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A STUDY ON CONSUMER AWARENESS AND PREFERENCE TOWARDS GREEN TRENDS SALON

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ABSTRACT

The grooming industry is getting a makeover. A few years ago if a man wanted a haircut he went to the local barber shop, the kind with the posters of film stars and if women who wanted their tresses snipped or eyebrows threaded went to a nearby beauty parlour, usually for 'ladies only' and run by an enterprising neighborhood woman. But the rise of unisex salon chains is changing all that. If you are looking for an industry that's thriving even during these tough economic times, look to hair or salon industry. Hence a study on customer awareness and preference towards green trends salon has been taken up. And also the purpose is to know customers opinion and factors influencing to visit the green trends salon. The data was collected from 100 respondents using questionnaire method. Simple percentage analysis has been used in the study. It was found from the study that the respondents are aware of the green trends salon and they prefer more facilities to be offered for female customers and also they can provide more weekend offers.

KEYWORDS: Unisex salon, customers, influence, Satisfaction.

INTRODUCTION

The beauty salon industry is mainly composed of small independently owned salons. An average salon offer services such as haircutting, styling, colouring, shampooing and permanents. Other salons have expanded their businesses of offer services such as nail care, facials, make up application, waxing, massage, tanning and other beauty treatments. According to census data the number of barber shops in India 11% in 2009 while the number of beauty salons jumped more than 17% Nationwide there were 18.6% more barber shops and 14.4% more beauty salons in 2010 than adding Spa services has become way to increase sales. Entrepreneur's business performance dashboard of 2007 indicated the average beauty salon has 7 employees and averages 14.6 years in the business. Demand in this industry is driven by demographics. Smaller salon business can compete with chain salons based on the reputation of technical superiority of desired location. According to salon ns spa owner surveys conducted by the professional beauty association in the first quarter of 2010, services sales, retail sales, employee hiring and capital expenditures rose a half of a percent. In this beauty salon industry analysis, business owner remain optimistic about future industry growth.

A beauty salon industry analysis by the International Association for Physicians (IAPAM) in Aesthetic medicine indicates that medical spa service such as Botox treatment, Botox cosmetics and medical weight management are gaining popularity as new beauty service, international spa association who conducts a regular beauty salon industry analysis of the beauty spa sector, has seen an 85% growth in medical spa services since 2007.

OBJECTIVES OF THE STUDY

- To study the customers awareness towards the green trends saloon.
- To study the preference and existing practices of customers towards green trends saloon.
- To study about the opinion and ideas of customers towards green trends saloon.
- To study the factors that influence the customers to prefer green trends saloon.
- To study the satisfaction level of customers towards green trends saloon.
- To provide suggestions on the basis of the results of the study.

METHODOLOGY OF THE STUDY

Area of the study refers to Coimbatore city. The sample taken for the study is 100. The study has used primary data. Primary data was collected by questionnaire method. And also information were collected from respective Books, journals, magazines and websites. Convenience sampling method has been used in the study for the purpose of making analysis. Simple percentage analysis has been adopted in the study.

LIMITATION

The sample units are 100 and confined to only Coimbatore city. The business conditions fluctuate and hence the results may not hold good for a long time and the findings of the study are purely based on the accuracy of the data given by the respondents.

ANALYSIS AND INTERPRETATIONS

The data collected from the respondents are systematically analyzed and presented in the form of tables under various headings in the following pages. They were also arranged in such a way that a detailed analysis can be made so as to present suitable interpretations for the sake. In the study simply percentage analysis has been used for analyzing the data for the purpose of making findings.

TABLE 1: THE PERSONAL PROFILE OF THE RESPONDENTS

CATEGORY	CLASSIFICATION	NO OF RESPONDENTS	PERCENTAGE
Gender	Male	49	49%
	Female	51	51%
Age	Below 15	5	5%
	15-20	34	34%
	21-30	25	25%
	31-40	19	19%
	Above 40	17	17%
Income level	Less than Rs.10,000	28	31%
	Rs.10,000-Rs.20,000	20	23%
	Rs20,000-Rs. 30,000	13	15%
	Rs 30,000 & above	28	31%
Educational qualification	No formal education	0	0
	School level	18	18%
	College level	43	43%
	Professional qualification	37	37%
	Others (Diploma)	2	2%

The above table shows that out of the total respondents taken for study 51% of the respondents are female, 34% of the respondents are in the age group between 15 and 20 years, 31% of the respondents are earning less than Rs.10,000 monthly, 43% of the respondents are students.

TABLE 2: THE CUSTOMERS' AWARENESS AND EXISTING PRACTICES TOWARDS GREEN TRENDS SALON

CATEGORY	CLASSIFICATION	NO OF RESPONDENTS	PERCENTAGE
Source of information	Friends & Relatives	38	35%
	Family Members	25	23%
	Advertisements	28	26%
	Neighbours	2	2%
	Others (Self)	16	14%
Media preferred for advertisement	Newspapers and Magazines	4	14%
	T.V and Radio	4	14%
	Posters and Banners	5	18%
	Notices and Pamphlets	2	7%
	Internet and E-mail	13	47%
Services availed	Haircut	58	35%
	Shaving	19	12%
	Facial	27	17%
	Manicure	18	11%
	Head massage	13	8%
	Anti dandruff treatment	9	5%
	Pedicure	20	12%

Frequency of visiting	Monthly once	26	26%
	Once in 2 months	34	34%
	4 months once	12	12%
	6 months once	17	17%
	Yearly	11	11%
Frequency in getting a manicure and Pedicure	Weekly	3	3%
	Monthly	9	10%
	Once in 3 months	25	26%
	Once in 6 months	31	32%
	Yearly	28	29%

The above table shows that out of the total respondents taken for the study 35% of the respondents were influenced by their friends, 47% of them have preferred internet and e-mails, 35% of them avail haircut at the saloon, 12% of them avail the services of pedicure in the saloon, 12% of them avail shaving, 34% of the respondents visit saloon for the purpose of haircut once in 2 months, 32 % of them would like to get manicure and pedicure once in 6 months.

TABLE 3: OPINION OF THE CUSTOMERS IN INFLUENCING FACTORS

CATEGORY		EXCELLENT	VERY GOOD	GOOD	BAD
Price	No	8	16	71	5
	%	8%	16%	71%	5%
Quality of services	No	7	25	61	7
	%	7%	25%	61%	7%
Hospitality provided	No	6	36	56	2
	%	6%	36%	56%	2%
Advertisement	No	3	32	53	11
	%	3%	32%	53%	11%

The above table shows the respondents opinion in price offered for the quality of services provided and hospitality provided and the advertisement made by green trends salon.

TABLE NO 4: RANK FOR THE SERVICES PROVIDED BY SALON

Particulars	Rank
Hospitality	4
Better stylist	1
Better Equipments	3
Pricing	6
Parking facility	5
Cleanliness	2

The above table shows the customers preference for the services provided by salon in the form of ranking. Most of the respondents prefer better stylist.

TABLE NO 5: CUSTOMERS SATISFACTION LEVEL ON GREEN TRENDS SALON

CATEGOR Y	HIGHLY SATISFIE D (%)	SATISFIE D (%)	MODERAT E (%)	DISSATISFIE D (%)	HIGHLY DISSATISFIE D (%)
Pricing	33	34	32	1	0
Hospitality	38	43	17	2	0
Parking facility	26	43	23	8	0
Cleanliness	42	33	22	3	0
Ambience	45	29	20	5	1
Location	28	34	25	10	3

The above table that shows that out of the total respondents taken for the study majority (34%) of the respondents are satisfied with the pricing of the salon, (43%) of the respondents are satisfied with the hospitality of the salon, (43%) of the respondents are satisfied with the parking facility of the salon, (42%) of the respondents are highly satisfied with the cleanliness of the salon, (45%) of the respondents are highly satisfied with the ambience of the salon and (34%) of the respondents are satisfied with the location of the salon.

FINDINGS OF THE STUDY

The study found that majority of the respondents are female and most of them are in the age limit of 15-20. Majority of the respondents are of students. Majority of the respondents have gotten awareness from their friends. The respondents who use haircut services in a saloon feel price as normal. Majority of them have given first rank to better stylist and they are highly satisfied with cleanliness and ambience. The customers choose the salon based on hospitality provided.

SUGGESTION

- Majority of the respondents are female so the saloon can have special offers for female customers.
- Having quality and experienced haircutter has been given as the best service in the salon. The management can maintain and improvise on that to be more successful.
- As the majority of the customers are female the saloon should have majority of their staff as female stylist and female staff.
- Most of the respondents prefer to go to the saloon on weekends therefore the saloon should have attractive offer for their customers on weekends.
- As the majority of the customers are not very satisfied with the parking facility the management could do something regarding that.
- As the majority of the customers are not very satisfied with the pricing of the salon, the management can either reduce the service charges or provide attractive offers which make the price look affordable.

CONCLUSION

Coimbatore market is a very competitive market for the salon industry today as there is a huge increase in the demand for branded salons. It is clear from the study that GREEN TRENDS is preferred for its nominal price, stylists and ambience. From the analysis it is revealed that majority of the respondents are satisfied with services rendered by the salon. The study is further suggested for improvement and to identify the various factors to improve their products. This study will support the future action of the organization. The organization can make a study on the competitors to improvise their services. Since some of the customers prefer services on weekdays the salon can be kept open early in the morning and late evenings to cater to such customers.

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