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The Socio economic status of beauticians in Allahabad

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Abstract

The beauty and wellness industry is blooming. This can be attributed to the changing demographics in India since the past 2 – 3 decades. Globalization, urbanization, awareness about brands, proliferation of media and the great urge among Indians to look and feel good is propelling this industry towards rapid growth. The beauty business in India is growing at a rate of 15 - 20% annually. The study was conducted at Prayagraj city, Uttar Pradesh with the objective to study the demographic profile of beauticians who were engaged in various beauty parlor activities of Total 110 beauticians were purposively selected for the collection of data whereas randomly selected for the background profile. The data was collected with the socio economic status scale to know the general information about beauticians. The descriptive type of research design was used. The data was collected with the developed questionnaire along with Socio economic status scale.

Keywords: proliferation, globalization, urbanization, propelling

Introduction

A female who gives beauty treatment usually in a beauty parlor of their clients and gives beauty services. Beauticians have many beauty services skills to perform in a beauty parlor. These are the various activities done in beauty parlors- Facial, Skin care, De-tanning, Cleanup, Bleach (all types, Threading, Waxing, Bridal makeup, Hair color, Hair style, Head oil massage, Pedicure-Manicure, Mehandi, Body massage. Beauty parlor gives individuals a chance to experience some special moments, pampering and grooming themselves and at the end of the service, they end up feeling good and confident. Nowadays, consumers looking for beauty care and services have a lot of choices to choose from. Chayanika Pal (2017) ^[1] reported that challenges of access presented by an ethnographic exploration of how women negotiate disciplining beauty practices through paid work that involves intimate body contact when the researcher is herself a consumer of beauty services. It is investigated that beauty work as constituted by the practices in beauty parlors, engaged in by both clients and service providers. In order to study beauty parlor work as a social phenomenon my method was to start from the familiar space of a beauty parlor as a woman and a consumer, and capitalize on the same identity to seek admittance and participation into the experience of beauty work as a researcher.

Methodology

Sampling selection and location: The women who were involved in all the activities of beauty parlors from the past five to ten years selected for the sample. Samples of 110 beauticians in the age group of 20-50 years were purposive selected for the study from various beauty parlors of Prayagraj was selected purposively for the study. And they were performing the beauty parlor activities for more than 8 hours per day which is not permissible.

To study the demographic profile of beauticians: Socio economic data was collected by socio economic status scale developed by Agrawal *et al.* (2005) ^[2]. This questionnaire has 22 questions set for each respondent. It is survey based questionnaire. It is constituted Monthly per capita income, education of either husband or wife, occupation of husband otherwise wife, family possessions, living in a type of house, possession of a vehicle, number of earning members in the family, no. of children head of the family, facility of some essentials in the family, education of children, employment of a domestic servant at home, type of locality, caste of family, members of family gone abroad in last three years, possessions of agricultural land for cultivation, possessions of non-agricultural land, presence of milk cattle, presence of non-milk cattle, beside the house, family owns house or shop or shed etc., position held,

potential support in the form of non-movable property, total amount of income tax paid.

Results and Discussion

Socio Economic Status of beauticians: (N=110)

A total number of 110 employees of beauticians, Allahabad were selected. On the basis of arbitrary classification, the social status was categorized into six groups, i.e. upper high, high, upper middle, lower middle, poor and very poor or below poverty line. Majority of the beauticians belonged to upper middle class i.e. 30.909 percent, whereas 63.63 percent beauticians' falls in lower middle class category and 3.636 percent fall in poor class category, and minimum 1.818 percent beauticians who were from high class category respectively. Claudia Cabrera (2005) [3] studied that high socio economic status was compared to low [RR 3.31; CI 1.74-6.31]. Finally using this composite measure of socio economic status, stroke and diabetes incidences were both lower in the medium compared to low socio economic level.

Types of family of the beauticians: (N=110)

S. No.	Types of family	F	%
1.	High	2	1.818
2.	Upper middle	34	30.909
3.	Lower middle	70	63.63
4.	Poor	4	3.636
	Total	110	100%

Conclusion

It was concluded that the majority of beautician were lower middle class category with highest percentage of 63.63 and the least percentage was 1.81 with comprises of high class category beautician.

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