FACTORS INFLUENCING WOMEN'S SATISFACTION IN BEAUTY PARLOUR BUSINESS

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ABSTRACT

This study investigates the factors influencing satisfaction of women entrepreneurs associated with beauty parlour business in Butwal sub-metropolitan city of Rupandehi district of Nepal. Using a sample of 50 beauty parlours in the study area and applying Probit Model, the results show that the probability of BPE's satisfaction decreases by 0.103 for those who have relatively big family. The probability of BPE's satisfaction increases by 0.0186 for those who are married. The probability of BPE's satisfaction increases by 0.049 for those whose husbands are helpful. The probability of BPE's satisfaction increases by 0.096 for those who think that society has positive attitude towards BPB. The probability of BPE's satisfaction increases by 0.2 for those who think that BPB has decreased discrimination against woman. The study reveals that the beauty parlour business can enhance the women's satisfaction by enabling them contributing to their families in fulfilling the household demands.

Keywords: decision making - discrimination - husband help – satisfaction - social view.

INTRODUCTION

The status of women in Nepal has long been paradoxical. They have had access to professions such as medicine, teaching, and politics and have the right to own property. Among some social classes, women are extremely powerful. Women have been taking increasing interest in recent years in income generating activities, self-employment, and

entrepreneurship. This is seen in respect of all kinds of women both in urban and rural areas (Rajani, 2008). In the case of Nepal, the process of women's empowerment involves many dimensions. They include: increasing access to economic opportunities and resources; strengthening political power through women's organizations, solidarity, and collective action; raising consciousness about the symptoms and causes of prevalent oppressive religious, economic, cultural, familial, and legal practices; and strengthening women's self-confidence.

Women's individual and collective increased economic advancement, agency and power to access and control economic assets and make economic decisions are core to many understandings (Golla, 2011). Making progress requires change in individuals, communities, institutions, markets and value chains, and in the wider political and legal environment. This means focusing on the intersecting inequalities experienced by women in addition to their gender, for example on the basis of their class, caste, race, ethnicity, age or disability status, and taking action to ensure that nobody is left behind (Hunt, 2016). Women's economic participation and empowerment are fundamental to strengthening women's rights and enabling women to have control over their lives and exert influence in society (Sweden, 2010). It is about creating just an equitable society. Women often face discrimination and persistent gender inequalities, with some women experiencing multiple discrimination and exclusion because of factors such as ethnicity or caste. There is continued inequality and vulnerability of women in all sectors of life and women oppressed in all spheres of life. They need to be empowered in all walks of life, reflected in low decision making capacity of women.

Economic issue is the central component for women empowerment, prosperity, development and welfare. In recent years, theoretically the decentralized governance, participatory planning and implementation approach have been accepted, but these have not been adopted very well in practice. Shah (1988) discussed economic growth in Nepal and observed that low productivity is one of the major impediments rather than a paucity of resources. This may be due to lack of capital or skills or both. Most have recognized the need to act on different fronts - in response to the many different kinds of deprivation that most low-income groups face (Anzorena et al, 1998). Low-income women in Nepal face restrictions on the amount of government aid they can have, which makes it extremely difficult for many to start business (Dumas 2001).

In the backdrop of cited issues, this study basically attempts to examine the factors associated with women's satisfaction in Beauty Parlour Business (BPB). Assessing satisfaction of BPB can have manifold advantages. Findings from the study are expected to

provide inputs for policy makers and stakeholders to revisit income generating strategy to cater to the needs of deprived women. The rest of this paper is organized as follows: section two presents the literature review; section three describes the research methodology; section four presents study results and discussion on findings; and finally, section four concludes.

LITERATURE REVIEW

Women are taking up both traditional activities (knitting, pickle making, toy making, jam and jelly), and also non-traditional activities (like computer training, catering services, beauty parlour, gym etc.). The economic, social, religious, cultural, and psychological factors affect origination and success of women entrepreneurs (Habib, Roni, & Haque, 2005). The reasons and motivations for starting business or economic activities by the women are enormous. The important reasons are earning money or attractive source of income, enjoying better life, availability of loans, favorable government policy, influence of success stories, personal satisfaction, desire to utilize own skill and talents, unfavorable present working environment, self-employment and employment of others, assurance of career and family security, fulfillment of creative urge of the borrowers' experience in family business, self-confidence, non-ability to find suitable job or work, encouragement and advice of the family members, economic necessity, and so on (Afrin, Islam, & Ahmed 2008).

Entrepreneurial orientation is viewed as an entrepreneurial characteristic that makes the entrepreneurs innovative and growth oriented. It refers to the processes, practices, and decisions that tackle or accept the existing and forth coming opportunities in a better way. The construct of entrepreneurial orientation consists of three dimensions, namely, innovation, risk taking, and pro-activity, which are helpful and contribute positively towards firm performances and makes the entrepreneurs satisfied with overall performance (Covin & Slevin, 1989). Over the past 20 years, a number of studies (for example, Birley, Moss, & Saunders, 1987; Cooper, 1981; Dubini, 1988; Scheinberg & MacMillan, 1988; Shane, Kolvereid, & Westhead, 1991; Shapero, 1975, among others) have examined the reasons why women start-up businesses have been sparse. In general, studies such as Shane et al. (1991) and Shapero (1975) have observed that men start their businesses primarily as a result of such 'pull' factors as the opportunity to work independently, to have greater control over one's work, and to earn more money. With one exception, in none of these studies, women entrepreneurs were addressed separately nor did they constitute more than 10 percent of the sample. As an exception, Shane et al. (1991) studied non-US entrepreneurs, including women,

and reported that the male entrepreneurs were most motivated by the need to improve their positions in society for themselves and their families, while the female entrepreneurs were most motivated by the need for achievement. However, the authors cautioned that cultural differences across samples precluded generalizing findings to US entrepreneurs. Larwood and Gattiker's (1989) study of career paths of men and women provides evidence that women's careers cannot be well understood by studying the patterns of men. Hisrich and Brush (1985) studied to find the reasons for starting the business by women entrepreneurs. The research by Sullivan, Halbrendt, Wang, & Scannell (1997) documented that women see work environments in large organizations as significantly more hostile and this perception was related to women's turnover intentions. Consistent with the study of Hisrich and Brush (1985), these experienced women who leave the large organization to become entrepreneurs may be leaving their corporate positions due to the glass ceiling, in effect an organizational push motivator.

Women entrepreneurs have worker-related problems such as labor absenteeism, lack of skilled labor, difficulty in retaining workforce and low productivity of labor (Ganesan, Kaur, & Maheswari, 2002; Nigam & Sharma 1997). In the entrepreneurship domain, especially in the case of women entrepreneur, the construct of entrepreneurial orientation was operationalized by Miller (1983) and Covin and Slevin (1989). The individuals with strong entrepreneurial orientations are willing to take on high-risk projects in exchange for potentially high returns and satisfaction at individual level.

RESEARCH METHODS

Research design, sampling and data source

Exploratory and descriptive research design, equipped with econometric tools, has been adopted in this study to analyze the satisfaction of women through BPB. The study is mainly based on primary data collected from BPB via sampling in the project area. For collection of cross-sectional primary data, semi-structured questionnaire technique has been used. The women who participate in Beauty Parlour Business were selected for questionnaire interview. Interview was made with 50 BPEs by administering semi-structured questionnaire sent through trained enumerators.

Purposive sampling and convenient sampling design was adopted to select the BPE. Purposive sampling is a fair method of sampling. If applied appropriately, it helps to reduce

any bias involved compared to any other sampling method. Since it involves a large sample frame, it is usually easy to pick a smaller sample size from the existing larger population. In Butwal, there are 19 wards. To select five wards in Butwal, ward numbers were arranged serially. Five wards were selected by drawing numbers out of 1 to 19 by lottery method. Accordingly, wards: 3, 4, 7, 8 and 9 were selected. Further, the study also used convenient sampling. In most cases, testing the entire community is practically impossible because they are not easy to reach. Particularly, convenient sampling has been used to select beauty parlours and non-beauty parlour. It is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study. Since complete list of the BPB was not available and owing to homogeneous features of the parlours, this sampling method was used in each selected wards for getting participants wherever the enumerators could find them and typically wherever was convenient.

After the collection of primary data by administering semi-structured questionnaire sent through enumerators, the data was entered in 100 rows and 67 columns, coded and processed. The collected data was entered in row and column in Excel. Each row includes all the characteristics or variables of one BPE while each column represents same characteristics or variable of each BPE. The design of a questionnaire adopts both exploratory information (i.e. qualitative information for the purposes of better understanding) and quantitative information. Some of the data to be collected is qualitative or is not to be statistically evaluated; it contained closed end questions. For example, in interviewing the BPE to find out how decisions are made within the family when purchasing or spending money, a formal standardized questionnaire was designed with both open and closed end questions.

The model

The study relies on descriptive statistics to depict the characteristics of variables influencing satisfaction of women as BPE. As required, Likert Scale has been employed to facilitate the measurement of variables. The Probit model of the form shown in Equation (1) has been used to measure the probability of increasing or decreasing the level of satisfaction.

$$Y_j = \beta_0 + \beta_1 X_{1j} + \beta_2 X_{2j} + \beta_3 X_{3j} + \beta_4 X_{4j} + \beta_5 X_{5j} + \beta_6 X_{6j} + \varepsilon_j \tag{1}$$

In Equation (1), the dummy dependent variable, Y takes on value '0' if BPE is unsatisfied with BPB and value '1' if BPE is satisfied with BPB; X_1 takes on value '0' if BPB has low decision making power and value '1' if BPB has high decision making power; X_2

takes on value '0' if size of family is small and '1' if size of family is big; X_3 takes on value '0' if BPE is not married and '1' if BPE is married; X_4 takes on value '1', if husband is fairly helpful and '0' if husband is not fairly helpful; X_5 takes on value '1' if BPB is good from society view and '0', if BPB is not good from society view; and X_6 takes on value '1' if BPB has reduced the discrimination against women and '0' if BPB has not reduced the discrimination against women. The marginal effect is calculated by multiplying the slope of the coefficient by holding the other independent variables at their mean values (Wooldridge, 2002). The study relies on only those variables that were found to influence the satisfaction of BPEs in Butwal area.

STUDY RESULTS AND DISCUSSION

Family size of BPE

Table 1 reports the descriptive statistics associated with family size of BPE. Family size was measured as the number of family members living in the particular household at the time of the survey. The overall mean family size was 4 persons with standard error 0.262. Larger the household size the more labor is available for agricultural activities. However, in the beauty parlour business, women should devote more time for household works as the family size increases. Median and mode of family size both are 4 indicating that average family is not big to put obstacle in doing business activities of BPB.

Table 1: Size of family of BPE

Descriptive statistics	
Mean	4.100
Standard Error	0.262
Median	4.000
Mode	4.000
S D	1.854
Kurtosis	2.799
Skewness	1.328
Minimum	1.00
Maximum	10.000

Source: Author's calculation using Excel

Level of satisfaction through BPB

To know about the level of satisfaction obtained from BPB profession, 3-point scale was applied to the respondents ranging from 1 for unsatisfied to 3 for highly satisfied. Table 2 shows the descriptive statistics of overall satisfaction from BPB. Mean of the overall satisfaction through BPB is found to be 1.96, which implies that on the average BPEs have gained fair level of overall satisfaction from BPB.

Table 2: Overall Satisfaction through BPP

Descriptive Statistics	
Mean	1.960
Standard Error	0.057
Median	2.000
Mode	2.000
Standard Deviation	0.402
Kurtosis	3.656
Skewness	-0.342
Minimum	1.000
Maximum	3.000

Source: Author's calculation using Excel

Among 50 BPEs, 5 BPEs (i.e.10%) reported that they are not overall satisfied from BPB whereas 42 BPEs responded that they are satisfied from BPB and 3 BPEs reported they are highly satisfied from BPB.

Decision making capacity in family matter

To know about the decision making capacity in family matter of BPEs, 5-point Likert scale was applied to the respondents ranging from 1 for lowest to 5 for highest. Descriptive statistics of decision making capacity is depicted in Table 3. The mean level of decision making power is found to be 3.24 implying that BPEs have fair level of decision making power in their family. Maximum level of decision making of BPE is found to be 5-point in the Likert scale while minimum is found to be 2.

Among 50 BPEs one BPE did not respond about decision making power while only one (i.e., 2%) reported to have low level of decision making power and 36 BPEs (i.e., 72%) have fairly well decision making power and 11 BPEs (i.e., 22%) have high level of decision making power whereas only one reported to have very high level of decision making power.

Table 3: Decision making capacity

Descriptive statistics	
Mean	3.245
Standard Error	0.075
Median	3.000
Mode	3.000
Standard Deviation	0.522
Kurtosis	1.776
Skewness	1.176
Minimum	2.000
Maximum	5.000

Source: Author's calculation using Excel

Husband's help in BPB

To know whether BPEs are getting help from their husband, 5-point Likert scale was applied to the respondents ranging from 1 for very low to 5 for very high. Descriptive statistics of husband's help is depicted in Table 4.

Table 4: Husband's help in BPB

Descriptive statistics	
Mean	2.846
Standard Error	0.145
Median	3.000
Mode	3.000
Standard Deviation	0.904
Kurtosis	0.088
Skewness	0.543
Minimum	1
Maximum	5

Source: Author's calculation using Excel

The mean level of husband's help is found to be 2.86 implying that, on the average, BPEs' are neutral regarding the help from husband. Among 38 married BPEs one BPE reported that husband does not help at all while eleven BPEs (i.e., 22%) reported that they do not get help from husband, 16 BPEs (i.e., 32%) BPEs get fair help from their husband and 4 BPEs (i.e., 8%) get good help whereas only two BPE reported to obtain very high level of help from their husband.

Society's view towards BPB

To know social view towards Beauty Parlour Business, 5-point Likert scale was applied to the respondents ranging from 1 for very bad to 5 for very high. Descriptive statistics of social view towards BPB is depicted in Table 5.

Table 5: Society view towards BPB

Descriptive statistics	
Mean	3.320
Standard Error	0.088
Median	3.000
Mode	3.000
Standard Deviation	0.621
Kurtosis	-0.599
Skewness	-0.334
Minimum	2.000
Maximum	4.000

Source: Author's calculation using Excel

The mean level social view towards BPB is found to be 3.32 implying that, on the average, beauty parlour business is viewed better than fair eye by the society. Among 50 BPEs 4 (i.e., 8%) reported that society's view is not good towards BPB profession, while 26 BPEs (i.e., 52%) BPEs reported society pays neutral respect towards BPB, 20 BPEs (i.e., 40%) reported that society's view is good towards BPB and no BPE reported to show very high respect toward BPB in the eye of society.

BPB and gender discrimination

To know whether Beauty Parlour Business has lowered the gender discrimination, 5-point Likert scale was applied to the respondents ranging from 1 for very unsuccessful to 5 for very successful. Descriptive statistics of lowering gender discrimination is depicted in Table 6. The mean level of power to decrease in gender discrimination due to BPB is found to be 3.7 implying that, on the average, beauty parlour business has become somehow successful in decreasing gender discrimination. Among 50 BPEs no one reported that beauty parlour business is highly unsuccessful in decreasing gender discrimination, 2 BPEs (i.e., 4%) reported that beauty parlour business is rather unsuccessful in decreasing gender discrimination, 11 BPEs (i.e., 22%) reported beauty parlour business has remained neutral towards decreasing gender discrimination and 36 BPEs (i.e., 72%) reported that beauty parlour business has become successful in decreasing gender discrimination society. However no one

BPE reported that beauty parlour business has become highly successful in decreasing gender discrimination.

Table 6: Gender discrimination

Descriptive statistics	
Mean	3.694
Standard Error	0.078
Median	4.000
Mode	4.000
Standard Deviation	0.548
Kurtosis	1.868
Skewness	-1.633
Minimum	2.000
Maximum	4.000

Source: Author's calculation using Excel

Factors influencing satisfaction of BPE

Results of Probit model of the determinants of satisfaction of BPEs are reported in Table 7. The Probit model predicts about 92 percent of the cases correctly. The Table 7 also shows the values of marginal effects which are evaluated at the means of all other independent variables. In the model chi-square tests applying appropriate degrees of freedom indicate that the overall goodness of fit of the Probit model is statistically significant. The overall goodness of fit for the Probit model parameter estimates is assessed based on several criteria. First, the log likelihood ratio test is applied to assess the overall joint significance of the independent variables in explaining the variations in likelihood of the satisfaction of BPE. The null hypothesis for the log likelihood ratio test is that all coefficients are jointly zero. This shows that jointly the independent variables included in the Probit model regression explain the variations in the BPEs' probability of satisfaction. Second, the McFadden's Pseudo R^2 (27%) is calculated and the obtained values indicate that the independent variables included in the regression explain the variations in the BPEs' likelihood satisfaction.

According to prior expectation, BPE's decision making capacity (DM) is positively associated with BPE's satisfaction level. Decision making capacity is used as dummy variable. The result reveals that for those BPEs whose decision making capacity is high, likelihood of her satisfaction increases by 8.7×10^{-3}. Similarly, according to prior expectation, likelihood of BPE's satisfaction level is negatively associated with Size of Family (SOF). Size of Family is used as dummy variable. According to the study results, probability of BPE's satisfaction

decreases by 0.103 for those who have relatively big family. This implies that responsibilities increases with big size of family. This may result into decreased level of satisfaction.

Table 7: Factors determining satisfaction of BPE

Dependent variable: BPE's satisfaction - (Standard errors based on Hessian)

Variables	Coefficient	Std. Error	z	Slope[*]/ Marginal Effect
Const	0.053	0.986	0.054	
DM	0.123	0.902	0.136	0.009
SOF	-0.948	0.638	-1.486	-0.103
MS	0.217	0.746	0.291	0.019
HH	0.633	0.767	0.825	0.049
SOVIEW	1.363	1.071	1.272	0.097
DISC	1.419	0.902	1.573	0.199
Mean dependent var	0.900	S.D. dependent var		0.303
McFadden R-squared	0.273	Adjusted R-squared		-0.158
Log-likelihood	-11.816	Akaike criterion		37.633
Schwarz criterion	51.017	Hannan-Quinn		42.729
Chi-square for BPE satisfaction				
Number of cases correctly predicted				46 (92%)
Likelihood ratio test: Chi-square(6)				8.876 (p-value = 0.181)
Test for normality of residuals: Chi-square(2)				6.607 (p-value = 0.037)
*evaluated at mean				

Source: Author's calculation

There is no priori expectation regarding the association between marital status (MS) and satisfaction of a person. Likelihood of BPE's satisfaction level is seen positively associated with marital status of BPE. Marital status is used as dummy variable. According to the study results, probability of BPE's satisfaction increases by 0.019 for those who are married. This means that BPEs have become happier after marriage. With respect to the husband's help (HH), likelihood of BPE's satisfaction level is positively associated with husband's help as per the prior expectation. The study result reveals that probability of BPE's satisfaction increases by 0.049 for those whose husbands are helpful.

As expected, likelihood of BPE's satisfaction level is positively associated with positive social view (SOVIEW). The probability of BPE's satisfaction level is positively associated with positive social view. The study shows that probability of BPE's satisfaction increases by 0.097 for those who think that society has positive attitude towards BPB. Finally, as expected, likelihood of BPE's satisfaction level is positively associated with decreased

discrimination (DISC) against woman through BPB. The probability of BPE's satisfaction level is positively related with decreased discrimination against woman through BPB. The result shows that probability of BPE's satisfaction increases by 0.199 for those who think that BPB has decreased discrimination against woman. The variable DISC has highest value of probability among all other variable included in the model. This implies that the feeling of reduced discrimination in the society plays great role for increasing satisfaction in the life.

CONCLUSION AND IMPLICATIONS

On the average, beauty parlour business is viewed better than fair eye by the society. BPEs have fair level of decision making power in their family adding to the level of satisfaction. On the average; beauty parlour business has become somehow successful in decreasing gender discrimination. BPE's decision making capacity, marital status of BPE, husband's help, positive attitude of society, decreased discrimination against women are positively associated with BPE's satisfaction level but BPE's satisfaction level is negatively associated with the size of family. Therefore, marital status, decreased discrimination against women, husband's help, and society view towards BPB are crucial factors that enhance the level of satisfaction of women involved in BPB.

Despite the significant progress in various dimensions of human status over the past decades, discrimination against women is continued. In an increasingly globalized world, research on level of satisfaction of women involved in BPB can no longer afford to limit itself only to optimization of livelihood support strategies and technology. The study reveals that the beauty parlour business can enable the women to empower themselves in various ways. BPB has made them economically strong through which they can contribute to their families in many ways. Therefore policy makers should seek similar skill oriented schemes to be designed as a tool for decision making capacity of women.

This paper is considered to offer good scope for mainstreaming all the women in the country, especially in rural areas, income generating programs, skill enhancing training as supported in the case of enhancing satisfaction through beauty parlour in Butwal. Therefore, translating the elimination of the discrimination against women, and upgrading their status into action and practice requires re-examination of the policies, program and planning process. The results and findings of the research need to be applied in the further research by the scholars to discover the ways of enhancing profitability of BPB and searching new realm of

enhancing decision making capacity of the women, especially in backward areas. The present study was designed to deal with only beauty parlour business, only in Butwal area, however, there are other professions and areas in which the satisfaction women could be examined.

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