

# A STUDY ON CUSTOMER PREFERENCE TOWARDS NATURALS UNISEX SALON AND SPA (WITH SPECIAL REFERENCE TO COIMBATORE CITY)

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**ABSTRACT:** *The grooming industry is getting a makeover. Usually, women like to go spa for their relaxation and haircut and beauty salon mostly used by 'women'. Like for haircut salon, they used to go for a hair wash, hair coloring, hair straightening etc... and for beauty salon, they like to go for a manicure, pedicure, facial etc... for their every makeover they used to prefer salon only. Hence a study on customer preference towards Naturals'unisex Salon has been taken up. And also the purpose is to know customers opinion and factors influencing to visit the Naturals' Salon. The data was collected from 200 respondents using questionnaire method. Purposive sampling method has been used to collect the data from the respondents. Simple Percentage analysis, Multiple responses, Descriptive statistics, ANOVA and t-test. It was found from the study that the respondents are strongly agreed for factors influenced to High Status*

**Key Words:**

## INTRODUCTION

The beauty care industry is one of the fastest growing industries of our country. The lifestyle of the people nowadays changed rapidly over the past few years, people are realizing the importance of good health and presentation and thus becoming more concerned about their health and beauty. Nowadays in India beauty parlors and salons have become the stress-buster hubs of the 21st century Indians. People fulfill their wish of good-looking by frequently visiting the mind and body renewing spa and salons. Beauty salon is fast growing in line with the economic growth and changes in modern life-style. Increase in the knowledge of grooming made increase in technology, and sanitation levels, the contribution of salons and beauty parlors in people's life has also increased.

The Spa is referred to as "solus per aque" or health through water. Spa centers were known from the roman thermos and are more popular. The International Spa Association defined Spas as „entities devoted to enhancing overall wellbeing through a variety of professional services that encourage the renewal of mind, body and Spirit. The spa industry has grown at a phenomenal rate in the past ten years. The growth of health food, gyms and the investment in leisure facilities proves that consumers are looking for more than relaxation during a break or holiday; this unsurprising given time is so precious to contemporary consumers. The spa market is one of the fastest growing leisure sectors, where societal trends and aspirations find instant reflection in the developments on both the demand and supply sides. The market is very fragmented, each segment catering for different customer needs, which continuously change in line with social and lifestyle changes.

## STATEMENT OF THE PROBLEM

Though beauty and business seems to be contrasting terms, a growing interrelation is found between these two concepts. Today, beauty care becomes a big business, which can contribute to an economy significantly. From the ancient time till now, we can trace many descriptions of beauty and beauty care practices in the poetry, literature and. Beauty is considered as seemingly frivolous, superficial, and female and it is expected that beautification would be a women's trait. As globalization intensifies, the concept of beauty and the necessity of being beautiful have gone through an evolutionary change. Now men and women tend to spend more time, energy and money on beautification by visiting beauty parlors or salons.

## OBJECTIVES OF THE STUDY

- ❖ To study the customer preference towards naturals salon & spa
- ❖ To know the factors influencing the customers to prefer naturals salon & Spa.

## RESEARCH METHODOLOGY

Research Methodology is used to establish or confirm facts, reform the results of previous work, solve new and existing problems, support theorems, or develop new theories. The main objective of this research is to study the customer preference towards Naturals Beauty Salon and Spa. Primary data is collected through questionnaire in order to know the Preference level towards Naturals Beauty Salon and Spa the respondents has been selected from Coimbatore city.

The secondary data is obtained from newspapers, magazines, journals and websites. The study was undertaken in Coimbatore City, The study has been conducted from the month of September 2017 to March 2018, Data has been collected from 200respondents, Purposive sampling technique has been used in this study.

## REVIEW OF LITERATURE

**FerozAhmedetal(2012)**, in their article titled “An Emprical Study-Customer Service Quality and Awareness towards Naturals Salon and Spa with reference to Madurai” Their study highlights the job satisfaction of indigenious women who work at the beauty parlors in Bangladesh.Impact of gender on perception, attitude and level of satisfaction of the overall respondents.The Sample was chosen from the population, by using stratified random sampling technique. The data was collected from 220 respondents. The study throws light on the fact that the interest of women to work at the beauty parlors which is still new as profession has not yet been developed among the main stream members of the society.

**Catherine et al (2014)**,in their article titled “Brand Identification and Consumer Preferences towards Branded Salon Services in Chennai” emphasize on the fact that the consumer preference on salon brand varies according to the service engrooved. The Sample was chosen from the population, by using convenient sampling technique. The data was collected from 320 respondents.Times are changing at a very rapid pace in the professional salon industry. Any salon professional, stylist, colourist, or salon owner who has weathered the storm of the salon industry over the last couple of years are facing vast changes. The study concludes that Transparency is everything. The study also throws light on the fact that Organic Salon Industry Trend Remains Very Strong in the market.

**Nada Algharabali et al(2013)**,in their article titled “A Study On Customer Perception Towards Branded Beauty Salon” has said that from the women in many parts of the Arab world, Kuwaiti women pay special attention to their hair. o find the customer satisfaction and service quality towards branded beauty salon. For them, their hair not only represents their identity as individuals, but is also part of their cultural makeup as Arab women. In this study stratified random sampling technique is used with 280 respondents. For many women in Kuwait, going to a beauty salon is mainly to have their hair styled, but also alongside other maintenance requirements, such as waxing, eyebrows shaping, manicures, pedicures, and so on – is a weekly ritual.

**G.RabiaJahaniFarzana et al(2016)**, in her article titled “A Study On Consumers’ Preference Towards Beauty Services In Tiruchirappalli” has said that in the earlier days women have been very conscious of their appearance since their existence of youth. Most of them give much importance to their external appearance. They can change their look in various numbers of ways. But today it has changed. Men parlors have overcome women’s parlors. Because of booming beauty conscious among men has increased. However both men and women are always concentrated on their external beauty. Their study has concluded that one of the main reasons for the popularity of beauty salons in Trichy is the rising disposal income along with the beauty conscious of people.

## Naturals Unisex Salon And Spa

Naturals were established a decade ago, with a dream to change not just the way people looked but to add ample positivity in their attitude to life. Groom India Salon & Spa Private Limited is the registered name for the chain of Spa & Salons across the country known as Naturals Unisex Salon & spa. Naturals, is synonymous today with beauty care and styling in India. Naturals is acknowledged as the most happening chain of beauty care centers in India. On the sheer strength of performance and positive response from patrons,Striving to revolutionize the grooming industry in every aspect, Naturals has established an academy to train professionals who want to take up a successful career in the wondrous world of beauty.

Naturals has three key brands, each with customized designs built to cater to specific segments of customers namely Naturals Unisex Salons, Naturals Lounge and Naturals W..Naturals, is India’s largest hair and beauty salon. From 1 salon to over 600 salons across India, all it took was one woman’s passion..At Naturals, they believe in financial independence for women and have empowered 400 women to become

entrepreneurs in the past 16 years. Their wish is just before produce a housewife-free India, anywhere women are optimistic in the direction of earn their live beside pursuing their passion.

## ANALYSIS AND INTERPRETATION

**Table 1**  
**Age of the Respondents**

Age	Frequency	Percent
Below 20 years	33	25
21-40years	86	43
41-60 years	50	25
Above 60 years	31	15.5
<b>Total</b>	<b>200</b>	<b>100</b>

Source: Primary Data

The sample comprises 25 percent of the respondents belong to the age group of below 20 years, 43 percent of them belong to the age group of 21-40 years, 25 per cent of them belong to 41-60 years of the age group and 15.5 percent of them belong to the age group of above 60 years. It is observed that most of the respondents are under the age group of 21-40 years they are highly concentrated in grooming.

**Table 2**  
**Gender of the Respondents**

Gender	Frequency	Percent
Male	89	44.5
Female	111	55.5
<b>Total</b>	<b>200</b>	<b>100</b>

Source: Primary Data

It outwits from the table that 44.5 per cent of the respondents belong to male category and 55.5 percent of the respondents belong to female category. It is clear from the table that a female respondents are highly concentrated on styling.

It is inferred that majority of the respondents belongs to female category.

**Table 3**  
**Marital Status of the Respondents**

Marital status	Frequency	Percent
Married	132	66
Unmarried	68	34
<b>Total</b>	<b>200</b>	<b>100</b>

Source: Primary Data

It is observed from the table that 66 per cent of the respondents are married and 34 per cent of the respondents are unmarried. The sample comprises that married people highly prefers natural salon and spa for reliability.

It is inferred that majority of the respondents are married

**Table 4**  
**Place of residence of the respondents**

Residence	Frequency	Percent
Rural	63	31.5
Urban	85	42.5
Semi Urban	52	26

Residence	Frequency	Percent
Rural	63	31.5
Urban	85	42.5
Semi Urban	52	26
<b>Total</b>	<b>200</b>	<b>100</b>

Source: Primary data

The table depicts that 31.5 percent of the respondents are from rural area, 42.5 percent of the respondents are from semi-urban area, 26 percent of the respondents are from urban area. It depicts that urban area respondents are highly preferred natural salon and spa while comparing to rural area and semi-urban area respondents.

It is inferred that majority of the respondents are from semi-urban area.

**Table 5**  
**Status of the respondents**

Status	Frequency	Percent
Student	61	30.5
Employee	24	12
Business	58	29
Professionals	33	16.5
Home Maker	24	12
<b>Total</b>	<b>200</b>	<b>100</b>

Source: Primary data

The Sample comprises that 29 percent of the respondents are doing business, 12 percent of the respondents are employee, 16.5 percent of the respondents are professionals, 12 percent of the respondents are home makers and 30.5 percent of them are students. It outwits that Students are highly concentrated on brand image.

It is inferred that majority of the respondents are students.

**Table 6**  
**Frequently Visiting**

Frequently Visting	Frequency	Percentage
Once in a week	35	17.5
Fortnight	45	22.5
Once in a month	63	31.5
Occasionally	57	28.5
<b>Total</b>	<b>200</b>	<b>100</b>

Source: Primary Data

The table depicts that 17.5 per cent of the respondents visit natural salon and spa at once in a week, 22.5 per cent of the respondents visit natural salon and spa at fortnight, and 31.5 per cent of the respondents visit natural salon and spa at once in a month, 28.5 per cent of the respondents visit natural salon and spa at occasionally. The sample comprises that respondents visit natural salon and spa for haircut and threading.

Hence, it is inferred that majority of the respondents goes to naturals salon and spa at once in a month.

**Customer Preference Towards Naturals Salon And Spa- Descriptive Statistics**

Descriptive statistics has been used to find the mean scores of the naturals salon and spa mostly preferred by the customer. The services provided for the customer are preferred by summing up the ratings given by the respondents for 12 statements at five point scale. The mean ratings have been assigned as 1 for ‘Highly Not Preferred’, 2 for ‘Not Preferred’, 3 for ‘Neutral’, 4 for ‘Preferred’, 5 for ‘Highly Preferred’. High score indicates most preferred services by the consumers.

**Table 7**  
**Descriptive Statistics**  
**Preference Level Of Selecting Naturals Salon And Spa**

Particulars	No.	Minimum	Maximum	Mean	Standard deviation
Hair cut	200	1	5	3.77	1.199
Head massage	200	1	5	3.20	1.446
Body massage	200	1	5	3.04	1.536
Facial	200	1	5	3.56	1.452
Pedicure	200	1	5	3.00	1.418
Manicure	200	1	5	3.05	1.350
Waxing	200	1	5	3.09	1.329
Hair colour	200	1	5	2.83	1.393
Shaving	200	1	5	3.17	1.495
Bleaching services	200	1	5	2.68	1.260
Hair treatment	200	1	5	3.02	1.399
Clean up	200	1	5	3.20	1.382
<b>Total</b>	<b>200</b>	<b>7</b>	<b>35</b>	<b>18.92</b>	<b>8.288</b>

Source: Primary data

The total mean rating of customer preference towards Naturals salon and spa is 18.92. The highest mean score 3.77 has been found for hair cut with the standard deviation of 1.199 and the lowest mean score 2.68 has been found for bleaching services with the standard deviation of 1.260. It is inferred that Bleaching is used only at occasionally. Both male and female respondents highly preferred haircut.

It is revealed that the respondents are very highly preferred to Haircut.

**DEMOGRAPHIC FACTORS AND CUSTOMER PREFERENCE - ANOVA**

H<sub>0</sub>: “The Preference Influencing to choose this naturals not differ significantly for demographic factors”.

**Table-8**  
**ANOVA**  
**Demographic Factors And Customer Preference**

Personal factor		Mean	S.D	No	t-value	F-value	Sig	S/NS
Age	Below 20 Years	2.9899	.64977	33				NS
	21-40 Years	3.1570	.62888	86		.693	.557	
	41-60 Years	3.1533	.60360	50				
	Above 60 Years	3.1855	.66795	31				
Gender	Male	2.9139	.52290	89	198		.000	S
	Female	3.3086	.65671	111				
Marital Status	Married	3.1919	.62241	132	198		.065	NS
	Unmarried	3.0184	.63593	68				
Educational Qualification	No Formal Education	2.6359	.70094	9		1.845	.122	NS
	School Level	3.0443	.57228	32				

	Under Graduate	3.1530	.67200	73				
	Post Graduate	3.2114	.58852	54				
	Professional	3.1823	.60517	32				
Place Of Residence	Rural	2.9312	.57610	63		6.472	.002	S
	Semi-Urban	3.2971	.61794	85				
	Urban	3.1090	.65170	52				
Status	Student	2.9932	.59983	61		1.198	.313	NS
	Employee	3.1493	.69721	24				
	Business	3.2155	.66832	58				
	Professional	3.1540	.54332	33				
	Home Maker	3.2431	.64686	24				
	<b>Total</b>	<b>65.2378</b>	<b>13.1283</b>	<b>200</b>				

Source:Primary Data

The average mean score for the demographic factors and preference level influencing are as follows. The respondents whose age is Above 60 years are found to be highest mean score of 3.1855. The highest mean score for 3.3086 of female respondents. The Respondents of Educational Qualification is Post graduate are found to be a highest mean score of 3.2114. The respondents for Place of Residence are found to be a highest mean score of 3.2971 are from Semi-Urban. The respondents of Status are found to be a highest mean score of 3.2431 for Home Makers.

ANOVA result indicate that there is no significant difference in mean score of Preference influencing to prefer the services of Naturals Salon and Spa in the respect of Age, Educational Qualification, and Status. **Hence, null hypothesis accepted.**

ANOVA result indicate that there is a significant difference in mean score of Preference influencing to prefer the services of Naturals Salon and Spa in the respect of Place Of Residence,. **Hence, null hypothesis is Rejected.**

The paired t-test result shows that there is no significant difference in the mean score of Preference influencing to prefer the services of Naturals Salon and Spa in the respect of Martial Status. **Hence, null hypothesis is Accepted.**

The paired t-test result shows that there is significant difference in the mean score of Preference influencing to prefer the services of Naturals Salon and Spa in the respect of Gender of Naturals Salon and Spa Services. **Hence, null hypothesis is rejected.**

**Factors Influencing Towards Naturals Salon And Spa- Descriptive Statistics**

Descriptive statistics has been used to find the mean scores for the factors influencing to prefer Naturals salon and spa . The factors of the customer are measured by summing up the ratings given by the respondents for 14 categories at five point scale. The mean ratings have been assigned as 1 for 'Highly Disagree', 2 for 'Disagree', 3 for 'Neutral', 4 for 'Agree', 5 for " Highly Agree. High score indicates most preferred by the customers.

**Table 9**  
**Descriptive statistics**  
**Factors Influencing To Prefer Naturals Salon And Spa**

Statements	No.	Minimum	Maximum	Mean	Standard deviation
High status	200	1	5	3.40	1.215
Good quality	200	1	5	3.40	1.187
Better service	200	1	5	3.36	1.307
Cleanliness and Hygiene	200	1	5	3.32	1.355
Location	200	1	5	3.29	1.333
Availability of expert professionals	200	1	5	3.15	1.279

Availability of advanced technology	200	1	5	3.10	1.264
Wide range of treatment	200	1	5	2.98	1.303
Grooming	200	1	5	3.13	1.251
Affordable price	200	1	5	2.96	1.202
Mode of payment	200	1	5	2.96	1.245
Reliability	200	1	5	3.10	1.255
Brand image	200	1	5	3.29	1,247
Advertisement	200	1	5	3.28	1.253
<b>Total</b>	<b>200</b>	<b>14</b>	<b>70</b>	<b>18.55</b>	<b>8.135</b>

Source: Primary data

The total mean rating of factors influencing towards Naturals salon and spa to prefer is 18.55. The highest mean score 3.40 has been found for high status with the standard deviation of 1.215, and the lowest mean score 2.96 has been for affordable pricewith the standard deviation of 1.202 factors influencing towards Naturals salon and spa to prefer.It is inferred that the respondents are strongly agreed for factors influenced to High Status.

**Demographic Factors And Factors Influencing Towards Naturals Salon And Spa - ANOVA**

H<sub>0</sub>: “The Factors Influencing to choose this naturals not differ significantly for demographic factors”.

**Table-10**

**ANOVA**

**Demographic Factors And Factors Influencing Towards Naturals Salon And Spa**

Personal factor		Mean	S.D	No	t-value	F-value	Sig	S/NS
Age	Below 20 Years	3.1970	.61937	33				NS
	21-40 Years	3.1570	.61823	86		.712	.546	
	41-60 Years	3.1700	.61866	50				
	Above 60 Years	3.3387	.56363	31				
Gender	Male	3.1541	.54790	132	.850			NS
	Female	3.2278	.65476	68			.396	
Martial Status	Married	3.1580	.61121	132	1.198			NS
	Unmarried	3.2268	.60315	68			.232	
Educational Qualification	No Formal Education	3.5317	.48853	9				NS
	School Level	3.0719	.63526	32		2.397	.052	
	Under Graduate	3.2798	.59031	73				
	Post Graduate	3.2262	.63172	54				
	Professional	3.0313	.56006	32				
PlaceOf Residence	Rural	3.1905	.61351	63		.461	.631	NS
	Semi-Urban	3.1580	.65159	85				
	Urban	3.2610	.59031	52				
Status	Student	3.2611	.62758	61		1.545	.191	NS
	Employee	3.0625	.59810	24				
	Business	3.2956	.57680	58				
	Professional	3.0260	.57277	33				
	Home Maker	3.1488	.66771	24				

	<b>Total</b>	<b>67.1738</b>	<b>12.6411</b>	<b>200</b>				
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**Source:Primary Data**

The average mean score for the demographic factors and factors influencing of the study are as follows. The respondents whose age is above 60 years are found to be highest mean score of 3.3387.the highest mean score 3.2278 for female respondents. The respondents whose educational qualification is have no formal education are found to be a highest mean score of 3.5317 .The respondents whose place of residence are found to be a highest mean score of 3.2610 are from urban area. The respondents of status are found to be a highest mean score of 3.2956 for business.

ANOVA result indicate that there is no significant difference in mean score of factors influencing level the services of naturals salon and spa in the respect of age, educational qualification, place of residence and status . **Hence null hypothesis accepted.**

The paired t-test result shows that there is no significant difference in the mean score of factors influencing level of the services of naturals salon and spa in the respect of gender, and martial status .**Hence null hypothesis is accepted.**

**SUGGESTION:**

The services available at Naturals salon and spa are comparatively costlier than other salons, so middle and lower class may not come to the salon, It is recommended to offer the service with reasonable price to attract middle and low class people, Naturals salon and spa can give discount for high rate service and give home service so that they can retain their customers and can attract new customers.

**CONCLUSION:**

The study revealed considerable difference between the service preference of the beauty salon in terms of reliability, responsiveness, empathy, assurance and tangible dimension of service quality. It is emphasized that service industry should work to prevent and minimize the gaps in service quality by improving the customer preference with service offerings. Thus the study focuses on the beauty salon may monitor and evaluate the actual service quality delivered and the preferred level of service quality by the customers as well.

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