Punter Gratification in Beauty Parlors

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ABSTRACT

Grooming is one important aspect which many women prefer and indeed men also like women who are beautiful and fresh. In the present busy environment salons and beauty parlors act as stress buster to give them a relief. Women’s wish to become beautiful increases day by day and they fulfill it by frequently visiting beauty parlors and salons. Customer satisfaction will increase the service rate. It can be achieved when customer expectations are met. The data was collected using survey method and the sample is customers visiting the beauty parlors. Descriptive research was used to collect data from major beauty parlors in Chennai city. The questionnaire constituted questions related to service quality dimensions namely, Tangibility, Reliability, Assurance, Responsiveness, and Empathy. The collected data from the questionnaire was analysed using descriptive statistics and regression analysis. In this study it is shown that, tangibility and empathy have maximum influence on customer satisfaction. It means that the way the staff in beauty parlors behave to the customers have greater impact on customer satisfaction.

Keywords: Stress buster, service quality dimensions, tangibility, empathy.

INTRODUCTION:

Sustainable competitive advantage is the main motive today and to achieve it the key is delivering high quality service as we are in a highly competitive environment. Women are the beautiful creation of God. There are many literature evidence and indeed many songs that describe women’s beauty in a most stunning way. Women are very conscious about their beauty and appearance since ages. In olden days traditional methods only were used to beautify them. But now better techniques are introduced to change the look and to accomplish the desires. It means that women’s desire to beautify themselves is same from past decade to now, the only change is the techniques used.

In the present busy environment salons and beauty parlors act as stress buster to give them a relief. Women’s wish to become beautiful increases day by day and they fulfill it by frequently visiting beauty parlors and salons. Grooming is one important aspect which many women prefer and indeed men also like women who are beautiful and fresh. The external beauty acts as an ornament to women and they boost the confidence level of the women. It doesn’t mean that women are not beautiful; the parlors help in enhancing the beauty of the women. It brings out the hidden beauty.

The awareness for self beauty conscious has been increasing day by day. The competition of giving better service to the customers is being increased day by day. The cosmetics market contributes around 15-20% annually to the overall Beauty Business in India. In India, the beauty care market has become the main contributor towards Indian wellness industry and it consists of skin care treatment centers and products, salons and skin care products. Women contribute to 85% in the Salon industry revenue. Employees play a major role in the development of service oriented sector. They represent the brand of the industry. If an organization keeps the employees unhappy then it is reflected by their service provided to the customers. Today customer satisfaction is the major motive of all sectors and this can be achieved only when the employees are happy to work in the industry.
LITERATURE REVIEW:
A positive effect on the profitability of organization is created by customer satisfaction. In today’s situation people are stressed too much due to work pressure and other situations. One way to relax and get out of the pressure is by going to beauty parlors [4]. Generally, a business involves two parties namely buyers and sellers. Though sellers are concerned with money the buyers are concerned with the quality. Mainly in service firms the skills of the employees to offer service and assistance helps in satisfying the customer needs. The definition of [6] states that, “satisfaction is the judgement about the service as a whole, or opinion about a feature or fulfillment about the service”. When the quality of service provided is high then it can result in high customer satisfaction and indeed will increase the customer loyalty towards the industry [3]. Customer satisfaction is a major issue in all organization because in this high competitive world every organization is keen to create a competitive advantage [1]. When a customer is satisfied, their loyalty towards the organization will increase and this will lead to repeat purchases and customer retention [5]. Satisfied customers are more likely to repeat buying products or services. They will also tend to say good things and to recommend the product or service to others. On the other hand, dissatisfied customers respond differently. Dissatisfied customers may try to reduce the dissonance by abandoning or returning the product, or they may try to reduce the dissonance by seeking information that might confirm its high value [2].

RESEARCH METHODOLOGY:
The data was collected using survey method and the sample are customers visiting the beauty parlors. Descriptive research was used to collect data from major beauty parlors in Chennai city. The questionnaire constituted questions related to service quality dimensions namely, Tangibility, Reliability, Assurance, Responsiveness, and Empathy. A 5-point likert scale was used (1=strongly disagree, 5=strongly agree) to ask 21 questions using servqual model. The collected data from the questionnaire was analysed using descriptive statistics and regression analysis. Table 1, shows the items included under each dimension.

| Dimensions  | Items                                                                 |
|-------------|------------------------------------------------------------------------|
| Reliability | 1. Customer’s queries are correctly answered                           |
|             | 2. Communication is understandable                                     |
|             | 3. Employees show sincere interest towards customer needs               |
|             | 4. Willingness to accept the mistakes                                   |
|             | 5. Staff are dependable                                                 |
| Responsiveness | 6. Service provider is trustable                                        |
|             | 7. Prompt service is provided                                            |
|             | 8. The staff is polite                                                  |
|             | 9. All staff are trained well to satisfy customers                       |
| Assurance | 10. Service provided is of high quality                                 |
|             | 11. Transaction is safe                                                 |
| Empathy | 12. Attention given to the customers is satisfactory                     |
|             | 13. Staff have lots of patience                                         |
|             | 14. Service is provided according to customers convenience              |
|             | 15. Staff is able to understand and serve according to individual needs |
|             | 16. Staff are courteous                                                 |
| Tangibility | 17. Beauty Parlors has adequate parking beauty parlorsce                |
|             | 18. Environment is clean                                                |
|             | 19. All facilities are well maintained                                   |
|             | 20. Modern equipments are available in beauty parlors                   |
|             | 21. Staff are well dressed and clean                                     |

Hypothesis:
Ho (Null Hypothesis): There is no significant relationship between customer satisfaction beauty parlors service and tangibles, reliability, responsiveness, assurance and empathy.
H1 (Alternative Hypothesis): There is relationship between customer satisfaction in beauty parlors service and
tangibles, reliability, responsiveness, assurance and empathy.

**Model:**
The researcher used the customer satisfaction as the dependent variable and the five dimensions of service quality namely tangibility, reliability, responsiveness, assurance and empathy were considered as the independent variables. The basic model is depicted in Fig. 1.

![Customer Satisfaction Model](image)

**Fig. 1: Customer Satisfaction Model**

**Data Analysis and Interpretation:**
The table 2, illustrates the customer satisfaction level through the mean value. From the descriptive statistics table customer satisfaction level is above the average satisfactory level (3.29 for 5). It also implies that the other values related to customer satisfaction are also satisfactory based on the mean values.

| Dimensions               | N  | Mean | Standard Deviation |
|--------------------------|----|------|--------------------|
| Overall customer satisfaction | 21 | 3.29 | .717               |
| Tangibility              | 21 | 3.42 | .730               |
| Reliability              | 21 | 3.37 | .724               |
| Responsiveness           | 21 | 3.46 | .903               |
| Assurance                | 21 | 3.41 | .874               |
| Empathy                  | 21 | 3.43 | .735               |
| Valid N (list wise)      | 21 |      |                    |

**Table 2: Descriptive Statistics**

| Model   | R     | R Square | Adjusted R Square | Std Error of the Estimate |
|---------|-------|----------|-------------------|----------------------------|
| 1       | .858 *| .737     | .696              | .573                       |

**Predictors:** (Constant), Empathy, Assurance, Responsiveness, Reliability, Tangibility  
**Dependent Variable:** Overall Customer Satisfaction

From the table 3, it can be interpreted that 69.60 percentage of the overall customer satisfaction can be predicted by the dependent variables.

**Table 4: ANOVA**

| Model      | Sum of Squares | df | Mean Square | F    | Sig.  |
|------------|----------------|----|-------------|------|-------|
| Regression | 6.548          | 4  | 1.630       | 7.438| 0.002*|
| Residual   | 3.746          | 16 | 2.42        |      |       |
| Total      | 10.294         | 20 |             |      |       |

**Predictors:** (Constant), Empathy, Assurance, Responsiveness, Reliability, Tangibility  
**Dependent Variable:** Overall Customer Satisfaction

From the ANOVA Test in Table 4, the significance value of 0.002 indicates that, it is lower than the 5% value 0.05 and so that null hypothesis stating there is no significant relationship between the predictors and customer satisfaction can be rejected.
Table 5: Regression Analysis

|           | Unstandardised coefficients B | Std.Error | Standardised Coefficients Beta | t       | Sig.  |
|-----------|-------------------------------|-----------|--------------------------------|---------|-------|
| (Constant)| 1.327                         | 1.126     | 1.159                          | .263    |       |
| Tangibility| .036                          | .054      | .314                           | 1.487   | .000  |
| Reliability| .024                          | .061      | .304                           | .176    | .002  |
| Responsiveness| .023                         | .059      | .501                           | 1.374   | .003  |
| Assurance  | .034                          | .057      | .485                           | 1.069   | .001  |
| Empathy    | .183                          | .043      | .981                           | 4.267   | .000  |

Dependent variable: Overall Customer Satisfaction

From the table 5, it is evident that responsiveness, reliability, assurance, tangibility and empathy have significant relationship with customer satisfaction. Tangibility and empathy have a strong relationship with customer satisfaction.

CONCLUSION:

Customer satisfaction is the experience which a customer gets after obtaining a service and it is generally positive. In the present study, the factors influencing customer satisfaction were measured. Five factors were taken into consideration and it included reliability, responsiveness, empathy, assurance and tangibility. Among these, in this study it is shown that, tangibility and empathy have maximum influence on customer satisfaction. It means that the way staff in the beauty parlors behave to the customers have greater impact on customer satisfaction. Other three factors also influence on customer satisfaction. So, beauty parlors should be empathetic and concentrate on tangible factors to increase customer satisfaction and retain them. There may be some other factors which can affect on customer satisfaction such as demographic, social, cultural and political factors.

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