CHAPTER 4

RESEARCH METHODOLOGY

4.1 INTRODUCTION

The research methodology constitutes the blueprint for the data collection, measurement and analysis of data. It is the overall operational pattern or framework, of the research that stipulates what information is to be collected from which sources by what procedures.

4.2 SELECTION OF STUDY AREA

Chennai is one of the fastest growing cities in the world and the only Indian city to be rated in the "Forbes-Top 10 Fastest Growing Cities in the World". It is ranked 4th in hosting the maximum number of Fortune 500 companies of India, next only to Mumbai, Delhi and Kolkata. It also is home to 24 Indian companies having a net worth of more than US$1 billion. The city has about 34,260 identified companies in its 15 zones, of which 5,196 companies have a paid-up the capital of over 5 million. Many software and software services companies have development centres in Chennai, which contributed 14 per cent of India's total software exports, making it the second largest Indian city software exporter following Bangalore. The Tidel Park in Chennai was billed as Asia's largest IT park when it was built. Major software companies have their offices set up here, with some of them making Chennai their largest base. Chennai is currently the largest electronics hardware exporter in India, accounting for 45 per cent of the total exports. The population of Chennai is 5,00,8763, consisting of 2,544,380 females.
As every woman has an inner urge to enhance their beauty to make them more confidence to face the corporate world there is a more demand for beauty parlors which enable the women by grooming their personality with their services. Nowadays, women have become fashion-conscious in the modern sense. Most of the people, especially ladies, are very fond of taking caring of their face, skin and hair by applying various cosmetics with the help of beauty parlour. Therefore, beauty parlour provides better job opportunities, mental relaxation and improves the appearance of each and every one also it leads to improve user’s status. In the world of fashion, beauty and career counseling, many fashion designers are women with their own labels. The world of beauty culture has opened up many opportunities for women entrepreneurs. Eves are having an inner urge to enhance their beauty. Irrespective of the age, every woman wants to look young and beautiful. The number working women in Chennai is of high percentage when compared with other places in Tamilnadu. Hence, the beauty parlours situated in the Chennai city will have a roaring business provided they cater to the needs of all sections of women. Therefore, the Chennai city has been purposively selected for the present study.

4.3 RESEARCH DESIGN

The descriptive research design has employed for the present study. It is chosen for the present study in order to derive the meaningful relationship between motivation, personal factors, promotional strategies, personal problems, business problems, marketing problems, social problems and environmental problems and level of success of women entrepreneurs of beauty clinics. Hence, the descriptive research design has chosen and employed for the present study.

4.4 SAMPLING PROCEDURE

Among the different business centers in Tamil Nadu, the Chennai city has been purposively selected followed by women entrepreneurs of beauty clinics for the present study. The women entrepreneurs of beauty clinics have been selected for the present study by adopting random sampling technique.
4.5 SAMPLE SIZE

The sample size for the present study is determined by using the following formula:

\[ S = X^2NP(1-P) / d^2(N - 1) + X^2P(1-P) \]

\[ S = \text{Required sample size.} \]

\[ X^2 = \text{The table value of chi-square for 1 degree of freedom at the desired confidence level (3.841).} \]

\[ N = \text{The population size (N=4500)} \]

\[ P = \text{The population proportion (assumed to be .50 since this would provide the maximum sample size).} \]

\[ d = \text{The degree of accuracy expressed as a proportion (0.05).} \]

The sample size is 354. Hence it is rounded to 350

Hence, the sample size for the present study is 350 women entrepreneurs of beauty clinics in Chennai.

4.6 PERIOD OF STUDY

The data and information collected from women entrepreneurs of beauty clinics pertains to the year 2012-2013.

4.7 SOURCES OF DATA

4.7.1 Primary Data

The data and information is collected from the primary source of women entrepreneurs of beauty clinics through pre-tested structured questionnaire.
4.7.2 Secondary Data

The data and information is collected from the secondary sources of journals, research papers, research reports, conference proceedings, magazines, newspapers and websites.

4.8 INSTRUMENT DEVELOPMENT

The instrument used for the research is questionnaire method which is structured and undisguised with the following segments;

1. Socio-demographic features;
2. Information about beauty clinics;
3. Motivational factors for women to enter in beauty clinic business;
4. Personal factors influencing women entrepreneurs;
5. Services provided in beauty clinic;
6. Promotional strategies adopted by women entrepreneurs in beauty clinic;
7. Media used for advertising;
8. Displays in beauty parlor;
9. Timings of parlors;
10. Facilities provided in beauty parlor;
11. Number of customers handled in parlor;
12. Problems of faced in managing the parlor like personal, marketing, social and environment problems.
4.8.1 Socio-Demographic Features

By addressing the socio-demographic characteristics of the respondents the details starting from the name of the entrepreneur and their complete information about their age, years of experience, educational qualification with various categories like primary, secondary, Graduation, post graduation and Training programs; religions like Muslim, Christian, Hindu and other; To know about their family background the basic information about their marital status; type of family like nuclear or joint; size of the family; number of children’s with their gender category and the total earning members in the family were accounted. First section in the questionnaire consists of 11 items which represents the information of respondents.

4.8.2 Information about Beauty Clinic

To get the information about the beauty clinic regarding its area of operation; year of establishment; location of the parlor; mode of operation, experience in the field; support of the family members, category of the business either as first generation, parents as entrepreneurs and In-laws of entrepreneurs; time spent in the beauty clinic on hour basis; sources of finance to initiate or run the business; level of success of the business.

4.8.3 Motivational Aspects

The third part of the questionnaire was coined with view to get the motivational factors which discuss about the interest, self employment, family business, status, freedom to work, to make money, personal satisfaction, social prestige, knowledge in this field, high profit margin, easy to start and maintain by entrepreneurs were taken in five point Likert’s scale and 16 statement were validated.(item No. III).
4.8.4 **Personal Factors, Promotional Strategies and Major Problems**

Personal factors influencing entrepreneurship is obtained with the help of seventeen statements which are validated (Item No. IV); the different types of services offered in the parlors were examined (Item No. V); the various promotional strategies adopted by women entrepreneurs were obtained with eleven statements and also validated (Item No. VI) and nine statements in connection with media were taken and validated (Item No. VII). Different attributes with respect to displays in beauty parlors and the working timings is obtained with thirteen statements are validated (Item No. VIII and IX).

Facilities offered by the parlor with respect to different attributes are obtained with the help of eighteen statements are validated (Item No. X). The number of customers handled were estimated on monthly basis (Item No. XI). The major problems with four categories like personal problems, business problems, and social problems and environment problems were obtained with respect to different attributes and validated for thirty seven statements (item No. XII). This items is specially designed to understand the problems faced by the women entrepreneur in beauty parlor with the help of five point Likert’s scale.

4.9 **PILOT STUDY**

The pilot survey was carried out with 35 respondents and validity was checked by using Cronbach’s alpha for different segments. Statements which seems to be not useful for study, overlapping are removed without any significant reduction in Cronbach’s alpha.

4.10 **RELIABILITY**

The reliability test for various features of women entrepreneurs of beauty clinics was measured using a five point scale and the reliability coefficients are presented in Table 4.1.
Table 4.1 Cronbach’s Alpha -Reliability Coefficient

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Cronbach’s Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motivation</td>
<td>0.80</td>
</tr>
<tr>
<td>Personal</td>
<td>0.82</td>
</tr>
<tr>
<td>Promotional strategies</td>
<td>0.78</td>
</tr>
<tr>
<td>Media</td>
<td>0.80</td>
</tr>
<tr>
<td>Displays</td>
<td>0.77</td>
</tr>
<tr>
<td>Timings</td>
<td>0.74</td>
</tr>
<tr>
<td>Facilities</td>
<td>0.84</td>
</tr>
<tr>
<td>Personal Problems</td>
<td>0.78</td>
</tr>
<tr>
<td>Business Problems</td>
<td>0.76</td>
</tr>
<tr>
<td>Social Problems</td>
<td>0.79</td>
</tr>
<tr>
<td>Environment Problems</td>
<td>0.80</td>
</tr>
<tr>
<td><strong>Overall</strong></td>
<td><strong>0.79</strong></td>
</tr>
</tbody>
</table>

*Source: Primary & Computed Data*

From the above table, it is clear that the Cronbach’s alpha of the scale for overall features of women entrepreneurs of beauty clinics is 0.79 indicating acceptable level of internal consistency. The Cronbach’s alpha is varying from 0.84 for facilities to 0.74 for timings.

4.11 ANALYTICAL FRAMEWORK

In order to understand the socio-demographic features, information about beauty clinics, motivation, personal features, services of beauty clinics, promotional strategies, effectiveness of media for advertising beauty clinics, displays, facilities provided by the beauty clinics, number of customer handled by the beauty clinics and problem faced by the women entrepreneurs in managing beauty clinics, the frequency and percentage analysis has been carried out. In order to examine the association between socio-demographic features and the level of success of beauty clinics, association between motivation and level of success of beauty clinics of women entrepreneurs and association between personal factors and level of success of beauty clinics of women entrepreneurs, the Chi-Square test has been applied.
In order to examine the difference between socio demographic features and motivational factors for starting of beauty clinics by women entrepreneurs, difference between socio demographic features and personal factors for success of beauty clinics, difference between level of success and promotional strategies of beauty clinics, difference between level of success and effectiveness of media used for advertising beauty clinics, and difference between level of success and problems faced by the women entrepreneurs in managing the beauty clinics, the ANOVA test has been employed.

In order to identify the factors affecting the motivation for starting of beauty clinics and to identify the personal factors affecting the success of beauty clinics, the exploratory factor analysis has been adopted. In order to examine the influence of factors affecting motivation on level of success of beauty clinics and to study the influence of personal factors on level of success of beauty clinics, the multiple linear regression has been applied.

In order to discriminate the area of operation of beauty clinics based on motivational dimensions, the discriminant analysis has been carried out. The correlation analysis has been employed to examine the relationship between motivation, personal factors, promotion, problems and level of success of beauty clinics. The interrelationship between motivation, personal factors, problems, promotional strategies and the level of success of beauty clinics has been analysed by employing Structural Equation Model (SEM).

4.12 CONCLUSION

In this chapter, selection of study area, research design, sampling procedure and sample size, sources of data, instrument development, reliability, analytical framework and limitations of the study are briefly discussed.