



## A STUDY ON SERVICE EXCELLENCE AND CUSTOMER SATISFACTION TOWARDS WOMEN'S BEAUTY SALON IN CHENNAI CITY

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### ABSTRACT

Beauty salon or beauty parlor is an establishment dealing with cosmetic treatment for men and women. Beauty salon provide extended services related to skin health, facial aesthetic, foot care , nail manicures, aromatherapy and many other services. Nowadays the beauty care service industry is rapidly growing business in the Chennai city. The growing number of beauty conscious people and their demand for variety of service cater to the growth and importance of this industry. This study aims at measuring the service excellence and customer satisfaction levels with the help of customer satisfaction factors that are facilities factors, service factors, staff approach factors, sales promotion factors, brand image factors and price factors. This study includes depth interview of 159 female salon customers from Chennai city. The finding shows that most of the customers are regular and majority of them are from 21-30 years age group. Customers are giving most important to the attributes like service excellence of beauticians, facilities factors, price factors and price factors.

**KEYWORDS :** customer satisfaction, beauty salon, customer satisfaction factors

### 1. INTRODUCTION

Beauty is the gift of god and transmitted from one to the other generation. Beauty is not just luxury, it is a necessary. In earlier time, women resorted to household remedies for growing themselves. However since the past five decades the demographics of women has undergone the rapid change due to rise in education level, increasing income pattern and greater awareness for the need of self grooming etc. beauty has become parameter for success among women both at their jobs and in their personal life and therefore they have become more conscious about their health and beauty. The beauty parlors are not only care for beauty, well being increase and appearance but also for human's health.

#### 1.1 Indian Salon Industry

**Indian Salon Industry Report (2015)**<sup>1</sup> mentioned that the total service of salon and allied services market in India was around Rs. 156.3 billion in 2012, which has grown from Rs. 55 billion in 2005 at a CAGR of 16.2% p.a. The urban and rural market has been growing at a pace of 18.7% p.a. and 14.4% p.a. respectively.

As per the Indian salon industry report estimates, the industry is currently at Rs. 156 billion in 2012 will grow at a CAGR of 10% p.a. to reach Rs. 322 billion in 2020. The urban market is estimated to grow at a 11% (2015-2020 Expected) to reach Rs. 170 billion in 2020E from Rs. 73 billion in 2012 and rural market is estimated to grow at a CAGR of 9% (2015-2020E) to reach Rs. 152 billion from Rs. 84 billion in 2012.

The size of organized market was approximately Rs. 10 billion FY2010 which has increased to Rs. 24 billion in 2015 growing at a CAGR of 20% p.a. At this rate, organized market has potential to reach Rs. 60 billion by 2020.

## 2. REVIEW OF LITERATURE

**Parisa Islam Khan, Ayesha Tabassum (2010)<sup>2</sup>** Found that the customers put utmost importance in issues such as the service provider's behavior, knowledge, environment, counseling systems and affordability of the beauty parlor. The customers of the high-end parlors are highly satisfied with the environment, executive's politeness, and complaint handling systems, trustworthiness and materials. The politeness of service providers, knowledge level of the executives, safety and hygiene issues of also satisfactory.

**Yi Hsu, Guai Yu Chen (2014)<sup>3</sup>** Mentioned that customer satisfaction has a positive influence on customer loyalty. The more satisfied customers are the more loyal they will be. When a customer receives a pleasant and satisfied consuming experience from a salon, they will choose this salon again and they will also introduce this salon to their friends and relatives. The higher the customer satisfaction the higher the customer loyalty and the more new customers will come.

**Vidya B. Panicker, Dr. Kalil Ahmad Mohammad (2016)<sup>4</sup>** Inferred that service providers in the beauty care industry have to be focused on 4 derived factors such as exemplary service delivery, cleanliness and hygiene, courteous employees, and convenient location. For the success of their service station they would have to provide excellent services coupled with cleanliness, hygiene and dedicated employees. Location of the service station will also play an important role in its success.

**Vidya B. Panicker, Khalil Ahmad Mohammad (2017)<sup>5</sup>** Inferred that service employees of the beauty salons contribute greatly towards garnering customer satisfaction by providing dedicated services. Carrying for the customer and giving them personalized attention greatly increases customer satisfaction. Also higher service quality results into higher level of customer satisfaction which in turn leads to greater customer loyalty. Women customers are very specific with respect to the parlor employee who will service them/ once they create rapport with a particular parlor employee and are satisfied with their services, they would prefer the same employee to serve them every time they visit the parlor. Customer satisfaction is associated strongly with service quality provided by the employee of the parlor.

**Vuong. Ha Phuong (2014)<sup>6</sup>** describes that the shop appearance is very important to the image of company. The beauty salon should be clean, fresh in order to give customers comfortable and relax feelings when using the services. Furthermore, the investment in appearance will help to attract more passing by customers. When a customer leaves the shop with a new look and satisfied feeling, she is broadcasting the salon's name and quality to her friends and relatives. Most of the new customers will be introduced by existing customers.

**Konishi Yoko (2017)<sup>7</sup>** has investigated under the topic of 'on the role of skill, quality, and environmental factors on customer behavior of the beauty industry' the customer satisfaction could depend on factors such as location, price, the skills of the hairdresser, and overall experience at the hair salon. It is difficult to observe customer satisfaction directly for hair salon owners and researchers, because satisfaction is subjective. However, if the customer like the hair salon or hairdresser and are satisfied with their services, customer would come back to the hair salon, come back more often and become high spender. And some important findings done by researcher are customer's purchase decision or behaviors are more sensitive about the salon's atmosphere, congestion, and hairdresser's skills and their own experience at the salon.

**Chin-Hui Yang, Yu-Cheng Lee (2016)<sup>8</sup>** Found that on the study 'determining improvement priorities of beauty care industry service quality by integrating refined Kano's model and impact range performance analysis,' when selecting a specific beauty care center or salon, customers placed the most importance on cordial service, beauty care materials, equipments maintenance, service provider's knowledge, and advanced beauty care equipments. And also researcher findings revealed that the customers who participated in this study were highly satisfied with the attributes of cordial service, concern and willingness to listen to client's demand, and service provider's politeness. Although the customers were, to some extent,

accepting of attribute of complaint handling, reacting to and handling emergencies, equipments maintenance, advanced beauty care equipments.

**Sheikh Majedul Huq, Mst. Shuly Aktar, Dr. Md. Omar Faruk Sarker (Dec 2015)<sup>9</sup>** noted that customer satisfaction is the ultimate result of meeting the customer's expectation with the performance of products or services. Most satisfied customers normally have the intension to the repurchase the product or service. So service of beauty parlor needs to satisfy their respected customers. Customer satisfaction is the central construction in the study of consumer behaviour

### 3. OBJECTIVES AND RESEARCH METHODOLOGY

#### 3.1 Objectives of the study

1. To find out the service excellence and customer satisfaction of women's beauty salon in Chennai city
2. To find out association between demographic variables and customer satisfaction factors such as facilities factors, service factors, staff approaches factors, sales promotion factors, brand image factors and price factors.

##### 3.1.1 Need and importance of the study

This study is intended to create an understanding of relationship between service quality and customer satisfaction in the beauty salon industry. This study will be importance to the service providers and owners of beauty salon in Chennai city. The study is hoped would benefit to the beauty salon service providers to design interactions and dealings with their customers to increase the customer satisfaction level and perceived level that would be customer retention strategies for beauty salon service providers. The study would also be beneficial to other researchers and academicians that may use it as a reference for further studies.

##### 3.1.2 Limitation of the study

It is difficult to make a survey in all the areas. So the researcher has only confined to the Chennai city. There is chance for bias in the information given by the respondent. Most of the customers confused to fill the complete questionnaire as they were busy I there work. Time constraints and no comparative study was the major limitation.

#### 3.2 Sample size

Random sampling method was used in this study. The questionnaire was personally prepared with customer satisfaction factors and surveyed among 159 female customers. The questionnaire was collected from popular beauty salon in Chennai city. These are: green trends, lakme, naturals, VLCC, others (small beauty salon).

#### 3.3 Data collection

##### 3.3.1 Primary data

In order to fulfill the research objectives requirements, empirical research was conducted with the primary data collected through questionnaire. It contains 32 items combines with customer satisfaction factors (facilities factors-9), (service factors-6), (staff approach factors-6), (sales promotion factors-4), (brand image factors-4), (price factors-3)

5 point likert scale ranging from 1 – highly dissatisfied to 5 – highly satisfied is used to measure these variables.

##### 3.3.2 Secondary data

Many local and international articles, websites, books related to customer satisfaction of beauty salon have been used as secondary source of data.

### 3.3.3 Hypothesis

Null hypothesis Ho: there is no association between demographic variables and customer satisfaction factors

Alternate hypothesis H1: there is association between demographic variables and customer satisfaction factors

## 4. DATA ANALYSIS AND FINDINGS

**Table 4.1 Profile of the respondent**

Particulars	Classification	Number of customers	Percentage
Age	Below 25 years	51	32.1
	21-30 years	67	42.1
	31-40 years	20	12.6
	Above 40 years	21	13.2
Marital Status	Married	63	39.6
	Unmarried	96	60.4
Educational Qualification	School level	26	16.4
	Graduate/Diploma	65	40.9
	Post Graduate	29	18.2
	Professional degree	39	24.5
Employment	Private organization	31	19.5
	IT/MNC	35	22
	Government employees	20	12.6
	Business and others	73	45.9
Preference of beauty salon	Green Trends	16	10.0
	Lakme	23	14.4
	Natural's	46	28.9
	VLCC	9	5.6
	Others	65	40.9

Source: primary data

**Table 4.2 Factor scores of satisfaction towards the beauty care services to women**

Factor	Statements	Factor Scores
Facilities Factor	Beauty care service has many outlets in the city	.821
	The outlet location is convenient to me	.801
	The outlet is located very near to my residence	.768
	Equipment used are perfect and hygienic	.754
	Work place is spacious	.721
	Work place is neat	.668
	Work place is pleasant	.624
	Parking facilities are satisfactory	.587

	Facility designs are excellent and attractive	.534
<b>Service Factor</b>	Service offered are excellent	.725
	This company offers many beauty care services	.701
	Product/service lines offered are on the time	.698
	Quality associated with the service is beyond expectations	.652
	Terms are agreeable	.621
	Flow of activities in the service delivery are standardized	.546
<b>Staff approach Factor</b>	Company gives adequate training to its employee in the matter of service promotion	.725
	Employee are helpful in case of need	.701
	I trust the service employees	.692
	Service employees of the company are well trained	.602
	Employees are friendly & courteous	.578
	Employees have sense of commitment in their work	.545
<b>Sales promotion Factor</b>	Beauty care service uses different media for promotion	.704
	Beauty care service does sales promotion activities to defeat competitions	.652
	Beauty care service gives importance to publicity to attract customer	.617
	Company recruits right people for services	.523
<b>Brand image Factor</b>	Company's services enjoy of brand image	.735
	Able to see quick delivery process	.685
	Enjoy visiting the beauty care service	.576
	Even if others offer concessions and other facilities, I will not switch over	.503
<b>Price Factor</b>	Price level for the services is satisfactory	.623
	I feel price charged for different services is cheaper than other beauty care service	.564
	This beauty care service offers discount to me	.523

From the table 4.2 it is inferred that factor 1 is a combination of nine original variables such as Beauty care service has many outlets in the city, The outlet location is convenient to me, The outlet is located very near to my residence, Equipment used are perfect and hygienic, Work place is spacious, Work place is neat, Work place is pleasant, Parking facilities are satisfactory and Facility designs are excellent and attractive which is named as **Facilities** factor.

Factor 2 is a combination of six original variables such as Service offered are excellent, This company offers many beauty care services, Product/service lines offered are on the time, Quality associated with the service is beyond expectations, Terms are agreeable and Flow of activities in the service delivery are standardized which is named as **Service** factor.

Factor 3 is a combination of six original variables such as Company gives adequate training to its employee in the matter of service promotion, Employee are helpful in case of need, I trust the service employees, Service employees of the company are well trained, Employees are friendly & courteous and Employees have sense of commitment in their work which is named as **Staff approach** factor.

Factor 4 is a combination of four original variables such as Beauty care service uses different media for promotion, Beauty care service does sales promotion activities to defeat competitions, Beauty care service gives importance to publicity to attract customer and Company recruits' right people for services which is named as **Sales promotion** factor.

Factor 5 is a combination of four original variables such as Company's services enjoy of brand image, Able to see quick delivery process, Enjoy visiting the beauty care service and Even if others offer concessions and other facilities, I will not switch over which is named as **Brand image** factor.

Factor 6 is a combination of four original variables such as Price level for the services is satisfactory, I feel price charged for different services is cheaper than other beauty care service and this beauty care service offers discount to me which is named as **Price** factor.

#### 4.3 Influence of women customers' age on perception towards the factors of services provided by the beauty care salons.

To test the significant influence of women customers' age on perception towards the factors of services provided (Facilities Factor, Service Factor, Staff Factor, Sales Promotion Factor, Brand image factor and Price factor) by the beauty salons, One way ANOVA is applied to ascertain if there is any significant influence of women customers' age on perception towards the factors of services provided by the beauty salons.

The following null hypotheses were framed:

**H<sub>0</sub>1: There is no significant influence of women customers' age on perception towards (a) Facilities Factor (b) Service Factor (c) Staff Factor (d) Sales Promotion Factor (e) Brand image factor (f) Price factor of the beauty care salons.**

Table 4.3 shows the results of one way ANOVA for influence of women customers' age on perception towards the factors of services provided by the beauty care salons.

**Table 4.3 Influence of women customers' age on perception towards the factors of services provided by the beauty care salons**

	Age	N	Mean	S D	F-value
<b>Facilities Factor</b>	Below 25 years	51	33.80	5.653	<b>F=2.894* (p=.037)</b>
	21-30 years	67	35.35	5.788	
	31-40 years	20	35.05	5.817	
	Above 40 years	21	31.38	5.034	
<b>Service Factor</b>	Below 25 years	51	22.58	3.093	<b>F=4.066** (p=.008)</b>
	21-30 years	67	24.02	3.781	
	31-40 years	20	23.00	4.052	
	Above 40 years	21	21.14	3.102	
<b>Staff Factor</b>	Below 25 years	51	24.29	3.540	<b>F=1.114 (p=.345)</b>
	21-30 years	67	24.55	3.390	
	31-40 years	20	23.45	3.953	
	Above 40 years	21	23.23	2.586	

<b>Sales Promotion Factor</b>	Below 25 years	51	18.31	2.461	<b>F=0.267 (p=.849)</b>
	21-30 years	67	18.80	3.134	
	31-40 years	20	18.40	4.441	
	Above 40 years	21	18.61	2.889	
<b>Brand image Factor</b>	Below 25 years	51	14.54	2.851	<b>F=2.423 (p=.068)</b>
	21-30 years	67	15.89	2.517	
	31-40 years	20	15.40	3.676	
	Above 40 years	21	15.00	2.024	
<b>Price Factor</b>	Below 25 years	51	10.86	2.898	<b>F=0.587 (p=.624)</b>
	21-30 years	67	11.40	2.249	
	31-40 years	20	11.25	2.244	
	Above 40 years	21	10.80	2.502	

\*\*significant at 1% level      \*significant at 5% level

### Facilities Factor

The obtained 'F' value is 2.894 and it is significant at 5% level. The value indicates that there is significant influence of customer's age on facilities factor.

Further, the mean table 4.3 indicates that the customers with age of 21 – 30 years have scored higher mean value of 35.35 and the lowest mean was scored by the customers with age above 40 years (31.38). This shows that the customers with age of 21 – 30 years are more satisfied towards facilities factor of beauty care services and the lowest mean was scored by the customers with age above 40 years are less satisfied towards facilities factor of beauty care services.

Therefore, the formulated hypothesis  $H_0$  1(a) that "there is no significant influence of customer's age on facilities factor" is rejected.

### Service Factor

The obtained 'F' value is 4.066 and it is significant at 1% level. The value indicates that there is significant influence of customer's age on service factor.

Further, the mean table 4.3 indicates that the customers with age of 21 – 30 years have scored higher mean value of 24.02 and the lowest mean was scored by the customers with age above 40 years (21.14). This shows that the customers with age of 21 – 30 years are more satisfied towards services factor of beauty care services and the lowest mean was scored by the customers with age above 40 years are less satisfied towards services factor of beauty care services.

Therefore, the formulated hypothesis  $H_0$  1(b) that "there is no significant influence of customer's age on service factor" is rejected.

### Staff Factor

The obtained 'F' value is 1.114 and it is not significant at 5% level. The value indicates that there is no significant influence of customer's age on staff factor.

Therefore, the formulated hypothesis  $H_0$  1(c) that "there is no significant influence of customer's age on staff factor" is accepted.

### Sales Promotion Factor

The obtained 'F' value is 0.267 and it is not significant at 5% level. The value indicates that there is no significant influence of customer's age on sales promotion factor.



Therefore, the formulated hypothesis  $H_0 1(d)$  that "there is no significant influence of customer's age on sales promotion factor" is accepted.

#### Brand Image Factor

The obtained 'F' value is 2.423 and it is not significant at 5% level. The value indicates that there is no significant influence of customer's age on brand image factor.

Therefore, the formulated hypothesis  $H_0 1(e)$  that "there is no significant influence of customer's age on brand image factor" is accepted.

#### Price Factor

The obtained 'F' value is 0.587 and it is not significant at 5% level. The value indicates that there is no significant influence of customer's age on price factor.

Therefore, the formulated hypothesis  $H_0 1(f)$  that "there is no significant influence of customer's age on price factor" is accepted.

#### 4.4 Influence of women customers' marital status on perception towards the factors of services provided by the beauty care salons.

To test the significant influence of women customers' marital status on perception towards the factors of services provided (Facilities Factor, Service Factor, Staff Factor, Sales Promotion Factor, Brand image factor and Price factor) by the beauty care salons, independent samples t-test is applied to ascertain if there is any significant influence of women customers' marital status on perception towards the factors of services provided by the beauty care salons.

The following null hypotheses were framed:

**$H_0 2$ : There is no significant influence of women customers' marital status on perception towards (a) Facilities Factor (b) Service Factor (c) Staff Factor (d) Sales Promotion Factor (e) Brand image factor (f) Price factor of the beauty care salons.**

Table 4.4 shows the results of t-test for influence of women customers' marital status on perception towards the factors of services provided by the beauty care salons.

**Table 4.4 Influence of women customers' marital status on perception towards the factors of services provided by the beauty care salons**

	Marital status	N	Mean	S D	t-value
Facilities Factor	Married	63	33.31	5.375	<b>t=1.747 (p=.083)</b>
	Unmarried	96	34.93	5.934	
Service Factor	Married	63	22.85	3.922	<b>t=0.561 (p=.576)</b>
	Unmarried	96	23.18	3.434	
Staff Factor	Married	63	23.74	3.301	<b>t=1.228 (p=.221)</b>
	Unmarried	96	24.42	3.496	
Sales promotion Factor	Married	63	18.47	2.993	<b>t=0.318 (p=.751)</b>
	Unmarried	96	18.63	3.152	
Brand image Factor	Married	63	15.22	2.853	<b>t=0.223 (p=.824)</b>
	Unmarried	96	15.32	2.739	
Price Factor	Married	63	11.23	2.460	<b>t=0.432 (p=.666)</b>
	Unmarried	96	11.06	2.533	



**Facilities Factor**

The obtained 't' value is 1.747 and it is not significant at 5% level. The value indicates that there is no significant influence of customer's marital status on facilities factor.

Therefore, the formulated hypothesis H<sub>0</sub> 2(a) that "there is no significant influence of customer's marital status on facilities factor" is accepted.

**Service Factor**

The obtained 't' value is 0.561 and it is not significant at 5% level. The value indicates that there is no significant influence of customer's marital status on service factor.

Therefore, the formulated hypothesis H<sub>0</sub> 2(b) that "there is no significant influence of customer's marital status on service factor" is accepted.

**Staff Factor**

The obtained 't' value is 1.228 and it is not significant at 5% level. The value indicates that there is no significant influence of customer's marital status on staff factor.

Therefore, the formulated hypothesis H<sub>0</sub> 2(c) that "there is no significant influence of customer's marital status on staff factor" is accepted.

**Sales Promotion Factor**

The obtained 't' value is 0.318 and it is not significant at 5% level. The value indicates that there is no significant influence of customer's age on sales promotion factor.

Therefore, the formulated hypothesis H<sub>0</sub> 2(d) that "there is no significant influence of customer's age on sales promotion factor" is accepted.

**Brand Image Factor**

The obtained 't' value is 0.223 and it is not significant at 5% level. The value indicates that there is no significant influence of customer's age on brand image factor.

Therefore, the formulated hypothesis H<sub>0</sub> 2(e) that "there is no significant influence of customer's age on brand image factor" is accepted.

**Price Factor**

The obtained 't' value is 0.432 and it is not significant at 5% level. The value indicates that there is no significant influence of customer's age on price factor.

Therefore, the formulated hypothesis H<sub>0</sub> 2(f) that "there is no significant influence of customer's age on price factor" is accepted.

**4.5 Important aspects of satisfaction towards the facilities factor in beauty care services**

Women customers using beauty care services provided by the salon in Chennai have expressed their views on the satisfaction towards the facilities factor. Testing the significance of various aspects of facilities factor that brings satisfaction among the women customers provided by the salon in Chennai, Friedman's test for k-related samples was applied to study the relationship between various aspects of facilities factor that brings satisfaction among the women customers.

**Null hypothesis H<sub>0</sub>3: All the aspects of facilities factor brings equal satisfaction to the women customers using beauty care services provided by the salon in Chennai.**

**Table 4.5 Friedman test for facilities factor**

	Mean Rank	Chi square Value
Beauty care service has many outlets in the city	4.43	78.577**(p<.001)

The outlet location is convenient to me	5.54	
The outlet is located very near to my residence	5.55	
Facility designs are excellent and attractive	4.96	
Equipment used are perfect and hygienic	4.96	
Work place is spacious	5.20	
Work place is neat	5.26	
Work place is pleasant	5.27	
Parking facilities are satisfactory	3.83	

\*\* significant at 1% level

The result in the table 4.5 shows that the null hypothesis  $H_0$  3 is rejected at 1% level. All the aspects of facilities factor do not bring equal satisfaction to the women customers using beauty care services provided by the salon in Chennai.

Further the mean ranks in the table 4.5 shows clearly that "The outlet is located very near to my residence" and "The outlet location is convenient to me" are the important aspects of facilities factors that brings satisfaction among women customers and "Parking facilities are satisfactory" and "Beauty care service has many outlets in the city" are the least aspects of facilities factors that brings satisfaction among women customers.

#### 4.6 Important aspects of satisfaction towards the service factor in beauty care services

Women customers using beauty care services provided by the salon in Chennai have expressed their views on the satisfaction towards the service factor. Testing the significance of various aspects of service factor that brings satisfaction among the women customers provided by the salon in Chennai, Friedman's test for k-related samples was applied to study the relationship between various aspects of service factor that brings satisfaction among the women customers.

#### IMPORTANT ASPECTS OF SATISFACTION TOWARDS THE STAFF APPROACH FACTOR IN BEAUTY CARE SERVICES

Women customers using beauty care services provided by the salon in Chennai have expressed their views on the satisfaction towards the staff approach factor. Testing the significance of various aspects of staff approach factor that brings satisfaction among the women customers provided by the salon in Chennai, Friedman's test for k-related samples was applied to study the relationship between various aspects of staff approach factor that brings satisfaction among the women customers.

**Null hypothesis  $H_0$ 4: All the aspects of staff approach factor bring equal satisfaction to the women customers using beauty care services provided by the salon in Chennai.**

**Table 4.6 Friedman test for staff approach factor**

	Mean Rank	Chi square Value
I think this company gives adequate training to its employee in the matter of service promotion	3.13	<b>27.760** (p&lt;.001)</b>
Service employees of this company are well trained	3.76	
Employees are friendly & courteous	3.79	
Employees have a sense of commitment in their work	3.52	
Employee are helpful in case of need	3.39	

I trust the service employees	3.41	
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\*\* significant at 1% level

The result in the table 4.6 shows that the null hypothesis  $H_0 4$  is rejected at 1% level. All the aspects of staff approach factor do not bring equal satisfaction to the women customers using beauty care services provided by the salon in Chennai.

Further the mean ranks in the table 4.6 shows clearly that “Employees are friendly & courteous” and “Service employees of this company are well trained” are the important aspects of staff approach factors that brings satisfaction among women customers and “I think this company gives adequate training to its employee in the matter of service promotion” and “Employee are helpful in case of need” are the least aspects of staff approach factors that brings satisfaction among women customers.

**4.7 Important aspects of satisfaction towards the price factor in beauty care services**

Women customers using beauty care services provided by the salon in Chennai have expressed their views on the satisfaction towards the price factor. Testing the significance of various aspects of price factor that brings satisfaction among the women customers provided by the salon in Chennai, Friedman’s test for k-related samples was applied to study the relationship between various aspects of price factor that brings satisfaction among the women customers.

**Null hypothesis  $H_05$ : All the aspects of price factor bring equal satisfaction to the women customers using beauty care services provided by the salon in Chennai.**

**Table 4.7 Friedman test for price factor**

	Mean Rank	Chi square value
Price level for the services is satisfactory	1.98	<b>0.457 (p=.796)</b>
This beauty care service offers discount to me	1.98	
I feel price charged for different services is cheaper than other beauty care service	2.03	

The result in the table 4.7 shows that the null hypothesis  $H_015$  is accepted at 5% level. All the aspects of price factor bring equal satisfaction to the women customers using beauty care services provided by the salon in Chennai.

**5. SUGGESTION**

Based on analysis and evaluation of the present study following the suggestions are help to create customer satisfaction level such as, facilities factor that are modern and hygienic equipments, work place spacious, neat and clean, sufficient number of beauticians is necessary for women’s beauty salon.

Service factors is very important that factors such as, excellent service offer, quality associated with service is beyond expectation and terms and conditions must be agreeable. And beauty salon service cost is playing a vital role in beauty salon. Service cost must be reasonable for beauty treatments and beauty salon should offer discounts for its customers. Beauty salon managers should focus on the recruit skilled and experienced beauticians for excellent services. Service excellence creates high level of customer satisfaction in this beauty salon industry.

**6. CONCLUSION**

Customer satisfaction depends on the beauty salon facilities, service provider’s knowledge, staff approach of the beauty salon, service factors, sales promotion factors and promotional factors are all the factors are playing an important role to satisfy the recent customers. Salon location and prices are also

playing the important role in the beauty salon industry. Finally, beauty salon managers and owners have to focus on the friendly employee, courteous employee, knowledgeable employees, accuracy of billing, billing timeliness, competitive pricing, billing clarity and quick service.

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