SERVICE QUALITY PREFERNCESOF CUSTOMERS TOWARDS BEAUTY CARE CENTERS IN KOCHI

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ABSTRACT

Services sector has becoming the backbone for India's GDP growth and employment generation in recent decades. . Examples of services include the transfer of goods, such as the postal service delivering mail, and the use of expertise or experience, such as a person visiting a doctor or utilizing services from service renders like beautician. The beauty consciousness is rapidly increasing among people in order to show them smart and sleek. Youngsters are having much concern about their complexion, physique and their self- image. A person's perception it can also serve to communicate an idea to a large number of people in an attempt to convince them to take a certain action. Beauty parlors are providing essential personal care services to their customers who want to emerge as beautiful kings & Queens. In this Google, era beauty conscious in inevitable and people believes that the spectrums of services which are rendered by beauty parlors are absolutely important. Everybody wants to improve their complexion, appearance, skin tone, self-image in order to grab attention from others. They believe that it can enhance their confidence level and make them to feel good. The purpose of this study is to explore what kind of perception that exists in the mind of people who are seeking beauty care services and which kind of service offerings they prefer, what kind of factors they look in to selecting a beauty parlor. Questionnaires were administered on a sample of one hundred People from various parts of Salem city to analyze the service preferences towards beauty care centers. The results showed that ambience and illumination are the influencing factors for selection criteria and 'Skin Care' related beauty treatments are highly preferred by the service seekers.
Key words: Ambience, Beauty consciousness, Beauty treatments. Rejunuvation, Service preferences, Self-care,

1. Introduction

The beauty care industry is one among the rapidly growing industries of our country. The lifestyle of the people are changed drastically over the past few years, people are realizing the importance of good health and becoming more concerned about their health and beauty.The beauty parlors provide a host of services such as face and beauty treatment, cosmetic treatment, manicure, pedicure, hair-cutting etc. The beauty parlor also provides the services other than beauty treatment services."According to Freedectionaries.com, "It is an establishment providing services that include hair treatment, manicures, and facials. Also called beauty salon, beauty shop" it includes wide spectrum of services like facial treatment, skin treatment and mainly focused on beauty aspects of an individual. A beauty salon or beauty parlor beautysaloon is an establishment dealing with cosmetic treatments for men and women. Other variations of this type of business include hair salons and spas. It is an establishment dealing with cosmetic treatments for men and

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women. Itencompasses different pieces of equipment that have features and functions applicable in the beauty and cosmetic industry. The equipment a salon has speaks volumes about the level of professionalism and range of services that are available in that salon. The beauty salon equipment a salon chooses can have a strong impact on the direction of the business because it sets the tone for what services will be offered there. Services with regard to hair- these types of largely include tresses reductions, styling, dyes, perms, curls as well as curly hair straightening., Services regarding arms and also feet- these include manicure, pedicure, fingernail painting along with artificial nails., Services for body- consist of physique waxing, pushing blood through, aromatherapy, scrubbing and other tresses treatment strategies., Services for face- consist of confront packs, encounter peels and also paraffin wraps, Last and much important wide selection of plastic treatment options. Beauty centers are drawing customer attention by concentrating on,

- Client requirements- specialized companies like day spa subsequently beauty parlor will be the best alternative.
- Different therapies offered- range of a beauty salon will be highly inspired by the sort of companies it makes. While expressed above for normal services you can always check out a tresses go shopping but when it comes to advanced providers beauty salon is a very best option.
- Cost- attractiveness services including beauty treatment options are usually somewhat expensive. Make sure you bear this particular planned ahead of traveling to any salon.
- Other various factors that need to be considered although visiting any beauty salon tend to be cleanliness as well as individual hygiene managed presently there.

2. Concept and Review

Numerous studies have demonstrated that beauty salons are promising settings for promoting health (Ferdinand, 1997; Forte, 1995; Kong, 1997; Sadler, Thomas, Gebrekristos, Dhanjal, &Mugo, 2000), The entrance area will also contain a till close to the door where clients are taken after their treatment; a private area for staff; bathroom facilities; screened cubicles or private rooms where treatments are carried out; and if the salon offers nail treatments, there is also a more communal treatment area where manicures are performed (Black 2004).There has been evidence that, when customers' perceptions of service quality are positive, the behavioral intentions are favorable, which strengthens their relationship with the organization (Zeithaml&Bitner 2003). On the other hand, when service-quality assessments are negative, the customers' behavioral intentions are unfavorable (Kouthouris&Alexandris 2005). "Service quality" is considered a more important order winner than "product quality" in some manufacturing industries (Ghobadian, Speller & Jones 1994), as service-quality improvements can lead to customer satisfaction and cost management that result in improved profits (Stevenson 2002). Linnan and colleagues found that nearly all stylists in one survey reported talking with their customers; and 82% of them were interested in talking about health (L. A. Linnan et al., 2005). Information gathered in this way can be used to develop targeted interventions that are culturally appropriate and responsive to the needs of the population that they serve (Krueger & Casey, 2000).Observational Study in Ten Beauty Salons: Results Informing Development of the North Carolina (Felicia M. Solomon, Laura A. Linnan ,Yvonne Wasilewski, Ann Marie Lee, Mira L. Katz, Jingzhen Yang 2004).Beauty Salons: A Promising Health Promotion Setting for Reaching and Promoting Health among African American Women (Yvonne Owens Ferguson 2007).Analysis of the Cost-Effectiveness of Mammography Promotion by Volunteers in Rural Communities (M. Robyn Andersen, Michelle Hager, Celina Su and Nicole Urban 2002).According to Kumar, Kee and Manshor (2009) high quality of service can result in high customer satisfaction and increasescustomer loyalty

3. Methodology

The study is basically descriptive in nature, going beyond mere data collection to encompass measurements, classifications, analysis, comparisons, and interpretation. It provides an in-depth examination of existing conditions, determining their nature and extent. The purpose of this descriptive research is to examine a pre-existing phenomenon, and the researcher employs a descriptive research technique to plan the sample design, achieve research objectives, and gather valuable demographic and objective information for data analysis.

3.1 Objectives of the study

1. To analyze the perception of service utilizers towards beauty care centers
2. To identify the mostly preferred services offerings among service utilizers
3. To examine the influencing factors of beauty care centres among customers
4. To ascertain their opinion towards various service attributes of beauty care centers

3.2 Sampling techniques

The selection of a representative subset of the population is referred to as sampling. This study employs a sampling technique to determine the parameters and characteristics of the whole population.The sample size for this study is 100 individuals or units and collected from people in Kochi city who came for beauty centers. The study utilizes the convenience sampling technique, a type of non-probability sampling in which individuals or units are selected based on ease of volunteering or availability. This method is quick and convenient, with the advantages of being readily accessible and readily obtainable.

3.3 Type of data collected

The primary data for this research was collected from customers of various beauty centers through the distribution of aquestionnaire. The collected information from the respondents provides the essential primary data for the study. Supplementary information was collected from various sources such as publications, office records, company profiles, and websites, which were necessary for the study. The researcher utilized structured questionnaires containing predominantly multiple-choice questions to gather the opinions of the respondents regarding the research problem. The primary data was collected using a structured questionnaire schedule, a well-defined tool for collecting data.

3.4 Tools for analysis

The research plan for studying the service preferences of customers towards beauty care centers involves both Primary and Secondary Data as the data sources. The research approach adopted is Descriptive Research with a focus on the Survey Method. A comprehensive questionnaire incorporating multiple-choice and Likert's 5-point rating questions will be administered to the service preferences of customers to gather appropriate information. The survey area is Salem and a sample size of 100 customers are selected through Non-probability Convenient Sampling techniques, collecting only Primary Data through the Direct Contact Method. The data will be analyzed using Percentage Method, Weighted Average Analysis and Co-efficeint of correlation to draw meaningful conclusions.

4.Results

Table: 1 Socio Demographic background of respondents

cio Demographic Profile	tegories	of Respondents	rcentage (%)

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e	25		
	30		
	35		
	40		
	ove 40		
nder	le		
	male		
cupation	dents		
	fessional		
	f - employed		
	usewives		
	ners		
nthly Income	to 10000		
	001 -15000		
	001-20000		
	ove 20001		
equency of visits to parlors	nthly once		
	nthly twice		
	onths once		
	nenever feels		

Interpretation:

The above table shows that major no. of respondents (44%) are in the age group of 20-25 rest of the them are belongs to 26-30 , 31-35 , 36-40 and above 40.Majority of respondents are females(52%) It is clear that majority of respondents are students (32%) followed by professionals, self -employed, housewives and others. In monthly individual income wise , majority of respondents(28%) are earning up to 10000 per month , rest of them are in the monthly income level of 10001 – 15000 , 15001 – 20000, and above 20001. In frequency of visits to parlors most of the respondents visit monthly once (35%), rest of them visit monthly twice, 2 months once, and whenever feels.

Table: 2 Respondents opinion on beauty

No	spondents opinion	. Of Respondents	rcentage %
	s		

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tal		)	)

Interpretation:

The above table shows that major no. of respondents (83%) are thinking that beauty is essential where as (17%) of them are thinking that beauty is not essential.

Table:3 Major typeof services preferred by respondents in beauty care

No	nds of Services	. of Respondents	rcentage %
	ir Care		
	in Care		
	cials		
	dy Care		
	hers		
	tal	)	)

Interpretation:

The above table shows that major no. of respondents (31%) prefer skin care, where as 28% of them prefer facials, where as 26% of them prefer hair care, where as 9% of them prefer body care and rest of them prefer other services.

Table: 4 Level of preference, opinion about various attributes of Beauty centers by respondents

ctors	tegories	eighted Score	eighted Average
	ınicure	3	20
	dicure	7	13
	ir styles	3	20
ost Preferred Services	cials	3	86
	reading	3	20
	laxations	3	87
	ınicure	3	20
	rnishing	3	53
inion on ambience related tors	ld lightings	7	46
	lm music	)	27
	FO services	)	93

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	ailability of Magazines	3	20
nds of attributes that have pact on beauty center ection	alification of the beauticians	5	33
	perience of the beauticians	4	60
	rdial approach	2	47
	pearance of the beauticians	1	73
	rieties of service offerings	5	40

Interpretation:

From the above table 8, it is sure that ,based on their respective weighted average most of the respondents are highly preferred manicure and moderately preferred hair styles, neither preferred nor not preferred , work outs related messages not preferred and diet and nutrition related messages highly not preferred by the respondents, When it comes for ambience, based on their respective weighted average most of the respondents rate furnishing as excellent, calm music as good followed by mild lighting , availability of magazines and FIFO service .   In, the attributes which have the impact for selection, based on their respective weighted average most of the respondents strongly like qualification of the beauticians, like experience of the beauticians followed cordial approach, appearance of the beauticians and varieties of service offerings.

Table: 5 Factors that influences respondents in selecting beauty centers

Interpretation:

No	ctors	eighted Score	eighted erage	nk
	cation	9	6	
	hbiance &illumination	2	47	
	cing of services	2	8	
	fectiveness of beauty treatment	3	87	
	stomer care & services	9	27	

From the above table, based on their respective weighted average most of the respondents are given rank I for ambiance & illumination, given rank II for location, given rank III for effectiveness of treatment followed by customer care & services and pricing of services.

Table: 6 Kind of treatments preferred by respondents in beauty parlors

No	nds of Services	. of Respondents	rcentage %
	oma		
	emicals		
	urvedic		
	tural		
	tal	)	)

Interpretation:

The above table shows that major no. of respondents (49%) prefer ayurvedic treatments, where as 18% of them prefer natural treatments, where as 17% of them prefer chemical treatments and rest of them prefer aroma treatments.

Table: 7 Frequency of discomfort faced by respondents in beauty parlors

No	equency of discomfort ed	. of Respondents	rcentage %
	ways		
	rely		
	some extent		
	ver		
	tal	)	)

Interpretation:

The above table shows that major no. of respondents (44%) never felt any discomfort;where as 27% of them rarely faced discomfort, where as 26% of them felt to some extent and rest of them always they have discomfort.

Table: 8 Co-efficient of correlation is used to find out the relationship (dependency) between occupation and frequency of visits to beauty parlor

	x-a	y-a			
					6
	)		9	1	1
)		)	6	8	8

r = +0.9410

It is positive correlation

There is an association between the two variables; hence there is a positive relationship between occupation and frequency of visits to beauty parlor.

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5. Discussion

The following are the major findings of the study

- From this study, the researcher found that majority of respondents are (44%) are age group of 20-25 and majority of respondents are females(52%), students are mostly (32%) visiting beauty centers. It shows that the People who are in the early twenties having much beauty consciousness.
- It is found that most of the people think that beauty in quite essential and the selection criteria are beauty parlors are affordable Price
- 'Skin care' is most sought in beauty centers and in hair care related service, most people preferred 'Hair coloring' and respondents believe that beauty care centers are rendering effective treatment for hair care.
- By applying weighted average method, it is evident that interior decoration like ambience & illumination of the beauty care centers influenced them to avail beauty care related services (21.47).
- From weighted average analysis,it is found that beauty centers are having excellent furnishings (28.53).By applying weighted average method, the researcher found that Manicure is most preferred by respondents in beauty care centers (29.20).
- From weighted average method it is clear that qualifications of the beauticians are much expected by respondents and it is having much impact on selection criteria (28.33).
- The outcome of correlation analysis has proven that there is a high positive correlation (0.94) between occupation and frequency of visits to beauty parlors by the respondents

SUGGESTIONS

- Beauty centers may focus more on lower income segment in order to fulfill their beauty needs.
- The beauticians will be more cordial and focus on empathetic approach towards their customers to achieve more customer satisfaction
- Beauticians have stick to first come first serve basis to avoid customer frustration for long waiting time. Beauty care centers may concentrate to increase their range of service offerings to acquire maximum customers who are following different life styles.
- Beauty care centers can provide impressive beauty care services with affordable cost ,they can ensure better word of mouth communication
- In the post pandemic world, beauticians should ensure hygiene and safety protocols in their beauty centers to instill confidence in their customers

6. CONCLUSION

In the smartphone era,people are becoming more beauty, complexion conscious and they are spending more time for their self-care. Regardless of age they pay heed to maintaining wrinkle free face and skin, concentrating on their appearance. This gives a fillip to beauty care industry. As life style changes people are tend to change themselves. People are perceived that the beauty parlors, salons and spas will rejuvenate them and will give invigorative feel. Irrespective of their gender beauty care is much needed for both men and women to show them as young, energetic and smart. Beauty Centers are existing in Tier III cities and even villages also. More service offerings, qualified beauticians, better ambience, affordable pricing strategies are most sought after parameters of beauty care centers to attract and retain customers.

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