



## Relationship Between Socio-demographic Features of Women Entrepreneurs and Motivational Factors for Starting of Beauty Clinics

Dr.M.Chitra\*, Dr.S.Sujatha,

Head- Innovation and Entrepreneurship, SRM University, Assistant professor, SRM University, Tamilnadu, India.

\*Corresponding author's E-mail: [chitramuthuraman@gmail.com](mailto:chitramuthuraman@gmail.com)

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### ABSTRACT

Women who earlier stayed at home to attend their domestic duties now maintain both work and home simultaneously, participating in the process on an equal footing with men in social and economic development. Women have moved away from their traditional roles of home makers and child rearing to social and business solutions. Self-determination, expectation for recognition, self-esteem and career goal are the key drivers for taking up entrepreneurship by women. Sometimes, women chose such career path for discovering their inner potential, caliber in order to achieve self-satisfaction. It can also provide a mean to make best use of their leisure hours. Dismal economic conditions of the women arising out of unemployment in the family and divorce can compel women into entrepreneurial activities. Hence, the following are the main reasons for women becoming entrepreneurs: Innovative thinking, New challenges and opportunities for self-fulfillment, Employment generation, Freedom to take own decision and be independent. This study aims to find out the relationship between socio demographic features of women entrepreneurs and motivational factors for starting of beauty clinics. This study in carried out Chennai with 350 as sample size.

**Keywords:** Domestic duties, business solutions, entrepreneurship, Dismal economic conditions.

### INTRODUCTION

Women who earlier stayed at home to attend their domestic duties now maintain both work and home simultaneously, participating in the process on an equal footing with men in social and economic development. Women have moved away from their traditional roles of home makers and child rearing to social and business solutions. self-determination, expectation for recognition, self-esteem and career goal are the key drivers for taking up entrepreneurship by women. Sometimes, women chose such career path for discovering their inner potential, caliber in order to achieve self-satisfaction. It can also provide a mean to make best use of their leisure hours. Dismal economic conditions of the women arising out of unemployment in the family and divorce can compel women into entrepreneurial activities. Hence, the following are the main reasons for women becoming entrepreneurs: Innovative thinking, New challenges and opportunities for self-fulfillment, Employment generation, Freedom to take own decision and be independent.

#### Beauty industry in India

Over the last five years, cosmetic products have seen a growth of 60 per cent; salons have seen a growth rate of 35 per cent and cosmetic treatments are seeing a growth rate of five per cent. Puczko (2010)<sup>1</sup> in his research on hair and beauty Industry stated that per capita annual spend of USD 1.2 is expected to grow to USD 6.2 by 2015. India has about 1000000 numbers of salons and this number is constantly growing.

Beauty parlor provide services related to skin health, aromatherapy, hair care, oxygen therapy, mud baths, steam water therapy, manicure, pedicure, bridal make up and other extended services to match with the demand and requirements of the women in all age groups. Less investment, generating income effectively in leisure time, become self-dependent, easy to start, less requirement of money and cheap labor, very high demand among the women, short time required for training are the main reasons for the women to start this venture.

But owning a beauty parlor 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. Another challenge is the need for beauty parlors owners to have a continuous presence in the salon and for them to be involved in everything related to the business.

#### Review of literature

Nordin (2005)<sup>2</sup> in his study in Malaysia among women as owner of business found that psychological motives such as self-satisfaction, the search for independence, and source of finance were the major motivational factors for women entrepreneurs to start-up business.

Smith-Hunter (2006)<sup>3</sup> found the top four principal motivations for the Brazilian women entrepreneurs to



start their own businesses were: “needed a job, “to make more money”, “always wanted to start my own business” and “a good way to find employment.” Another key component of the top reasons for becoming a business was owner centered on financial reasons.

Suganthi (2009)<sup>4</sup> in her study among women entrepreneurs in Coimbatore district found that knowledge of technical know-how, profit, technical skill possessed, previous experience and family member's advice were the motivating factors of women entrepreneurs to enter in to any business.

Apergis and Pekka-Economou (2010)<sup>5</sup> suggested that a combination of pull and push motives, effective mentoring, personal characteristics such as risking failure, educational levels, creativity, innovativeness, ambitiousness and marital status were important for the encouragement of women entrepreneurs to start up new business.

Vargheese and Edwin (2011)<sup>6</sup> revealed that husbands/fathers were the main motivators for taking up entrepreneurship. So motivation of husbands/fathers/family members would certainly prove to be fruitful. Once they got convinced about significance of women entrepreneurship then their attitude would change, their roles and expectations would change and they would provide moral support, necessary guidance and help as needed.

Behara and Niranjan (2012)<sup>7</sup> revealed that the major factors influencing the women entrepreneur were economic independence, establishing their own creative idea, establishing their own identity, achievement of excellence, building confidence, developing risk-taking ability, motivation and equal status in society.

Vaidivu and Devipriya (2013)<sup>8</sup> revealed that most affecting motivational factors were need of money, help the family, challenge, try something on one's own, hobby/special interest family/spouse had business and also money motive for starting own business.

### Objectives of the study

To identify the relationship between socio demographic features of women entrepreneurs and motivational factors for starting of beauty clinics.

## RESEARCH METHODOLOGY

### Period of study

The data and information is collected from the respondents pertains to October 2013 to December 2016.

### Sources of data

Since there was a dearth of tested questionnaire in the literature questionnaire was developed and used for the study. The primary data was collected from the beauty salons owners and secondary data from journals, research papers, research reports, conference proceedings, magazines, newspapers and websites.

### Selection of the study area

In the world of fashion, beauty and career counseling many are women with their own labels. As per the demographic profile of India (2012) women are in age group between 25- 54 is about 235,042,251. The population of Chennai is 5,00,8763 as per July 2012 statistical data consisting of 2,544,380 females. Chennai being a metropolitan city the number of working women is high when compared with other places in Tamilnadu. Further, the number of women in higher education institutions is going up, which resulted in increased demand for such personalized services. Considering the volume of business for beauty salons Chennai city has been purposively selected for the present study.

### Sampling procedure and sample size determinations

It is estimated that nearly 4500 beauty parlors are operated in Chennai city and by adapting random sampling technique the data is collected from women entrepreneurs of beauty salon business. A structured questionnaire was distributed to 500 women entrepreneurs of beauty salon and out that 350 questionnaires was found to be valid. The sample size for the present study is determined by using the following formula:  $S = X^2 NP(1-P) \div d^2 (N-1) + X^2 P(1-P)$ . Hence, the sample size for the present study is 350 women entrepreneurs of beauty salons in Chennai.

### Instrument for Data collection

A structured questionnaire was developed and distributed to 500 women entrepreneurs of beauty salon owners. Out of that 350 questionnaires were valid with information. The pilot study was carried out with 35 respondents and reliability was checked using Cronbach alpha for different statements. Statements which seemed to be not useful for study and then found overlapping and variables that were not significantly contributing to the improvement of the cronbrach alpha too were removed.

### Data analysis and interpretation

Women have become equal participants in many respects at all levels of society. The future would see more women venturing into areas traditionally dominated by men. This will lead to income generation and greater sense of fulfillment among women.

The relationship between socio demographic features of women entrepreneurs and motivational factors for starting of beauty clinics was analyzed and the results are hereunder presented. The distribution of women entrepreneurs on the basis of motivational factors for starting up of beauty clinics was analyzed and the results are presented in Table 1. The perception of women entrepreneurs about the motivational factors for starting of beauty clinics has been classified into low level, medium level and high level based on “ Mean  $\pm$  SD” criterion. The mean score is 68.08 and the SD is 7.31.



**Table 1:** Distribution of Women Entrepreneurs on the Basis of Motivational Factors

Sl.No.	Level of Motivational Factors	Number of Women Entrepreneurs	Per Cent
1.	Low	56	16.00
2.	Medium	132	37.71
3.	High	162	46.29
	<b>Total</b>	<b>350</b>	<b>100.00</b>

Source: Primary & Computed Data

The results show that about 46.29 per cent of women entrepreneurs perceive that the motivation level is high followed by medium (37.71 per cent) and low level (16.00 per cent).

#### Age and Level of Motivation

The relationship between age of women entrepreneurs and level of motivation for starting of beauty clinics was analysed and the results are presented in Table 2

**Table 2:** Age and Level of Motivation

Sl.No	Age(Years)	Level of Motivation			Total	F- Value	Sig
		Low	Medium	High			
1.	15 to 20	0 (0.00)	3 (50.00)	3 (50.00)	6 (1.71)		
2.	21 to 30	23 (20.35)	52 (46.02)	38 (33.63)	113 (32.29)		
3.	31 to 40	27 (17.65)	54 (35.29)	72 (47.06)	153 (43.71)	4.121	0.00
4.	41 to 50	6 (8.22)	23 (31.51)	44 (60.27)	73 (20.86)		
5.	>50	0 (0.00)	0 (0.00)	5 (100.00)	5 (1.43)		
	<b>Total</b>	<b>56</b>	<b>132</b>	<b>162</b>	<b>350</b>		

Source : Primary and Computed Data

Note : The figures in the parentheses are per cent to total.

The results show that out of six women entrepreneurs of beauty clinics belong to the age group of 15 to 20 years, about 50.00 per cent of the women entrepreneurs perceive that the motivation is at both medium and high level. The results indicate that out of 113 women entrepreneurs of beauty clinics belong to the age group of 21 to 30 years, about 46.02 per cent of the women entrepreneurs perceive that the motivation is at medium level followed by high level (33.63 per cent) and low level (20.35 per cent).

It is observed that out of 153 women entrepreneurs of beauty clinics belong to the age group of 31 to 40 years, about 47.06 per cent of the women entrepreneurs perceive that the motivation is at high level followed by medium level (35.29 per cent) and low level (17.65 per cent). It is clear that out of 73 women entrepreneurs of beauty clinics belong to the age group of 41 to 50 years, about 60.27 per cent of the women entrepreneurs perceive that the motivation is at high level followed by medium level (31.51 per cent) and low level (8.22 per cent).

It is apparent that out of five women entrepreneurs of beauty clinics belong to the age group of more than 50 years, cent per cent of the women entrepreneurs perceive that the motivation is at high level. The F-value of 4.121 is significant at one per cent level indicating that

there is a significant difference between age of women entrepreneurs and motivation for starting of beauty clinics. Hence, the null hypothesis of there is no significant difference between age of women entrepreneurs and motivation for starting of beauty clinics is rejected.

#### Educational Qualification and Level of Motivation

The relationship between educational qualification of women entrepreneurs and level of motivation for starting of beauty clinics was analysed and the results are presented in Table.3.

The results show that out of 11 women entrepreneurs of beauty clinics belong to the secondary education, about 54.55 per cent of the women entrepreneurs perceive that the motivation is at high level followed by low level (27.27 per cent) and medium level (18.18 per cent). The results indicate that out of 68 women entrepreneurs of beauty clinics belong to the higher secondary education, about 52.94 per cent of the women entrepreneurs perceive that the motivation is at medium level followed by high level and low level (25.53 per cent).

**Table 3:** Educational Qualification and Level of Motivation

Sl. No.	Educational Qualification	Level of Motivation			Total	F- Value	Sig
		Low	Medium	High			
1.	Secondary	3 (27.27)	2 (18.18)	6 (54.55)	11 (3.14)		
2.	Higher Secondary	16 (23.53)	36 (52.94)	16 (23.53)	68 (19.43)		
3.	Graduation	14 (11.02)	38 (29.92)	75 (59.06)	127 (36.29)	3.892	0.00
4.	Post-Graduation	8 (25.00)	15 (46.88)	9 (28.12)	32 (9.14)		
5.	Training Course	15 (13.39)	41 (36.61)	56 (50.00)	112 (32.00)		
	<b>Total</b>	<b>56</b>	<b>132</b>	<b>162</b>	<b>350</b>		

Source : Primary and Computed Data

Note : The figures in the parentheses are per cent to total.

It is observed that out of 127 women entrepreneurs of beauty clinics belong to the graduation, about 59.06 per cent of the women entrepreneurs perceive that the motivation is at high level followed by medium level (29.92 per cent) and low level (11.02 per cent). It is clear that out of 32 women entrepreneurs of beauty clinics belong to the post-graduation, about 46.88 per cent of the women entrepreneurs perceive that the motivation is at medium level followed by high level (28.12 per cent) and low level (25.00 per cent).

It is apparent that out of 112 women entrepreneurs of beauty clinics belong to the education of technical course, about 50.00 per cent of the women entrepreneurs perceive that the motivation is at high level followed by medium level (36.61 per cent) and low level (13.39 per cent). The F-value of 3.892 is significant at one per cent level indicating that there is a significant difference between educational qualification of women entrepreneurs and motivation for starting of beauty clinics. Hence, the null hypothesis of there is no

significant difference between educational qualification of women entrepreneurs and motivation for starting of beauty clinics is rejected.

#### Religion and Level of Motivation

The relationship between religion of women entrepreneurs and level of motivation for starting of beauty clinics was analysed and the results are presented in Table 4.

The results show that out of 234 women entrepreneurs of beauty clinics belong to the Hindu religion, about 45.73 per cent of the women entrepreneurs perceive that the motivation is at high level followed by medium level (36.32 per cent) and low level (17.95 per cent). The results indicate that out of 61 women entrepreneurs of beauty clinics belong to the Christian religion, about 49.18 per cent of the women entrepreneurs perceive that the motivation is at high level followed by medium level (36.07 per cent) and low level (14.75 per cent).

**Table 4:** Religion and Level of Motivation

Sl.No.	Religion	Level of Motivation			Total	F- Value	Sig
		Low	Medium	High			
1.	Hindu	42 (17.95)	85 (36.32)	107 (45.73)	234 (66.86)		
2.	Christian	9 (14.75)	22 (36.07)	30 (49.18)	61 (17.43)		
3.	Muslim	2 (4.55)	20 (45.45)	22 (50.00)	44 (12.57)	1.140	0.33
4.	Others	3 (27.27)	5 (45.46)	3 (27.27)	11 (3.14)		
	<b>Total</b>	<b>56</b>	<b>132</b>	<b>162</b>	<b>350</b>		

Source : Primary and Computed Data

Note : The figures in the parentheses are per cent to total.



It is observed that out of 44 women entrepreneurs of beauty clinics belong to the Muslim religion, about 50.00 per cent of the women entrepreneurs perceive that the motivation is at high level followed by medium level (45.45 per cent) and low level (4.55 per cent). It is clear that out of 11 women entrepreneurs of beauty clinics belong to the other religion, about 45.46 per cent of the women entrepreneurs perceive that the motivation is at medium level followed by high level and low level (27.27 per cent).

The F-value of 1.140 is not statistically significant indicating that there is no significant difference between

religion of women entrepreneurs and motivation for starting of beauty clinics. Hence, the null hypothesis of there is no significant difference between religion of women entrepreneurs and motivation for starting of beauty clinics is accepted.

#### Caste and Level of Motivation

The relationship between caste of women entrepreneurs and level of motivation for starting of beauty clinics was analysed and the results are presented in Table 5

**Table 5:** Caste and Level of Motivation

Sl. No.	Caste	Level of Motivation			Total	F- Value	Sig
		Low	Medium	High			
1.	Forward Caste	16 (28.57)	8 (14.29)	32 (57.14)	56 (16.00)		
2.	Backward Caste	23 (10.65)	96 (44.44)	97 (44.91)	216 (61.71)		
3.	Most Backward Caste	12 (21.43)	17 (30.36)	27 (48.21)	56 (16.00)	0.415	0.74
4.	Scheduled Caste	2 (10.53)	11 (57.89)	6 (31.58)	19 (5.43)		
5.	Scheduled Tribes	3 (100.00)	0 (0.00)	0 (0.00)	3 (0.86)		
	<b>Total</b>	<b>56</b>	<b>132</b>	<b>162</b>	<b>350</b>		

Source : Primary and Computed Data

Note : The figures in the parentheses are per cent to total.

The results show that out of 56 women entrepreneurs of beauty clinics belongs to the Forward caste, about 57.14 per cent of the women entrepreneurs perceive that the motivation is at high level followed by low level (28.57 per cent) and medium level (14.29 per cent). The results indicate that out of 216 women entrepreneurs of beauty clinics belong to the Back ward caste, about 44.91 per cent of the women entrepreneurs perceive that the motivation is at high level followed by medium level (44.44 per cent) and low level (10.65 per cent).

It is observed that out of 56 women entrepreneurs of beauty clinics belong to the Most Backward caste, about 48.21 per cent of the women entrepreneurs perceive that the motivation is at high level followed by medium level (30.36 per cent) and low level (21.43 per cent). It is clear that out of 19 women entrepreneurs of beauty clinics belong to the Scheduled Caste, about 57.89 per cent of the women entrepreneurs perceive that the motivation is at medium level followed by high level (31.58 per cent) and low level (10.53 per cent).

It is apparent that out of three women entrepreneurs of beauty clinics belong to the Scheduled Tribes, cent per cent of the women entrepreneurs perceive that the motivation is at low level. The F-value of 0.415 is not

statistically significant indicating that there is no significant difference between caste of women entrepreneurs and motivation for starting of beauty clinics. Hence, the null hypothesis of there is no significant difference between caste of women entrepreneurs and motivation for starting of beauty clinics is accepted.

#### Marital Status and Level of Motivation

The relationship between marital status of women entrepreneurs and level of motivation for starting of beauty clinics was analysed and the results are presented in Table 6.

The results show that out of 51 unmarried women entrepreneurs of beauty clinics, about 49.02 per cent of the women entrepreneurs perceive that the motivation is at medium level followed by low level (29.41 per cent) and high level (21.57 per cent). The results indicate that out of 273 married women entrepreneurs of beauty clinics, about 49.45 per cent of the women entrepreneurs perceive that the motivation is at high level followed by medium level (35.53 per cent) and low level (15.02 per cent).



**Table 6:** Marital Status and Level of Motivation

Sl.No.	Marital Status	Level of Motivation			Total	F- Value	Sig
		Low	Medium	High			
1.	Unmarried	15 (29.41)	25 (49.02)	11 (21.57)	51 (14.57)		
2.	Married	41 (15.02)	97 (35.53)	135 (49.45)	273 (78.00)		
3.	Divorced	0 (0.00)	10 (52.63)	9 (47.37)	19 (5.43)	12.134	0.00
4.	Living Departed	0 (0.00)	0 (0.00)	7 (100.00)	7 (2.00)		
	<b>Total</b>	<b>56</b>	<b>132</b>	<b>162</b>	<b>350</b>		

Source : Primary and Computed Data

Note : The figures in the parentheses are per cent to total.

It is observed that out of 19 divorced women entrepreneurs of beauty clinics, about 52.63 per cent of the women entrepreneurs perceive that the motivation is at medium level followed by high level (47.37 per cent). It is clear that out of seven living departed women entrepreneurs of beauty clinics, cent per cent of the women entrepreneurs perceive that the motivation is at high level.

The F-value of 12.134 is significant at one per cent level indicating that there is a significant difference between

marital status of women entrepreneurs and motivation for starting of beauty clinics. Hence, the null hypothesis of there is no significant difference between marital status of women entrepreneurs and motivation for starting of beauty clinics is rejected.

#### Type of Family and Level of Motivation

The relationship between type of family of women entrepreneurs and level of motivation for starting of beauty clinics was analysed and the results are presented in Table 7.

**Table 7:** Type of Family and Level of Motivation

Sl. No.	Type of Family	Level of Motivation			Total	F- Value	Sig
		Low	Medium	High			
1.	Nuclear	53 (20.00)	97 (36.60)	115 (43.90)	265 (75.71)		
2.	Joint	3 (3.53)	35 (41.18)	47 (55.29)	85 (24.29)	10.696	0.00
	<b>Total</b>	<b>56</b>	<b>132</b>	<b>162</b>	<b>350</b>		

Source : Primary and Computed Data

Note : The figures in the parentheses are per cent to total.

The results show that out of 265 women entrepreneurs of beauty clinics belong to the nuclear family, about 43.90 per cent of the women entrepreneurs perceive that the motivation is at high level followed by medium level (36.60 per cent) and low level (20.00 per cent). The results indicate that out of 85 women entrepreneurs of beauty clinics belong to the joint family, about 55.29 per cent of the women entrepreneurs perceive that the motivation is at high level followed by medium level (41.18 per cent) and low level (3.53 per cent).

The F-value of 10.696 is significant at one per cent level indicating that there is a significant difference between type of family of women entrepreneurs and motivation for starting of beauty clinics. Hence, the null hypothesis of there is no significant difference between type of family

of women entrepreneurs and motivation for starting of beauty clinics is rejected.

#### Size of Family and Level of Motivation

The relationship between size of family of women entrepreneurs and level of motivation for starting of beauty clinics was analysed and the results are presented in Table 8.

The results show that out of 47 women entrepreneurs of beauty clinics belongs to the family size of 1 to 2 in which 55.32 per cent of the women entrepreneurs perceive that the motivation is at high level followed by medium level (34.04 per cent) and low level (10.64 per cent).

**Table 8:** Size of Family and Level of Motivation

Sl.No	Size of Family	Level of Motivation			Total	F- Value	Sig
		Low	Medium	High			
1.	1 to 2	5 (10.64)	16 (34.04)	26 (55.32)	47 (13.43)		
2.	3 to 4	42 (17.65)	96 (40.34)	100 (42.01)	238 (68.00)		
3.	5 to 6	6 (13.64)	14 (31.82)	24 (54.54)	44 (12.57)	0.876	0.45
4.	Above 6	3 (14.29)	6 (28.57)	12 (57.14)	21 (6.00)		
	<b>Total</b>	<b>56</b>	<b>132</b>	<b>162</b>	<b>350</b>		

Source : Primary and Computed Data

Note : The figures in the parentheses are per cent to total.

The results indicate that out of 238 women entrepreneurs of beauty clinics belong to the family size of 3 to 4 in which 42.01 per cent of the women entrepreneurs perceive that the motivation is at high level followed by medium level (40.34 per cent) and low level (17.65 per cent).

It is observed that out of 44 women entrepreneurs of beauty clinics belong to the family size of 5 to 6 in which 54.54 per cent of the women entrepreneurs perceive that the motivation is at high level followed by medium level (31.82 per cent) and low level (13.64 per cent). It is clear that out of 21 women entrepreneurs of beauty clinics, belong to the family size of above six, about 57.14 per cent of the women entrepreneurs perceive that the motivation is at high level followed by medium level (28.57 per cent) and low level (14.29 per cent).

The F-value of 0.876 is not statistically significant indicating that there is no significant difference between size of family of women entrepreneurs and motivation for starting of beauty clinics. Hence, the null hypothesis of

there is no significant difference between size of family of women entrepreneurs and motivation for starting of beauty clinics is accepted.

#### Number of Earning Members and Level of Motivation

The relationship between number of earning members in the family of women entrepreneurs and level of motivation for starting of beauty clinics was analysed and the results are presented in Table 9.

The results show that out of 47 women entrepreneurs of beauty clinics have one earning member and about 63.83 per cent of the women entrepreneurs perceive that the motivation is at high level followed by medium level (25.53 per cent) and low level (10.64 per cent).

The results indicate that out of 287 women entrepreneurs of beauty clinics have earning member of 2 to 3 and about 42.16 per cent of the women entrepreneurs perceive that the motivation is at high level followed by medium level (40.07 per cent) and low level (17.77 per cent).

**Table 9:** Number of Earning Members and Level Motivation

Sl.No.	Number of Earning Members	Level of Motivation			Total	F- Value	Sig
		Low	Medium	High			
1.	1	5 (10.64)	12 (25.53)	30 (63.83)	47 (13.43)		
2.	2 to 3	51 (17.77)	115 (40.07)	121 (42.16)	287 (82.00)	1.893	0.15
3.	4 to 5	0 (0.00)	5 (31.25)	11 (68.75)	16 (4.57)		
	<b>Total</b>	<b>56</b>	<b>132</b>	<b>162</b>	<b>350</b>		

Source : Primary and Computed Data

Note : The figures in the parentheses are per cent to total.

It is observed that out of 44 women entrepreneurs of beauty clinics have earning member of 4 to 5 and about 68.75 per cent of the women entrepreneurs perceive that

the motivation is at high level followed by medium level (31.25 per cent). The F-value of 1.893 is not statistically significant indicating that there is no significant difference

between number of earning members in the family of women entrepreneurs and motivation for starting of beauty clinics. Hence, the null hypothesis of there is no significant difference between number of earning members in the family of women entrepreneurs and motivation for starting of beauty clinics is accepted.

#### Association between Level of Motivation and Level of Success of Beauty Clinics

The association between level of motivation and level of success of beauty clinics of women entrepreneurs was analyzed by employing Chi-Square test and the results are presented in Table 10.

**Table 10:** Association between Level of Motivation and Level of Success of Beauty Clinics

	Value	df	Sig
Pearson Chi-Square	59.089	8	0.00

Source: Primary and Computed Data

The Chi-Square value of 59.089 is significant at one per cent level indicating that there is a significant association between level of motivation and level of success of beauty clinics of women entrepreneurs. Hence, the null hypothesis of there is no significant association between level of motivation and level of success of beauty clinics of women entrepreneurs is rejected.

#### Recommendations

The growth of the beauty industry has been dramatic in India now more than ever. Indian women across different income levels relish treating themselves to the latest and greatest beauty treatments. The beauty business in India is growing phenomenally with the cosmetics market growing at 15-20 per cent annually, twice as fast as that of the United States and European markets. The retail beauty and cosmetics market in India currently at USD 950 million is pegged at USD 2.68 billion by the year 2020.

Over the last five years, cosmetic products have seen a growth of 60 per cent; salons have seen a growth rate of 35 per cent and cosmetic treatments are seeing a growth rate of five per cent. The hair and beauty Industry is seeing a per capita annual spend of USD 1.2 which is expected to grow to USD 6.2 by 2015. India has about 1000000 numbers of salons and this number is constantly growing. One third of women entrepreneurs feel that their beauty clinics are moderately success. The motivational factors of economy, profit, knowledge and social support are positively influencing the level of success of beauty clinics. The variables to improve the economic status, earning money, previous experience, heavy demand and high profit margin discriminate best among the three area of operation of beauty clinics.

Women's entrepreneurship in beauty clinics has a tremendous potential in empowering women and

transforming society. Success in business of beauty clinics makes women entrepreneurs financially independent and also gives them the strength to overcome setbacks in personal and social life. Most of the women have entered into entrepreneurship only after their marriage and during middle age. Unmarried and young women can be more successful than married and middle and old aged women in beauty clinics business and also with proper education in beauty courses. So if Government support the both short term and long term beauty course young women have chance to enter into business of their own.

Even though the majority of the women entrepreneurs of beauty clinics are supported by their family members, their support can be further intensified in order to make this business more successful. Women entrepreneurs of beauty clinics play dual role and hence face role conflicts and difficulty in balancing work life. Reserve attitude of the society needs to be changed. Husband and other family members should share household activities to mean the economic needs and also to balance their family. Since, the majority of the women entrepreneurs start their beauty clinics from their own source of finance, the Government should provide loan to needy women entrepreneurs through nationalised and cooperative banks. Bank loan procedure should be less complicated and less time consuming.

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