

Socio-economic Conditions of Female Beauticians in Kalaburagi District

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ABSTRACT

After globalization, there is increase in different professions and occupations especially for females. Of these professions, beautician profession is significant as females can manage beauty parlour at their homes or at the shops. It requires lower investment for females and it is suited for middle class females. Even there are different Government schemes which provide financial assistance, loans, etc to the self-employed females. Hence, to assess the growth prospects of female beauticians in their profession, the present study is made in Kalaburagi district of Karnataka. 125 female beauticians working in the districts were surveyed using questionnaire in Kannada. The paper described the details of the study.

1. Introduction

Female beautician profession is not new one, but it has its own history. Chapter 8, verse 46-49 and 90 of the Jain Harivansh Purana (Jain, 2015) written 1700 years ago, reflect the services of a beautician all these services like massage, beautifying with makeup, hairdo etc. are provided by professional woman of today also who is called a beautician. During those days, this profession is reserved for women only.

At present, beauty care sector has been gaining importance as a career choice both among male and female. At present more and more people are interested in the career of beautician and owing beauty salons. There is also increasing demand for the services of those beauty salons as more and women have grown more conscious of their beauty and looks (Phukan and Saikia, 2016). In this respect, female beauty parlours are playing significant role in maintaining health care and beauty of women in India. Beauty care employment has also given self-employment to lakhs of female entrepreneurs in India and especially, in cities, there is increasing demand for beauticians and even during ceremonies like marriages, family functions, etc, female beauticians are playing significant role in beauty care of females. Consequently, there is increasing economic status of females engaged in self-employment from beauty parlours.

Though, beauty parlours are good form of self-employment for women, they are not away from problems. A study conducted by Roshni Narendran (2011) revealed that, in Kerala, beauty salons are commonly called 'beauty parlours'. In the interview with this female entrepreneur, she later revealed that many people also establish brothels in the guise of massage and beauty parlours. The Indian police have identified some of these activities and arrested some of the offenders. Regrettably, the publicity damages the credibility of other salons and customers fear to render services from similar businesses. Another female entrepreneur also supported societal misconceptions, and responded as 'This profession is seen as illegal and parlours are viewed as places for illegitimate activities. Therefore, it is difficult for people to trust

us'. As only two female entrepreneurs expressed the belief that prejudices had developed among the people, some secondary research was warranted to verify such allegations. In a recent newspaper article, a police official stressed that many businesses disguised as beauty parlours are established all over the country (India) as a ploy to run brothels and participate in sex trafficking. Nowadays people are beauty conscious, so the government should encourage this profession. Most people look at it as an illegal profession. There are also people who are not qualified to run a beauty parlour. Sometimes people who were employed at another beauty parlour start their own independent businesses. Such unqualified people should be removed from the business. It also shows that there is also unprofessionalism that is beauty care by unqualified women as beauticians.

Though there are many risk factors and problems faced by female beauticians, still their profession has brighter self-employment opportunities. To assess the socio-economic conditions of female beauticians living in Kalaburagi district, the present study was made.

2. Objectives of the Study

The present study is made to know about the age, education and work experience of the female beauticians and it is also aimed to study the growth prospects of female beauticians in terms of annual income from beauty parlours, career growth and risk factors in beauty parlour business in Kalaburagi district.

3. Methodology and Limitations

As discussed above, the present study is made in Kalaburagi district of Karnataka state. The authors have searched published literature so as to derive theoretical background and based on such background, it was decided to survey female beauticians living in Kalaburagi district. As it is not possible to collect the primary data from all the female beauticians, simple random sampling method was used to make sample survey using questionnaire in Kannada. Sample

survey consists of 125 female beauticians located in different towns and Kalaburagi city. The collected primary data is analysed, interpreted and discussed using tables as under.

4. Analysis and Discussion

Age is the basic criteria to determine the knowledge of beauticians. Beauticians' occupation is latest and as such, majority of the women engaged in this profession belongs to young or middle aged. The collected primary data on the age of the women beauticians is shown in the following table.

Table No. 1. Age of Beauticians

Particulars	No. of Beauticians	Percentage
Lower (18-25 Years)	21	16.8
Middle (26 to 35 Years)	46	36.8
Higher/ Old (36 to 50 Years)	58	46.4
Total	125	100

It is surprising to note that, there are more middle or higher aged women working as beauticians. As revealed from the above table, 21 (16.8%) are of lower age groups between 18 to 25 years, 46 (36.8%) are between 26 to 35 years and 58 (46.4%) are of higher age group that is between 36 to 50 years.

Like age, education is an important factor which determines the knowledge of the beauticians. If there is higher education, then their professional knowledge may be more and vice versa. In this respect, the collected primary data on education of the beauticians is disclosed as under.

Table No. 2. Education of Beauticians

Particulars	No. of Beauticians	Percentage
10 th Std	--	--
11-12 th Std/ Diploma	48	38.4
Graduate	63	50.4
Post-Graduate	14	11.2
Total	125	100

Educational level of female beauticians revealed that, 48 (38.4%) have completed only 11th to 12th standard or diploma, 63 (50.4%) have completed graduation and 14 (11.2%) have completed post-graduation. Hence, it can be concluded that, education of the female beauticians is good.

Apart from the age and education, the work experience as beauticians is also essential to gain expertise. In this respect, it was asked to the respondents that since how many years, they are working as beauticians and the collected information is presented in the following table.

Table No. 3. Professional Experience as Beautician

Particulars	No. of Beauticians	Percentage
Less than 05 Years	--	--
05 to 10 Years	26	20.8
11 to 15 Years	56	44.8
More than 15 Years	43	34.4
Total	125	100

The professional experience of the beauticians revealed that, 26 (20.8%) are experienced for 05 to 10 years, 56 (44.8%) are working since 11 to 15 years and 43 (34.4%) are

working since more than 15 years. It shows that, there is rich professional experience possessed by almost all beauticians.

Many of the women think that female beauticians have higher status in society and still few of the people think that, there is lower status for female beauticians. Many of the studies have revealed that, this profession is not dignified. Hence, there is mixed opinion about the beautician profession. But, there is fair income from this profession for middle class women. In this respect, it was asked to the respondents on the reasons for choosing beautician profession as their career and collected primary data is tabulated as under.

Table No. 4. Reasons for Choosing Beautician as Career

Particulars	No. of Beauticians	Percentage
Attractive & Popular	13	10.4
Scarcity of Income in Family	28	22.4
Good Income & Wealth	10	8.00
Educated, but no employment in organized sector	15	12.00
Self-interest	11	8.8
No/ Lesser Competition	48	38.4
Total	125	100

On the reasons for choosing beautician as career, among all the female beauticians, 13 (10.4%) have stated that it is attractive and popular profession, 28 (22.4%) have agreed that there is scarcity of income for their family and as such, they are engaged in beauticians' work, 10 (8.00%) have expressed that there is good income and wealth from beautician's profession, 15 (12.00%) have remarked that they are educated, but there are no employment opportunities in organized sector and as such, they have started beautician's profession, 11 (8.8%) have mentioned that they have self-interest to work as beautician and 48 (38.4%) have found no or lesser competition in beautician's profession and as such, started beautician profession.

Women work to generate income and wealth. As such, there is attractive and fair income from beautician's occupation. In this respect, the information was collected from the female beauticians on their annual income from their beauty parlour and presented in the following table.

Table No. 5. Annual Income from Beauty Parlour

Particulars	No. of Beauticians	Percentage
Less than Rs. 36000	23	18.4
Rs. 36001 to Rs. 72000	49	39.2
Rs. 72001 to Rs. 1.2 lakhs	35	28.0
Rs. 1.2 lakhs to Rs. 2.4 lakhs	18	14.4
More than 2.4 lakhs	--	--
Total	125	100

The annual income earned by the female beauticians disclosed that, 23 (18.4%) are earning less than Rs. 36000 per annum from their beauty parlours, 49 (39.2%) are earning annual income between Rs. 36001 to Rs. 72000, 35 (28.0%) of the beauticians are earning annual income between Rs. 72001 to Rs. 1.2 lakhs and 18 (14.4%) of the female beauticians are earning annual income between Rs. 1.2 lakhs to Rs. 2.4 lakhs. It shows that, female beauticians are earning average or lower income from their professions.

There are different attitudes on the growth of their profession in beauty parlour business compared to other similar lines of employment. For instance, modern occupations such as Computer DTP Works, Internet Centres, etc may have attractive income as thought by female beauticians. In this regard, the growth prospects of their beauty parlours as stated by the female beauticians are tabulated as under.

Table No. 6. Growth Prospects in Beauty Parlour Compared to Other Similar Lines of Self-employment

Particulars	No. of Beauticians	Percentage
More Opportunities in Beauty Parlour	13	10.4
Constant Growth	28	22.4
Lesser Growth & Opportunities	34	27.2
Indispensable for Livelihood even though no growth	23	18.4
No Risk Business for Women	27	21.6
Total	125	100

The growth prospects in beauty parlour compared to other similar lines of self-employment as stated by the beauticians disclosed that, only 13 (10.4%) have agreed that there are more opportunities in their profession, 28 (22.4%) have felt that there is constant growth in beauty parlour business, 34 (27.2%) have opined that there are lesser growth and opportunities, 23 (18.4%) have remarked that beauty parlour is indispensable for their livelihood even though there is no growth and 27 (21.6%) have mentioned that, it is no risk business for women.

Apart from growth prospects, there are also risk factors in beauty parlour business. For instance, there is lower social

view or lower social status or there are frequent health problems to skins due to use of chemicals mixed cosmetics, etc. The risk factors as stated by the female beauticians are as under.

Table No. 7. Risk Factors in Beauty Parlours Business

Particulars	No. of Beauticians	Percentage
Health Issues	38	30.4
Lower Social Views/ Status	31	24.8
Complaints from Customers	26	20.8
Lower Income for More Work	30	24.0
Total	125	100

The risk factors in beauty parlour business as stated by the respondents revealed that, 38 (30.4%) have mentioned that there are frequent health problems due to use of chemicals based cosmetics, 31 (24.8%) have agreed that there are lower social views or lower status, 26 (20.8%) have felt that there are complaints from their customers and 30 (24.0%) have opined that there is lower income for more work at their beauty parlours.

5. Summaries and Conclusion

It is noted that of the self-employment opportunities existing, beauticians' profession is best for the educated, unemployed women. It is suited for poor and middle class educated women as there is average income from beautician profession. Apart from good income, women are getting social status and respect as self-employed women. Even the Government is encouraging such types of self-employment by providing financial assistance, loans, subsidy, etc to the women. But many people have lower social view on female beauticians and such negative impressions are not good on the part of people. The people should give respect and status to self-employed women.

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