

**A STUDY ON CUSTOMER AWARENESS AMONG THE CUSTOMERS OF
BEAUTY INDUSTRY ON COVID19 OUTBREAK IN AURANGABAD.**

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Abstract:

Corona virus is a newer type of virus from the group of infectious viruses which may cause illness in animals and humans. In humans, several corona viruses are known to cause respiratory infections similar to the common flue and cold like symptoms, COVID-19 is the infectious disease caused by the most recently discovered Corona virus.

Beauty Service Industry including makeup artists, hairstylists, nail artists, and more professionals play vital role in Indian economy. Corona virus outbreak would cause a temporary slowdown affecting the beauty business throughout the world. On the backdrop of the same the study has been made to understand the awareness among the customers about the preventive measures on the covid19 pandemic as a part of preparedness for the future.

Key Words: COVID-19, Outbreak, Pandemic, Beauty Parlor, Customers.

1. Introduction:

Corona virus is a type of virus who has large family of viruses which may cause illness in animals and humans. In humans, several corona viruses are known to cause respiratory infections, COVID-19 is the infectious disease caused by the most recently discovered new type of the virus from the Corona virus group. This new virus and disease caused by it were unknown up till the outbreak that began in Wuhan Provence of China, in December 2019. COVID-19 has now become a pandemic which is affecting many of the countries throughout the globe. Symptoms of this disease are pain, nasal congestion, headache, conjunctivitis, sore throat, diarrhea, loss of taste or smell or a rash on skin or discoloration of fingers or toes shortness of breath, chest pain/pressure, or loss of speech.

The most serious fact about it is that, anyone can catch COVID-19 and become seriously ill. Thus to avoid the complications and to help support the society from getting infected by the corona virus the World Health Organization has highlighted 4 key components for prevention of the spread on the large scale population as a restrictive public health measures which are

- 1) Self Isolation.
- 2) Washing hand by soap or use sanitizer repeatedly.
- 3) Social Distancing.
- 4) Temporary Lockdown.

2. Review of the background associated.

The beauty industry in the country has reached to all corners of the society to cater to a large population. Moreover it has become a regular need of the society as a provider of the

personal beauty and wellness services. The beauty industry comprises of the makeup artists, hairstylists, nail artists, and more professionals.

Beauty parlor service are closely connected with the personality development part of the modern society as it adds to the feeling of confidence and positive attitude in the mind of people. Because of the globalization, a new culture has been seen to have developed in the societies that gave importance to the beauty parlors and salons as one of the regular and essential service among the dwellers.

Considering the problems faced by all the economic sections throughout the world because of the lockdown situation In India, rural as well as urban, societies have been affected so. Therefore it is worth to study the status of the beauty parlor and the salon as the part of service industry.

On the backdrop of the COVID-19 spread it is seen that the pandemic is affecting the beauty business to a greater level as the industry services needs a physically closer contact between the service operator and the customer. Because of the same reason the industry has faced the challenge to help prevent the spread of corona virus across the country.[1]

According to the opinion of the CEO of the world's renowned organization i.e. Lakme Lever, as claimed in an interview with the Money Control that "*For an industry that is based on human interaction and touch, salons have been greatly affected,*" [2]

He also have stated that the employees at Lakme salons were undergone the medical checkup for symptoms, masks were made compulsory in the salon, the hand sanitizers were placed at the entry and spots around the salon for customers to use in addition to the process of the frequent cleaning of the building with fumigators.

On the regional level it has been observed that the senior entrepreneur Jessi, who owns a beauty parlor in Chennai, observe that the existing clients continued to come but there were no new clients since the fear of the covid19 has been increased.[3]

According to B&WSSC, the beauty industry was growing at 18.6% in pre-Covid times, higher than the international CAGR of 15%. The industry had recently made a representation to the Ministry of Home Affairs to permit reopening of salons stating that the jobs of nearly a crore professionals, two-thirds of which are women, were at stake.[4]

As an implication of the post covid19 preventive measures, the founder of the company named 'Enrich', Mr Vikram Bhatt has expressed his views as "*Our consumable cost will increase the overall material cost by 30%, thereby increasing the tariff by 8-10%,*".

Under the assumption that the new safety protocol will, definitely increase their operating cost, resulting in a price hike and straining the customer wallet amid salary cuts and layoffs, a study of the opinion of the customers on the safety precaution has been done with the following methodology..

3. Research Methodology.

A systematic gathering, recording and analyzing of the data about problems relating to beauty service industry which would fulfill the objective of the study, following methodology is:

3.1 Data collection

This study is based on primary as well as secondary sources of data.

(a) Primary Data Sources:

“Questionnaire” and “Interview” schedules have been used to collect fact finding information about views, opinion, willingness and perception of beauty and saloon service industry towards COVID-19 pandemic. Primary source such as questionnaire for customers of the beauty parlor was sent by E-mail, and the opinions thus collected have been presented in this paper ahead.

Interviews of the beauty parlor owners through telephone have been taken to get the information, besides which the Observation method was also used for Hair cutting saloons.

(b) Secondary Data Sources:

Secondary source such as social networking sites, Govt. authorized websites, News channels, e-news papers, Beauty Industries websites etc have been referred for this research.

3.2 Objectives of the study:

The objectives of the present study are as follows:

3. To find out the awareness about COVID-19 pandemic and social distancing concept among customer of the beauty parlor and owner of the beauty parlor and saloon
4. To understand fear of the COVID-19 in general public and precautions they have made in their day to day life.

3.3 Hypothesis.

Hypothesis of the present study are as follows:

1. The clients of the service sector are aware of the covid-19 pandemic.
2. The beauty parlor business faces multiple challenges in post pandemic period.
3. The covid-19 pandemic put significant impact on the way the beauty parlor business is carried out.

3.6 Sample Size.

For detailed study of the research objective and establishment of hypothesis, a sample of 310 respondents has been selected. The sampling technique used for the purpose is Random sampling technique. These 310 respondents are from three categories:

- 200 respondents are the owners of the beauty parlor.
- 100 respondents are the customers or clients of the beauty parlor.
- 10 respondent are the owner of the hair cutting saloon

There are more than 1500 beauty parlors in Aurangabad city out of them only 100 beauty parlors are registered apart from 100 beauty parlors, 200 beauty parlors has been selected as sample randomly. In the market place of the Aurangabad city, there are 20 hair cutting salons, out of them 5 hair cutting saloons has been observed.

3.7 Tools of data collection.

To collect primary data from 100 customers, 20 Beauty parlors and 10 hair dresser, survey method is used. Following tools has been used as considering the categories of respondent:

Tools used

Questionnaire

Interview Method

Observation

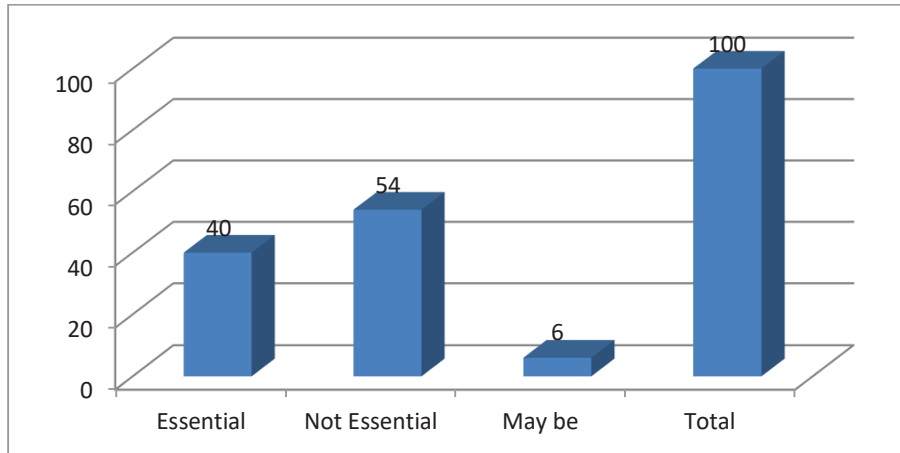
4. Data Analysis and Interpretation.

The data collected through the questionnaire by the researcher has been tabulated and analyzed as Follows:

Table No. 4.1 Visitors think Beauty Parlor is Essential

SN	Essential	Not Essential	May be	Total
01	40	54	06	100
				N=100

Source: Primary data



Source: Primary data

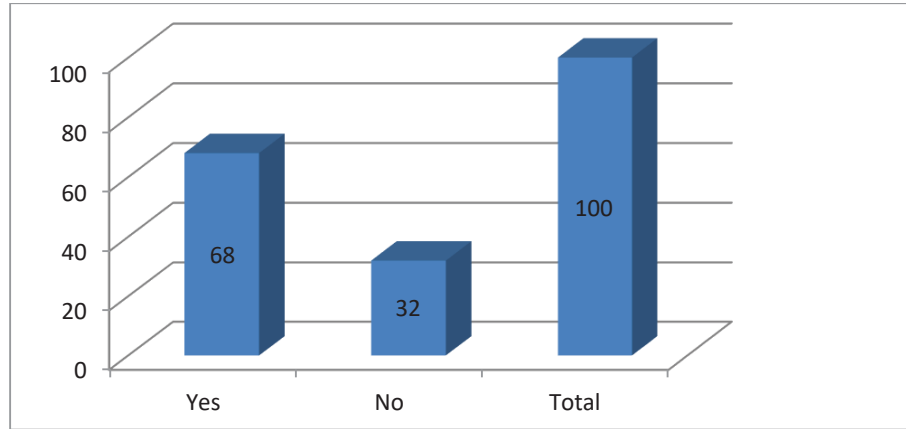
The table and the graph above shows the details about the opinion of the customers regarding the need of the beauty parlors as a part of their regular lifestyle which reveals that majority of the respondents have accepted that the beauty parlors are among the NOT essential service though needed regularly.

Table No. 4.2 Visitors afraid of COVID19

SN	Yes	No	Total
01	68	32	100
			N=100

Source: Primary data

Graph No 4.2 Opinion of the respondents on fear of covid19



Source: Primary data

The tables and the graphs displayed along with the study shows the opinion on the awareness about the covid19 effects opined by the customers wherein it is found that there exists one hundred percent awareness among the people about covid19 pandemic and it is also clear that there is a feeling of the fear among the visitors.

Table No. 4.3 Visitors aware of COVID19

SN	Visitors Aware	Non Aware Visitors	Total
01	100	00	100

Source: Primary data

Table No. 4.4 Visitors aware of social distancing

SN	Visitors	Non Visitors	Total
01	100	00	100

Source: Primary data

5. Verification of the Hypothesis:

It has been confirmed that according to the responses that have been studied through the Question that

- ✓ All the respondents are aware about COVID-19 that is there exists a complete 100% awareness among the people.
- ✓ Secondly regarding the study of the fear that may be there in the minds on the customers, it has been found that a good number of the people i.e. 68% from the 100% respondents have said that they are afraid of it.
- ✓ Regarding the awareness about the concept of the Social Distancing, complete 100% respondents have opined that they are fully aware about it.

6. Discussion:

It has been note that the covid-19 pandemic has put a significant impact on the way the beauty parlor business is to be carried out in future as per the following points:

- As the respondents those have responded to the questions showed that though there is 100% awareness on social distancing, from among the 100% the 68% fear to visit the parlor again in the wake of the covid19 pandemic. This shows a distinct behavior that

the customers would not look at the services of the beauty parlors in coming period after the lockdown.

- With the lesser number of customers visiting the parlors and to keep up with the norms the parlor business owners must develop some innovative methods to keep the customers attached to the service.
- There arises need to set up a system that would go with the method of give proper appointments and schedules that would need to be maintained for the customers.
- The equipment cleaning and environment sanitization would also be needed to be done with more specialized way.
- The number of helpers required to be reduced as to keep the norms adhered.
- There would be a need of regular checkups from various authorities for inspection and care thus, maintenance of the records of the customers may become necessary.

7. Observations, Findings and Suggestions.

As the beauty parlor business belongs to the service industry, it will face multiple challenges in the post pandemic period. Following are the findings regarding the Corona virus outbreak that has put a huge impact on beauty parlor business.

1. Those earlier claiming that the beauty parlor was a part of the lifestyle and passion, today refuse to go to the parlor.
2. Fear of corona virus is the main reason that people avoid visiting parlor. Though parlor owners give guarantee to use sanitizer and take hygiene precautions, people have no trust on them.
3. Hike of rates may also be the another fear linked with the covid19 pandemic security measures among the minds of the customers.
4. Some are willing visiting parlor even after lockdown and ready to take risk they must be equipped with personal precautionary measures by keeping own make up kits with them.
5. Some may be interested in going by the old and traditional way of making beauty at home with the help of family members.
6. Some willing to not visit parlor even after lockdown, even if they were regular customers to parlors.

8. Suggestions.

- There is uncertainty in the life of every person, business, economy and country.
- No one can know about future but new challenges come new opportunities.
- Everyone should learn to live with corona virus situation.
- Everyone should adopt new lifestyle.

Following are the suggestions:

1. Providing high hygiene and full precautions would help attract the customer.
2. Proper system of visit with prior appointment would avoid the crowd.
3. A flexible work schedule system can be adopted by the parlor owner.
4. Self-care as well as customer care must be taken by Beauty Parlor owner.

5. Installation of sanitizing machine at entrance is would increase the confidence among the customers regarding the protection against the covid19.
6. The new safety protocol will, however, increase their operating cost, resulting in a price hike and straining the customer wallet amid salary cuts and layoffs yet innovative ways are needed to be found by the business owners for the success.

9. Conclusion:

While going through the opinions collected from different sources through the entire study, it has been found that the covid19 pandemic have caused a serious impact on the beauty parlor and saloon business.

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