

MOTIVATIONAL FACTORS AND BUSINESS SUCCESS OF BEAUTY CLINIC ENTREPRENEURS IN KADAPA DISTRICT

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Abstract: Entrepreneurship is a central force that plays a vital role in economic growth. The performance of enterprises determines the pace of the economic growth of a country.

The objective of the study was to explore and measure the motivational factors and business among beauty clinic women entrepreneurs in the Kadapa district. 150 beauty clinic owners were approached and distributed the structured questionnaire by applying the convenience sampling technique. The questionnaire consists of work freedom, familiarity, maintenance, social image, self-interest and business success. Data were analyzed using reliability, factor analysis and regression analysis with the help of jamovi. The study results revealed that all the dimensions were observed to be significant in influencing the beauty parlour clinic success in Kadapa district.

Keywords: entrepreneurial motivation, business success, beauty parlour, women entrepreneurs, Kadapa

INTRODUCTION

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 a greater sense of fulfillment among women. In almost all the countries, governments are providing special provisions for women's development and efforts are being made to extract the maximum of their talent (Grown, C., Bahadur, C., Handbury, J., & Elson, D. (2006).

Entrepreneurship is the process of starting a business or other organization. Self-determination, the expectation for recognition, self-esteem, and career goal are the key drivers for taking up entrepreneurship by women. Sometimes, women chose such career paths for discovering their inner potential, and caliber in order to achieve self-satisfaction. It can also provide a means to make the best use of their leisure hours (Koneru, K. (2017).

Ever since India opened its door to liberalization in the early 1990s, there has been a steady transformation in India's economy. Self-reliance helped in building great institutions of learning and taking strides in various fields of life in keeping pace with the rapidly changing world. Women who earlier stayed at home to attend to 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 homemakers and child-rearing to social and business solutions (Flo, E., Pallesen, S., Magerøy, N., Moen, B. E., Grønli, J., Hilde Nordhus, I., & Bjorvatn, B. (2012).

The main reasons for women opting for entrepreneurship are self-determination, the expectation for recognition, self-esteem, and career goal are the key drivers for taking up entrepreneurship by women. The highly educated, technically sound and professionally qualified women should be encouraged for managing their own business, rather than dependent on wage employment outlets. The unexplored talents of young women can be identified, trained and used for various types of industries to increase the productivity in the industrial sector. A desirable environment is necessary for every woman to inculcate entrepreneurial values and involve greatly in business dealings (Kumar, D. (2014).

The challenges and opportunities provided to the women of digital era are growing rapidly that the job seekers are turning into job creators. The problems, generally, prevent these women entrepreneurs from realizing their potential as entrepreneurs and they are the problem of finance, scarcity of raw materials, stiff competition, family ties, lack of education, male-dominated society, low risk-bearing ability, financial problems, marketing problems, production problems, health problems (Jahanshahi, A. A., Pitamber, B., & Nawaser, K., 2010).

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 percent annually, twice as fast as that of the United States and European markets. The retail beauty and cosmetics market in India is currently at USD 950 million and is pegged at USD 2.68 billion by the year 2020.

This sector is segmented by upscale, globally branded spas, beauty salons or parlors, and mid-range hotel/resort spas serving a growing local middle-class market in countries such as India. At the low end of the market are a significant number of Ayurveda-based spa resorts in India that cater to both the local and foreign markets (Indian Cosmetic Report, 2020).

In recent years beauty parlor and spas have become a lucrative business for women. As it had a kick start as home-based business women entrepreneurs of this field entered into this venture on a commercial basis in a short duration. A beauty parlor is a place where women-care-women, which means that both the service provider and the service receiver are women. Mainly because of this reason this business seemed to be more convenient for women (Ali, M. J., & Rana, M. M. (2016).

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

Hence the present study is taken up to examine the status of women entrepreneurs who started beauty clinics in the Kadapa district.

LITERATURE REVIEW

Soomro, M., Soomro, R. B., & Mirani, I. A. (2020), explored the influencing factors of women entrepreneurship by highlighting the barriers in the beauty parlour industry of Sukkur in Pakistan. The adopted quantitative approach to capturing the most influencing factors. They considered business environment, business prospects, Entrepreneurial skills & education, business support, financial affairs, and operational incentives. descriptive statistics, Multiple regression analysis, and correlation analysis were performed to know the influence or impact of each variable on the dependent variable (women entrepreneurship development). It is found that financial affairs, entrepreneurial skills & education, business support, and environment significantly influence the development of women entrepreneurship in the beauty parlour industry and operational incentives is not enough.

Gautam, J., & Thapa (2020), have aimed to identify the factors determining the performance of women entrepreneurs in the beauty parlour business. For this study, the data were enumerated using a semi-structured questionnaire from 143 women entrepreneurs who own beauty parlour businesses in Pokhara. The performance of beauty parlour business was measured in terms of the growth in profit, employment and assets during the study period. A multiple regression model was run to assess the effect of various factors on the performance of the beauty parlour business. The study disclosed a significant increase in average annual profit and employment over the period. The study revealed that among many likely individual-, business- and environment-related factors determining the performance of beauty parlour business, year of registration, enterprise age and initial paid-up capital are the key factors determining the performance of the beauty parlour business in Pokhara.

Alagarsamy, T., & Ganapathy, S. (2016), observed the factors which look at the inducement that encourage women entrepreneurs on beauty parlour business in sivaganga district. In total, 80 beauticians were interviewed using an interview schedule method. The inspiration needs of women entrepreneurs; and the factors influencing the motivational needs of women entrepreneurs. This paper has found that women entrepreneurship can be motivated by a wide range of factors, including: Own Interest, Family Business, Ideas from friends and Relatives, Previous Experience, Business opportunities, Desire to be Independent, Situation of Factor, To Prove Oneself.

Sujatha, A., Jeyachitra, P., & Sooriyakala, M. S. (2013), investigated the factors influencing satisfaction of women entrepreneurs associated with beauty parlour business in Butwal sub-metropolitan city of Rupandehi district of Nepal. Using a sample of 50 beauty parlours in the study area and applying Probit Model, the results show that the probability of BPE's satisfaction decreases by 0.103 for those who have relatively big family. The probability of BPE's satisfaction increases by 0.0186 for those who are married. The probability of BPE's satisfaction increases by 0.049 for those whose husbands are helpful. The probability of BPE's satisfaction increases by 0.096 for those who think that society has positive attitude towards BPB. The probability of BPE's satisfaction increases by 0.2 for those who think that BPB has decreased discrimination against woman. The study reveals that the beauty parlour business can enhance the women's satisfaction by enabling them contributing to their families in fulfilling the household demands.

Kamberidou, I. (2013) found that the natural strengths of women such as listening, sharing, building relationships, and creating a culture of collaboration was the personal factors affecting the success level of business activities of women entrepreneurs. In addition, mode of work, levels of engagement, and leadership styles were also influencing the performance of women entrepreneurs

Stevenson and Jarillo (2003) identified in his study that in developing countries women entrepreneurs continued to suffer from poor overall assets, poor enforcement of financial rights and the existence of unequal inheritance rights and consequently poor access to community and social resources. Gender-based obstacles – conventional thinking, cultural and social values, lack of collateral – all aggravate were the difficulties affecting women. High transaction costs, the rigidity of collateral requirements and heavy paperwork were further impediments to women entrepreneurs

Hence, the present study is aimed to exhibit the entrepreneurial motivation for the success of beauty clinic owners and the hypotheses are formulated as

H1: Work freedom significantly and positively influences clinic success

H2: Maintenance significantly and positively influences clinic success

H3: Familiarity significantly and positively influences clinic success

H4: Social Image significantly and positively influences clinic success

H4: Interest significantly and positively influences clinic success

MATERIALS AND METHODS

The present study targets to highlight the women's entrepreneurial motivation factors that impact beauty clinic success in the Kadapa district. A convenience sampling technique has been adopted for the study to collect the data from the beauty clinic entrepreneurs in the YSR Kadapa district. The questionnaire was designed with essential dimensions adopted from the literature to collect the data. Out of 200 distributed questionnaires, A total of 150 questionnaires from respondents are found valid and suitable to perform analysis. Reliability and descriptive statistics are used for the analysis using Jamovi.

RESULTS AND DISCUSSIONS

Demographic profile

The demographic features of women entrepreneurs of beauty clinics in Kadapa were analysed and the results are hereunder presented.

Table 1
Demographic Profile

Variable	Group	Frequency	Percent
Age	Below 20	17	11.33
	21-30	64	42.67
	31-40	44	29.33
	Above 40	25	16.67
Education Qualification	Up to SSC	14	9.33
	Intermediate	38	25.33
	Degree	68	45.33
	PG	30	20.00
Location	Own house	48	32.00
	Residential Areas	52	34.67
	Commercial complex	34	22.67
	Others	16	10.67
Experience	Less than 1 year	32	21.33
	1 to 3	46	30.67
	4 to 6	54	36.00
	Above 6	18	12.00
Time spent	Up to 4 hours	12	7.89
	5 -to 8	66	43.42
	9 to 12	58	38.16
	More than 12	16	10.53
Sources of finance	Own source	68	45.33
	Banks sources	44	29.33
	Private sources	20	13.33
	Other sources	18	12.00

The results show that about 42.67 percent of the women entrepreneurs of beauty clinics belong to the age group of 21 to 30 years followed by 31 to 40 years (29.33 percent), above 40 years (16.67 percent), and below 20 years (11.33 percent). It is inferred that the majority of the women entrepreneurs of beauty clinics belong to the age group of 31 to 40 years.

The results indicate that about 45.33 per cent of the women entrepreneurs of beauty clinics are educated up to graduation followed by Intermediate (25.33 per cent), post-graduation (20.00 per cent), and up to SSC (9.33 per cent). It reveals that the most of the women entrepreneurs of beauty clinics are graduates.

The results indicate that about 34.67 per cent of the beauty clinics are locating in residential areas followed by own houses of women entrepreneurs (32.00 per cent), commercial complex (22.67 per cent), and other place (10.67 per cent). It reveals that the most of the beauty clinics are locating in residential and own houses of women entrepreneurs.

From the results, it is observed that about 36.00 per cent of women entrepreneurs of beauty clinics are having the experience of 4 to 6 years followed by 1 to 3 years (30.67 per cent), less than one year (21.33 per cent) and above six years (12.00 per cent). It reveals that the most of the women entrepreneurs of beauty clinics are having the experience of 4 to 6 years.

From the results, it is clear that about 43.42 per cent of the women entrepreneurs spent 5 to 8 hours in beauty clinics followed by 9 to 12 hours (38.16 per cent), above 12 hours (10.53 per cent) and up to four hours (7.89 per cent). It reveals that the most of the women entrepreneurs spent 5 to 8 hours in beauty clinics.

From the above table, it is observed that own source is the source of finance for 45.33 per cent of the women entrepreneurs of beauty clinics followed by commercial banks (29.33 per cent), private financial sources (13.33 per cent) and other sources (12.00 per cent). It is inferred that own source is the source of finance for the majority of the women entrepreneurs of beauty clinics

Impact of Motivational Factors on Clinic Success

For achieving the hypotheses, a regression model with dimensions of Motivational Factors' impact on the clinic's success is developed. Motivational Factors dimensions are treated as the independent variable and clinic success is treated as the dependent variable in the model. Multiple regression analysis is carried out through jamovi. The results are mentioned below.

Regression model fit, Reliability, and Validity

Various measures are used to assess the model fit of the regression model influencing factors of clinic success like R^2 , Adjusted R^2 , Root Mean Squared Error (RMSE).

Table 2:
Model Summary

Model	R	R^2	Adjusted R^2	RMSE
H_0	0.000	0.000	0.000	1.073
H_1	0.754	0.712	0.714	0.719

The results of the regression model impact of motivational factors on beauty clinic success are presented in the above table2. R^2 explains the proportionate variance explained by dimensions of motivation in the prediction of beauty clinic success. It means that 0.712 or 72% of the variation in the clinic success is explained by entrepreneurial motivation dimensions. Adjusted R^2 describes the explanatory power of multiple predictors in the regression model.

Item factor loadings and Cronbach's alpha are used to assess the reliability and validity of the regression model.

Table:3
Reliability and Validity

Factor	Statement	Factor Loading	Avg Loading	Cronbach Alpha
Work Freedom	Improve the economic Status	0.860	0.85	0.88
	Freedom to Work from Own Place	0.869		
	Work with Full Independence	0.855		
	Earning Money	0.843		
	Low Investment	0.819		
Maintenance	Heavy Demand	0.882	0.87	0.79
	High-Profit Margin	0.862		
	Easy to Start and Maintain	0.871		
Familiarity	Getting Personal Satisfaction	0.849	0.79	0.76
	Previous Experience	0.785		
	Knowledge in this Field	0.752		
Social Image	Continuing Family Business	0.867	0.85	0.82
	Gaining Social Status	0.850		
	Support from Friends and Relatives	0.803		
Interest	Own Interest	0.863	0.86	0.84
	Desire to be Self Employed	0.725		
Clinic Success	Clinic succeeded in attracting and retaining customers	0.894	0.85	0.88
	Clinic succeeded in satisfying the customer needs	0.849		
	Clinic succeeded in performing well	0.842		
	Clinic is succeeded in gaining profits	0.812		
	Clinic succeeded in gaining a good reputation	0.801		

The reliability and validity results of the regression model influencing factors of entrepreneurial motivation are presented in the above table. Factor loadings and average factor loadings indicate convergent validity and Cronbach alpha denotes the reliability of the model. All the factor loadings and average factor loading were well and above the standard value >0.5 .

Cronbach alpha for all four dimensions is also meeting the minimum requirement of > 0.7 . Hence, it is deemed that the regression model possesses reliability and validity.

Regression Results

Regression-specific path estimates and effects with significant values are presented in table 4. Standardized estimates, t statistic, and p values are used for assessing the path effects in the linear regression model.

Table:4
Regression Results

SNo	Dimension	Regression Beta Value	t-value	p-value
	<i>Intercept</i>	<i>1.096</i>	<i>2.964</i>	<i>.001</i>
1	Work Freedom (x_1)	0.845	3.489	0.001
2	Maintenance (x_2)	0.789	3.711	0.001
3	Familiarity (x_3)	0.685	3.66	0.010
4	Social Image (x_4)	0.541	2.37	0.035
5	Interest (x_5)	0.416	2.26	0.021
6	R ²	0.69		
7	Adjusted R ²	0.65		
8	F	3.88		0.03
9	N	150		

The results show that the p-values related to Work freedom (0.001), maintenance (0.001), familiarity (0.010), social recognition (0.035), and interest (0.021) were less than the significant value of 0.05. So, dimensions such as Work freedom, and maintenance are positively influencing the level of success of beauty clinics at a one percent level of significance, and familiarity, social image, and interest are positively influencing at a five percent level of significance. Therefore, all the hypotheses were supported. Among all the dimensions, Work Freedom (beta value 0.845) and Maintenance (beta value 0.789) influence largely i.e., 85% and 79% respectively than other dimensions.

CONCLUSION

The study captured the responses of beauty clinic entrepreneur respondents in the Kadapa district. A total of 150 responses were analyzed using Jamovi. The study resulted that, all the entrepreneurial motivation dimensions like work freedom, maintenance, familiarity, social image, and self-interest were significantly influencing the beauty clinic's success in the Kadapa district.

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