

## THE DETERMINANTS OF WOMEN BEHAVIOR WHEN CHOOSING BEAUTY CARE COURSES

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### ABSTRACT

The current study presents the main influence factors of women behavior when choosing beauty care courses that are organized by professional beauty schools or by private beauty institutes. For doing this, I chose a quantitative approach, a survey which was applied on 70 women regarding the following topics: the key drivers of promoting beauty courses, the technique of organizing beauty courses, staff involvement and support services. The collected data was analyzed in SPSS software using descriptive statistics and Pearson tests. Results describe that: young women from urban area who graduated high school or faculty and earn a medium salary chose one of the beauty courses: massage, cosmetics, hairstyling, make-up and manicure-pedicure, factors like website design and quality of teaching are the key drivers for choosing one of these courses, all the four researched aspects are very important for respondents.

**Keywords:** beauty industry; courses; determinants; wellness.

## **INTRODUCTION:**

The goal of this paper is to define the socioeconomic profile of woman and to determine the key drivers of a female behavior when selecting one of the beauty courses (massage, cosmetics, make-up, hair-styling and manicure-pedicure). The findings help professional beauty schools and private beauty institutes to create a new marketing perspective. Based on the results of this article, public or private schools can better understand the consumer behavior and they can create a new marketing strategy by linking company value to consumer needs.

In the past, beauty had different meanings, trends, standards, all these depending on geographic region, culture, education, age, race and style. Today, the globalization offers to young people the possibility of creating their own style in terms of make-up, skin treatment or hair style, all empowered by the available technology of every beauty salon. (Miller, 2006)

According to the USA Bureau of Labor Statistics, the number of specialists in beauty centers or beauty salons will increase with 14 percent by 2022. The employment rate will increase and the jobs in beauty industry in 2022 will jump by over 40 percent as compared to 2012.

In this context, recent studies show that nowadays beauty and wellness services are no longer considered a luxury but a need. In order to prepare specialists in wellness and beauty industry there are two types of courses: unrecognized training courses (they are not recognized by the industry and students do not receive a diploma - this type of courses are organized in beauty salons or in small beauty institutes) and organized training courses where students receive official certification/diploma and where the beauty institute operates like a school.

On wellness market, there are a lot of public and private beauty schools and training programs, wellness concepts, therapist trainings which include new and specific techniques in beauty and wellness industry. To have success, the specialists should follow business management programs, beauty services marketing and customer communication programs. (KPMG, 2007; SRI International, 2010)

Based on this assessment of the business and educational environment, this study aims to give a clear and realistic picture on how women make decision to follow a beauty program. Based on obtained results, specific beauty companies can implement marketing strategies to offer courses with an improved quality of teaching and help women with advices.

## **LITERATURE REVIEW:**

### **THE DEVELOPMENT OF BEAUTY INDUSTRY:**

Wellness industry includes spas, complementary and alternative medicine, healthy diet/nutrition, preventive behavior, medical tourism, wellness tourism, workplace wellness, fitness industry, beauty & anti-aging industry. The last segment is one of the most important and largest segments of wellness industry. The entire industry refers to health, relaxation and the mental health of consumers, which increase the quality of life and develop a well-being feeling for the people who use these services. (SRI International, 2010; Cohen & Bodker, 2008)

In 2010, at Global Spa Summit conference, beauty and anti-aging market was estimated to generate revenues of \$679.1 billion. For the next period, beauty industry and the employment rate in this industry are expected to grow. In future, the new opportunities will appear as more people believe that beauty ritual is an escape from the daily routine (SRI International, 2010; Steers et al. 2010).

In 2016, American Massage Therapy Association estimates a growth with an average rate of 3.6 percent in comparison with 2015. The development of beauty and wellness industry determines the increase of demand for professional specific courses. In 2015 in United States were between 300 and 350 accredited massage therapy schools and programs, the employment rate increased to 19 percent from since 2011 and continues to increase with an average rate of 3.6 percent per year.

The growth of supply of beauty services intensifies the competition and generates an increase of professional schools. Consumer demands and new trends in beauty determine the professionals to adapt their services and techniques to the market, following a program/workshop to improve the quality and offer personalized services. (Martins et al. 2014)

Beauty is a significant business with a global impact for large-scale production, international distribution, advertising industry, which generate together sales of several billions of dollars. Beauty segment is a relative new industry which opens new direction of research including beauty, style, and fashion. It fuels up strong brands and innovative business strategies on the market. (Peiss, 2001)

US Department of Labor presents the impact of beauty business in economy thru the number of jobs, which will increase by 2024 with 10 to 12 percent faster than average, representing an employment change of 6.600 to 64.400 new jobs.

## **DETERMINANTS OF CHOOSING BEAUTY CARE COURSES:**

Most studies in the area of beauty show that for choosing a new qualification or a new profession the women take into consideration more aspects like physical location (number of parking spaces, the atmosphere-sunny, friendly, warm, inviting-, interior and exterior design of the beauty school, receptionist desk, workspace, technical equipment, formal code of dress, hygiene of space), legal terms (legislation of school, hours of training, number of hours of theoretical and practical classes, the type of certification received at graduation), market issues (types of courses offered, price and quality of courses, employer's demand, industry trends and the volatility of market, the availability of scholarships or industry sponsorship programs), brand awareness aspects (reputation of school, the prestige associated with the particular teacher or school, brand of products used), beauty program aspects (the professionalism of teachers, the trainer's professional knowledge confidence, the degree earned, the length of time required for the beauty program, recognition of prior learning, part time or full time study, education at distance, work-integrated learning, intensive training). (Cohen & Bodker, 2008; Gimlin, 2002; Martins et al. 2014)

Some studies consider the image of company, the attributes of seller and the price of services or courses the key drivers of the consumer behavior in choosing one of beauty salon or one of the beauty school. Other studies mention decorative style of location as a key factor, the quality of services, the professionalism and even the confidence of staff being the most of important issue in beauty area. (Tudin & Tambabaki, 2012; Yan, 2012)

When talking about the beauty sector, some of the specific factors are considered to be the needs of industry, student demands, potential future career, the accreditation requirements, the possibility to follow a higher educational standard and lifelong learning, like the trainings on new trends, which make the difference between specialists on the market. (Cohen & Bodker, 2008)

In Green Book search (2014) is mentioned also professional development training, which staff of beauty salons from USA received and the most of them participated at manufacturer provided classrooms, tradeshow/conference trainings, In-spa classrooms and distributor provided classrooms. Lifelong learning is mandatory in the beauty industry to stay connected with new market trends.

## **STATEMENT OF THE PROBLEM:**

This study aims to solve the following research problems:

1. How looks like or which is the demographic profile of women who applied for a beauty care courses?
2. Which is the influence of the demographic variables on each type of beauty care course and which beauty course is most required by women?
3. Which are the most important determinants of choosing a particular beauty care course and which is their influence over the women decision to choose a beauty school or beauty institute?

## **METHODOLOGY:**

The present study includes two types of sources: secondary source, which is based in general on data from books, journals and internet, and primary source, based on online applied survey, especially for women. The survey has the role to determine the determinant factors for women when they choose a beauty care course. The sample size was formed by 70 women who already follow one or more beauty care courses. The survey includes closed questions with one single response, closed questions with multiple responses and Likert-scaled questions with 5-points: 1 is "Least important" and 5 is "Highly important". This study present simple analyzes turning to complex analyzes, realized in Statistical Package for Social Sciences (SPSS) version 20.

## **DATA ANALYSIS:**

To present the respondent's profile and the influence of demographic variables on the types of courses, it was used an integrated tabel which includes the descriptive statistics and crosstabs analysis. In this case, there are women who follow more courses succesively or in parallel and they responded for all followed courses: massage, cosmetics, hair styling, make-up and manicure-pedicure.

**Table No.1: Profile of Respondents and the influence of Demographic variables on types of courses**

Demographic Variable / Type of Course		Massage	Cosmetics	Hair styling	Make-up	Manicure Pedicure	Total F (%)
Residence	Rural	2.80	6.54	2.80	6.54	2.80	14 (20%)
	Urban	13.08	28.04	10.28	19.63	7.48	56 (80%)
Age	< 25 years	6.54	15.89	10.28	11.21	6.54	27 (38.6%)
	25-30 years	4.67	11.21	1.87	8.41	1.87	24 (34.3%)
	31-40 years	3.74	7.48	0.93	6.54	1.87	18 (25.7%)
	41-50 years	0.93	0.00	0.00	0.00	0.00	1 (1.4%)
Revenue	<1000 RON	5.61	14.02	8.41	9.35	6.54	26 (37.1%)
	1000-2000	7.48	12.15	2.80	9.35	2.80	28 (40%)
	2000-3000	2.80	5.61	1.87	4.67	0.93	11 (15.7%)
	>3000 RON	0.00	2.80	0.00	2.80	0.00	5 (7.1%)
Education	General	0.93	1.87	0.93	1.87	0.93	2 (2.9%)
	High school	4.67	13.08	6.54	7.48	4.67	24 (34.3%)
	Secondary	0.93	0.93	3.74	1.87	0.93	3 (4.3%)
	Faculty	9.35	14.95	1.87	10.28	2.80	32 (45.7%)
	Master	0.00	3.74	0.00	4.67	0.93	9 (12.9%)

**Method:** Frequencies, Crosstabs

Majority of respondents live in cities (80%) and the age distribution of the women shows that majority are young, under 25 years (38.6%) and between 25-30 years (34.3%), which demonstrate that young people are more interested to learn something new than old people. Table presents a medium amount of respondents, so the most women chose 1000-2000 RON category (40%) and less than 1000 RON category (37.1%), this means that the revenue of women is close to minimum wage in Romania (1050 RON in 2015). (Mihai, 2016)

For education distribution, most of the respondents responded that they followed the faculty (45.7%) and high school (34.3%).

The most appreciated courses are cosmetics, which include the skin treatment, and make-up, the women who chose these two courses live in cities (28.04%, respective 19.63%), they are under 25 years old (15.89%, respective 11.21%), majority have revenue over 1000 RON (20%) and only 14.02% earn under 1000 RON (and the last school finished was faculty (14.95%, respective 10.28%).

The third course followed by respondents is massage program, the respondents are from urban area (13.08%), they have under 25 years old (6.54%), the revenue over 1000 RON (10%) and they followed a faculty (9.35%).

The least popular courses are hair styling and manicure-pedicure, the respondents are from urban area (10.28%, respective 7.48%), they are under 25 years old (10.28%, respective 6.54%), they earn under 1000 RON per month (8.41%, respective 6.54%) and the last school graduated was high school (6.54%, respective 4.67%).

Going forward, I selected four category of determinants of women behavior which determine them to choose specific beauty care courses, determinants like program promotion, program organization, staff and suport services. After descriptiv analysis I wanted to show which aspects are most important for the women.

**Table No 2: Average Importance Rating**

	Attributes	Mean
The way to promote beauty care courses	Courses description on website/Facebook	4.47
	Kindness of receptionist	4.84
	Accuracy of information received	4.66
	Feedback on website	4.34
The way to organize beauty care courses	Learning environment	4.54
	Hygiene space	4.73

	Attributes	Mean
	Performance equipment	4.50
	High quality materials	4.50
Staff involvement	Professionalism of trainer	4.86
	Trainer involvement	4.83
	Schedule of courses	4.66
Support services	The models (human resources) provided by	4.21
	Discounts offered for equipment and materials	4.33
	Workshops organized	4.27
	Jobs	3.99

**Method:** Descriptives

1- Least important. 2- Unimportant . 3- I don't know. 4- Important. 5 –Highly important

For all the determinants, the means are situated between 4 and 5 grade, these numbers show that the mean is placed on the top of scale. The most important factors for the way to promote beauty care courses are the kindness of receptionist (average of 4.84 from 5) and accuracy of received information (average of 4.66 from 5).

The hygiene of space (average of 4.73 from 5) and learning environment (average of 4.54 from 5) are the most important aspects for the methods of organizing beauty care courses, the performance equipment (average of 4.50 from 5) and high-quality materials (average of 4.50 from 5) counts in choosing a course in beauty industry. Quality and availability of trainer is mentioned like professionalism of trainer and it has high mean (average of 4.86 from 5), followed by trainer involvement (average of 4.83 from 5) and schedule of courses (average of 4.66 from 5). These high means signify that the human factors are very important for the success of beauty school or salon.

For the forth section, support services, the principal interest of respondents is in discounts which are offered for equipment and materials (average of 4.33 from 5), organized workshops for lifelong learning (average of 4.27 from 5) and by the models (human resources) provided by beauty school to practice the lessons (average of 4.21 from 5). The least important aspect is regarding the jobs which beauty school find for the women who graduated one of the beauty programs (average of 3.99 from 5).

The link and influence between the main factors that determine the choice of one beauty courses: massage, cosmetics, hair styling, make-up and manicure-pedicure are analyzed in the below table using Pearson's test.

**Table No 3: Link between Determinants and Type of Course**

	Massage		Cosmetics		Hair styling		Make-up		Manicure-pedicure	
	Pearson Correlation	Sig. 2-								
Website design	0.065	0.595	0.085	0.486	0.23	0.056	0.063	0.607	.429**	0
Courses recommendation	0.05	0.684	0.173	0.151	0.014	0.907	0.14	0.248	-0.027	0.825
Learning environment	-0.153	0.206	0.015	0.904	0.079	0.518	0.128	0.29	0.029	0.81
Courses description	-0.088	0.47	0.134	0.267	-0.117	0.336	0.082	0.502	0.213	0.076
Flexible scheduling	-0.042	0.733	0.051	0.673	-0.122	0.316	0.05	0.683	-0.051	0.673
Professionalism of trainer	0.029	0.809	0.234	0.051	-0.122	0.316	-0.012	0.919	-0.218	0.069
School reputation	0.111	0.362	-0.021	0.866	0.045	0.712	-0.018	0.88	-0.032	0.794
Teaching quality	0.053	0.663	0.137	0.259	0.066	0.585	-.325**	0.006	0.083	0.493
Courses price	0.053	0.664	-0.102	0.4	-0.099	0.414	-0.122	0.316	-0.008	0.949

\*\* . Correlation is significant at the 0.01 level (2-tailed).  
 \* . Correlation is significant at the 0.05 level (2-tailed).

The table 3 displays only two significant correlations between the analyzed variables, other factors do not directly influence the decision to choose a beauty course.

The results show a positive and significant correlation between website design and manicure-pedicure courses (P=0.000<0.05), the respondents who chose this course were very influenced by nails pictures, by pictures showing how to conduct the course, movies about activity in the course and feedback from the students posted on website. Intensity of correlation for those two variables is medium (r=0.429, between 0.3-0.7).

The second correlation is negative and significant, between quality of teaching and make-up course ( $P=0.006<0.05$ ), which explain that the number of students in a class is high, the quality of teaching decreases, as the trainer divides his attention and time to more people and he explains less techniques to each person. Intensity of correlation for those two variables is medium (0.325, between 0.3-0.7).

## DISCUSSION:

The current paper has investigated and identified the principal factors of women behavior when choosing beauty care programs which are organized by professional beauty schools or by private beauty institutes, responding to some research problems which were mentioned below.

**Research Problems 1. How looks like or which is the demographic profile of women which applied for a beauty care courses?** First I identified the profile of women who want to follow a professional training program in the beauty industry. Generally, people who select a beauty course live in urban areas, they have a high level of education, they are aged under 30 and respondents who chose massage, cosmetics and make-up courses earn over 1000 RON and women who selected hairstyling and manicure-pedicure course have under 1000 RON per month. This result explain the higher price of make-up , cosmetics and corporal treatment products, equipment and technologic. This means that girls pay more attention to personal care and physical appearance than middle-aged people, young girls have more free time and a greater perception of beauty and fashion. The younger generation is more concerned to create a fine impression for others, to conform to social norms imposed voluntarily by design houses. Today, to create and maintain better appearance, self-presentation and best possible image about them, it is essential for young women to avoid giving olfactory or visual offense to friends and family. (Taru & Sulea, 2009; Hamermesh, 2011)

**Research Problem 2. Which is the influence of the demographic variables on each type of beauty care course and which beauty course is most required by women?**

The present analysis shows that all five categories of courses are directly influenced by socio-demographic variables: medium revenue, young people, urban area and higher education. The most important courses selected by respondents are cosmetics, make-up and massage. Orientation for cosmetics and make-up courses comes from the development of these domains over worldwide markets, from the attention to personal appearance. (Theresa, 2013)

Globally, the beauty industry continues to have a major impact. In 2012, global beauty sales increased with 14% and make-up sales generated \$932 million (20% market share), skincare sales represented \$844 million (27% market share) and personal care have 23% market share. Of course, the current global trends are focused on continued growth of these markets, growth that inevitably leads to creation of new specialists who provide advice and services in these areas (Gaille, 2013)

**Research Problem 3. Which are the most important determinants of choosing a particular beauty care course and which is their influence over the women decision to choose a beauty school or beauty institute?**

Most of the respondents consider the way to promote and organize beauty care programs, the staff involvement and support services are the most important aspects when they have to choose between some beauty schools. The physical factors like website of school and the number of students in a beauty course that influence directly the quality of teaching, counts for majority of women.

## CONCLUSIONS AND FUTURE RESEARCH:

The results of current study show that young women are more likely to follow a beauty course and they are more interested in photos, videos from courses, professionalism and involment of trainer. Also, they are influenced by how they learn and how they can use the information and the practical skills.

With an industry like beauty and wellness which increases annually, more young women will follow a course for themselves like a hobby, to know how to carry on, or to have a new job or a part time job in this area.

They are and will be more and more selective and careful when they have to choose the best courses on the market and the institute/school which fulfill their needs and expectations. The responsibility of the industry (beauty and wellness schools) is to ensure the international standards of learning, to organize a creative and practical space of teaching.

To be a good specialist and to stay in market of beauty industry you should lifelong learn and participate at events, conferences, fashion shows and at beauty fairs. In this case, the training curricula should be adjuted with needs of market and it should have a practically way on market.

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