

# **CHAPTER - ONE**

## **INTRODUCTION**

### **1.1 General Background**

Marketing is a social process. Its activities are designed to meet the needs and expectations of the society. The human society is changing very rapidly in the current times. As the human society changes meaning of marketing in that society also changes. Thus, development of marketing is closely associated with the socio-economic development of the society. Its role in particular society varies with the dynamism in the society.

Everyone wants to look their best, and Nepali village women are no exception. They love bright colors and wear glittering glass beads and bangles. They wash and oil their hair, braiding in flowers or decorations at festival time. But now and then, women need a visit to the beauty parlor to look their best.

A beauty salon or beauty parlor is an establishment dealing with cosmetic treatments for men and women. Other variations of this type of business include hair salons and spas. There is a distinction between a beauty salon and a hair salon and although many small businesses do offer both sets of treatments; beauty salons provide more generalized services related to skin related to skin health, facial aesthetic, foot care, aromatherapy, even meditation , oxygen therapy, mud baths and innumerable other services.

Beauty salons have proven to be a recession –proof industry in the United States. Although sales had declines from 2008 highs, they remain robust

with long term positive forecast. The market is distributed widely across America, with a concentration in the Northeast and Midwest. The US Labor Department estimates employment will increase the industry, in the United States will increase 20% between 2008-2018, with greatest employment growth from skin care specialists.

As a result, many people have become accustomed to have their hair styled for them. And with the effect of several years, a beauty salon was not only limited to style hair. As a matter of fact, almost all beauty salons are offering several different beauty treatments. These treatments include hair dye, rebound, perm, facial treatments massages, manicure/pedicure, waxing, tanning and many more. Indeed, beauty salons throughout the world have progressed to the clients which classify them as part of the service industry. However, beauty salons are more specifically classified as a part of the cosmetology industry.

Some beauty salons operate as part of a larger salon franchise. Opening a salon under a franchise agreement carries a fee but allows the owner to start a business with immediate brand recognition.

When a beauty salon belongs to a franchise, the salon is known as a franchise of the larger brand. The distinction that exists between operating as part of a franchise and operating as an independent beauty salon with unique trade name creates two different types of salon businesses. It is important to note that the type of business a salon owner chooses doesn't obviate the need for choosing a business ownership type.

## **1.2 Focus of the Study**

The main focus of this study tries to show how marketing helps in promotion of the parlor services. Formulating marketing strategy observations regarding product design, product selection and promotional methods should be kept in mind for successful and profitable marketing.

Participating in fashion shows boost the advertisement aspect, audiences get acquainted hence they are eager for better looks and personality. Advertisement through television, magazines, films and verbal media; are the main media for promotion of parlor products. Discounts and various offers play a major role. People are attracted to shop during reduction and discount period. Advertising attracts customers to the parlor. Without effective advertisement, customers are not aware on style and the parlor services. Besides, another aspect is they should always fulfill expectation of customers. The economic status of the parlor increases with the frequency of the customer. Even in our country if the customers prefer good looking personality they can just go to parlor and will prepare for meetings, functions and festivals.

Every marketer should understand the customer's interest and need, which influence the behavior of customers. In the era of cut throat competition, successful marketing of the products demand a thorough understanding of customer's behavior. Good marketing helps the parlor to improve the image and profit. Fashion shows serve as good advertisements. Movies use latest style, so people are aware and copy to look alike the film stars. Another is magazine advertisement from which people copy their style. So, advertisement has great impact on the customers. The parlor with good marketing system can import its international product to market and can attract more people.

Parlor owner should always think that the competitor is ahead and should make marketing strategy and policy after studying the marketing strategy, policy and distribution channels of the competitors.

### **1.3 Statement of the Problem**

The main problem behind this study is to identify the marketing of parlor business in Narayangarh.

Parlor is the new type of business. People are really not much aware of this business. The problem related to parlor business is studied in this study. People usually do not go parlor. So this study will try to highlight the style and usefulness of the parlor. People give preference to fashion, style and personality rather than other aspects. This study will show how parlor services meet these aspects. People are scared to enter parlor because they think they cannot afford it. So this study will attempt to show means and methods for the parlor to face this setback.

By this way, this research will find the answer of the following questions

1. Are the customers aware towards parlor or not?
2. What are the major problems in the marketing of parlor products?
3. What promotional activity should proprietor need for effective marketing?
4. What services the customers want from the parlor?

#### **1.4 Objective of the Study**

The Main objective of this study is to examine the purchasing behavior in buying the services of parlor business in Narayangarh. However the specific objectives are as follows:

1. To analyze the awareness of people towards parlor business
2. To observe the effectiveness of advertisement on the parlor business.
3. To identify the problems in the marketing of parlor services.
4. To examine the services that the customer want from parlor business.

#### **1.5 Significance of the Study**

Marketing is a total system of business activities design to plan promote and distribute want satisfying products, services and ideas to target markets in order to achieve organizational objectives. In context of Nepal Marketing of parlor services are suffering from poor performance, due to

lack of proper management of marketing activities. So, proper marketing activities are most important for every enterprise to earn profit.

This study will try to analyze and examine the customers' test and preference. It gives idea regarding what measures should apply to attract the customer to sell the parlor services. Besides this will also informed about what type of extra services they need.

This study will also examine present and previous journal and literature. Therefore this research paper holds some importance. It will help the parlor owner of Narayangarh market for the best marketing. It will also helps the various interested people to minimize their curiosity.

## **1.6 Limitations of the Study**

There are various limitations related to the study of parlor. As this study is confined to Narayangarh area, it concerns the problem/prospect of Narayangarh area only. There were not many dissertations and not many books were available on the subject. Some of the limitations are as follows.

1. The study is confined to Narayangarh Market only and may not represent the characteristic of all types of customers of Nepal.
2. Parlors are thought to be a place for sophisticated people. It is a symbol of high life style. Therefore to show own selves higher, data which they provide may not be actual.
3. Population sample of this study is limited to Narayangarh Market parlor, so it may reflect the percentage pertaining to one area only.
4. The validity and reliability of research depend on depth of research work. Deep research work needs more financial support for its stationary, printing and traveling expenses. Being student, financial scarce is another factor, which may limit the scope of the study.

## 1.7 Organization of the Study

This study has been organized into five chapter excluding bibliography and appendix. They are given below:-

1. **Introduction:** - This chapter includes Focus of the study, statement of the problem, objective of the study, signification of the study and limitation of the study.
2. **Review of Literature:** - This Chapter include review of related literature, journals special the models of marketing of product or other relevant past studies. This informs us about the final conclusion in past time on related area.
3. **Research methodology:** - This chapter includes methodological aspects of the study and it contains research design sampling plan, nature and sources of data, data collection procedure and method of data analysis.
4. **Data presentation and Analysis:** - This chapter includes the study of data presentation and analysis. It highlights the objective – wise data presentation, analysis and interpretation and major findings of the study.
5. **Summary, conclusion and recommendation:** - In this last chapter, it describes about the entire summary, give conclusion and recommendation. In addition, an extensive bibliography and questionnaires are presented at the end.

## **CHAPTER - TWO**

### **REVIEW OF LITERATURE**

Review of literature is the theoretical framework that provides the bases and inputs for this study purpose. This thesis is mainly based on the field of Marketing. Marketing is a large phenomenon. Without good marketing activities, all production and finance related activities would be worthless. Realizing the importance of study of marketing in Narayangarh, this thesis has been started. So to demonstrate what sort of marketing activities conducted and what are its problems and prospect, all possible means has been used.

To conduct the study related articles, different books, encyclopedia, internet search, as well as previous studies are consulted to make it more reliable. Trend of using parlor services is just in starting stage in context of Nepal. So materials and literature regarding this parlor services is limited. Even then available literature has been consulted and reviewed for this thesis. Many researchers have not been made in this field. This maybe the first thesis on parlor, regarding its problem and prospect in Narayangarh; Narayangarh being one of the famous market of Nepal, the survey will be more beneficial.

While reviewing different books and literature some of the basic things and knowledge about marketing to be mentionable in the thesis context.

Similarly, all related previous studies has been collected and analyzed so as to find out what type of problems occur and how much effectively solved to make marketing activities easier in context of Narayangarh market .For the study purpose, literature has been reviewed in terms of two different levels:

## **2.1 Conceptual Review**

This portion includes relation to the subject matter of reviewing the book and internet publication. As it mentioned above parlor is not well familiar phenomena, its clear definition is given in first chapter. To make it clearer history, Services, future and importance are described below.

### **2.1.1 History**

The idea of the beauty salon is not new one. In fact, going back to the ancient civilizations, we can see that hairstyles and the people who loved them have been setting fashion trends for thousands of years. Even though the age's hairstyles, cuts and trends have changed hundreds of times, there are some things that have remained constant through time, like women wearing long braids or wigs, men keeping hair clipped or shaved short and even coloring hair is not a new, modern practice. The ancient time Egyptians would get hair clipped very close to the head, especially in the upper classes, in order to don full, fancy wigs atop their heads for special occasions, public outings and ceremonies. Ancient Rome for much of its time had been a society of copycats, where the norms were to follow the lead of the Greek fashions. Some Roman styles saw women dying their hair blond or wearing wigs made from the hair of slaves that had been captured. Beauty salons in Rome began to make hairstyles more ornate and elaborate.

In the Middle East, hair was traditionally hidden completely when out in public, although men would go to salon bathhouses and wash their long hair in a henna rinse, compliments of the local salon stylist.

Traditionally in China, young girls wore their hair in braids, which required the help of a friend or hair stylist, and women's hair was pulled back and wound around in a bun. Men heads were traditionally shaved, except for part of the back of the head, which would grow long and stay braided.



Thus we have a very brief summary of some of the different hairstyles that beauty salons everywhere were called upon to create for customers. Whether it was long braided wig in Ancient Egypt or a good old fashioned hairline plucking, hairstylists have always been sought after to give people what they want in hairstyles.

As a result of history, many people have become accustomed to have their hair styles for them. And with the effect of several years, a beauty salon was not only limited to style hair. As a matter of fact, almost all beauty salons are offering several different beauty treatments. These treatments include hair dye, rebind, perm, facial treatments, massages, manicure, waxing, tanning etc.

### **2.1.2 Beauty Salon Today**

According to the US Board of Labor statistics, 825,000 people work in the cosmetology industry as barbers, skin care specialists, hair stylists and nail technicians. While cosmetology is big business in large, densely populated cities and states, even the smallest towns can have at least one barber shop or salon. As cosmetologists continue to train for new and in-demand techniques, their services are considered important by many members of society today. Barbers and cosmetologists are considered important in society today as they continue to train and learn to create a number of styles and looks that the average individual may not be able to perform herself.

Most, states require license and extensive training before cosmetic procedure like cutting hair and sculpting nails. Market demand requires frequent training and refreshers to ensure the safety and satisfaction of patrons.

### **2.1.3 Definitions**

While there may be little difference between what a cosmetologist and a barber have been trained to do, there generally are limitations to which services they can perform. Most barbers have received training on cutting women's hair, coloring and perms. Barber shops, however, often limit services to cutting men's hair, beard trimming and scalp treatments. Mostly only barbers are allowed to perform beard shaving, stylists are trained for both men's and women's cuts, coloring and manicure and pedicure services, but are not permitted to shave beards.

### **2.1.4 Services of Beauty Salon**

Aside from hair styling, cosmetologists can also specialize in nail design, skin care or makeup application. There are also few beauty treatments more covered by the beauty salon. Facials may include the use of facial mask or the treatment of the face. Massage for the body is a popular beauty treatment, with various techniques offerings benefits to the skin and for increasing mental well-being and relaxation. Manicure refers to a treatment for the hands, incorporating the toenails and the softening or removal of calluses. Manicures and pedicures take place at nail salons. Beauty salons offer treatments such as waxing and threading for hair removal. Some beauty salons as well offer sun tanning.

### **2.1.5 Future of the Beauty Salon**

As aesthetics change, cosmetologists continually learn new procedures and techniques. For example, as spray tanning has become an alternative to damaging the skin with standard tanning techniques, many cosmetologists have added spray tanning to their repertoires. With expansion of services, many cosmetologists continue to seek additional licenses for laser hair removal, the application of skin peels and massage. Others continue to practice with new hair implements and dyes as they

come into fashion. These are some ways cosmetologists stay prepared to help their clients' look and feel their best.

### **2.1.6 Importance of Beauty and Health**

Cosmetology is an art of refining, fine tuning and maintaining the natural beauty given to us. Cosmetology is not the art of learning make up, but it is the technique of making up the body to suit the social status. Beauty care not only cares for the one who does the course, but it also cultivates a beauty and health conscious in the family.

Beautification the basic concept is the same; the methods have undergone a sea of change. In olden days, people values beauty with fair complexion, lean waist, and attractive eyes. Today apart from this much attention is given to personality. A woman today must know the correct use of all beauty things, to make her more attractive and impressive. A Flawless posture, correct social manners and exercise play an important part in developing physical beauty. Beauty does not lie in self-decoration; it is primarily good health and enhancement of personality.

In recent years, there were a tremendous growth for beauty care services and makeup services, even hair care specialists and hairstylists are getting more and more in demand. Beauty therapists works professional together with fashion, media, hairdressing and health care.

Learning to learn and lifelong learning are crucial in order to develop one's skills. These days, a positive attitude towards new technology and its application is important. A beauty therapist must be in good health and able to deal with physical stress, particularly on the body's locomotive system.

### **2.1.7 The Market**

There are many usage of the term 'Market' in economic theory, in business in general, and in marketing in particular. A market may be

defined as a place where buyer and sellers meet, product or service is offered for sales, and transfers of ownership occur. A market may also be defined as the demand made by a certain group of potential buyers for a product or service. Thus, in the market demand for any given product or service, there are three factors to consider. People or organization with wants their purchasing power, and their buying behavior. "A market consists of all the potential customers sharing a particular need or want who might be willing and be able to engage in exchange to satisfy that need or want." (Stanton, 1994).

A market represents the aggregate demand of the buyers and potential buyers for a product or services over a specific period of time. Market is a group of individual and organizations who may want the good or service being offered for sale and who meet these three additional criteria:

- (i) Members of a market must have the purchasing power to be able to buy the product being offered.
- (ii) Market members must be willing to spend their money to exchange other resources to obtain the product.
- (iii) Market members must have the authority to make such expenses.

### **2.1.8 Marketing**

Marketing consists of all business activities involved in the flow of goods and services from the point of initial production unit until they are in the hands of the ultimate consumer. The marketing process establishes forward linkages for production activities, that is, it provides economic rewards for the production process. It includes not only storage and transportation activities of the middleman but also encompasses all activities linking the consumer and the producer.

Marketing is the process of planning and executing the conception, pricing, promotion and distribution of goods, services and ideas to create

exchanges with target groups that satisfy customer and organizational objectives.

Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with each others. Thus this definition gives primary importance to the needs of consumers and carries marketing with consumers' preferences and regards it as the way producers' can contribute to the consumer's objective to maximize satisfaction. A more modern definition in tune with greatly expanded productive capacity might emphasize the adaptation of production facilities to the market. Specifically marketing might be defined as the response of businessmen to consumer demand through adjustments in production capabilities. Adjusting production, accounting, finance and marketing in the light of the changing needs of consumers who are affluent enough to have varied buying choices. Marketing is concerned with designing an efficient and fair system which will direct an economy's flow of goods and service from producers to consumers and accomplish the objective of the society. Different authorities define marketing in different ways. Marketing is the exchange taking place between consuming groups on the one hand and supplying groups on the other. Marketing is human activity directed at satisfying needs and wants through exchange processes. Marketing is the anticipation, stimulation, facilitation, regulation and satisfaction of consumer and public demand for products, services, organization, people, place and ideas through the exchange process. According to Stanton "Marketing is defined as total system of business activities designed to plan, price, promote and distribute want satisfying goods and service to present and potential customers.

In the light of above definitions, it can be concluded that marketing is a process of delivering goods and services produced to satisfy the needs of

consumers to the consumers in an effective way so that the objectives of the producers are fulfilled. Marketing thus satisfies the objectives of the producers by making it possible to sell their products on the market in one hand and on the other hand helps consumer to get the maximum of satisfaction by providing goods and services for their consumption.

At last, marketing is encompassing all the activities in satisfying the needs of the customer through the exchange relationship to achieve organizational objectives with social responsibility in a dynamic environment.

### **2.1.9 Marketing System**

A system is a set of units with relationships among them. Marketing is a total system of business activities designed to plan, price, promote and distribute want satisfying product to target market to achieve organizational objectives. Stanton in his book entitled fundamental of marketing defines marketing system as a "regularly interacting of interdependent group of items forming a unified whole" and it is comprised of:

- (i) Marketing organization
- (ii) Product, service, idea or person being marketed
- (iii) Target market
- (iv) Intermediaries helping in the exchange between the marketing organization and its market. These are retailers, wholesalers, transportation agencies, financial institution etc.
- (v) Environmental constraints: demographic factors, economic conditions, social and cultural forces, political and legal forces, technology and competition.

He further adds that there are two interacting elements in a marketing system - marketing organization and its market and its market and in

business; these two are linked by the exchange associated with exchange of the goods or services with something of value.

"The system theory is based on the works of Bertalanffy who developed the 'General System Theory'. Bertalanffy defined a system as a set of objectives together with the relationship among them and their attributes. As such a marketing system refers to the group of individuals/firms with a set of objectives together with a relationship with them and their attributes."

"Marketing system deals with the smooth functioning of the marketing activities for the fulfillment of the consumer needs and wants. If a marketer fails to do so, then one must know that there is something wrong with the marketing organization. And, in this situation no marketer can work successfully. So, the marketing manager must be able to analyze the marketing system in a systematic manner."

Thus, the system theory is based on the concept of common goal and all the elements of a marketing system are required to make attempts at their best so as to attain the goals.

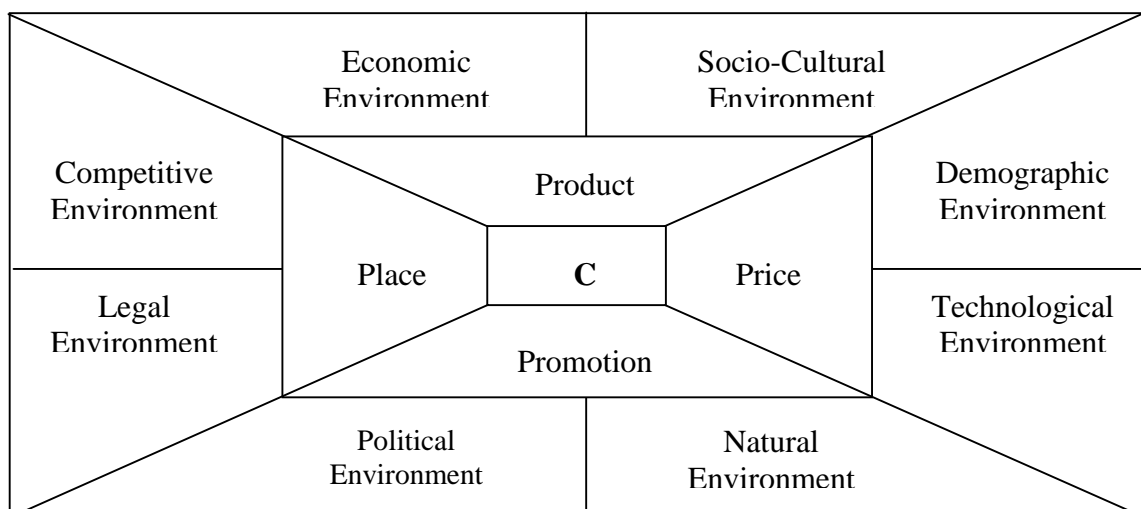
#### **2.1.10 Marketing Environment**

Environment is an outside actor but potentially relevant to the firm's market and marketing activities. It consists of the factors that affect the firm's ability to develop and maintain both the successful transactions and the relationships with its target customers. The marketing environment consists of external forces that directly or indirectly influence an organization's acquisition of inputs and generation of outputs. Examples of inputs include skilled personnel, financial resources, raw material and information. The output should be information, packages, goods, services or ideas. "The marketing environment is consisting of six categories of forces: political, legal, regulatory, societal, economic and competitive and

technological." In this sense, marketing environment lays upon limits or constraints on the firm's marketing activities, such as, marketing information system, marketing planning system, production activities, pricing, promotion, placing etc. The effect of marketing environment cannot be measured in term of expectations, assumptions and predictions but in terms of goal achievements. That's why; investing a huge amount of time, money, energy etc has become a new life style of almost all marketing enterprises. Marketing success lies more now than ever, on knowing: what a firm is; what it is in the competitive environment and who its competitors are.

The company's decision is directly affected by the marketing mix and the marketing mix decision is affected by the marketing environment. Therefore, while deciding marketing mix, a comprehensive study and analysis on marketing environment must be made to make the decision more effective and suitable. Marketing environment includes forces such as economic, socio cultural, demographic, competitive, technological, political, natural and legal etc.

**Figure No. 2.1**  
**Marketing Environment**



Source: [www.wikipedia.com](http://www.wikipedia.com)



The importance of marketing environment to the management has been increasing these days than ever before, because there are several opportunities and threats or challenges within the marketing environment, which should be forecasted and rightly analyzed by the marketing manager to enjoy the opportunities. A successful marketer is one who can appropriately analyze these forces. A successful marketer can acquire several opportunities through these forces amid successfully run his business.

### **2.1.11 Marketing Mix**

The marketing mix is one of the most fundamental concepts associated with the marketing process. It is well understood by most modern marketers and is systematically applied in many industries especially those that deal with physical products. It refers to a set of variables that the business uses to satisfy consumer needs (Marcomm Wise, 2006).

A brief review of the main principles surrounding the marketing mix can help to clarify its true role in the development amid execution of an effective marketing effort (Lovelock and Wirtz, 2004).

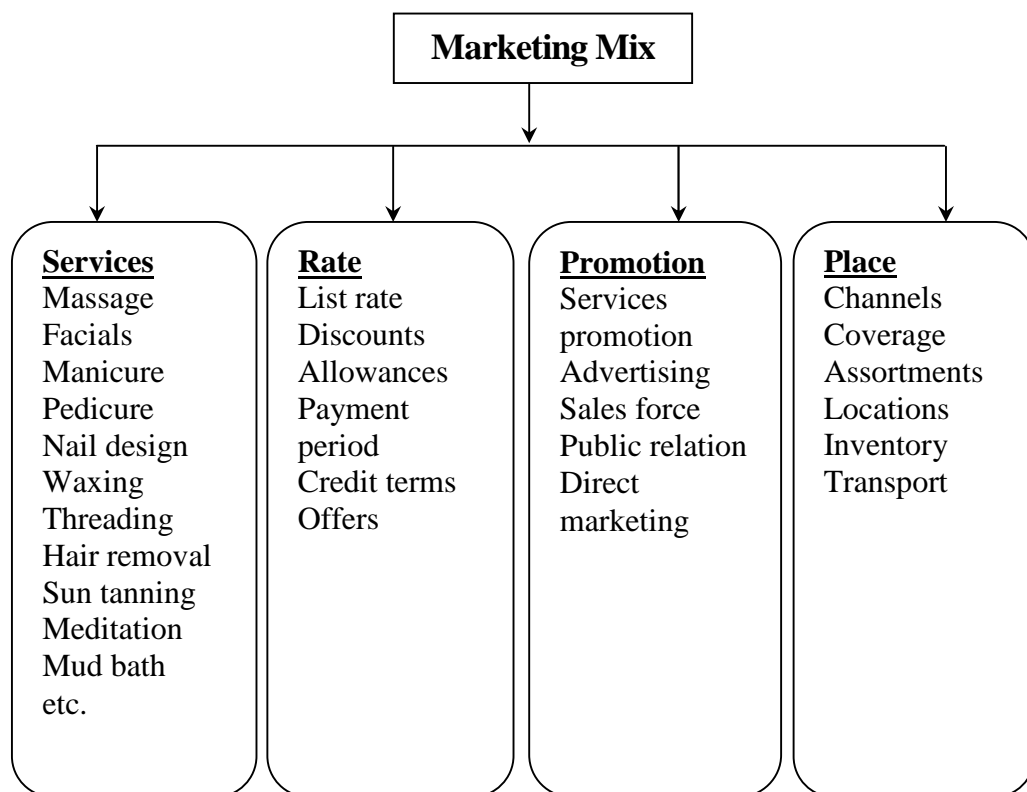
The marketing mix is the set of marketing variables which the organization blends to achieve the marketing goal in a defined target market. The marketing mix consists of everything the organization can do influence the demand for its product in the target market.

As stated earlier the marketing mix represents as assemblage of tasks and subtasks, which ultimately will help to satisfy the customer's requirements in such a way as to enable the firm to attain its objectives in an optimum fashion. The subtle part of the concept is that different company in the same business may opt to develop different mixes. In fact it is this difference that may provide one company with a competitive advantage over its competitors.

The concept of the Marketing Mix essentially promises that the decision making executive must analyze certain market forces and certain elements of marketing if the executive is ultimately to determine a sound 'mix' of marketing elements which promises to be effective and profitable. The "four Ps model" of the marketing mix has widely gained acceptance. Four Ps marketing mix consists namely Product, Price, Promotion and Place.

The theory underlying the four Ps is that, if one manages to achieve the right product at the right price with the appropriate promotion, and in the right place, the marketing program will be effective and successful. However, one must bear in mind that each of the four Ps can be broken down into a number of sub-components. "Marketing Mix is the set of marketing tools that the firm uses to pursue its marketing objectives in the target market."

**Figure No. 2.2**



Source: [www.wikipedia.com](http://www.wikipedia.com)

### **(i) Product**

Product is one of the most important parts of the marketing mix. Without the product we cannot sell or buy the things. The product area is concerned with developing the right product for the target market. This product may involve a physical product and/or sometime combination of services. The crux of the matter in the product area is to develop something, which will satisfy the customers' needs.

Most of the case is concerned with tangible products, but the principles in most cases also apply to services. It is important to keep this in mind, since the service side our economy is growing. It is also important to see the product concept as including services, because it is too easy to become overly occupied with producing and selling tangible products. Too many production-oriented people fall into these trap and neglect important opportunities for satisfying needs in other ways.

A product is anything that can be offered to a market to satisfy a want or need. Products that are marketed include physical goods, services, persons, place, organization and ideas? Product can differ in size, quality, features, brand, packing etc. This is the most important variable of marketing mix. A company should deeply think over the quality of product before market penetration.

### **(ii) Place**

A product is not much good to customer if it is not available when and where he/she wants it. We must consider where, when and by whom the goods and services are to be offered for sale.

This variable of marketing mix is concerned with distribution and physical distribution. Goods and services do not flow from producers to consumers automatically. They move through channels of distribution where a great of marketing work is done.

Place or distribution mix includes design of the distribution channels, distribution networks, dealer, promotion and motivation systems and physical distribution of the product. Any sequence of marketing Institutions from producer to final user or Consumer, including any number of middlemen is called a channel of distribution. Marketing managers must work in and through such channels and so our study of place is very important to marketing strategy planning. Even though marketing intermediaries are primarily a non controllable environmental factor, a marketing executive has considerable latitude when working with them. Management's responsibility is:

1. To select and manage the trade channels through which the products will reach the right market at the right time.
2. To develop a distribution system for physical handling products and then transporting them through the appropriate channels.

### **(iii) Promotion**

It is another variable of marketing mix which communicates to the ultimate consumer about goods and services. It involves those activities which inform, educate and stimulate the demand for the product. Promotion is to tell the target customers that the right product is available at the right place at the right price.

Promotion is the ingredient used to inform and persuade the market regarding a company's product. Advertising, personal selling and sales promotion are the major promotional activities.

The major promotional methods include personal selling mass selling and sales promotion. Personal selling involved direct face-to-face relationships between sellers and potential customers. Mass selling is designed to communicate with large numbers of customers at the same

time. Advertising is the main form of mass selling, but it also involves publicity. Sales promotion refers to specific activities that complement personal and mass selling such as point of purchase displays, booklets, leaflet and direct mailing.

"Companies face the task of distributing the total promotion budget over the five promotional tools advertising, sales promotion, public relations and publicity, sales force, and direct marketing. Within the same industry, companies can differ considerably in how they allocate their promotional budget. It is possible to achieve a given sales level with varying promotional mixes."

**Advertising** consists of all the activities involved in presenting to a group, a non personal, oral, or visually sponsored message regarding to a product, service or idea. Advertising is an impersonal promotion to groups that is paid for by an identified sponsor. It focuses upon groups of persons, rather than upon individuals. Advertisement can be described as any paid form of non-personal communication by a sponsor. Advertising includes any persuasive message carried by a mass medium and paid for by a sponsor who sends the message.

Thus, advertising is a form of mass communication where message is distributed by producer through different sources and is acquired by the consumers. It is referred as non-personal presentation because non-personal media are used to convey the message. Basically, media of mass communication are only two i.e. publications and electronic transmitter radio and television.

**Personal Selling** can be a very intense means of promotion. Personal selling consists of person-to-person communication between sales persons and their prospects. Unlike advertising, it involves personal interaction between the source and the destination.

**Sales Promotion** is, "Those marketing activities, other than personal selling, advertising, and publicity that stimulates consumer purchasing and dealer effectiveness, such as displays, shows and exposition, demonstrations and various no recurrent selling efforts not in the ordinary routine".

**Publicity** is a means of promoting to the mass market. Publicity is similar to advertising, except that it is free, is found in the editorial portion of news, media, and pertains to newsworthy events. The most common types of publicity are news release, photographs and features stories.

#### **(iv) Price**

It is another variable of marketing mix that creates sales revenue. While the company is developing the right product and promotion, it also must decide on right price that will round out its marketing mixes and makes it as attractive as possible. In setting the price, it must consider the nature of competition in its target market as well as the existing practices on markups, discounts and terms of sale. It also must consider legal restrictions affecting sales.

Price mix includes analysis of competitors' price, formulation of pricing objectives, setting the price, determining terms and conditions of sales, discounts and commission etc. In pricing management must determine the right base price for its products. It must then decide on strategies concerning discounts, freight payments, and many other price-related variables.

"Consumers pay price to buy products for their need satisfaction. It may be fixed on the basis of cost, demand or competition. It may involve discounts, allowances, credit facilities etc. Price has become the second it important variable of marketing mix because of inflationary pressures in recent years."

### 2.1.12 Market Share

The purpose of every business is to make profit and marketing is the ultimate weapon employed by any firm to achieve it. For a long time there have been two major indicators by which the healthiness of a firm is measured viz. market share and profitability. Relation between these two indicators has always been a bone of contention. It has also been strongly felt that neither market share nor profitability can be best indicator of competitiveness.

Company may enjoy high market share at the expense of its own profit. It is impossible to sustain market share for a long time unless and until firm has financial power to infuse funds in the long run.

According to Kotler (1991), Company must consider three factors before blindly pursuing increase in market share.

- (i) Firstly possibility of provoking anti transaction because jealous competitors are likely to cry "monopolization", if a dominant firm makes further inroads to market share
- (ii) Second factor is economic cost because there is possibility that profitability might begin to fall with further market share gains after some level.
- (iii) The third factor is that companies might pursue the wrong marketing mix strategy in their bid for higher market share and therefore not increase their profit.

Market share and profitability need to go together in the long term aspect. If the concentration is merely on market share it would definitely have an adverse impact on the company's long term interest. Similarly, on the other hand total focus only on profitability would also have same effect on company's interests. Ultimately, synonymous relationship of

market share and profitability can be concluded. High market share undoubtedly gives a firm an edge over other firms.

### **2.1.13 Marketing Strategy**

The concept of strategy is more confusing in management literature. At first the word was used in terms of military science to mean what a manager does to offset actual or potential actions of competitors. The word has entered into the field of management recently.

Dictionary of marketing advertising explains strategy as "guidelines for making directional decisions that influence an organization's long run performances". Thus strategy is a way in which the firm reacting to its environment deploys its principal resources and marshals its main efforts in pursuit of its purpose. If firm takes actions for achieving objectives in an environment, it must take those, which are in accordance with requirements of the external and internal environment of the firm. Without determining what might be possible actions for achieving firm's objectives, it cannot set its objectives in concrete terms. As such if strategy is taken in broad perspective, determination of objectives falls within scope of strategy.

Marketing strategy is also unique. There is not one unified definition upon which marketers agree. Marketing strategy is a commonly used term, but no one is really sure what it means. "A strategic sector is one in which you can obtain a competitive advantage and exploit strategic sectors are the key to strategy because each sector's frame of reference is competition. The largest competitor in an industry can be unprofitable if the individual strategic sectors are dominated by smaller competitors."



Strategic marketing is a major component of the strategic planning. Its main objective is to establish the product/market scope of a business. Strategic marketing is the method that concentrated on the market to serve, the competition to be tackled and the timing of market entry exit and related moves.

Formally, Strategic marketing deals with the following questions;

- (i) Where to complete?
- (ii) How to complete?
- (iii) When to complete?

Strategic marketing helps to define the market in entering and competing. That may be either an entire market or one or more segments of the entire market.

Marketing strategies differ from circumstances to circumstances. It entirely depends on the environment in which business is working, hence to count the number of its type is impossible but its classification on the basis of what type of demand it wishes to influence, can be done. To know which marketing strategies are useful, an organization must first know what type of demand it wishes to influence. There are two types of demands, Primary and Selective. Primary demand is demand for the basic product or service whereas Selective demand represents demand for company's specific product or brand. These both types of demand are not always perfectly separable.

#### **(i) Primary Demand Strategies**

Primary demand strategies are designed primarily to increase the level of demand for a product form or class by current nonusers or current users. There are two fundamental strategic approaches for stimulating primary demand i.e. by increasing the number of users and increasing the rate of purchase.

To increase the number of users, firm must increase customers' willingness to buy or their ability to buy product or service or both. If market growth rates are modest or if seasonality is problem, manager may wish to form marketing efforts on increasing product consumption levels, encouraging replacement due to product redesign.

**Table No. 2.1**

**Marketing Strategies for Stimulating Primary demand**

<b>Primary Demand Strategies</b>	<b>Programs for Implementing Strategies</b>
<b>1. Increase number of users by:</b> * Increase willingness to buy	(i) Advertise benefits of products form or classes. (ii) Develop product line extension.
* Increase ability to pay	(i) Reduce price. (ii) Provide financing (iii) Provide broader distribution
<b>2. Increase rate of purchase:</b> (Through different users, Greater consumption rates and faster replacement)	(i) Promote alternative use. (ii) Design new benefits for existing customers. (iii) Reduce price. (iv) Re-preparing in different sizes. (v) Promote usage of related products

*Source: Guitman, Gordon,, Marketing management strategies and program*

**(ii) Selective Demand Strategies**

They are designed to improve competitive position of a product, service or business. The fundamental focus of these strategies is on market share because sales gains are expected to come at the expense of product-form or product class competitors. However, when the industrial growth rate is high, sales and market share can also be increased by acquiring customers who have the ability and willingness to buy, but who are just entering in the market. Selective demand strategies can be further classified into retention and acquisition strategies.

Retention Strategies are more likely to be used by firms with dominant share of market and small market share firms with entrenched position in particular segments. It can take several forms, say maintaining customer satisfaction regarding product performance, simplifying buyer's purchasing process and decreasing the attractiveness of opportunities for switching to competitors.

Acquisition Strategies are used when a firm cannot acquire competitors' customers or new customers unless it is perceived by buyers as more effective in acquire customers by positioning its product in either of two ways: head to head positioning or differentiated positioning.

**Table No. 2.2**

**Marketing Strategies for Stimulating Selective Demand**

Selective - Demand Strategies	Programs for Implementing Strategies
<b>1. Retention of customers by:</b>	
* Maintaining satisfaction	(i) Advertise quality (ii) Advertise familiarity (iii) Redesign special services (iv) Provide superior delivery
* Simplifying the buying process	(i) Provide superior delivery (ii) Office bundles of products (iii) Use sole-source selling (iv) Provide price protection (v) Use system selling
* Reducing attractiveness of opportunities for switching brands.	(i) Develop brand extension offer multiple (ii) Facilitate system expandability (iii) Reduce price
<b>2. Acquisition of customer by:</b>	
* Head to head positioning:	(i) Develop superior features on determinant (ii) Reduce price (iii) More advertise (iv) Use broader distribution
* Differentiated positioning:	(i) Design and promote unique benefits (ii) Use unique distribution channels, package, services, pricing.

Source: Guitman, Gordon, *Marketing management strategies and program*

#### **2.1.14 Success and Failure of Strategies**

An organization's strategic planning effort is aimed at providing a sense of direction when approaching an uncertain future, the nature of which will only in part reflect the organizational goal and choices. Environmental information is crucial to effective strategic planning however most organizations have their strategic planning based more on judgment, intuition, partial data and adhoc studies rather than on objective, systematic information that is relatively collected and analyzed for strategic purposes.

Success or failure of a strategy entirely depends on four aspects i.e. its formulation, choice of alternatives, implementation and its review and control. Foremost thing to be remembered is the type of environment in which ones business is being operated. Same strategy cannot be used in same environment because dynamic nature of environment does not permit us to do so; hence this activity brings dynamism in strategy.

Marketing strategies are successful when they match the opportunities existing in the environment, strategies which are successful in one environment may prove disastrous if they are pursued in environment which are different. The starting point of any marketing strategy is to analyze the nature of environment where it has to operate.

#### **2.1.15 Image Analysis**

Since our research is about marketing of noodles, image is also very relevant to make some assessment as to 'identifying the target customer'.

For this purpose we are going to present some analysis of images as a review of literature in the concerned field of study, as follows:

Image is the set of beliefs, ideas, impressions and persons holds as to on object i.e. a product in the marketing sense. People's attitudes and action towards an object are highly conditioned by that objects' image.

**(i) Product and Services Images**

The image that a product or service has in the mind of the consumer that is its positioning is probably more important to its ultimate success than are its actual characteristics. Marketers try to position their brands so that they are perceived by the consumer as fitting into a distinctive niche in the market place- a niche occupied by no other product. They try to differentiate their products by stressing attributes that they claim will fulfill the consumer's needs better than competing brands. They strive to create a product image consistent with the relevant self-image of the targeted consumers' segment.

**(ii) Positioning Strategies**

Positioning strategy is the essence of the marketing mix; it complements the company's segmentation strategy and selection of target markets. Positioning conveys the concept or meaning of the product or service in terms of how it fulfills a consumers needs. Different consumer meanings i.e. product image are sometimes assigned to the same product or service. Thus, a product or service can be positioned differently to different market segments, or can be repositioned to the same audience, without actually being physically changed.

**(iii) Repositioning Strategies**

Regardless of how well positioned a product appears to be, the marketer may be forced to reposition it in response to market events, such as a competitor cutting into the brand's market share. For example, rather than trying to meet the lower prices of high-quality product, some premium brand products have repositioned their brands to justify their higher prices playing up brand attributes that had previously been ignored.

Here it is relevant to put the case of Shaka Laka Boom. Now it decides to reposition its image by changing its advertisements to attract teen-

agers as well as children. Now we can see its youth oriented advertisements to attract teen-agers. Similarly repositioning strategy was also adopted by 2 pm noodles.

#### **(iv) Perceived Quality**

Consumers often judge the quality of a product or service on the basis of a variety of informational cues that they associated with the product. Some of these cues are intrinsic to the product or services and others are extrinsic. Either singly or in composite, such cues provides the basis for perceptions of product and service quality.

Cues that are intrinsic concern physical characteristics of the product itself, such as size, color, flavor or aroma. In some cases, consumers use physical characteristics to judge product quality. For example, consumers often judge the flavor of ice cream or cake by color cues.

Consumers like to believe that they base their evaluations of product quality on intrinsic cues, because that enables them to justify their product decisions, (either positive or negative) as being "rational" or "objective" product choices. More often that not, however, their physical characteristics they use to judge quality have no intrinsic relationship to the products quality. For example, though many consumers claim they buy a particular brand because of its superior taste, they are often unable to identify that brand in blind taste tests.

#### **2.1.16 Fashion Cycle**

All fashion moves in cycle. The term fashion cycle refers to the rise, wide popularity and the decline in acceptance of a style. The fashion cycle serves as an important guide in fashion merchandising. The fashion merchant uses the fashion cycle concept to introduce new fashion good, to chart their rise and culmination and to recognize their rise and culmination and to recognize their decline towards obsolescence.

According to Kotler, there are three special categories of product life cycle that should be distinguished, those pertaining to styles, fashions and fads.

**(i) Fashion**

A fashion is a currently accepted or popular style in a given field. For example, jeans are a fashion in today's popular clothing. Fashions pass through four stages. In the distinctiveness stage or first stage, some consumers take an interest in something new to set themselves apart from other consumers. The products may be custom made or produced in small quantities by some manufacturer. In the emulation stage or second stage, other consumers take an interest out of a desire to emulate the fashion leaders, and additional manufacturers begin to produce large quantities of the product. In the mass-fashion stage or third stage, the fashion has become extremely popular, and manufacturers have geared up for mass production.

Finally, in the decline stage or last stage, consumers start moving toward other fashion that is beginning to catch their attention.

Thus fashion grows slowly, remain popular for a while, and decline slowly. The length of a fashion cycle is hard to predict. Wasson believes that fashion come to end because they represent a purchase compromise, and consumers start looking for missing attributes. Reynolds suggests that the length of particular fashion cycle depend on the extent to which the fashion meets a genuine need, is consistent with other trends in the society, satisfies societal norms and values, and does not meet technological limits as it develops. Robinsons, however, sees fashion as living out inexorable cycles regardless of economic, functional or technological changes in society. Sporoles has reviewed and compared several theories of fashion cycles.

## (ii) Style

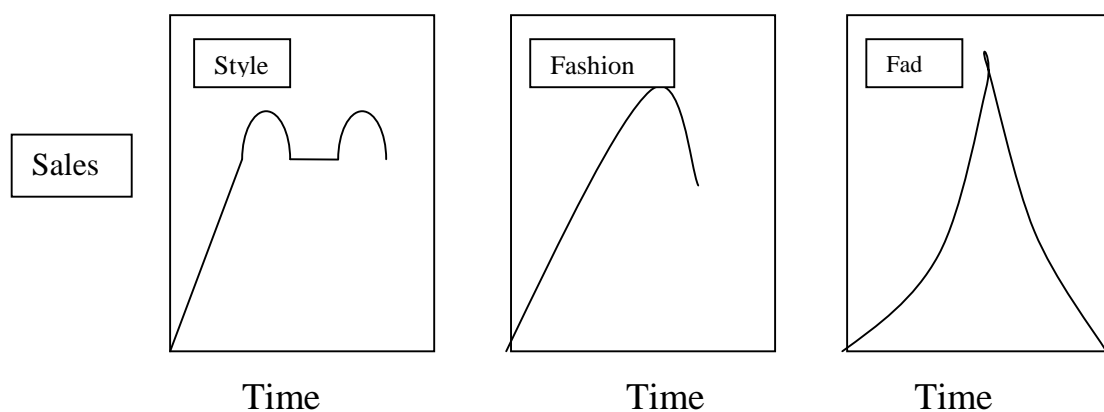
A style is a basic and distinctive mode of human endeavor. For example, styles appear in homes as clothing and art. Once a style is invented, it can last for generations, going in and out of vogue. A style exhibits a cycle showing several periods of renewed interest.

## (iii) Fads

Fads are fashion that comes quickly into public eye is adopted with great zeal, peak early and decline very fast. Their acceptance is short, and they tend to attract only a limited following. Fads appeal to people who are searching for excitement or who wants to distinguish themselves from others or have something to talk about to others. Fads do not survive because they do not normally satisfy a strong need or do not satisfy it well. It is difficult to predict whether something will be only a fad, or how long it will last a few days, week, or months. The amount of media attention, along with other factors, will influence the fad's duration.

**Figure No. 2.3**

### **Styles, Fashion & Fad Life Cycles**



*Source: Kotler, 1991, Page 352, 354*

## **2.1.17 Fashion as a Business**

Today fashion is a big business. Millions of people are employed in the fashion related activities. The fashion industries are those engaged in



manufacturing the materials and finished products used in production apparel and accessories for men, women and children.

In broader terms fashion business includes all industries and services connected with fashion design, manufacturing, distribution, retailing, advertisement, publishing and consulting or in short any business concerned with fashion goods and services.

### **2.1.18 Fashion Marketing**

Today, marketing has become a major influence in the fashion business. Most people think of marketing only as promotion and selling. However, there are only two aspects of marketing. The process of marketing includes diverse activities that identify consumer needs, develop need-based products, and distribute and promote them effectively so that they sell easily. The aim of marketing is to know and understand the consumer so well that the product or service hits him and sells itself. The same marketing process when carried out for fashion related products or services is known as fashion marketing, i.e. marketing apparel and accessories to the ultimate consumer. (Lakhotia Institute of arts and Design, 1997, Suresh Ch Lakhotia)

### **2.1.19 Beauty Salon Management**

Many salon managers are experienced hair stylists or skin care specialists. Some schools offer certificate or degree programs in salon management that can prepare students for careers in this field.

#### **2.1.19.1 Inside Beauty Salon Management**

Beauty salon managers are often responsible for scheduling staff members, training new front desk workers and determining budgets. Most of these professionals possess good communication and customer service

skills. Many aspiring managers begin their careers as licensed cosmetologists, barbers or estheticians. Cosmetologists may color and style hair, apply makeup and provide facial treatments. Barbers traditionally offer haircuts, hair coloring services and facial shaves to male customers. Estheticians offer skin care services, including facials and hair removal. Some formal training is usually required in order to qualify for license as a cosmetologist, barber or esthetician.

### **2.1.20 Steps for Beauty Parlor**

There are few steps need to follow during management of beauty parlor.

- i. Do the research and ensure that it is easy to manage all aspects of the running business. Then financial management can be done by any organization and bank with few formalities.
- ii. Be aware of the health codes and local legislation before opening the parlor.
- iii. Choose the right location so the location should be strategically situated on one of the busiest area.
- iv. Create a clean and safe atmosphere because cleanliness is a particularly important element that can draw clients in again and again.
- v. Offer a wide range of services in one setting, which will give a distinct advantage over those who offer only one or two of services because many clients prefer to have their hair, nail and face done in one place, instead going to three different places.
- vi. Hire qualified and trained personnel because the cosmetic procedures performed by untrained personnel may cause health problems to the clients.
- vii. Keep your clients satisfied because a salon's best marketing tool is word-of-mouth. If a client is happy with the results, he or she will

come back to the salon; after all, it's question of trust and they also can then help advertise the business to their friends, family and colleagues. Words can easily spread about the great look and outstanding personal services of the salon provided. So it is important to create and maintain desirable reputation as a quality hair and salon operation.

## **2.2 Review of Previous Studies**

In this part, previous thesis, research article and unpublished materials are reviewed. Unpublished materials on Parlor business are not available so that only related materials were reviewed. This is the first dissertation on Parlor and their prospects in Nepal. Even then a study on brand loyalties has been undertaken and these pertain to parlor services also.

**Mr. Pant (1993)**, conducted "The study of brand loyalty" This study was conducted and mainly focused to find out whether or not brand loyalty exists in the Nepalese Market. If consumer think a brand is good in comparison with others available brands in terms of fulfillment of needs, wants and other prejudices, they develop a positive attitude towards a brand and purchase it. If this action is repeated with a specific brand that is known as brand loyalty. To find out brand loyalty, frequently purchasing action of a same product class must be present. This brand loyalty is a great asset of a company.

Most of the consumers are brand loyal and there is high degree of brand awareness, which is found from the analysis of the collected data. Factors such as sex, age, marital status, income, family size, influence brand loyalty but the degree and duration of relationship varies across products. Understanding about brand loyalty is very important for the achievement of competitive strength. Nepalese consumer market is conscious about brand loyalty.

### **Major Findings of Mr. Pant's Thesis**

1. It is found that the Nepalese consumers have high importance to brand in both the consumer durable goods and consumer not-durable goods.
2. In each of the product selected for this study at least 65 percent consumers are found to have knowledge of almost all alternative brands available in the market. Thus, brand awareness of the Nepalese consumers is found to be high.

**Mishra (1993)**, Conducted “**An examination of the role of purchase pals in consumer buying decision for sari and suit**”. This is a journal of the Nepalese management review. The basic objective of this study was to identify the role of purchase pals in consumer decision making for sari and suit. A well –structured questionnaire was prepared and primary data were collected from 96 buyers and 49 purchases pals. Besides, 6sari and suit ships were also observed. The role of purchase pals is quite important in the choice of store, bargaining, purchase talk, final choice and reduction of post purchase dissonance as to price. He concluded that 83.33 percent of buyers used purchase pals, which was found from analysis and interpretation of data. Their role in choice of style and color is found comparatively less important.

### **Major Finding of Mr. Mishra's Journal**

1. Major consumers are influenced by friend in buying sari and suit.
2. Choice of stores, bargaining and purchase is also vastly influenced up to 83.33 percent.

**Dong (2008)**, in a recent online newspaper article published in *The Star Online* the trend in beauty industry today is medical beauty. It is a term that was coined to characterize any beauty services that are rendered using specialized medical principles. This includes cosmetic surgery and other treatments that use lasers, light-based technologies, radio frequency

devices, Botox, placenta injections as well as non invasive treatments. , Chairman of the Federation of Beauty Industry, Hong Kong, and editor-in-chief of, a beauty magazine in Hong Kong sees a growing market in this area, as there are more and more people looking for a quick fix. Medical beauty offers solutions much faster than traditional beauty treatments. He added that the service will attract a niche group of clientele, especially those willing to pay a premium for instant results. However, the challenge of this promising field of medical beauty industry lies on the proposition of legal policies and regulations that will serve as general guide for all practitioners and related individuals.

**Kathy Peiss (2010)**, she has written ‘On Beauty . . . and the History of Business’ Beauty and business seem opposite terms but in fact have had an important and consequential relationship that business historians are only now exploring. This paper sketches several major themes and approaches to the topic. The first is the emergence of a large sector of the economy devoted to selling beauty aids, fashions, bodily care, and style to American women and men. Another is the deployment of beauty as a business strategy—in creating brands, sales, and marketing; in managing the workplace; and in projecting corporate identities. A third considers the sale of beauty itself, as a value added and attached to a wide range of goods, from art to bodies. These broad approaches suggest new directions for future search. What can business historians learn by making beauty a subject of research and investigation? Beauty and business: one might as well say beauty and the beast. These terms conjure up distinct domains, different images, and contrasting values. Beauty is seemingly frivolous, superficial, and female, the subject of aesthetics, art, poetry, and, most recently, feminist criticism. Business, in contrast, connotes serious, consequential—indeed, manly—activity, the intellectual domain of economists and social scientists.

**Keyur and Nikita (2012)**, conducted on their thesis ‘Title for Prospects of Beauty Parlor Business in Bangladesh. People seek beauty. They are constantly looking to improve what they have or give themselves a whole new look. They drop by the nearest hair and beauty salon to be pampered by stylists and beauticians to style their tresses, shape their eyebrows, and color their nails – all for a few (or more) bucks. An hour in a hair and salon shop every month and one emerges confident and ready to take on the world. The hair and salon business can be started with moderate capitalization. Success in this venture depends on the ability to provide a consistently high customer satisfaction. The successful hair and salon business is one that offers excellent service, use quality products, and provide an enjoyable atmosphere at an acceptable price. Customers of this type of business are willing to pay for a higher price to an operation that can satisfy the client’s desire for improved physical appearance and even mental relaxation. According to the financial condition of people in Bangladesh, people would be more likely to spend money to make them more beautiful in appearance. From now to near future people will spend their earnings more on their physical beatification.

### **2.3 Research Gap**

Few research studies have been done in Parlor business. All available research studies are not fully concerned towards marketing of parlor services. Besides this, Researcher has not yet found any research conducted regarding this topic. Therefore researcher tried to conduct this research. In this dissertation, Researcher tries to study more to find out the Marketing of parlor Services and its problem prospect in Narayangarh market. All the data are collected from individual consumer and owner of different locations in Narayangarh market by sample survey, 2013.

## **CHAPTER - THREE**

### **RESEARCH METHODOLOGY**

Research is a process of investigation. It is not just a trip to the library to pick up a stack of materials, or picking the first five hits from a computer search. Research is a hunt for the truth. It is getting to know a subject by reading up on it, reflecting, playing with the ideas, choosing the areas that interest you and following up on them. Research is the way you educate yourself.

Research is the creation of new knowledge. It can be categorized into three distinct types: basic, strategic and applied. Basic, or blue-sky research, is the pursuit of new knowledge without any assumptions about what it might lead to – essentially knowledge for its own sake. Strategic research is the pursuit of new knowledge which might, in principle, have a practical application but without a precise view of the timescale or nature of the application. Applied research is knowledge which is developed with a specific objective in mind, particularly the conversion of existing knowledge into products, processes and technologies.

Often people think of research in terms of science and technology, but research takes place in every area of academic study. Research into our culture, our business practices or our economy can be as important as business and scientific research.

Similarly, a research methodology is the plan of action that is carried out in systematic manner. Research methodology refers to the various sequential steps to be adopted by researcher in studying with certain objective. Therefore, this chapter deals with the following aspects of methodology.

- 3.1 Research Design
- 3.2 Population Sample
- 3.3 Sources of Data
- 3.4 Sampling procedure
- 3.5 Data collection procedure
- 3.6 Data analysis procedure

### **3.1 Research Design**

A research design is the specification of methods and procedures for acquiring the information needed. It is the overall operational pattern of framework, of the project that stipulates what information is to be collected from which sources by what procedure. If it is a good design it will ensure that it was collected by objective and economical procedure. The research will help to know the problem and prospect of parlor in Narayangarh. The research design proposes to provide answers to research questions. The descriptive research under survey research is used for the purpose. It is useful to generate information on the basis of the data collected against the question raised in the first chapter.

### **3.2 Population and Sample**

The population of this study consists of all the owners and consumers above 16 yrs age group of parlor. There are 15 owners and 100 costumers were taken as the sample population from Narayangarh.

### **3.3 Sources of Data**

Both primary and secondary data were taken to do this research. Primary information and data are gathered through questionnaire and personal interview. While secondary data are gathered from official records, books, websites and publications.



### 3.4 Sampling Procedure

To make the sample more representative the non probability sampling method is used. For the purpose of research respondents from different sectors have been selected. A set of interview schedule was presented to them. The respondents were selected from various professional people like teachers, bankers, lecturers, businessman; most of them are from private organization. Some other professions like teaching, banking, lecturer, and business services and other. Housewives are also taken as sample.

#### 3.4.1 Parlor owner's age

The age of the parlor owner has been categorized to 20-25, 26-30, 31-36 and the data has been presented in the table.

**Table No. 3.4.1**  
**Segmentation by Age of parlor owner's**

<b>Age</b>	<b>No.</b>	<b>Percent (%)</b>
20-25	3	20
26-30	3	20
31-36	9	60
Total	15	100

*Source: Sample Survey, 2013.*

The above table shows that 60 percent of the parlor owner had age between 31-36 and 20 percent of the parlor owner had age between 26-30 & 20-25, that indicates among 15 respondents, 9 were between the age of 31-36, followed by 3 & 3 between 26-30 and 20-25 respectively.

### 3.4.2. Individual Customers Profile:

**Table No. 3.4.2**  
**Segmentation by Age of Individual Customer**

<b>Age</b>	<b>No.</b>	<b>Percentage (%)</b>
17-21	16	16
22-26	28	28
27-31	36	36
32-36	6	6
37-41	6	6
42-46	6	6
47-51	2	2
Total	100	100

*Source: Sample Survey, 2013.*

The above table shows that 16, 28, 36, 6, 6, 6, and 2 percent of the individual customer had age between 17-21 to 47-51 respectively.

### 3.4.3. Profession of Customers

**Table No. 3.4.3**  
**Profession of Customers**

<b>S .N.</b>	<b>Response</b>	<b>No.</b>	<b>Percent</b>
1	Student	25	25
2	Job holder	25	25
3	Business	25	25
4	Housewives	25	25
	Total	100	100

*Source: Sample Survey, 2013.*

According to above table four types of customers are selected. All of they have 25 percent and the total number of the customers were taken 100 and every categories were taken same.

### **3.5 Data Collection Procedure**

Primarily a set of structured interview schedule was prepared in accordance with the objectives of the study (see Appendix I and II). The interview schedule contained objective. The interview schedules were distributed through friends and college student and request to fill up.

The total number of respondents was 115 out of them 15 are parlor proprietor and 100 are customers.

### **3.6 Data Analysis and Tabulation Procedure**

After collection of data, they will have been analyzed .For this papoose I used different statistical tools. They are given below:-

1. Bar diagram & pie chart.
2. Percentage analysis and Average Analysis.

#### **a) Bar Diagram and Pie- chart**

Bar diagram is the presentation of statistical data in the form the geometrical figures like lines, bars, rectangles. Pie-chart is a diagram in the form of a circle whose area represents the total value. The circle diagram dividing into different sectors by radial lines such that the area of each of the sector representing the component value of total value is said pie-chart.

#### **b) Percentage Analysis and Average Analysis**

Sampling statistics are used to test whether the observed difference between two numbers is large enough to be considered statistically significant. It represents the proportion of any variable in terms of its total. In the present study, percentage has been used to obtain the actual number of customer preference.

## **CHAPTER-FOUR**

### **DATA PRESENTATION AND ANALYSIS**

The previous chapter provided the concept bases and format of this study. This chapter is the main heart of the study. This chapter presents and analysis the collected primary data in Narayangarh area, with the help of different interview schedule. For this purpose we use both descriptive and statistical tools and techniques are used. The data are presented and analysis is done from final consumer. Bar diagram, pie charts have been presented to clarify the actual data. Specially, the chapter includes analysis and interpretation of the data obtained from respondents.

In course of conducting this research, the researcher selected 100 consumers and 15 parlor proprietor and tried to find out their view. Among 100 costumers 20 were non user of parlor services. It was found that most of the respondents use parlor services. Obtaining responses, various tables are prepared. The data presented & analyzed here under.

#### **4.1 Analysis of variables for Parlor proprietor**

This part of parlor concerned with the variables regarding the parlor proprietor. The age's proprietors were between 20 to 36. Based on the responses given by the parlor owners, the following aspects can be presented and analyzed as follows.

##### **4.1.1 Commencement of parlor**

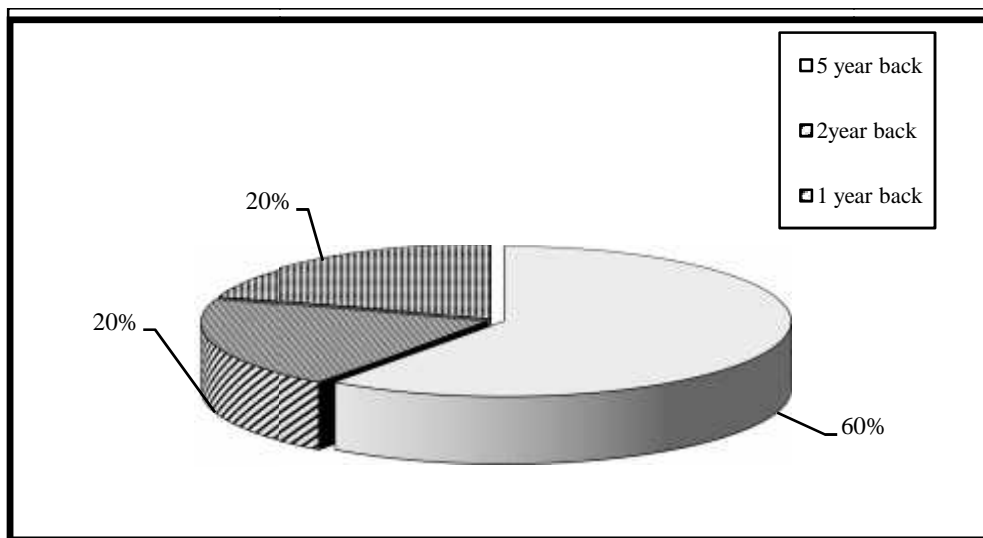
The commencement of the parlor has been recorded in 5 years back, 2 years back & 1 year back and the data are presented in table no- 4.1.1

**Table No. 4.1.1**  
**Commencement of parlor**

<b>Commencement of the Parlor</b>	<b>Responses</b>	<b>Percentage (%)</b>
5 year back	9	60
2year back	3	20
1 year back	3	20
Total	15	100

*Source: Sample Survey, 2013.*

**Figure No. 4.1.1**  
**Commencement of parlor**



*Source: Table No. 4.1.1*

**Analysis:** The above table reveals that around 60 percent of the parlor has been started 5 years back and 20 percent has been started on 2 years and 1 year back. Hence it can be concluded that the beauty parlor business is the recent product in Narayangarh, that means among 15 respondents 9 respondents had been started the business 5 years back while 3 and 3 respondents had been started the business 2 years and 1 year back respectively.

#### 4.1.2. Response regarding Beauty parlor course:

Table No. 4.1.2

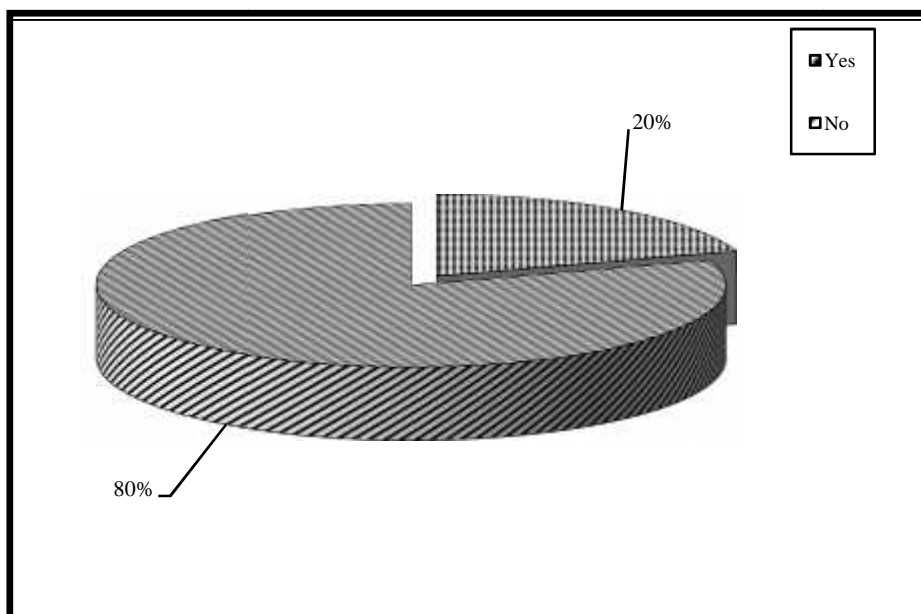
Response regarding Beauty parlor course

Response	No.	Percentage (%)
Yes	3	20
No	12	80
Total	15	100

Source: Sample Survey, 2013.

Figure No. 4.1.2

Response regarding Beauty Parlor course



Source : Table No. 4.1.2

**Analysis:-** Table no. 4.1.2 reveals that the 20 percent respondents has taken beauty parlor course, whereas 80 percent has not done beauty parlor course. They have only little knowledge, and follow new catalogues available at market or brought from India, so it can be concluded that the beauty parlor owners need beauty parlor course for better services.

#### 4.1.3. Main customer of parlor:

The customer of parlor has been categorized in two types and the data are presented in below.

**Table No. 4.1.3**  
**Main customer of parlor**

S. N.	Main Customer	No.	Percentage (%)
1	Female	15	100
2	Male	0	0
3	Total	15	100

*Source: Sample Survey, 2013.*

**Analysis:** From table no. 4.1.3, customers have been divided into male and female. Above study reveals that in Narayangarh area customers are only female. In percentage 100 percent females are parlor customers and males don't use parlor facility. From that the parlor owner should focus on female costumers for promotion of business.

#### 4.1.4. Regular customer of parlor:

**Table No. 4.1.4**  
**Regular Customer of Parlor**

S. N.	Regular Customer	No.	Percentage (%)
1	Local People	15	100
2	Foreigners	0	0
3	Total	15	100

*Source: Sample Survey, 2013.*

**Analysis:** According to table no. 4.1.4, 100 percent regular local people were customers of parlor. So this study reveals that parlor proprietor mostly depend on local people and the parlor owner need to focus on local people and every promotion strategies should be targeted to the local community.

#### 4.1.4. Types of Customers Come to Visit:

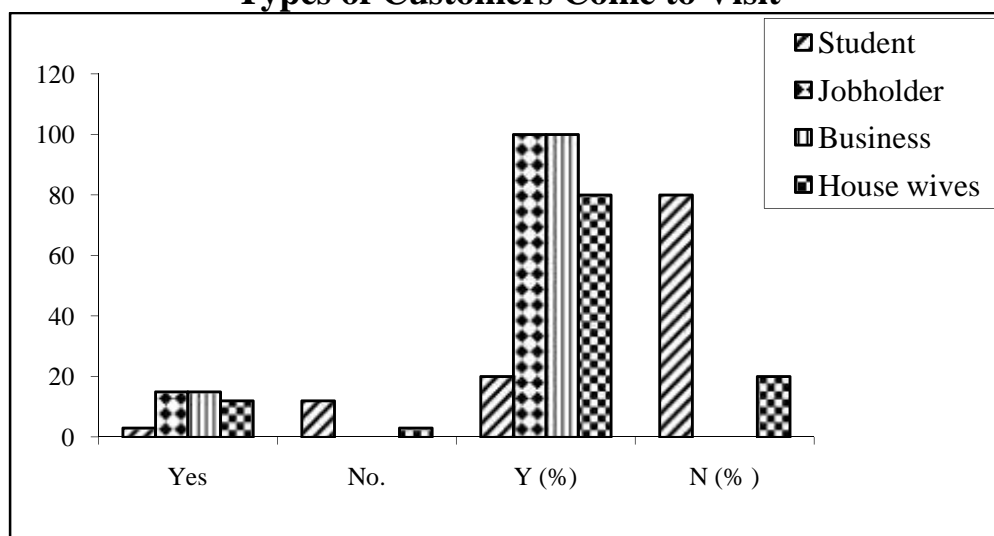
**Table No. 4.1.5**  
**Types of Customers Come to Visit**

S. No.	Types	Yes	No.	Y (%)	N (%)
1	Student	3	12	20	80
2	Jobholder	15	0	100	0
3	Business	15	0	100	0
4	House wives	12	3	80	20

Source: Sample Survey, 2013.

**Figure No. 4.1.3**

**Types of Customers Come to Visit**



Source: Table No. 4.1.5

**Analysis:** - Table no.4.1.5 reveals that according to the parlor owner the customers were categorized in four types which were student, jobholder, business and housewives and among them 100 percent parlor owner believed that the mostly customers were business woman, jobholder, housewives and few were student. So the promotion of the parlor should be targeted to the business woman, jobholder and housewives for better business of the parlor.



#### 4.1.6. Convenience of Narayangarh Area:

**Table No. 4.1.6**  
**Convenience of Narayangarh Area**

S. N.	Convenience of Narayangarh area	No	Percent
1	Yes	15	100
2	No	0	0
3	Total	15	100

*Source: Sample Survey, 2013.*

**Analysis:** According to table no. 4.1.6, 100 percent parlor proprietor found that Narayangarh area is convenient for their business. So that they are willing to expand their business to Narayangarh area.

#### 4.1.7. Repetition of Customers:

**Table No. 4.1.7**  
**Repetition of Customers**

S. N.	Repetition of customer	No	Percent
1	Yes	15	100
2	No	0	0
3	Total	15	100

*Source: Sample Survey, 2013*

**Analysis:** According to above table 100 percent customers come repeatedly to parlor, which means that they prefer the service of the parlor and are loyal towards parlor, so from this data it can be concluded that the repeated costumers are very likely to use the parlor services and with the betterment in the parlor services then frequency to visit parlor can be improved.

#### 4.1.8. Frequency of visit:

**Table No. 4.1.8**  
**Frequency of visit**

S. N.	Frequency	No	Percent (%)
1	Once a year	3	20
2	2 time in a year	3	20
3	3 time in a year	9	60
	Total	15	100

*Source: Sample Survey, 2013.*

**Analysis:** Table 4.1.8 reveals that, according to the parlor owner mostly customer visit parlor 3 time in a year i.e. 60 percent of the customer visit parlor 3 times in a year and 20 percent of the parlor owner believed that customers visit 2 times hence in a year respectively.

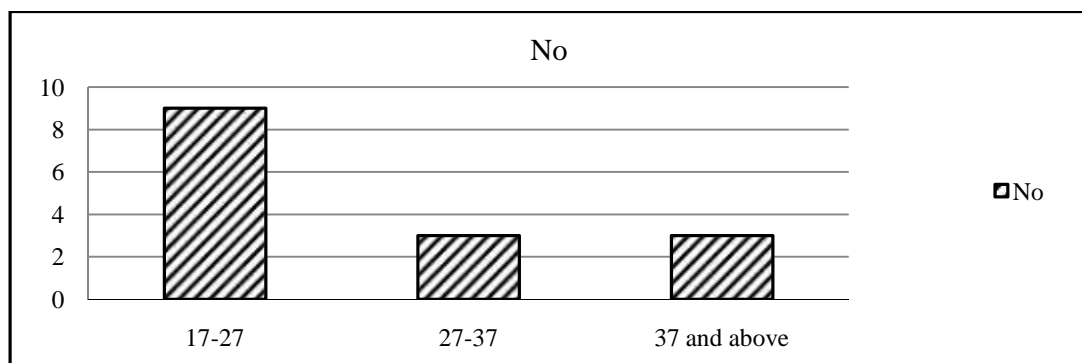
#### 4.1.9. Age Group of Customer:

**Table No. 4.1.9**  
**Age group of customer**

S. N.	Age group	No	Percent (%)
1	17-27	9	60
2	28-38	3	20
3	39 and above	3	20
	Total	15	100

*Source: Sample Survey, 2013.*

**Figure No. 4.1.4**  
**Age group of customer**



*Source: Table No. 4.1.9*

**Analysis:** Table 4.1.9 reveals the response of the parlor proprietor based on their age. The interview schedule has grouped the customers into three groups. So based on the responses of the respondents, customers between the ages of 17-27, are the frequent visitors to the parlors. Customers of this age group comprise the maximum customers who visit the parlors. 60 percent of customers fall in this group Similarly, Customers in the age group of 28-38 and 39 and above, 20 percent of the customers fall in this category.

**4.1.10. Response of average spending on parlor services by customer annually:**

**Table No 4.1.10**

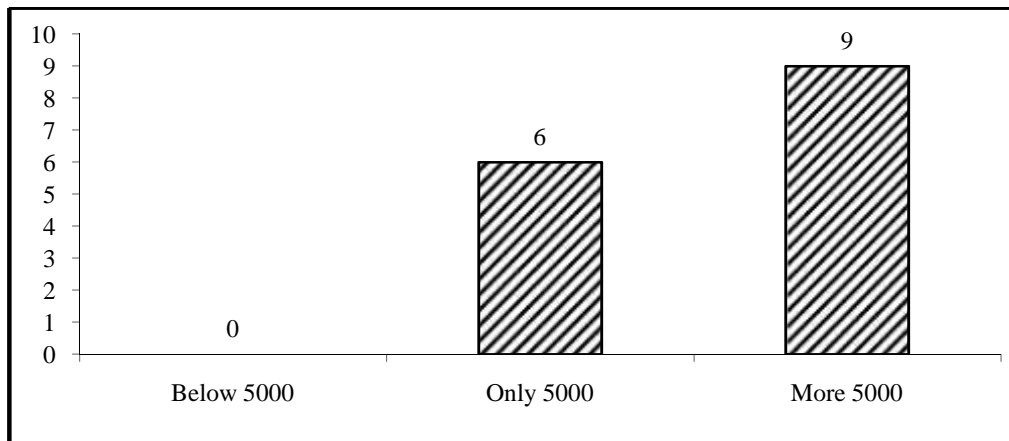
**Response of average spending on parlor services by customer annually**

S. N.	Response	No	Percent (%)
1	Below 5000	0	0
2	Only 5000	6	40
3	More 5000	9	60
	Total	15	100

*Source: Sample Survey, 2013.*

**Figure No. 4.1.5**

**Response of average spending on parlor services by customer annually**



*Source: Table No. 4.1.10*

**Analysis:-**According to table. 4.1.10, 60 percent of the parlor owner believed that the customer expenses more than 5000 and 40 percent parlor owner believed that the customer expense only 5000 in a year, so this data revealed that costumers of the parlor could spend enough money for parlor services. So it is necessary to improve the quality of parlor services.

#### 4.1.11. Use of Advertising Media:

**Table No. 4.1.11**  
**Advertising Media**

S. No	Response	Yes	No	Total
1	No.	15	0	15
2	Percent	100	0	100

*Source: Sample Survey, 2013.*

**Analysis:** Above table indicates that 100% parlor proprietors of Narayangarh use advertising media but the analysis revealed that there was no any special media used to advertise their parlor business.

#### 4.1.12. If Yes, Means of advertising Media

**Table No. 4.1.12**  
**Means of Advertising Media**

S. N.	Advertising Media	Yes	Percent	No	Percent
1	Television	0	0	15	100
2	Magazine/News Paper	0	0	15	100
3	FM/ Radio	0	0	15	100
4	Flex Print	0	0	15	100
5	Verbal	15	100	0	0

*Source: Sample Survey, 2013.*

**Analysis:-** Above table reflects that Parlor owner of Narayangarh area use only Verbal means of Media instead of other Television , magazine news paper , FM/ Print and Flex Print. So that percent of verbal media is 100 percent and other has 0 percent, so this analysis also revealed that low use of any other advertising media than verbal may cause low promotion of the parlor business. So that it is recommended to use other advertising media like Newspaper, Television, and FM for better promotion.

#### 4.1.13. Preference of promotional media for marketing of parlor products.

**Table No. 4.1.13**  
**Means of Promotional Media**

S. No	Promotional Activities	Yes	Percent (%)
1	Gift scheme	0	0
2	Fashion show	0	0
3	Discount	12	80
4	Seasonal offer	3	20
5	Other	15	100

*Source: Sample Survey, 2013.*

**Analysis:** According to table 4.1.13, preference of promotional media marketing of parlor products is as follows. 80 percent preferred discount on parlor products and 20 percent prefer seasonal offer, while none preferred gift scheme and fashion show. From this we can conclude that although the promotional activities of the parlor were good but still not enough for the better promotion.

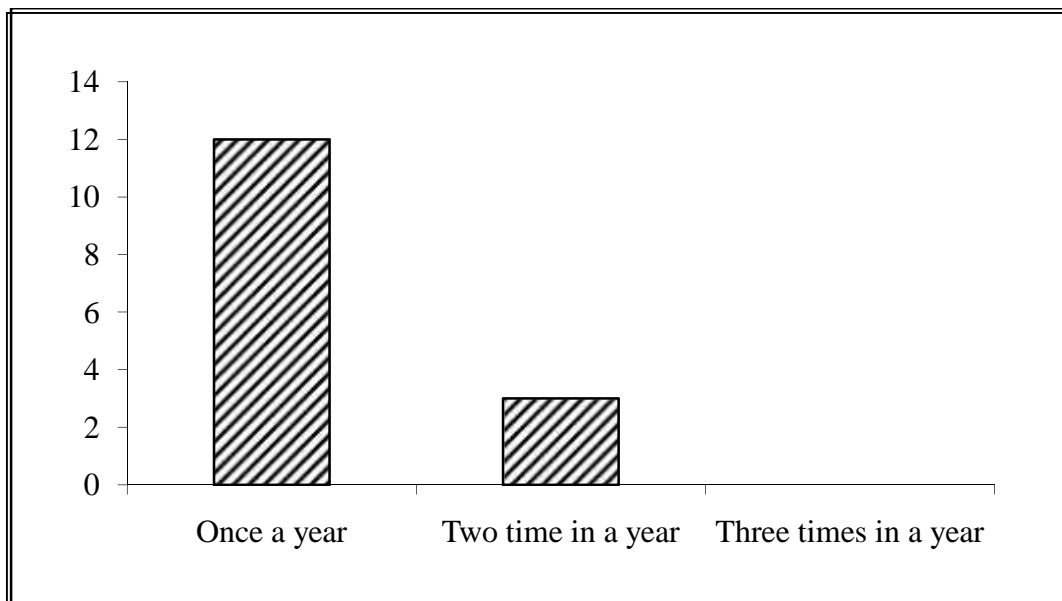
#### 4.1.14. Frequency to Undertake the Promotional Activity:

**Table No. 4.1.14**  
**Promotional Activity**

S. N.	Promotional measures	No.	Percent (%)
1	Once a year	12	80
2	Two time in a year	3	20
3	Three times in a year	0	0
-	Total	15	100

*Source: Sample Survey, 2013.*

**Figure No. 4.1.6**  
**Promotional Activity**



*Source: Table No. 4.1.14*

**Analysis:** Table 4.1.14 reveals that the 80 percent of the parlor owner carried out the promotional activities once a year, 20 percent respondent carried out promotional measures 2 times in a year. And none of the respondent carried out promotional measure 3 times in a year. So these results revealed that it is necessary to improve the frequency of the promotional activity, so as to improve parlor business.

#### 4.1.15. Problems and prospects in parlor services:

**Table No. 4.1.15**

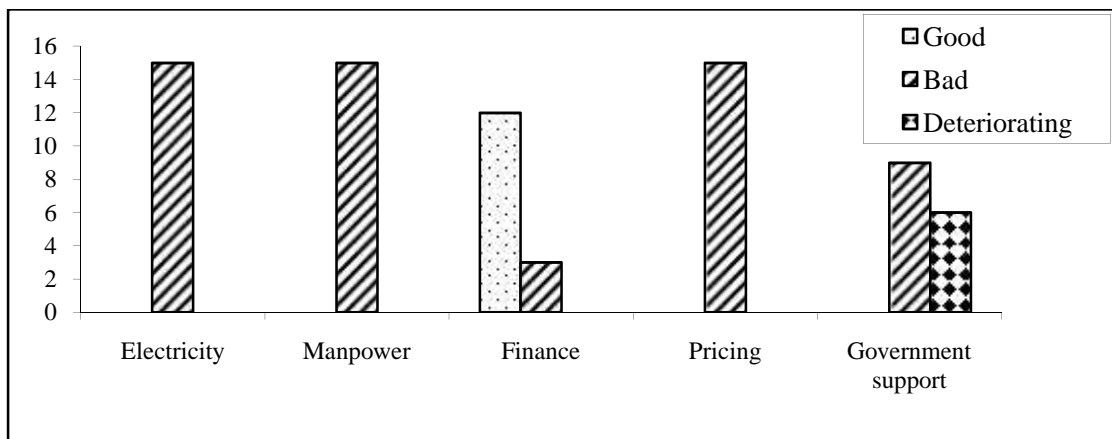
#### Problems and prospects in parlor services

S. N.	Response	Electricity	Manpower	Finance	Pricing	Government support
1	Good	0	0	12	0	0
2	Bad	15	15	3	15	9
3	Deteriorating	0	0	0	0	6
	Total	15	15	15	15	15

*Source: Sample Survey, 2013.*

**Figure No. 4.1.7**

#### Problems and prospects in parlor services



*Source: Table No. 4.16*

**Analysis:** According to above table no.4.1.15, problem and prospects of parlors are as follows. It can be seen that 15 respondents (100 percent of the respondent) felt Electricity, availability of manpower and pricing problem is bad while no one felt good and deteriorating, beside this 12 (80 percent) respondents financial of parlor product is good, and 3 (20 percent) respondents felt bad. Likewise, 60 percent respondents felt government support is bad, while 40 percent felt deteriorating whereas, no one of the respondents felt good.

**4.1.16. i) Response to increase in number of parlor technicians:**

**Table No 4.1.16.i**

**Response to increase in no. of Parlor technicians**

<b>S. N.</b>	<b>Response</b>	<b>No.</b>	<b>Percent</b>
1	Yes	12	80
2	No	3	20
	Total	15	100

*Source: Sample Survey, 2013.*

**Analysis:** According to above table 80 percent of respondents increased in number of parlor technicians, and 20 percent of the respondents didn't increase in number of technicians.

**4.1.16. ii) If Yes, Number of technicians which they had increased**

**Table No. 4.1.16.ii**

**b If Yes**

<b>S. N.</b>	<b>Response</b>	<b>No.</b>	<b>Percent</b>
1	5-10	12	80
2	Less than 5	3	20
3	More than 10	0	100

*Source: Sample Survey, 2013.*

**Analysis:** According to table 80 percent increased the no. of technician as 5-10 and 20 percent increased the number of technician as less than 5. None of them increase number of technician more than 10.



#### 4.1.17. Response on research work done about parlor services:

**Table No. 4.1.17**

##### **Research work**

<b>S. N.</b>	<b>Response</b>	<b>No.</b>	<b>Percent</b>
1	Parlor Management	0	0
2	Research cell	0	0
3	Other	0	0
	Total	15	100

*Source: Sample Survey, 2013.*

**Analysis:** According to above table, in context of Narayangarh area no one of the Parlor management, Research cell and other had done research work on parlor services.

#### 4.2 Analysis of Variables Regarding Parlor Customer:

This part is concerned with the variables regarding to the response of parlor customers. Based on the response given by the parlor customers, the following aspects can be presented and analyzed.

##### 4.2.1. Knowledge of Parlor:

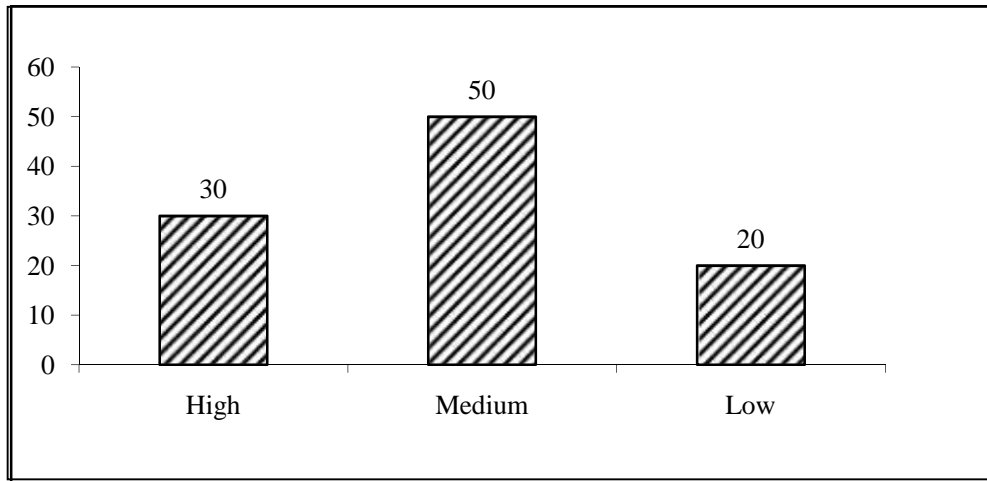
**Table No. 4.2.1**

##### **Knowledge of Parlor**

<b>S. N.</b>	<b>Knowledge</b>	<b>No.</b>	<b>Percent</b>
1	High	30	30
2	Medium	50	50
3	Low	0	0
4	None user	20	20
	Total	100	100

*Source: Sample Survey, 2013.*

**Figure No. 4.2.1**  
**Knowledge of Parlor**



*Source: Table No. 4.2.1*

**Analysis:** According to above table, 30 percent customer believed that they had high knowledge of parlor, while 50 percent has middle and 20 percent are none user of parlor. So it is necessary to improve knowledge of parlor.

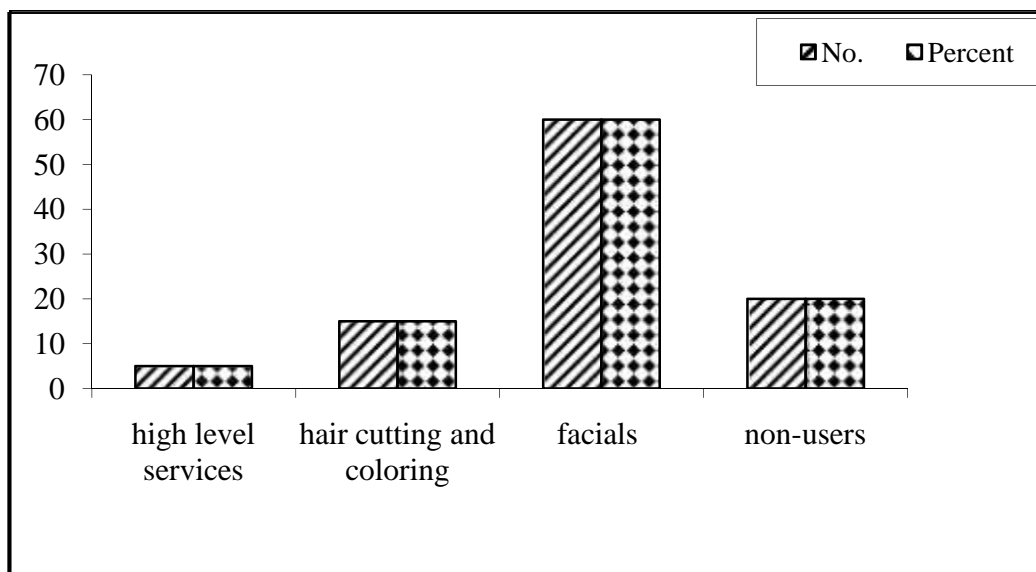
**4.2.2. Style requirement:**

**Table No. 4.2.2**  
**Style Requirement**

S. N.	Style Requirement	No.	Percent
1	High level services (sun tanning, nail design etc)	5	5
2	Hair cutting and coloring	15	15
3	Facials	60	60
4	Non-users	20	20
	Total	100	100

*Source: Sample Survey, 2013.*

**Figure No. 4.2.2**  
**Style Requirement**



*Source : Table No. 4.2.2*

**Analysis:-** According to above table 5 percent respondents used to go parlor for high level of services like sun tanning, nail designing etc, while 15 percent used to go to color and cut the hair, and 60 percent respondents used to go parlor for their facials. So it is necessary to focus those customers who come for facials with high level services.

#### **4.2.3. Recommendation of parlor to customer:**

**Table No. 4.2.3**

**Recommendation of parlor to customer**

<b>S. N.</b>	<b>Recommendation</b>	<b>No.</b>	<b>Percent</b>
1	Friend	75	75
2	Family	5	5
3	Advertisement	0	0
4	Non user	20	20
	Total	100	100

*Source: Sample Survey, 2013.*

**Analysis:** Above table reveals that the response of parlor customers. 75 percent of parlor customer goes to parlor on recommendation by friend, 5 percent are recommended by family, none of the respondents are influence by advertisement and 20 percent respondents are non user. This reveals that there is low level of advertisement activity and only recommendation of friend and family was taken to go to parlor.

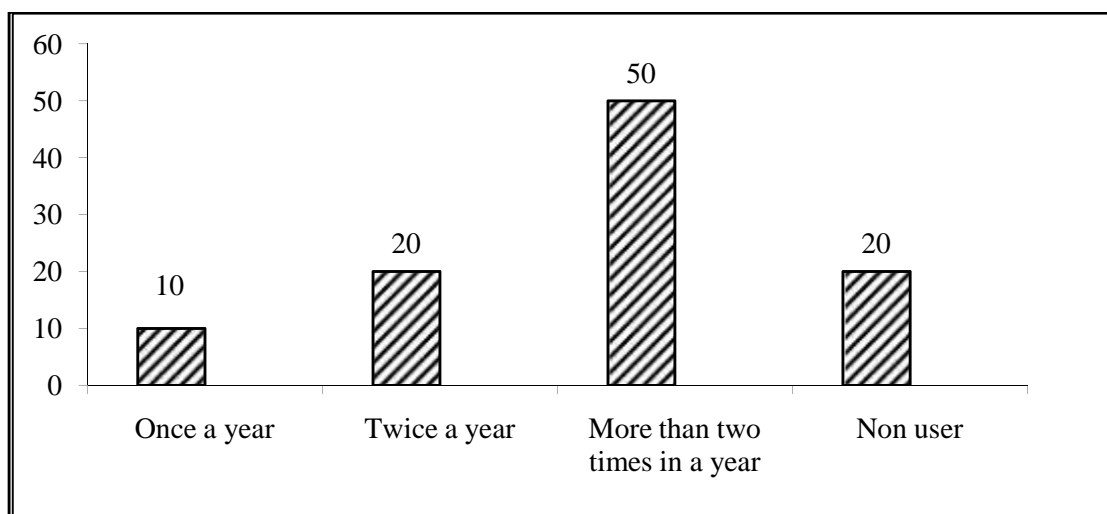
#### 4.2.4. Frequency of parlor service:

**Table No. 4.2.4**  
**Frequency of parlor service**

S. N.	Frequency	No.	Percent
1	Once a year	10	10
2	Twice a year	20	20
3	More than two times in a year	50	50
4	Non user	20	20
	Total	100	100

Source: Sample Survey, 2013.

**Figure No. 4.2.3**  
**Frequency of parlor service**



Source: Table No. 4.2.4

**Analysis:** According to the table 50 percent of the respondent go for parlor service more than two times in a year, 20 percent respondent go for service twice a year, 10 percent go for service once in a year and 20 percent respondents are non user. So that we can conclude that Parlor owner can improve the frequency of parlor service with various promotional activities.

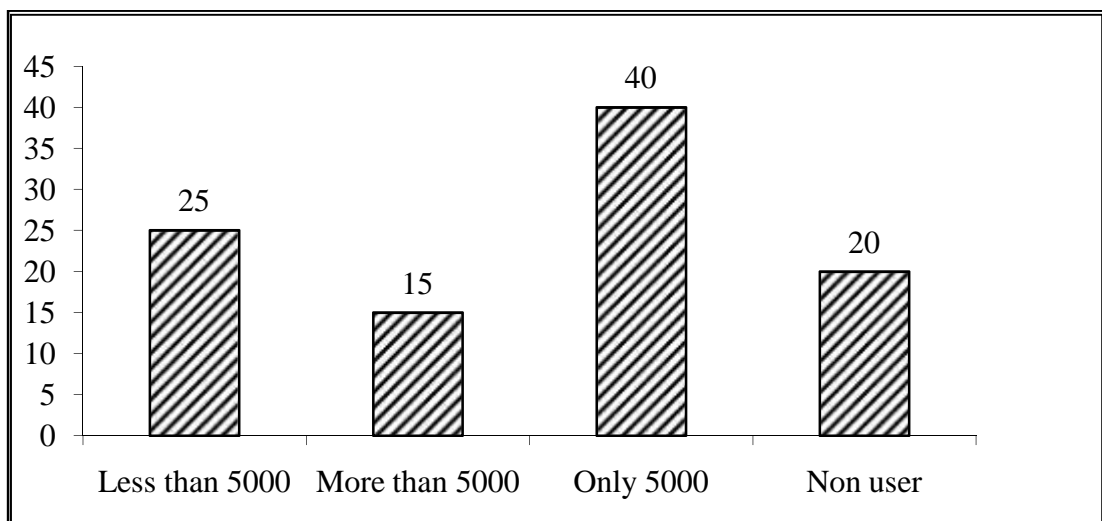
**4.2.5. Expenses on parlor services:**

**Table No. 4.2.5**  
**Expenses on parlor services**

S. N.	Expenses	No.	Percent
1	Less than 5000	25	25
2	More than 5000	15	15
3	Only 5000	40	40
4	Non user	20	20
	Total	100	100

*Source: Sample Survey, 2013.*

**Figure No. 4.2.4**  
**Expenses on parlor services**



*Source: Table No. 4.2.5*

**Analysis :** According to table, 25 percent customer expense less than 5000 in a year , 15 percent expense more than 5000, 40 percent customer expense only 5000 in a year and 20 percent are non user of parlor services. So this revealed that customer were willing to spend more money for parlor services

**4.2.6. Response on satisfaction with parlor services:**

**Table No. 4.2.6**

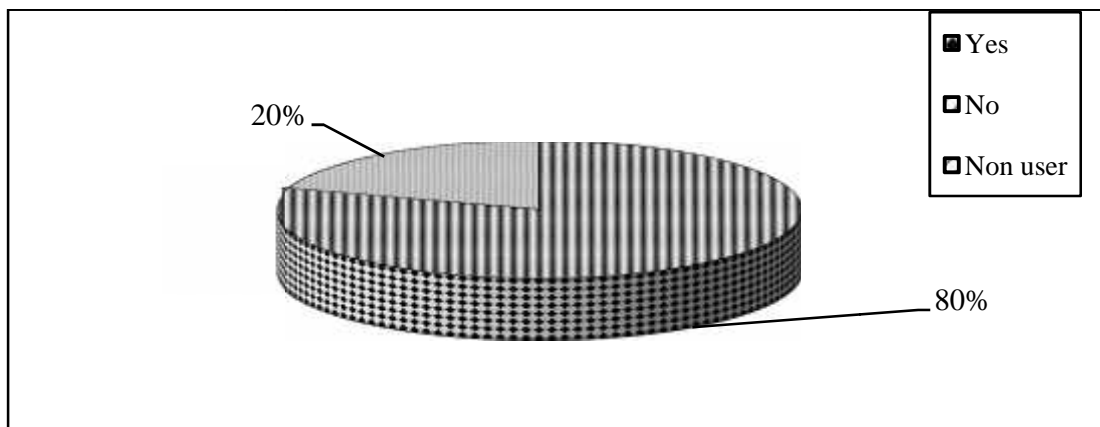
**Response on satisfaction with parlor services**

S. N.	Response	No.	Percent
1	Satisfied	80	80
2	Unsatisfied	0	0
3	Non user	20	20
	Total	100	100

*Source: Sample Survey, 2013.*

**Figure No. 4.2.5**

**Response on satisfaction with parlor services**



*Source: Table No. 4.2.6*

**Analysis:** 80 percent customers satisfied with parlor services, and 20 percent customers are non user of parlor services while Non of them are unsatisfied. Although all the customers were satisfied with the parlor services but the quality of the parlor service can be improved.

#### 4.2.7. If yes, reasons of satisfaction:

Table No. 4.2.7

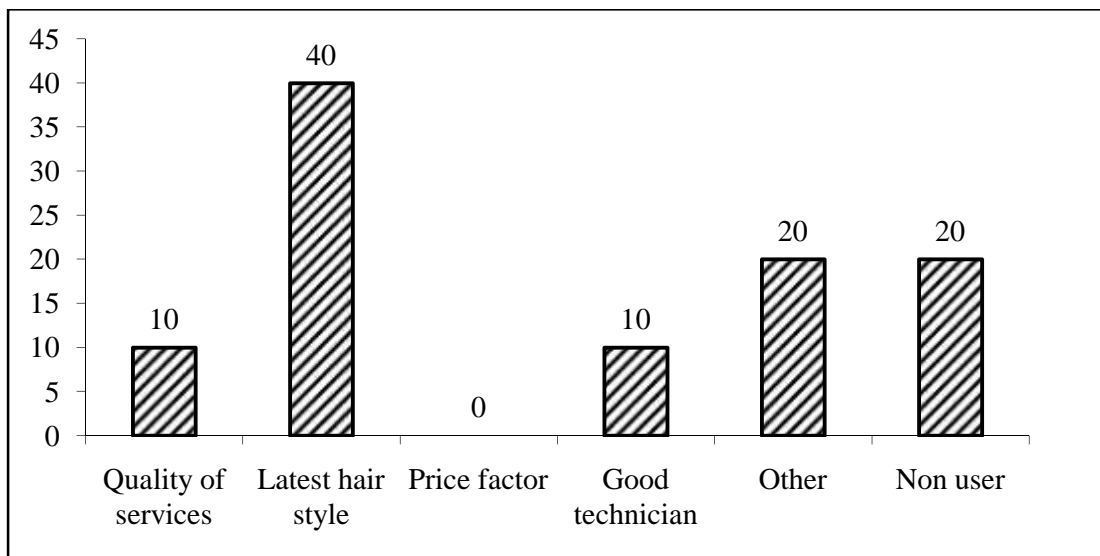
#### Reasons of Satisfaction of Parlor Services

S. N.	Reasons	No.	Percent
1	Quality of services	10	10
2	Latest hair style	40	40
3	Price factor	0	0
4	Good technician	10	10
5	Other	20	20
6	Non user	20	20
	Total	100	100

Source: Sample Survey, 2013.

Figure No. 4.2.6

#### Reasons of Satisfaction of Parlor Services



Source: Table No. 4.2.7

**Analysis:** The table reveals that most of the customers were satisfied with latest hair style followed by good technician, quality of services and other reason, but none of the customers were satisfied on price factor. So that it is necessary to consider price factor on the parlor services.

#### 4.2.8. Convenience of Location of Parlor:

**Table No. 4.2.8**  
**Convenience of location of Parlor**

S. N.	Convenience of location	No.	Percent
1	Yes	72	72
2	No	8	8
3	Non user	20	20
	Total	100	100

*Source: Sample Survey, 2013.*

**Analysis:** According to above table the study reflect that 20 percent are non user of parlor services, and 72 percent of the respondents found the location convenient, while 8 percent did not found the location convenient.

#### 4.2.9. Response on facilities provided by parlor of Narayangarh Market

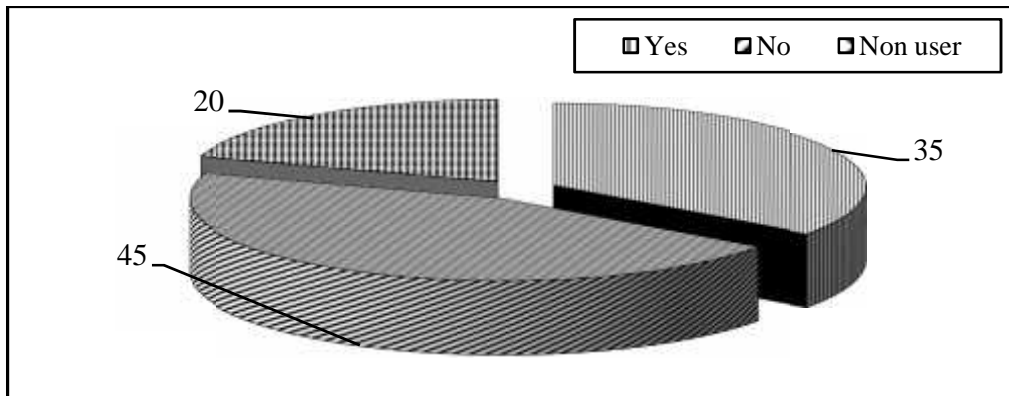
**Table No. 4.2.9**  
**Facilities provided by parlor to Narayangarh Market**

S.N.	Response	Time management (%)	Alternation of Style (%)	Staff behavior (%)
1	Yes	35	70	75
2	No	45	10	5
3	Non user	20	20	20
	<b>Total</b>	100	100	100

*Source: Sample Survey, 2013*

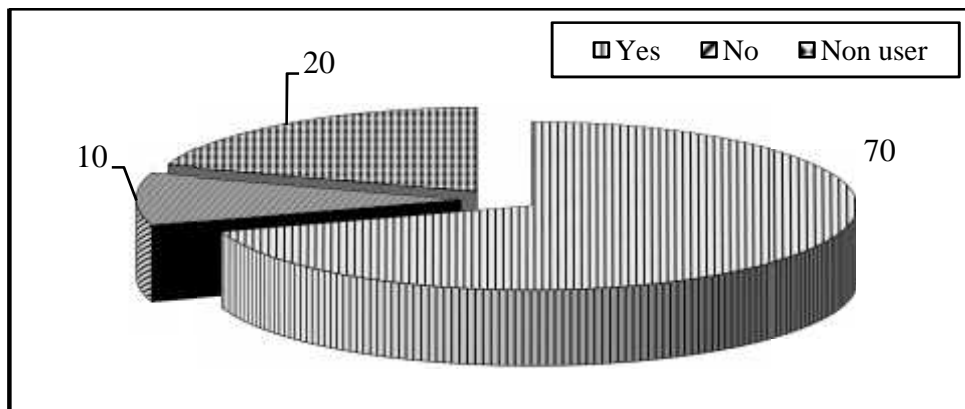


**Figure No. 4.2.7.i**  
**Time Management**



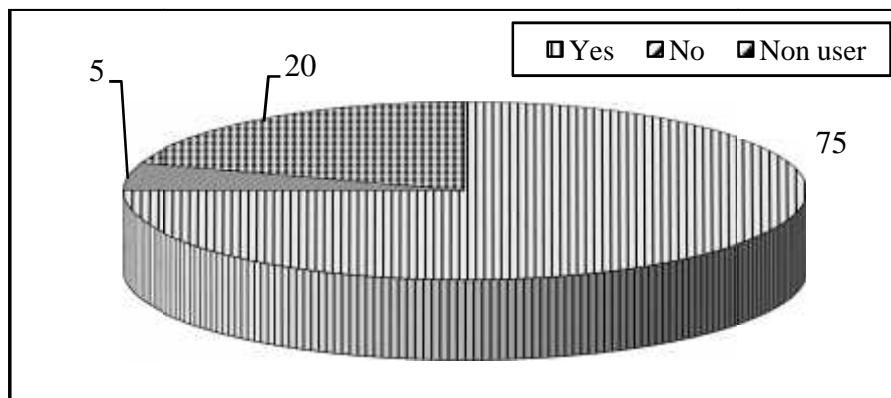
*Source: Table No. 4.2.9*

**Figure No. 4.2.7.ii**  
**Alternative of Style**



*Source: Table No. 4.2.9*

**Figure No. 4.2.7.iii**  
**Staff Behavior**



*Source: Table No. 4.2.9*

**Analysis:** Above table reveals the responses of the parlor customers based on the facilities provided by parlors of Narayangarh Market.

The interview schedule has been grouped into three categories, namely time management, alternation of style and staff behavior. 35 percent of the customers were satisfied with the time management, where 45 percent were not satisfied. 70 percent of the customers were satisfied with the alternation of style, where 10 percent were not satisfied. 75 percent of customers were satisfied with staff behavior where 5 percent were not satisfied. There is 20 percent customer who has no reaction because they are non user of parlor services.

#### 4.2.10. Rating of the development of the parlor:

**Table No. 4.2.10**

#### **Rating of the development of the parlor**

<b>S. N.</b>	<b>Rating</b>	<b>No.</b>	<b>Percent</b>
1	Improving	72	72
2	Same as before	8	8
3	Non user	20	20
	Total	100	100

*Source: Sample Survey, 2013.*

**Analysis:** - According to table no. 4.2.10, the development rate of the parlor have been rated as improving, same and deteriorating. 72 percent rated as improved while 8 percent rated same as before and 20 percent are non user of parlor service , so that they has no reaction.

#### 4.2.11. Suggestion for Additional Services:

Table No. 4.2.11

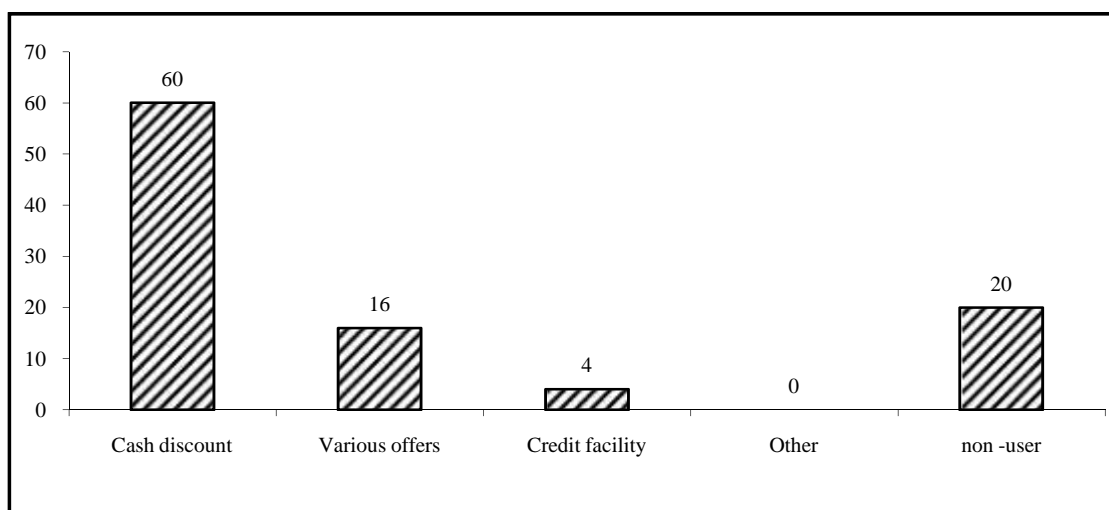
#### Suggestion for additional services

S. N.	Suggestion	Number	Percent
1	Cash discount	60	60
2	Various offers	16	16
3	Credit facility	4	4
4	Other	0	0
5	Non user	20	20
	Total	100	100

Source: Sample Survey, 2013.

Figure No. 4.2.8

#### Suggestion for additional services



Source: Table No. 4.2.11

**Analysis:** According to table no. 4.2.11, suggestion of additional services is as follows. 60 percent preferred cash discount while, 16 percent various offers. 4 percent like credit facility, none of the respondent needs other facility, 20 percent of respondent are non user of parlor services, so that they have no reaction.

### **4.3 Major Findings**

The following major findings have been deduced from the data presentation and analysis made from previous chapter. First part of analysis deals with response of parlor proprietor.

1. In context of Narayangarh market parlor business has not long history, they have no professional skill. But it is able to cover large market and some new parlors were going to open also.
2. Regular customers are usually local people, all are female. Parlor proprietor found Narayangarh area is convenient and almost all customers came repeatedly to parlor.
3. Generally self dependent ladies used to come to parlor. Students are still far from its reach.
4. Customer who came to parlor annually in a year spends above 5000/.
5. All respondents prefer verbal media for the promotion of parlor. For that, they create a good public relation with their client, friends and colleagues. They were not interested in other means of advertisement.
6. Most of the respondent took promotional activity once a year. For that they use various offers. Beside this they prefer to use discount facility for services in a bulk quantity.
7. Parlor proprietors have various problem and prospects. Financial condition is good, but the condition of pricing electricity supply, availability of manpower is not good. Due to political instability, government could not able to provide support to this business.
8. Respondent has increased the number of technicians and none of them had increased more than 10 beside this nobody has done any type of research in Narayangarh area.

Second part of analysis is deals with response of parlor customers. These are some of the major findings.

1. Majority of customers have medium knowledge about parlor and they fulfill style requirement by using parlor services and prefers parlor services.
2. Respondents come to visit on recommendation of friends. Very few visit on recommendation of family and none through advertisement.
3. Majority of customers go for parlor services more than two times yearly
4. Though customers visit half yearly, but majority of customer spend about 5000/- annually.
5. Respondents found Narayangarh area to be a convenient area and many respondents are satisfied with service. Reason of satisfaction is latest hair style, quality of services and good technician. Among them customers are satisfied with the latest hair style.
6. Parlor customers are usually satisfied by the facility provided by parlor as time management, alteration of style and staff behavior.
7. Majority of customer found that, development of parlor is improving.
8. Cash discounts are the main suggestion of additional services and others are various offers and credit facilities.

# **CHAPTER – FIVE**

## **SUMMARY, CONCLUSION AND RECOMMENDATION**

### **5.1 Summary**

Parlor services and marketing is not new phenomenon in the Nepalese market. But in context of Narayangarh market people still not too much aware about it. It's a new kind of business, which is very profitable. The country which was not much fashion conscious about 25 yrs ago is now gradually shifting to fashion conscious life.

Altogether there are 20 parlors in Narayangarh area and some are going to open. So that people have choice to choose best among them. Now days, people are much conscious about their look, so spending money in parlor is not a big issues. People are satisfied with the products and services of parlors. This is the main reason for the bright future of parlor.

The main objective of the study is to find out loyalty of customer, effectiveness of advertisement, to identify problem and prospects and to make effective marketing of parlor services.

Scientific method of research is used for the study having two well-structured interview schedules. One is designed to conduct for the parlor proprietor and another is for parlor customers.

To draw the outcome of research study, various questions like annual income, advertisement expenses, and frequency of customer visit to parlor, promotional media and advertisement media were collected from 15 parlor proprietors. Another interview schedule was tabulated according to opinion response, attitude and comments of 100 customers incidentally almost who were female and among them 20 is non user of parlor services.

The data and information are collected by means of the interview schedules were presented, interpreted and analyzed so as to attain the stated objectives of the study.

There is low level of advertisement activity and only recommendation of friend and family was taken to go to parlor.

Respondents found Narayangarh area to be a convenient area and many respondents are satisfied with service. Reason of satisfaction is latest hair style, quality of services and good technician. Among them customers are satisfied with the latest hair style. Most of the customers were satisfied with latest hair style followed by good technician, quality of services and other reason, but none of the customers were satisfied on price factor.

Parlor proprietors have various problem and prospects. Financial condition is good, but the condition of pricing electricity supply, availability of manpower is not good. Due to political instability, government could not able to provide support to this business.

## **5.2 Conclusion**

People are generally influenced by style, comfort and new trends of society. For this study, various respondents from different field were taken. Numerous articles from newspaper were collected so one can know the different aspects of people. The following conclusions are deduced from the sample survey of 100 individual customers and 15 parlor proprietors from this study.

As people are fast embracing modern culture inclination of the customers to buy parlor services is increasing gradually. Everybody prefers to look best so this trend has given growth to parlor services, which is fast emerging as a profitable business.

Marketing aspects is average. Usually parlor owners have good relationship with customers. If customers don't comes frequently then

some parlor owners call and make inquiry. So, this gives importance to customers.

Proprietors use to arrange seasonal offer programmers. So that customers who can't afford parlor service, could be benefited at that time.

Customers influenced by friend and latest style. Due to change in economy, living style of people is changing. So parlor services are gaining popularity.

Mostly parlor owners have not done any professional course, and don't have any knowledge about marketing. On the other hand government does not show any interest towards its growth. So this is also hampering is marketing.

Due to instable political and economical condition, financial, marketing and pricing scenario also instable.

Most of the parlor has loyal customer. So that brand loyalty is exist in parlor market. Parlor customers come frequently in same parlor.

Customers join the parlor through friend's request. So that friends are also considered to be a strong means of promotion.

Now day housewives and customer are also use to go parlor. So that parlor market is growing rapidly.

Serving all the problems, parlor services are emerging as a good business. Parlor business gained profit compared to another business. People are fast embracing these parlor services, which definitely is bloom for business growth.

### **5.3 Recommendation**

The following recommendations are made for parlor proprietor on the basis of this Study:

1. Mostly owner needs to study and trainings to value add the organization, in my research very few owners attend trainings before so owners should try to get more trainings to professionalize parlor business.



2. Parlor proprietors should develop their single association, where they can discuss their problem and make certain rules regulation, which helps to manage their business effectively.
3. Proprietors should use other means of advertisement for the publicity of their business. They should arrange some fashion shows, to drag customer's attention and interest towards parlor. Besides this, they should use T.V. advertisement and news paper also.
4. They should be in direct and immediate touch with the client. They should make customers well inform about any new style, new item, which they are going to launch in market. It's possible only through advertisement.
5. Collected data reflects that, parlors are still far from student group. To remove this gap they should develop some pocket program. It helps to attain their interest.
6. In a parlor different varieties of services should be available under one roof, which would be convenient for customers. Strong recommendation for having many varieties of services in parlor is the major source for the customers' satisfaction. Customer does not have to go to various shops for different service and availability of services is sure a plus point for parlor customers and proprietors.

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## **Appendix - I**

### Interview schedule for Proprietor

I am a student of MBS doing a research work in "Marketing of Beauty Parlor - Problems and Prospects" (with special reference to Narayangarh Market). Please fill the following interview schedules. The information provided will be kept confidential and will be used for research purpose only.

Name: \_\_\_\_\_ Age: \_\_\_\_\_

Address: \_\_\_\_\_ Sex: \_\_\_\_\_

Education: \_\_\_\_\_ Date: \_\_\_\_\_

1. When did you start parlor?

- a) 5 years back                      b) 2 year back  
c) Recently
2. Have you done any Beauty parlor course?  
a) Yes                                      b) No
3. Who are your main customers?  
a) Male                                      b) Female
4. Is Narayangarh area convenient for your business?  
a) Yes                                      b) No
5. Who is your regular customer?  
a) Local people                          b) Foreigner
6. If local people what type of customers comes to visit?  
a) Professional job holder    b) Business/women  
c) Student                                  d) House wives
7. Do the same customer come repeatedly to your business?  
a) Yes                                      b) No
8. If yes, what is the frequency of visit?  
a) Once a year                          b) 2 time in a year  
c) 3 time in a year
9. What are the age groups of customers?  
a) 17-27                                      b) 28-38  
c) 39 and above
10. What will be the average spending on parlor service by customers?  
a) Below 5000                          b) More than 5000  
c) Only 5000
11. Do you use advertising media                      of parlor service?  
a) Yes
12. If yes, what media do you prefer?  
a) Television                              b) Magazine/news paper  
c) FM/Radio                              d) Flex print    e) Verbal

13. What promotional scheme do you prefer?
  - a) Gift scheme
  - b) Fashion show
  - c) Discount
  - d) Seasonal sale
  - e) Other
14. How often do you undertake the promotional activity?
  - a) Once a year
  - b) 2 time in a year
  - c) 3 time in a year
15. How do you rate following problems to handle parlors business?
  - a) Electricity (i) Good (ii) Bad (iii) Deteriorating
  - b) Availability of manpower (i) Good (ii) Bad (iii) Deteriorating
  - c) Finance (i) Good (ii) Bad (iii) Deteriorating
  - d) Pricing (i) Good (ii) Bad (iii) Deteriorating
  - e) Government support (i) Good (ii) Bad (iii) Deteriorating
16. Did you increase no of technicians after increasing parlor business.
  - a) Yes
  - b) No
17. If yes how many?
  - a) 5-10
  - b) Less than 5
  - c) More than 10
18. In summary, is parlor business profitable?
  - a) Yes
  - b) No

(Thank you very much for your co-operation)

## **Appendix - II**

### Interview schedule for Parlor Customer

I am a student of MBS doing a research work on "Marketing of Beauty Parlor - Problems and Prospects" (with special reference to Narayangarh market). Please fill the following interview schedule the information provided will be kept confidential and will be used for the research purpose only.)

Name : Age :

Address : Sex :

Education : Date :

1. What you do by profession?
  - a) Job holder
  - b) Student
  - c) Business
  - d) Housewife
2. Have you any knowledge about parlor?
  - a) High
  - b) Medium
  - c) Little
3. How do you fulfill your style requirement?
  - a) High level services (like nail design)
  - b) Hair cutting and coloring
  - c) Facials
4. Who recommended this parlor to you?
  - a) Friend
  - b) Family
  - c) Advertisement
5. How frequently do you go for parlor service?
  - a) Once a year
  - b) Twice a year
  - c) Three times in a year
6. How much do you spend on parlor services in a year?
  - a) Less than 5000
  - b) More than 5000
  - c) Only 5000
7. Are you satisfied with the parlor service of market?
  - a) Yes
  - b) No
8. If yes, what are the reasons for satisfaction?
  - a) Quality of services
  - b) Latest style
  - c) Price factor
  - d) Good technician
9. Is the location of parlor convenient for you?
  - a) Yes
  - b) No

10. Are you satisfied with the following facilities provided by parlor business?
- a) Time management            (i) Yes   (ii) No
  - b) Staff behaviour            (i) Yes   (ii) No
  - c) Alternation of style        (i) Yes   (ii) No
11. How will you rate the development of parlor you are visiting?
- a) Improving            b) Same
  - c) Deteriorating
12. Will you suggest any additional services like?
- a) Cash discount            b) Various offers
  - c) Credit facility            d) Other

(Thank you very much for your co-operation)

Name : Sai's Beauty Parlor

Address : Milan Road, Narayangarh

Na  
me  
:



Monalisa Beauty Parlour  
Address : Pokhara Bus-Park, Narayangadh

Nam  
e :  
Niros



a Herbal Beauty Parlour  
Address: June Hall Road, Narayangadh



Name :  
Shristi  
Beauty  
Parlour



Address :Lokman Plaza, Narayangadh

Name :  
Aakanch  
hya  
Herbal



Beauty Parlor

Address : June Hall Road, Narayangadh

