents	Percentage
1	1 to 5 years	05	25
2	6 to 10 years	05	25
3	11 to 15 years	03	15
4	15 years and above	07	35
		Total=20	

Source: Primary data

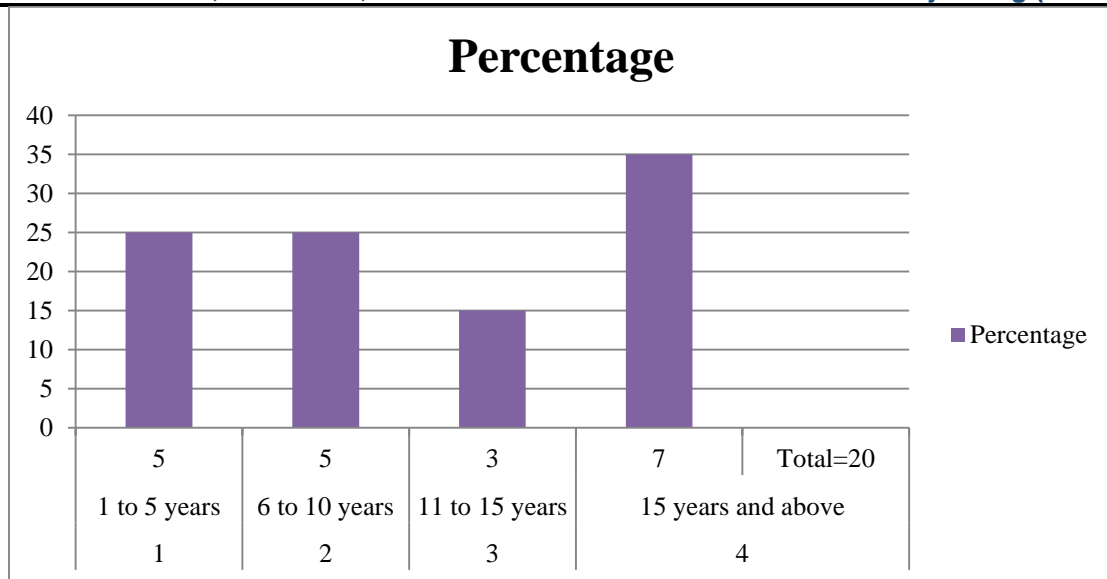


Table 4 reveals that 35 percent of the participants have more than 15 years of professional experience, 25% of them have 6 to 10 years of professional experience 25% of them have less than 5 years of professional experience, and 15 percent of them have 11 to 15 years of experience.

Table No 05: Reasons for Choosing Beautician Profession

SI No	Reasons	Respondents	Percentage
01	Scarcity of Income	06	30
02	Unemployment	01	05
03	Interest	05	25
04	Less Competition	00	00
05	Economically Independent	08	40
		Total=20	100

Source: Primary data

The table states that 40% of the respondents entered the beautician profession to be economically independent, 30% of the respondents for contributing family income, 25% of the respondents for their interest in this profession, and 5% due to unemployment.

Table No 6: Initial Investment of Respondents

SI No	Investment	Respondents	Percentage
1	Below 50000	11	55
2	50000 to 100000	05	25
3	1 lakh and above	04	20
		Total=20	Total=100

Source: Primary data

The data in Table 6 illustrates that most respondents initiated their professional endeavors with an initial investment of less than 50000. Meanwhile, 25% of the respondents invested between 50000 and 1 lakh to commence their professions, and 20% of the respondents made an initial investment exceeding 1 lakh.

Table No 7: Annual Profit of the Respondents

SI No	Profit	Respondents	Percentage
1	Less than 25000	5	25
2	26000 to 50000	4	20
3	51000 to 75000	2	10
4	76000 to 1 Lakh	1	05
5	1 Lakh and above	8	40

Source: Primary data

The data in Table 7 illustrates the distribution of annual profits among the respondents. It clears that 40% of participants said they made more than one lakh per year, while 25% indicated earnings below 25000. Additionally, 20% reported earnings between 26000 and 50000, and 10% reported earnings ranging from 51000 to 75000 per annum.

FINDINGS OF THE STUDY

- 1 65% of the respondents are of the age group 26 to 45
- 2 70% of the respondents are married
- 3 60% of the respondents have completed PUC
- 4 50% of the respondents have 10 years of professional experience
- 5 30% of the respondents have entered this profession due to scarcity of income
- 6 Majority of the respondents have started their profession with less than 50000 initials investment
- 7 55% of the respondent's annual profit is more than 50000
- 8 65% of the respondents have no health issues, 10% of them have BP, 5% of them have diabetes and 20 percent of them have other minor health issues.
- 9 70% of the respondents do not have servants
- 10 Majority of the respondents work 6 to 8 hours daily

Conclusion:

In traditional societies, women's role was confined to four walls. In modern society, women are participating in almost all types of economic activities. The beauty parlor profession is more convenient for women capable of balancing both family and business with flexible working hours. No higher education or huge initial investment is required to start this business. Nowadays cost of living has been increasing, it is very difficult for economically weaker families to provide higher education to their daughters. Hence in this profession, there is scope for women who have reading and writing skills. This profession is empowering women economically and socially.

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