

FACTORS INFLUENCING WOMEN ENTREPRENEURS IN BEAUTY CARE SERVICES

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1. Introduction

The entrepreneur is one of the most important inputs in the development of a country or of regions within the country. The entrepreneurs are a catalyst of social and economic changes. The entrepreneur is the key person who envisages new opportunities, new techniques, new products and co-ordinates all other activities.¹

Women have some strong desirable qualities relevant to entrepreneurship such as their ability to manage details, dedication to the work, tolerance and kindness towards the people. It is a misconception that women cannot be good managers. In fact, the compute manager in Indian society is the mother, as she plans, budgets, executes and shows the results in the day to day life.

Traditionally, women's occupational status has always been closely associated with the home and the family. She has only a secondary status because she is economically dependent on her father or husband. In both the industrially advance and less developed countries women are bound with cumulative inequality as a result of socio-cultural and economic discriminating practices.

The role and degree of integration of women in economic development is always an indicator of women's economic independence, social status and also is a measure of women's contribution to the economic development.

In urban areas, more and more women are successfully running day care centre, placement services, floriculture, beauty parlours and fashion boutiques. Even in rural areas, self-help groups are empowering women to start their own micro business. Women start businesses for fundamentally different reasons than their male counterparts. While men start businesses primarily for growth opportunities and profit potential, women most often found businesses in order to meet personal goals, such as gaining feelings of achievement and accomplishment. Many women start a business due to some traumatic event, such as divorce, discrimination due to pregnancy or the corporate glass ceiling, the health of a family member, or economic reasons such as a layoff.

2. Statement of the Problem

A large number of women are mainly engaged in subsistence agriculture as well as in micro and small-scale enterprises (MSE). In most of the developing countries women constitute 70-80 per cent of the total agricultural labour force and they account for over 80 per cent of food production. It is not surprising therefore to find many women engaged in food processing, weaving, personal services, beverage preparation, and selling of snack foods. In the MSE sector worldwide, women make up one-quarter to one-third of the total business population and in manufacturing they constitute one-third of the global labour force.

In addition to their economic and income-generating activities, women assume multi-faceted roles in society, i.e. as breadwinner of a family, unpaid family worker, service providers in the communities and mother/care-taker of the family.

To respond to the needs of women to materialize their economic potential and thereby to improve their standard of living, it is necessary to design programmes by applying a mainstreaming strategy. This requires devising measures to integrate women as decision-makers, participants and beneficiaries in all relevant development activities, irrespective of the sector or type of activity. It is also necessary to address the totality of problems women face as entrepreneurs, due to the wide spectrum of elements affecting the equitable participation of women in development.

This paper highlights some of these issues and tries to test perception of key indicators about entrepreneurial problems. The author has conducted an elaborate study on the issue of

entrepreneurship among women entrepreneurs in the Virudhunagar District of India. The findings will help in planning various strategies for removing the road blocks to entrepreneurial success.

3. Objectives of the Study

- To analyse the personal factors and its influence on women entrepreneurs in beauty care service.

4. Research Design

(i) Data Methodology

The present study is empirical one based on survey method. The data were collected from both primary and secondary source. The primary data were collected from women entrepreneur who engaged in beauty care service by means of interview schedule.

(ii) Sampling Design

The study aims at analyzing women entrepreneur engaged in beauty care services and their problems on starting and carrying out beauty care service.

Virudhunagar District consists of women entrepreneur engaged in beauty care services in large number, some of them are rendering beauty care service without proper business premises. Those women entrepreneur engaged in beauty care service profile could not be obtained. Hence, those who are rendering beauty care services in specified parlour name are concentrated and among them a sample of 100 beauticians were selected by applying a non-probability random sampling method . Equal importance is given to all the women entrepreneurs engaged in beauty care services irrespective of size, volume of business and so on.

(iii) Statistical Tools

The collected data were tabulated and analysed in a systematic manner. Percentage analysis, Factor analysis were administered.

5. Review of Literature

Ms. Themozhi.G in her study titled “A Study on Women Entrepreneurship in Coimbatore District” has provided the status of women, motivational factor with their relation to socio – economic background of women entrepreneurs. She has covered the entrepreneurial performance of women and also the various constraints encountered by women.²

Ms.Chandra.P in her study “Women Entrepreneurs – A Study with Special reference to Beauty parlours in Virudhunagar District” has found that majority of the beauty parlour women entrepreneurs have been facing financial problems.³

Ms.Nisha Ashokan in her study titled “Measuring the Performance of Enterprises run by Women Entrepreneurs in Chennai” has analysed the financial efficiency and the financial stability of enterprises run by women entrepreneurs.⁴

6. Analysis of the Study

Now a days women start various trading and service oriented business. Among them, the beauty care service is the unique business for women. This field is free from male competitors. A number of attempts have been made earlier to identify the characteristics associated with entrepreneurial success. It is observed that entrepreneurial characteristics are not universal. There is no specific law or a set of characteristics independent across situations to guide the entrepreneur to success. Psychological characteristics, Socio- Economic features, attributes such as risk taking, innovations, need for achievement and managerial competence as important enabling qualities for entrepreneurship. Hence, in service industry like beauty parlours the major factors such as Good infrastructure facility, Quality Service, Family encouragement, Attractive

talks, Graze for beauty among the women, Impressive advertisement, Reasonable charge are considered as success factors

1.Reasons to become an Entrepreneur

Motivation plays an important role in starting an enterprise. This is the impelling force which draws a woman out of her house and inspires her to start something on her own. These are various reasons which motivate a woman to start an enterprise. In this present study these reasons are grouped under.

TABLE 1
Reasons for Become an Entrepreneur

S.No	Reasons	No of Respondents	Percentage
1	To make money	31	31.0
2	To be independent	33	33.0
3	To fulfill the need of the family	18	18.0
4	To gain social prestige	18	18.0
Total		100	100

Source: Primary Data

It is evident from Table 1 that 31 per cent of the respondents started the business to make money, 33 per cent to be independent, 18 per cent to fulfill the need of the family and 18 per cent of them start business to gain social prestige.

Inference:

Most of the respondents' opinion to start the business is to be independent.

2. Motivational Factors

The role of women entrepreneurs in the process of economic development has been recognized from nineties in various parts of the world. Today, in the world of business, women entrepreneurship has become an essential movement in many countries and has been accepted in all areas of working. The United Nations report has also concluded that economic development is closely related to the advancement of women. In nations where women have advanced, economic growth has usually been steady. By contrast, in countries where women have been restricted, the economy has been stagnant.

Women become entrepreneurs due to several factors which may be grouped under "Pull factors" and "Push factors". Pull factors refer to the urge in women to undertake ventures with an inclination to start a business. Women entering business, driven by financial need due to family circumstances are said to be influenced by push factors.

In order to find out the motivational factors of the women to become entrepreneurs four factors were identified such as ambition factor, opportunity factor, reasoning factor and prime factor. The ambition factors are self employment, to improve status, to earn money and family business. The opportunity factors are govt support, low investment, previous experience and education in this field. The reasoning factors are heavy demand, high profit margin, easy to start and maintain and heavy demand. The prime factors are family, friends, relatives and family.

TABLE 2

Respondents' Reasoning Factors to start the Parlour

Reasoning Factors		Ranks			
		1.00	2.00	3.00	4.00
Heavy Demand	Count	17	24	25	34
	%	17.0%	24.0%	25.0%	34.0%
High profit margin	Count	36	20	25	19
	%	36.0%	20.0%	25.0%	19.0%
Easy to start and maintain	Count	28	26	23	23
	%	28.0%	26.0%	23.0%	23.0%
Low competition	Count	19	30	28	23
	%	19.0%	30.0%	28.0%	23.0%

Source: Primary Data

TABLE 3

Descriptive Statistics

	N	Mean	Std. Deviation
Heavy Demand	100	2.7600	1.10206
High profit margin	100	2.2700	1.14464
Easy to start and maintain	100	2.4100	1.12900
Low competition	100	2.5500	1.04809
Valid N (list wise)	100		

From the Table 3 it is inferred that the respondents reasoning factor to start the parlour is high profit margin followed by easy to start and maintain, low competition and heavy demand.

3.Prime Factor

TABLE 4

Respondents' Prime Factors to start the Parlour

Prime Factor		Ranks			
		1.00	2.00	3.00	4.00
Family	Count	22	34	25	19
	%	22.0%	34.0%	25.0%	19.0%
Friends	Count	47	26	8	19
	%	47.0%	26.0%	8.0%	19.0%
Relatives	Count	13	15	21	51
	%	13.0%	15.0%	21.0%	51.0%
Self interest	Count	19	24	47	10
	%	19.0%	24.0%	47.0%	10.0%

Source: Primary Data

Table 5

Descriptive Statistics

	N	Mean	Std. Deviation
Family	100	2.4100	1.03568
Friends	100	1.9900	1.15027
Relatives	100	3.1000	1.08711
Self interest	100	2.4800	.91541
Valid N (list wise)	100		

From the above Table it shows that the respondents prime factor to start the parlour as friends followed by family, self interest and relatives.

7. Suggestions

Entrepreneurship is a dynamic concept and no specific personality attribute can generate success. However, the technical knowledge and skill, parental support, previous job experience may help an entrepreneur to compete successfully in the market. An awareness of various entrepreneurial risks helps an entrepreneur to build up strategies to control/ counter them and become successful. The location advantage is also a factor of success. It decides the direction of development of grass root entrepreneurship.

8. Conclusion

Women in business are a recent phenomenon in India. Women in entrepreneurship has been largely neglected both in society in general and in the social sciences. Women entrepreneurs generally choose to start and manage firms in different industries than men tend to do. The industries (primarily retail, education and other service industries) chosen by women are often perceived as being less important to economic development and growth than high-technology and manufacturing.

Entrepreneurial movement started late and is still in its infancy. The movement requires *pre and post follow up support* to utilize women power in the country's economic development. *A co-ordinate role of the government and voluntary agencies with an integrated approach* will help to develop women entrepreneurship.

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