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**INDUCEMENT OF WOMEN ENTREPRENEURS ON BEAUTY PARLOUR BUSINESS IN SIVAGANGA DISTRICT**

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**ABSTRACT**

*The purpose of this paper is to observe the factors which look at the inducement that encourage women entrepreneurs on beauty parlour business in sivaganga district. In total, 80 beauticians were interviewed using an interview schedule method. The inspiration needs of women entrepreneurs; and the factors influencing the motivational needs of women entrepreneurs. This paper has found that women entrepreneurship can be motivated by a wide range of factors, including: Own Interest, Family Business, Ideas from friends and Relatives, Previous Experience, Business opportunities, Desire to be Independent, Situation of Factor, To Prove Oneself.*

**KEYWORDS**

women entrepreneurs, demographic profile, motivation factors.

**INTRODUCTION**

"A creative man is motivated by the desire to achieve, not by the desire to beat others".

- Ayn Rand

This article looks at the factors which motivate women beauty parlour entrepreneurs in Sivaganga District. Empirically it builds upon interviews conducted with female beauty parlour business entrepreneurs in the state of Tamilnadu in the district of Sivaganga. 'Entrepreneur' denotes a person who discharges the entrepreneurial function of coordination, organization, supervision and risk-bearing (Say, 1827). An entrepreneur by elaborating his qualities as an innovator, a Calvinist, a man with unusual will and energy and a man with no capital but endowed with an unusually strong character, clarity of vision and an ability to act. He highlighted the importance of strong willpower.

**REVIEW OF LITERATURE**

A study on women entrepreneurs in beauty parlour services at sivakasi by T.Palaneeeswari and P.Renugadevi (2012) reported that the challenges and opportunities provided to the women of digital era is growing rapidly that the job seekers are turning into job creditors. Increasing socio-Economic awareness, need for additional income, utilization of spare time, and constant motivation by the government institutions, education, social status and the impact of role models are some of the factors responsible for the development of women entrepreneurship in India.

Khan (1997) in his book, "Women Entrepreneurship", suggested a training course to help potential women entrepreneurs to imbibe entrepreneurial identity.

Moli P. Koshy and T. Mary Joseph (2000) in their article, "Growth Pattern of Small Scale Units of Women Entrepreneurs: A Study of Ernakulam District – Kerala", found that the overall growth rate of the sample units was satisfactory even though there was much more potential to grow.

S.K. Dhameja (2004) in his book, "women Entrepreneurs Opportunities, Performance and Problems", analysed entrepreneurial performance and problems of women in business in the states of Punjab and Hariyana.

Nayan Barua and Aparajeeta Burka Koty (2005) in their book, "Women entrepreneurship", analysed the impact generated by entrepreneurship development programmes on women entrepreneurs in the state of Assam.

**METHODOLOGY**

The inducement of women entrepreneurs on beauty parlour business is descriptive in nature. It is based on primary data. The primary data were collected from selected women entrepreneurs in beauty parlour business in Sivagangai District. They required data is collected through an interview schedule.

**TOOLS OF THE ANALYSIS**

1. Garrett's Ranking
2. Percentage and Standard Deviation

**GARRETT RANKING**

To find out the most significant factor which influences the respondent, Garrett's ranking technique was used. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula

$$100(R_{ij}-0.5)$$

$$\text{Percent position} = \frac{100(R_{ij}-0.5)}{N_j}$$

Where

$R_{ij}$  = Rank given for the  $i^{\text{th}}$  variable by  $j^{\text{th}}$  respondents

$N_j$  = Number of variable ranked by  $j^{\text{th}}$  respondents

With the help of Garrett's Table, the percent position estimated is converted into scores. Then for each factor, the scores of each individual are added and then total value of scores and mean values of score is calculated. The factors having highest mean value is considered to be the most important factor.

**PERCENTAGE**

Percentage analysis refers to a special kind of ratio percentage is used in making comparison between two or more series of data. Percentage are used describe relationships, some of the percentage reduced everything to common base, (say 100), it allows a meaningful comparisons to be made.

$$\text{Percentage} = \frac{\text{No. of. Respondents}}{\text{Total No. of. Respondents}} \times 100$$



**DEMOGRAPHIC PROFILE OF THE RESPONDENTS**

The demographic profile variable includes Religion, Age, Marital Status, Family type, Educational Qualification, Family Size, Monthly Income, Business Experience Years and Investment.

**TABLE 1**

Demographic Variables	N	frequency	Percentage	Mean	Standard Deviation
<b>Religion</b>	80			1.51	0.85
1.Hindu		58	72.50		
2.Christian		3	03.75		
3.Muslim		19	23.75		
<b>Age</b>	80			2.52	0.82
1.Below 20 years		1	1.25		
2.20 – 30 years		52	13.75		
3.30 – 40 years		11	20.00		
4.Above 40 years		16	65.00		
<b>Marital Status</b>	80			1.80	0.95
1.Married		46	57.50		
2.Divorcee		4	5.00		
3.Widow		0	00.00		
4.Unmarried		30	37.50		
<b>Family Type</b>	80			1.43	0.499
1.Nuclear		45	56.25		
2.Joint		35	43.75		
<b>Educational Qualification</b>	80			3.72	1.30
1.Up to 10 <sup>th</sup> Standard		5	6.25		
2.12 <sup>th</sup> Standard		13	16.25		
3.ITI/Diploma		12	15.00		
4.Under graduate		19	23.75		
5.Post graduate		31	38.75		
<b>Family Size</b>	80			2.53	0.88
1.Upto 2		3	03.75		
2.3 – 4		49	12.50		
3.5 – 6		10	22.50		
4.Above 7		18	61.25		
<b>Monthly Income (In Rupees)</b>	80			2.91	1.42
1.Rs Less than Rs 20,000		16	20.00		
2.Rs 20,000 to Rs 40,000		18	22.50		
3.Rs 40,000 to Rs 60,000		21	26.25		
4.Rs 60,000 to Rs 80,000		7	08.75		
5.Above Rs 80,000		18	22.50		
<b>Business Years Experiences</b>	80			2.83	1.06
1.Less than 2 years		10	12.50		
2.2 to 4 years		22	36.25		
3.4 to 6 years		19	23.75		
4.Above 6 years		29	27.50		
<b>Investment</b>	80			2.97	1.11
1.Up to Rs 50,000		12	15.00		
2.Rs 50,000 to Rs 1,00,000		14	17.50		
3.Rs 1,00,000 to Rs 1,50,000		18	22.50		
4.Above Rs 1,50,000		36	45.00		

**Source:** Primary Data

From the above table, it represents the descriptive statistics of demographic variable such as Religion, Age, Marital Status, Family type, Education Qualification, Family Size, Monthly Income, Business Experiences years and Investment. Among the religion variable 72.5 % of the respondents belong to the Hindu category and 3.75 % of the respondents belong to the Christian category and 23.75% of the respondents belong to the Muslim category. The mean score of the Religion category was found to be 1.51 and standard deviation of the Religion category was found to be 0.85.

Among the age variable 1.25 % of the respondents belong to the below 20 years category and 13.75 % of the respondents belong to the 20 to 30 years category and 20.00% of the respondents belong to the 30-40 years category and 65.00 of the respondents belong to the above 40 years category. The mean score of the age category was found to be 2.52 and standard deviation of the age category was found to be 0.82.

Among the marital status variable 57.50 % of the respondents belong to the Married category and 5.00 % of the respondents belong to the Divorcee category and 0% of the respondents belong to the Widow category and 37.50 of the respondents to the unmarried category. The mean score of the Marital Status category was found to be 1.80 and standard deviation of the Marital Status category was found 0.95.

Among the Family type variable 56.25 % of the respondents belong to the nuclear category and 43.75 % of the respondents belong to the Joint category. The mean score of the family type category was found to be 1.43 and standard deviation of the Family type category was found 0.49.

Among the Education Qualification variable 6.25 % of the respondents belong to the upto 10<sup>th</sup> standard category and 16.25 % of the respondents belong to the 12<sup>th</sup> standard category and 15% of the respondents belong to the ITI/Diploma category and 23.75 of the respondents to the above Under Graduate category. The mean score of the Education Qualification category was found to be 3.72 and standard deviation of the education Qualification category 1.3

Among the family Size variable 3.75 % of the respondents belong to the upto 2 category and 12.50 % of the respondents belong to the 3-4 family size category and 22.50% of the respondents belong to the 5-6 family size category and 61.25 of the respondents to the above 7 family size category. The mean score of the Family Size category was found to be 2.53 and standard deviation of the Family size category 0.88

Among the Monthly income variable 20 % of the respondents belong to the Rs Less than Rs 20,000 category and 22.50 % of the respondents belong to the Rs 20,000 to Rs 40,000category and 26.25% of the respondents belong to the.Rs 40,000 to Rs 60,000 category and 8.75 of the respondents to the Rs 60,000 to Rs

80,000 category and 22.50% of the respondents belong to the above Rs 80,000. The mean score of the monthly income category was found to be 2.91 and standard deviation of the monthly income category 1.42.

Among the Business Years Experiences variable 12.50 % of the respondents belong to the Rs Less than 2 years category and 36.26 % of the respondents belong to the 2 to 4 years category and 23.75% of the respondents belong to the 4 to 6 years category and 27.25% of the respondents to the above 6 years category. The mean score of the business years experiences category was found to be 2.97 and standard deviation of the business years experiences category 1.11.

#### MODE OF INSPIRATION OF BUSINESS

The women entering the beauty parlour business by various aspects such as Own Interest, Family Business, Ideas from friends and relatives, previous experience, Business opportunity, Desire to Independence, Situation factor, to prove oneself. The inspiration of the business the researcher has used Garrett ranking method.

TABLE 2: MODE OF INSPIRATION OF BUSINESS

S.No	Reasons	Rank								TR	TS
		1	2	3	4	5	6	7	8		
1	Own Interest	44	12	8	3	4	2	2	5	80	5409
2	Family Business	1	20	6	10	5	7	10	21	80	3583
3	Ideas from friends and Relatives	3	4	29	12	11	10	11	0	80	4167
4	Previous Experience	3	7	2	18	13	13	14	10	80	3582
5	Business opportunities	7	4	7	10	18	12	15	7	80	3740
6	Desire to be Independent	7	15	14	10	0	18	8	8	80	4104
7	Situation of Factor	5	4	4	5	12	15	17	18	80	3260
8	To Prove Oneself	10	12	10	12	17	3	3	13	80	4130

Source: Primary Data

\*TR - Total Respondents

TS - Total Score

The above table observed from the highest Total Score is 5409 as own interest and following by Total Score is (4167) Ideas from friends and relatives, (4130) To prove oneself, (4104) Desire to be independent, (3740) Business opportunities, (3583) Family Business, (3582) Previous experience, (3260) Situation of factor.

$$100(Rij-0.5)$$

Percent position =

$$Nj$$

TABLE 3: GARRETT RANKING CONVERSION TABLE-PREFERENCE BY THE RESPONDENTS THROUGH RANKING TECHNIQUES

Rank	% Position	Calculate Value	Table Value
1	$100(1-0.5)/8$	6.25	80
2	$100(2-0.5)/8$	18.75	68
3	$100(3-0.5)/8$	31.25	60
4	$100(4-0.5)/8$	43.75	53
5	$100(5-0.5)/8$	56.25	47
6	$100(6-0.5)/8$	68.75	41
7	$100(7-0.5)/8$	81.25	32
8	$100(8-0.5)/8$	93.75	20

Source: Primary Data

The above table 3 observed the calculate value is 6.25 as the table value is 80 and followed by calculate value is 18.75 as the table value is 68, calculate value is 31.25 as the table value is 60, calculate value is 43.75 as the table value is 53, calculate value is 56.25 as the table value is 47, calculate value is 68.75 as the table value is 41, calculate value is 81.25 as the table value is 32, calculate value is 93.75 as the table value is 20.

TABLE 4: RANKING METHOD ADOPTED BY THE RESPONDENTS FOR CHOOSING BEAUTY PARLOUR BUSINESS

S.No	Reason	Total Score	Mean Score	Rank
1	Own Interest	5409	67.61	I
2	Family Business	3583	44.79	VI
3	Ideas from Friends and Relatives	4167	52.09	II
4	Previous Experience	3582	44.78	VII
5	Business Opportunities	3740	46.75	V
6	Desire to be Independent	4104	51.30	IV
7	Situation of Factor	3260	40.75	VIII
8	To Prove Oneself	4130	51.63	III

Source: Primary Data

It is observed from Table 4 that 'Own Interest' has been ranked as the first. 'Idea from Friends and Relatives' has been ranked second. 'To Prove oneself' third position, 'Desire to be Independent' is in fourth rank with 'Business Opportunities' ranked as the fifth position, 'Family Business' ranked as the sixth position, 'Previous experience' ranked seventh position and last rank is assigned to 'Situation of Factors'.

#### CONCLUSION

On the basis of these research we can conclude that the inducement of women entrepreneurs is the First motivation by Own Interest flowed by Ideas from Friends and Relatives, To Prove Oneself, Desire to be Independence, Business Opportunities, Family Business, Business Experience and finally Situation Factors. In this study in recently, most of the beauty parlours motivated by own interest starting from primary education to university level courses is highly motivated.

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