

**WOMEN ENTREPRENEURSHIP DEVELOPMENT AND  
OPPORTUNITY- A STUDY WITH SPECIAL REFERENCE TO  
COSMETOLOGIST IN TIRUNELVELI DISTRICT**

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**ABSTRACT:**

The present research was undertaken to analyse the awareness of the skills required for running a beauty parlour and motivational factors to cosmetologists in Tirunelveli District. Women who stay at home and women who go to work all have a lot of responsibilities when it comes to their skin, hair, and health. Encourage the cosmetologists' motivation and development the opportunity in the women entrepreneurship field. The required primary data were collected from the sample cosmetology through the specifically structured questioner's schedule. The collected primary data were analyzed with the help of statistical tools like "t"-test and percentage analysis and inferences were drawn accordingly. Results show that awareness of skills required and factors motivating to the cosmetologist.

**KEY WORDS:** Women Entrepreneurship, Cosmetologist, Women, Women Cosmetologist, Skills Developed, and Opportunity.

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## INTRODUCTION

Women have been regarded as the nucleus of a community, as well as the builders and shapers of its destiny. It is fact that when there is the Women Entrepreneurship Development, the family develops, the economy develops and India develops'. The characteristics of men and women entrepreneurship are generally very similar. The differences are found only in the age, personality, motivation, and type of business started.

All Cosmetologists are Beauticians – but not all Beauticians are Cosmetologists. Responsibilities of cosmetologists include client consultations to better understand their needs and make Cosmetologists is the research and practise beauty procedures such as hair colouring, skincare, make-up, manicures/pedicures, and permanent or temporary hair removal. Creating a number of different looks based on the client's request description of the role We're looking for a licensed cosmetologist that can help customers improve their physical appearance. You'll be in charge of listening to customers' needs and expectations and providing them with the best services possible. The perfect candidate would have experience with hair, nails, and skincare. They'll be deft and capable, with a deep understanding of fashion and trends.

A cosmetologist refers to an individual with a more well-rounded education. When opposed to a parlour; a cosmetologist has a more comprehensive curriculum and a wider variety of services to provide. Cosmetologists, in comparison to beauticians, typically have more comprehensive training and experience in beauty treatments such as hair, makeup, skincare, nail treatment, and more. In general, a cosmetologist receives a well-rounded education.

## REVIEW OF LITERATURE

**Kulvinder Kaur and Pawan Kumar (2020)** in this study “Social Media usage in Indian Beauty and Wellness Industry: A Qualitative Study” research was exploratory in nature, with the aim of learning more about how social media is used in the beauty and wellness industry. As a result, the results cannot be generalised, and future research should take a quantitative or hybrid approach. Though participants provided new insights into their use of social media, a study of how beneficial such marketing strategies are from the viewpoint of consumers would be a valuable addition to this current field of study. **Shyam Kumar Sah et., al (2018)** in this study “Review Article: Ayurvedic Concepts on Cosmetology” Cosmetics are any products that are applied to the skin,

hair, nails, teeth, or eyes to clean, improve, or change their appearance. Grooming aids and makeup preparations (perfume, skin cream, nail polish, lipstick, or contact lenses) are all included (soap, shampoo, shaving cream and deodorant). Ayurvedic is an Indian healing philosophy that dates back thousands of years. **John Kaviarasu and Francis (2018)** during this study “Women Entrepreneurship Development in India: Challenges and Empowerment” Just a small number of ladies from the urban socioeconomic class have benefited from government-sponsored development activities, according to the implementation. Enacting legislation alone would not suffice; long-term strategies must be developed to effectively provide young women entrepreneurs with entrepreneurial-related knowledge, training, and skill development programmes. **Ann Marie Britton (2012)** in this study “The Beauty Industry's Influence on Women in Society” Extensive research has been conducted on the effect of advertising in the fashion and beauty industries on women. As a result of advertisements featuring unrealistic representations of appearance, many women have reported anxiety, low self-esteem, and low self-confidence. Dissatisfaction with one's body and appearance is the source of the bulk of these negative feelings. Cosmetics and their effect on women, as well as how women can use cosmetics to regulate their appearance, have received less research attention. This paper starts by analysing recent research on the impact of the cosmetic industry on women. Based on this research, a general survey was created to gather general information about the cosmology of a group of college students. The results indicate that college women use cosmetics often, are well-informed about the industry, and that individual differences can affect a woman's cosmetics choices.

## STATEMENT OF THE PROBLEM

Cosmetologists in today's fashion, play an important role. They also, help women income generation and make them economically independent. Women also add to family income and improve the standard of living of their family. The number of women in this sector is increasing day by day. Today many people want to like more beautiful and fit. Thus, Cosmetologists in today's fashion, play a vital role in today's fashion. Women who don't come out of their homes due to some reason can start this business some reason can start-ups after getting some training or diploma or certificate courses. Thus cosmetologists are proved to be an important tool for women's entrepreneurship.

## **OBJECTS OF THE STUDY**

- To study the awareness of the skills required for cosmetologist
- To analyse the factors motivating to become a cosmetologist

## **METHODOLOGY**

This research is based on analytical research which is based on primary and secondary data are collected.

## **SAMPLE SIZE**

The sample size was selected from the Tirunelveli District. For the purpose of the present study, a sample size of 120 has been taken from eight Taluk of the Tirunelveli District ( $8 \times 15 = 120$ ). 120 cosmetologists are selected. A simple random sampling method was administered in this study.

## **METHOD OF DATA COLLECTION**

Both primary and secondary data were obtained for this analysis. Data from Cosmetologists was collected using a well-structured questionnaire and primary data were collected using a questionnaire via Google Form. Previous journals, magazines, textbooks, and blogs are used to gather secondary data.

## **TOOLS FOR ANALYSIS**

The information gathered is categorised and tabulated. For the final interpretation of results, statistical methods such as percentage analysis and the “t”-test were used.

## **LIMITATION OF THE STUDY**

1. The researcher has depended on the information and data supplied by the respondents.
2. The geographical coverage is very limited. So the results cannot be generalised.

3. Due to the short span of time data were collected only from a limited sample.

## **PROBLEM FACED BY WOMEN COSMETOLOGIST**

Very frequently problems which you encounter in the daily management of your shop can be solved more quickly and easily than you might imagine.

- Schedule of appointment.
- Every client reserved the perfect customer service but with so many people you can satisfaction difficult.
- Make your booking system available to your client online and an unanswered phone call may mean losing a potential customer.
- Clients are only human, and it is human to forget, so when clients forgot to cancel appointments they cannot attend.

A good relationship with the client and has a negative impact on our service affected.

## **FUTURE OF WOMEN COSMETOLOGIST**

In the future, definitely bright, because many women cosmetologist of high technology, women will be able to work from home and thus balance better between the workplace and home. The opportunities for women will increase with the changes in the technological, cultural and social environment. Women need assistance and support in the service to Customers. An organization could be set up for service of the women cosmetologist service exclusively. Most of the women cosmetologist with a wide distribution network can take up the service to women.

## **WOMEN COSMETOLOGIST SHOULD DEVELOP SKILLS**

- ❖ Innovativeness and creativity.
- ❖ Cosmetology Education.
- ❖ Good customer service.

- ❖ Time management.
- ❖ Good grooming habits.
- ❖ Hard Work
- ❖ Trend Awareness.
- ❖ Physically fit.
- ❖ Familiarity with products
- ❖ Cultural Values
- ❖ Association

## DATA ANALYSIS AND FINDINGS

**TABLE: 1 Show the Demographics Characteristic on Cosmetologist**

<b>Demographics</b>	<b>Groups</b>	<b>No. Of, Respondents(N:120)</b>	<b>Percentage (%)</b>
<b>AGE</b>	Below 25 Years	27	22.5
	25-35 Years	51	42.5
	35-45 Years	36	30.0
	Above 45 Years	6	5.0
<b>EDUCATION QUALIFICATION</b>	Below S.S.L.C	10	8.3
	Higher Secondary	27	22.5
	Under Graduate	42	35.0
	Post Graduate	20	16.7
	Diploma	14	11.7
	Professionals	7	5.8
<b>MARITAL STATUS</b>	Married	79	65.8
	Unmarried	41	34.2

<b>AREA OF RESIDENCE</b>	Rural	57	47.5
	Urban	63	52.5
<b>NATURE OF FAMILY</b>	Joint Family	71	59.2
	Nuclear Family	49	40.8
<b>ANNUAL INCOME</b>	Below ₹50,000	15	12.5
	₹50,000- ₹1,00,000	42	35.0
	₹1,00,000-₹1,50,000	54	45.0
	₹1,50,000- ₹2,00,000	9	7.5
<b>YEAR OF EXPERIENCE</b>	Below 1 year	12	10.0
	1-5 year	63	52.5
	5-10 year	33	27.5
	Above 10 year	12	10.0
<b>REASON FOR SELECTING THIS OCCUPATION</b>	Earning Income	39	32.5
	Increase personality	12	10.0
	Develop Family	60	50.0
	Independence	9	7.5
<b>FINANCE</b>	Own Finance	39	32.5
	Borrowed Finance	9	7.5
	Finance from Family Members	15	12.5
	Finance from Bank	15	12.5
	Both Family and Bank	42	35.0
<b>FAMILY SUPPORT</b>	Always supportive	81	67.5
	Non-supportive	6	5.0
	Indifferent	33	27.5
<b>RUNNING THE BUSINESS</b>	Independently	67	55.8
	Jointly with friends	53	44.2

Source :Primary data

Table No :1 Out of 120 sample respondent, reveals 42.5% the most of the cosmetologist belongs to the age group of 25-35 years,40.8% had studied up to under graduation,65.8% inferred that majority of the cosmetologist is married.52.5% of cosmetologist belongs to an urban area,59.2% of cosmetologist are in the Joint family,45% of the cosmetologist earn an annual income between ₹ 1,00,000- ₹1,50,000. 52.5% is inferred that majority of the cosmetologist got 1-5 years experience. 50% of inferred that to the developed family is in the main reason for selecting cosmetologist. 35% of the Majority of cosmetologist get fund from both bank and family.67.5% of family support is significant to become a cosmetologist.67.5% of cosmetologist are of the opinion that family is always supportive.55.8% of cosmetologist are independently running their business.

**TABLE-2 SKILLS REQUIRED**

Sl. No	Variables	Mean Score		“t”-Statistics
		Rural	Urban	
1	Good time keeping skill	4.9298	4.7619	2.564*
2	Communication skill	4.6491	4.7143	-.762
3	Customer care	4.7193	4.8095	-1.164
4	Customer retaining skill	4.6140	4.8571	-3.136*
5	Customer satisfaction	4.5439	4.7619	-2.114*
6	Learning new things	4.4035	4.6667	-2.693*
7	Long hours of hard work	4.7018	4.5714	1.234
8	Creativity	4.1930	4.6190	-3.276*

Source : Primary data

\* Significant at five present level

The higher mean scores among the rural respondents are identified in 'Good timekeeping skill', 'Customer care', 'Long hours of hard work' since their respective mean scores are 4.9298, 4.7193, and 4.7018 respectively. Among the urban respondents, the higher mean score is identified in "Customer retaining skill", "Customer care", "Good time keeping skill' since their respective mean



scores are 4.8571, 4.8095 and 4.7619 respectively. Regarding the skills required the significant difference among the rural and urban respondents is identified in creativity among the rural and urban customer retaining skill, learning new things, good timekeeping skill and customer satisfaction since the respective “t” statistics are significant at 5 per cent level.

**TABLE: 3 FACTORS MOTIVATING**

Sl. No	Variables	Mean Score		“t”-Statistics
		Rural	Urban	
1	Profit Motive	4.8070	4.6667	1.304
2	Self Confidence	4.6667	4.8095	-1.794
3	Family Income	4.6140	4.2381	3.193*
4	Qualification	4.3333	4.3810	-.339
5	Role Model	4.5088	3.8571	4.129*
6	Talent & Ability	4.4912	4.6667	-1.781

Source :Primary data

\* Significant at five percent level

The higher mean scores among the rural respondents are identified in 'profit motive', 'Self-confidence', 'Family income' since their respective mean scores are 4.8070, 4.6667, and 4.6140 respectively. Among the urban respondents, the higher mean score is identified in 'Self-confidence', 'Profit motive' and 'talent and ability', since their respective mean scores are 4.8095, 4.6667 and 4.6667 respectively. Regarding the factors that motivate to become a cosmetologist the significant difference among the rural and urban respondents is identified in a role model and family income since the respective “t” statistics is significant at 5 per cent level.

## SUGGESTIONS

Support of the family is essential for beauticians to start their business and also feel confident to their dreams they should strive to strike a balance between their profession and family. Training institutes can give proper guidance and additional skills to run their cosmetologist successfully. It will give them knowledge, experience and provide ultimate satisfaction to their clients. Competitions can be reduced by forming an association for cosmetologist. Organizing exhibitions on beauty products and providing offers may help the clients to be loyal. A cosmetologist should be creative and must be ready to adapt to the changing technology.

## CONCLUSION

Women who have been entering into remunerative occupations are increasing. Their entrepreneurship not only improved their living conditions and earns more respect in the family and society but also have a special role in creating empowerment. The cosmetologist business is becoming more and more popular today and created a large number of job opportunities cosmetologist. It is a fact that when there is the development of women the family develops, the society develops and the country develops.

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