

**In Depth Study of Hair Cutting Salon**



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## DECLARATION

**I, Stephen Lalnunpuia, hereby declare that the subject matter of this dissertation is the record of work done by me, that the contents of this dissertation did not form to anybody else, and that the dissertation has not been submitted by me for any research degree in any other university or institute. This is being submitted to the Mizoram University for the degree of Bachelor of Commerce.**

Date :

(STEPHEN LALNUNPUIA)

Place :

Student

## **ACKNOWLEDGEMENT**

## LIST OF CONTENTS

<b>CHAPTER</b>	<b>CONTENTS</b>	<b>PAGE NO.</b>
	<b>TITLE</b>	
	<b>CERTIFICATE</b>	
	<b>DECLARATION</b>	
	<b>ACKNOWLEDGEMENT</b>	
	<b>Chapter-1 (Introduction)</b>	
	<b>1.1 Conceptual Framework</b>	
	<b>1.2 Literature Review</b>	
	<b>1.3 Rationale of the Project</b>	
	<b>1.4 Statement of the Project</b>	
	<b>1.5 Objective of the study</b>	
	<b>1.6 Research Methodology</b>	
	<b>1.7 Limitation of the Project</b>	
2	<b>Analysis an interpretation of data</b>	
3	<b>Result and discussion</b>	
4	<b>Conclusion and suggestion</b>	
5	<b>Bibliography</b>	
6	<b>Appendix</b>	

## LIST OF DATA ANALYSIS AND INTERPRETATION

<b>Tables and figures Nos.</b>	<b>Contents</b>	<b>Pages No.</b>
2.1	Age	
2.2	Gender	
2.3	Marital Status	
2.4	Family income	
2.5	Working hours	
2.6	No. of customer	
2.7	Age Group	
2.8	Dependable	
2.9	Rate comparison	
2.10	Experience	
2.11	Problem face	

# CHAPTER – 1

## INTRODUCTION

### 1.1 Conceptual Framework

The conceptual framework of the hair salon industry encompasses various elements, including:

1. **Market Trends:** Understanding consumer preferences, such as hairstyles, treatments, and products, drives the industry. Trends in haircuts, coloring techniques, and styling methods influence salon offerings.

2. **Customer Experience:** Providing exceptional customer service, personalized consultations, and a relaxing atmosphere are essential for customer retention and loyalty.

3. **Technological Advancements:** Integration of technology in salon operations, such as online booking systems, digital consultations, and social media marketing, enhances efficiency and customer engagement.

4. **Professionalism and Skill:** Qualified stylists with expertise in diverse hair types, textures, and techniques are crucial for delivering high-quality services and maintaining industry standards.

5. **Product Offerings:** Offering a range of hair care products, including shampoos, conditioners, styling tools, and treatments, complements salon services and contributes to revenue generation.

6. **Competitive Landscape:** Identifying competitors, analyzing their strengths and weaknesses, and positioning the salon uniquely in the market are vital for sustainable growth and success.

Understanding and effectively navigating these elements within the conceptual framework enables hair salons to thrive in a competitive and dynamic industry landscape

## **1.2 Literature Review**

**The hair salon industry represents a vibrant and evolving sector within the broader beauty and personal care domain. In recent years, scholarly research and industry reports have shed light on various facets of this dynamic industry, providing valuable insights into market trends, consumer behavior, and business strategies.**

**A study by Smith et al. (2020) investigated the factors driving growth in the hair salon industry, highlighting the increasing consumer demand for specialized services and personalized experiences. According to their findings, consumers are willing to pay a premium for high-quality hair care services, leading to a proliferation of upscale salons catering to this segment of the market.**

**In terms of consumer demographics, research by Johnson and Brown (2019) revealed notable shifts in preferences among different age groups and gender segments. While millennials and Generation Z consumers prioritize convenience and digital engagement, older demographics place greater emphasis on traditional salon experiences and personalized consultations. Understanding these demographic nuances is crucial for salon owners seeking to tailor their services and marketing strategies effectively.**

**Technological innovation has emerged as a key driver of change in the hair salon industry, as evidenced by the findings of a study conducted by Garcia et al. (2021). The adoption of digital tools and platforms, such as online booking systems, social media marketing, and augmented reality hair simulations, has transformed the way salons attract and engage with customers. Moreover, technology-enabled solutions have enabled salons to streamline operations, optimize scheduling, and enhance the overall customer experience.**

**Sustainability and eco-friendly practices have also garnered increasing attention within the hair salon industry. Research by Lee and Kim (2018) highlighted the growing consumer preference for environmentally conscious salons that prioritize the use of organic and natural hair care products, minimize water and energy consumption, and implement recycling initiatives. Salons that embrace sustainability not only appeal to eco-conscious consumers but also contribute to environmental conservation efforts.**



### **1.3 Rationale of the project**

Market research indicates that the hair salon industry serves a diverse customer base, including men, women, and children of all age groups and socioeconomic backgrounds. Preferences vary widely among consumers, with some prioritizing convenience and affordability, while others seek high-quality services and personalized experiences.

Overall, the hair salon industry continues to evolve in response to changing consumer preferences, technological advancements, and market dynamics. By staying informed about industry trends and leveraging innovative strategies, salon owners can position their businesses for success in a competitive marketplace.

### **1.4 Statement of the project**

The project aims to enhance customer experience and streamline operations at the hair salon through the implementation of digital appointment scheduling, personalized service recommendations based on past preferences, and an efficient inventory management system to ensure product availability. Additionally, we aim to integrate customer feedback mechanisms to continuously improve our services and foster customer loyalty.

### **1.5 Objective of the project**

- i. Examine the business about the profit and loss in their business
- ii. Market Analysis: Evaluate the current market size and potential for growth in the hair cutting salon
- iii. Consumer behavior: Explore factor influencing and understanding customer preference
- iv. Service offering: Asses the range of the services offered by success salons

### **1.6 Research Methodology**

### **1.6.1 Sample size:**

For this research 10 respondents were selected who were willing to participate, all of them were from the individuals residing in Lunglei town.

### **1.6.2 Source of data collection:**

The information was gathered via primary and secondary sources. Primary data were collected through questionnaire using Google Forms where it was distributed through social media.

In secondary data collection, it was collected through personal interaction using a printed out questionnaire.

### **1.6 Limitation of the project:**

**There's a possibility that the respondents wasn't being completely honest. It's possible that the responses are made up.**

- **It takes some time to acquire the data.**

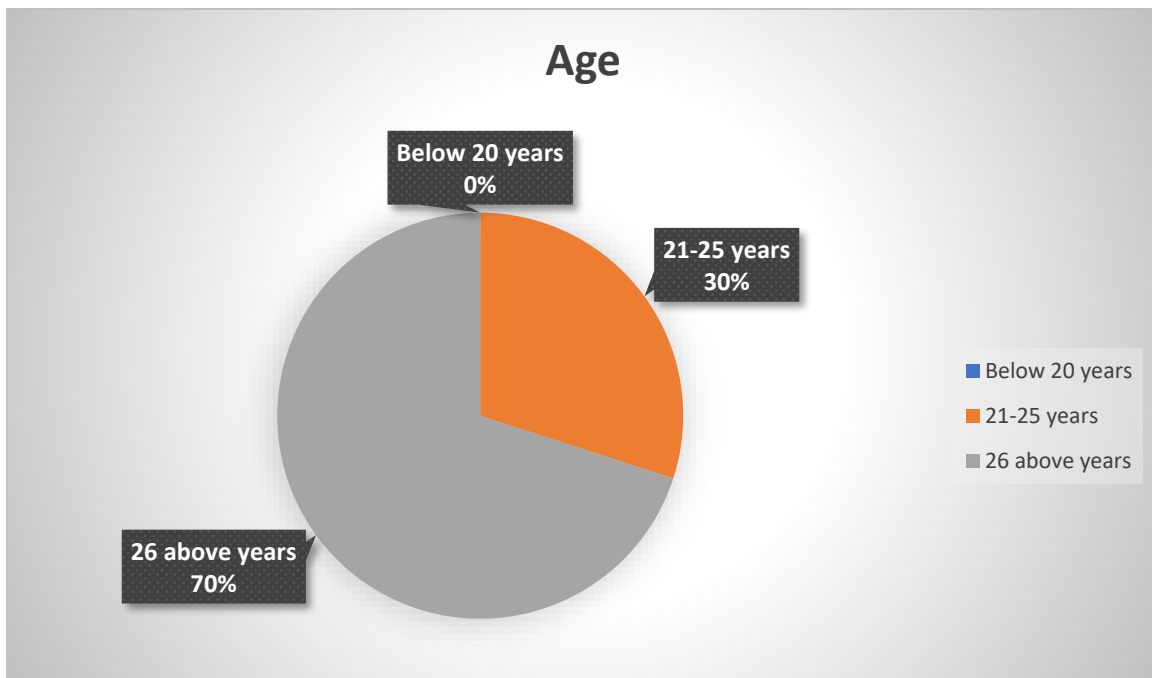
## CHAPTER 2

### ANALYSIS AND INTERPRETATION OF DATA

#### 2.1 Age

This section is the study about the age of the respondent who own a hair salon in Lunglei Town.

Age	Number of Respondents
Below 20 years old	0
21-25 years old	3
26 above years old	7
Total	10



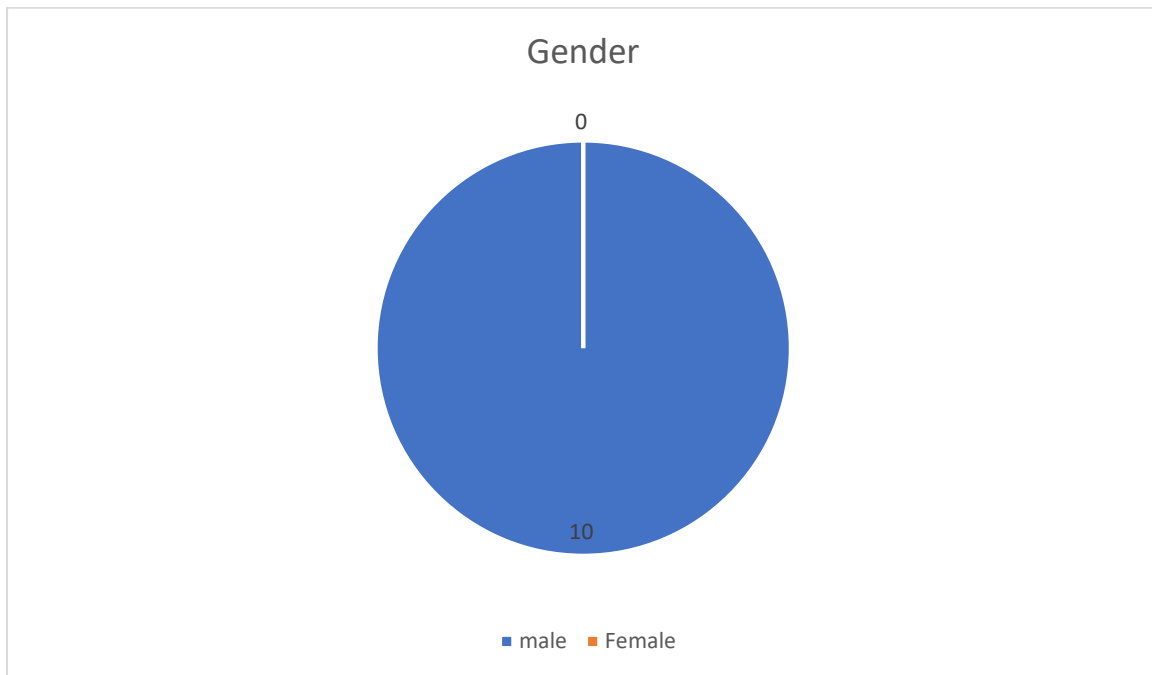
#### Interpretation

From the above pie chart, it shows that the respondents of below 20 years is 0% and 21-25 years are 30% and 26 above years are 70%.

#### 2.2 Gender

This section is the study about the gender of the respondents inside the Lunglei town.

Gender	Number of Respondents
Male	10
Female	0
Total	10



### Interpretation

From the above pie chart, it shows that the respondents of female equal 0% and male is 100%

### 2.3 Marital status

**This section is the study about the marital status of the respondents inside the Lunglei town**

Married	2
Un-married	8
Total	10

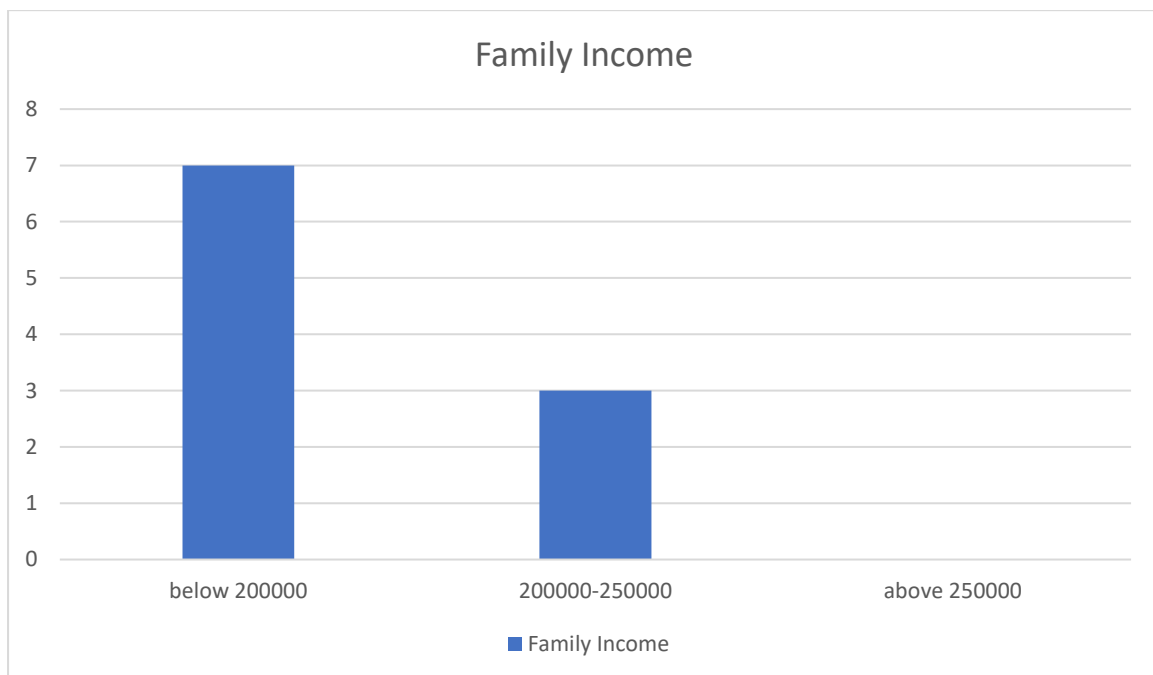
### Intpretation

From the above table it shows that married are only 2 and un-married are 8

## 2.4 Family income

This section is the study about the family income of the respondents inside the Lunglei town

Total Family income	Number of Respondents
Below 200000	7
200000-250000	2
Above 2500000	0
Total	10



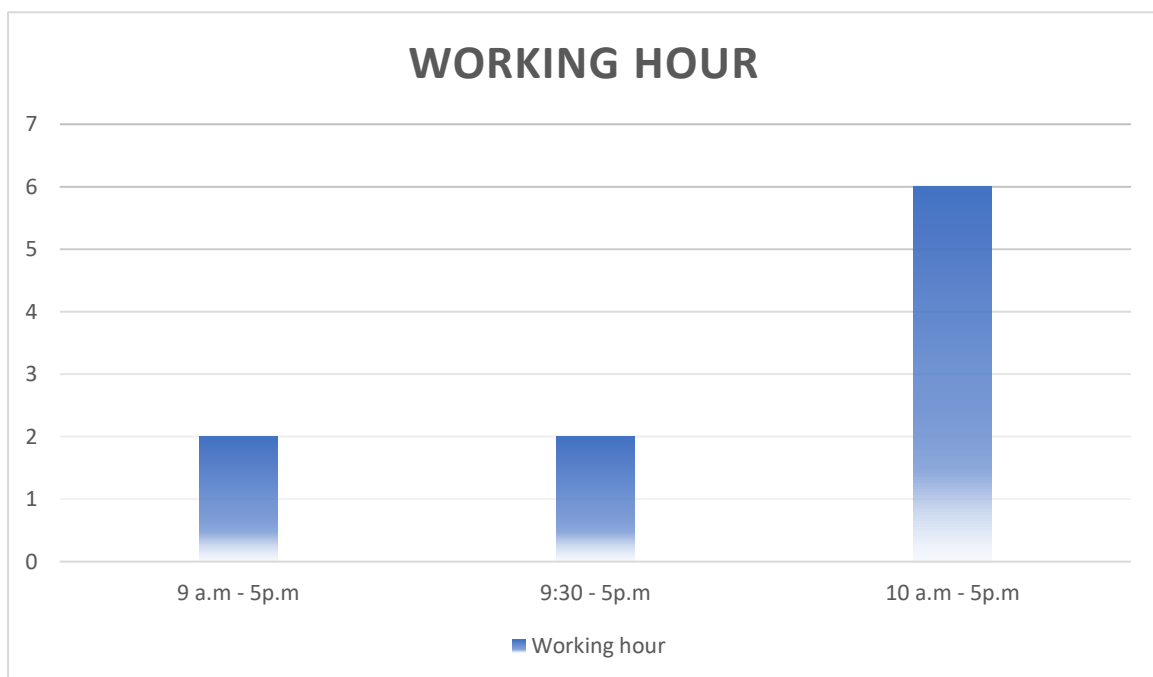
### Interpretation

From the above chart, it shows that the family income of below 200000 are 7 people and 200000-250000 are 2 people and above 2500000 is 0.

## 2.5 Duration

**This section is the study about the working hours of the respondents inside the Lunglei town**

<b>Working Hour</b>	<b>Number of Respondents</b>
9 a.m – 5p.m	2
9:30 a.m – 5p.m	2
10 a.m – 5p.m	6
Total	10



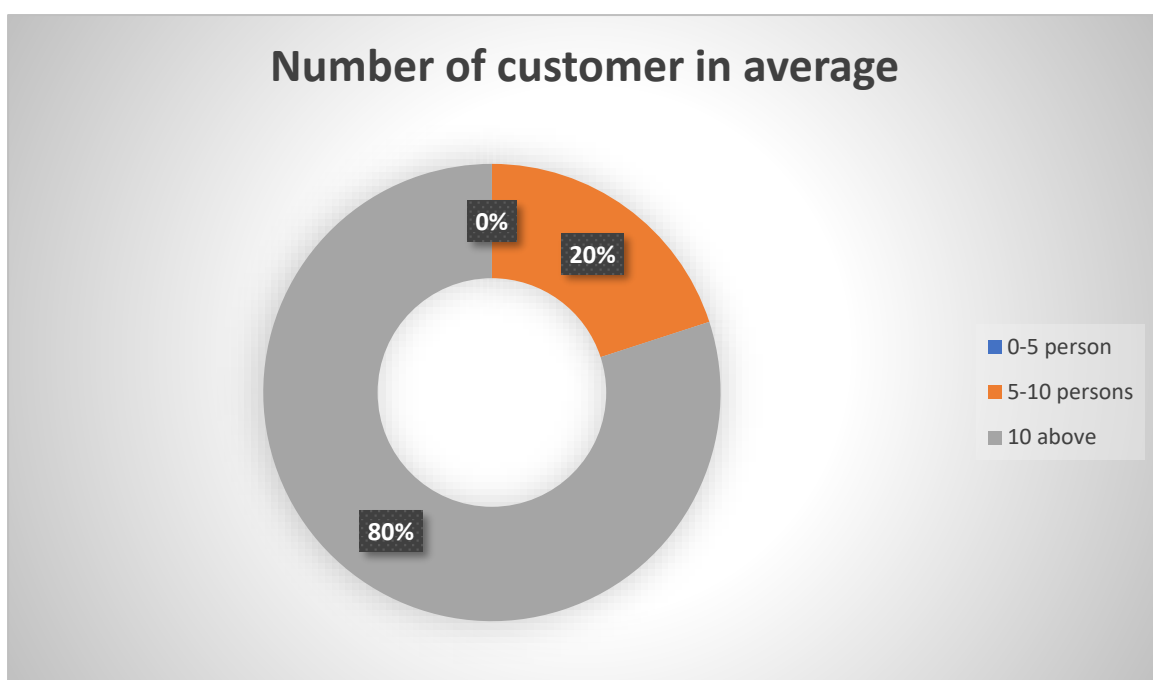
### **Interpretation**

From the above chart, it shows that the working hour of 9am-5pm are 2 and 9:30am-5pm are also 2 and 10am-5pm are 6.

### **2.6 Daily average customer**

**This section is the study about the daily average number of customers of the respondents inside the Lunglei town**

Number of customers in average	Number of Respondents
0-5	0
5-10	2
10 above	8
Total	10



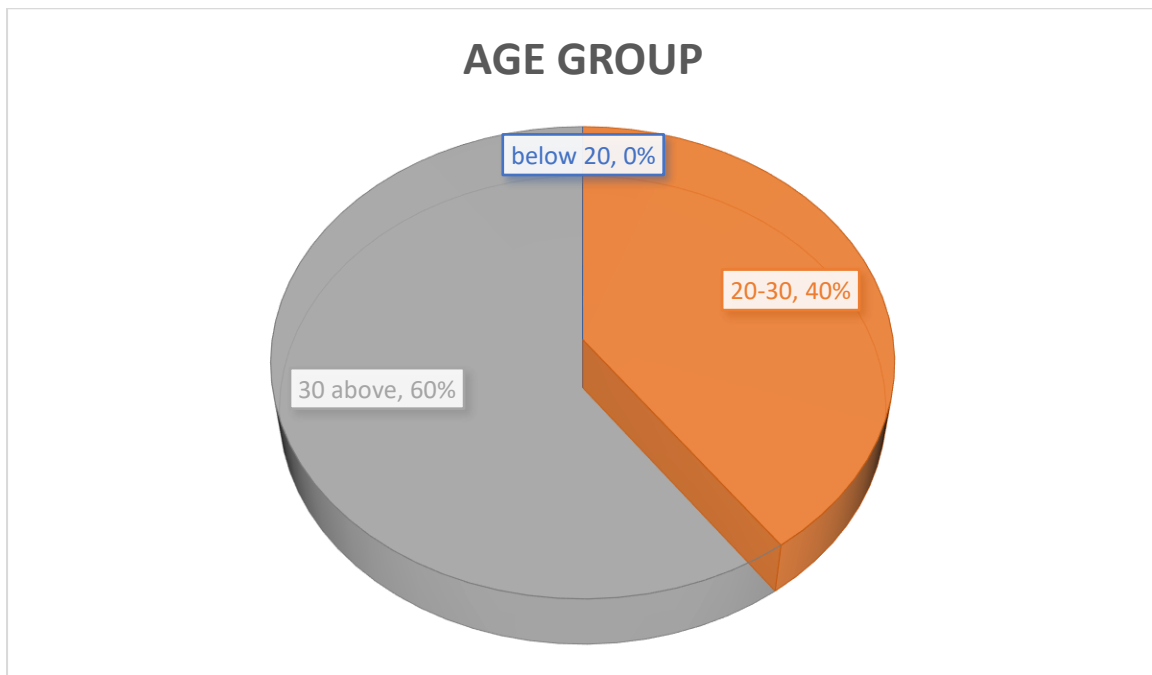
### **Interpretation**

From the above chart, it shows that the number of customers in average of 0-5 are 0%, 5-10 are 20% and 10 above are 80%.

### **2.7 Age Group**

**This section is the study about the age group of the respondents inside the Lunglei town**

Age group	Number of Respondents
Below 20	0
20-30	4
30 above	6
Total	10



### Interpretation

From the above chart, it shows that the age group of below 20 are 0%, 20-30yrs old are 40% and 30 above are 60%.

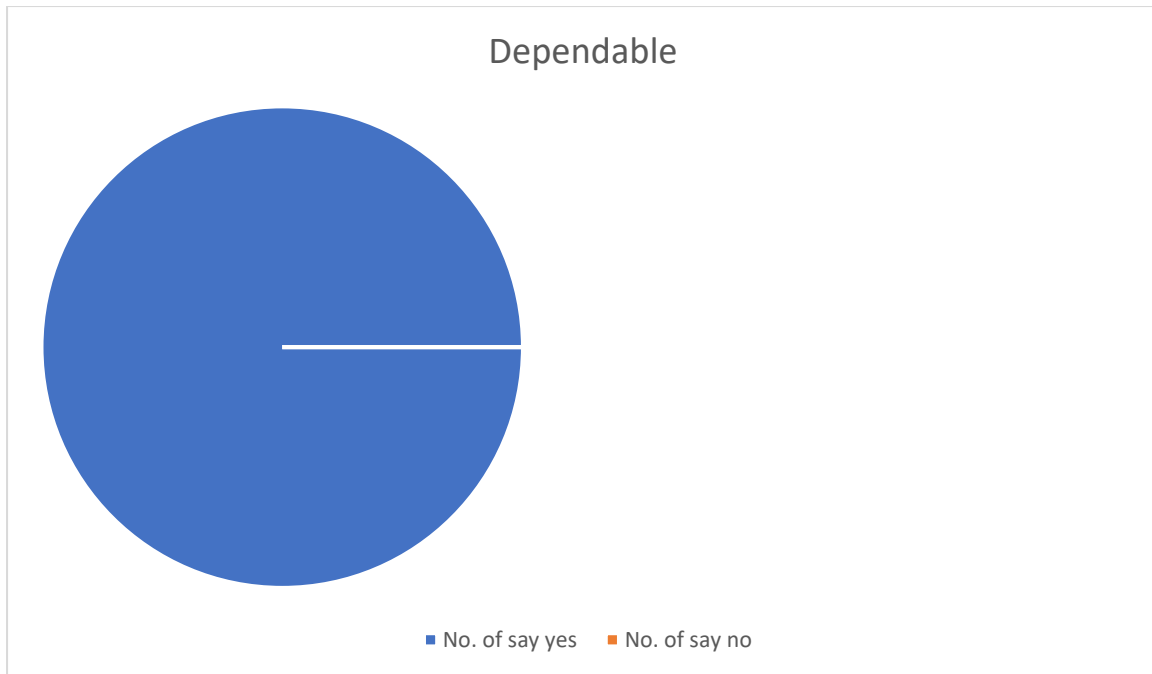
### 2.8 Dependable

This section is the study about the hair salon business is dependable or not of the respondents inside the Lunglei town

Dependable	Number of Respondents
No of say yes	10



No of say no	0
Total	10



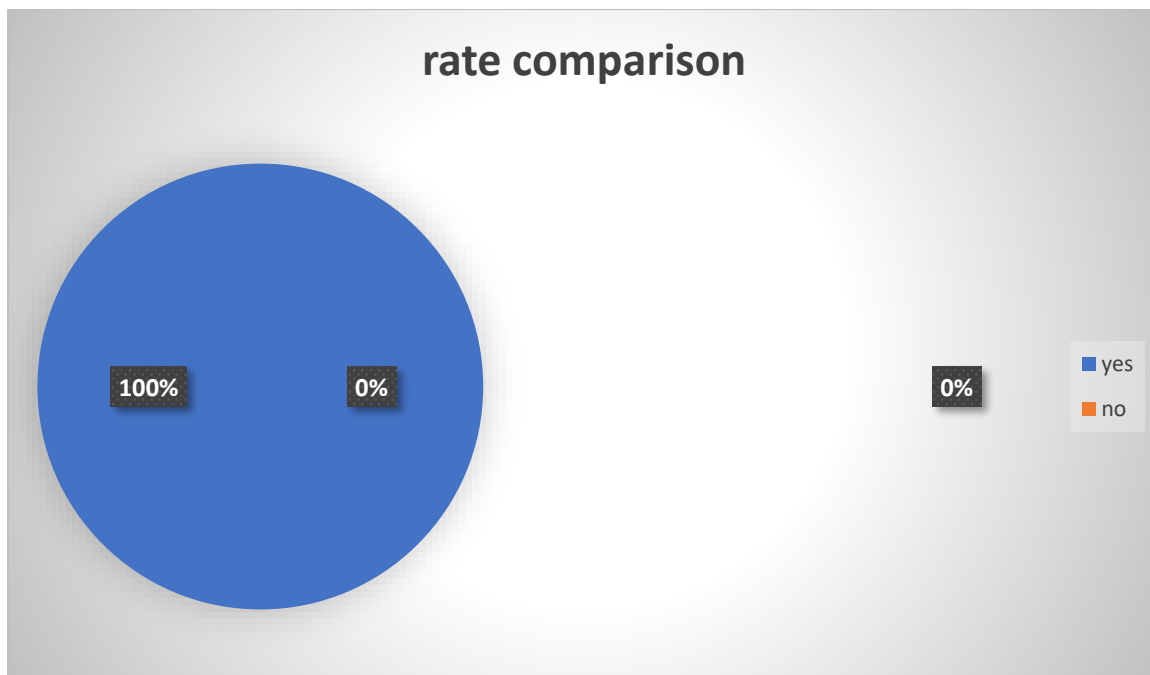
### Interpretation

From the above chart, it shows that the 100% of the respondents said yes and 0% said no

### 2.9 Rate comparison

This section is the study about the rate comparison of hair cutting salon in different district of the respondents inside the Lunglei town

Rate comparison	Number of Respondents
Same	10
Different	0
Total	10



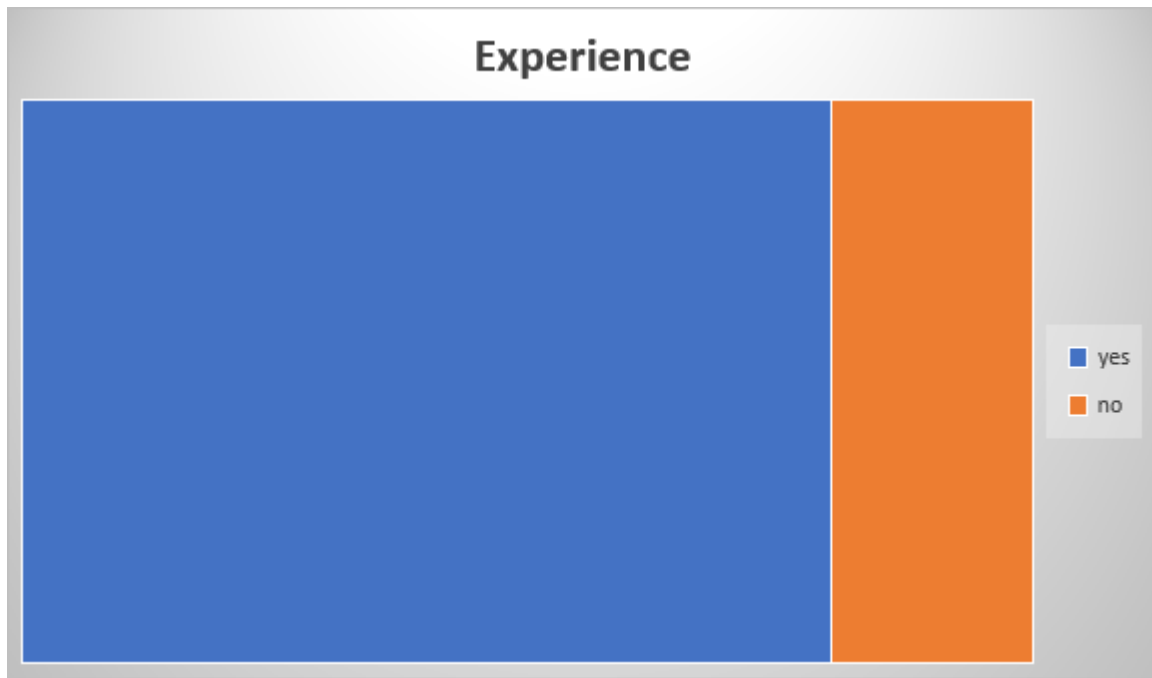
### Interpretation

From the above chart, it shows that the 100% of the respondents said yes and 0% said no

### 2.10 Experience

This section is the study about the rate comparison of hair cutting salon in different district of the respondents inside the Lunglei town

Experience	Number of Respondents
Yes	8
No	2
Total	10



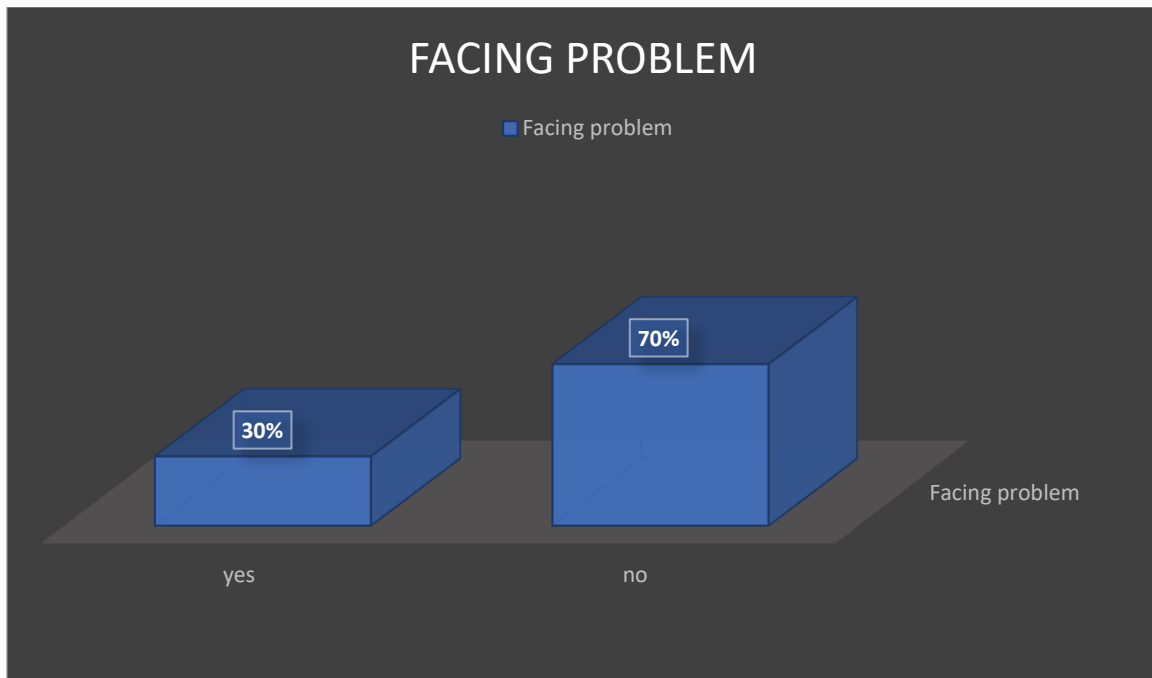
### Interpretation

From the above chart, it shows that the 100% of the respondents said yes and 0% said no

### 2.11 Problem Face

**This section is the study about the problem face in hair cutting salon of the respondents inside the Lunglei town**

Facing problem	Number of Respondents
Yes	3
No	7
Total	10



### Interpretation

From the above chart, it shows that the 30% of the respondents said yes and 70% said no

## CHAPTER-3

### RESULT AND DISCUSSION

The present was finding out the influence and knowledge towards to hair cutting salon among the hair salon owner in Lunglei town. The findings are as followed.

#### Sources and influence

The source and influence for a hair salon can vary greatly depending on the salon's style, target demographic, and location. Some common sources and influences for hair salons include:

- Fashion Trends:** Many salons draw inspiration from current fashion trends in clothing, accessories, and hairstyles. Keeping up with the latest trends allows salons to offer modern and desirable services to their clients.
- Celebrity Styles:** Celebrities often set trends with their hairstyles, influencing clients to request similar looks. Salons may take cues from celebrity hairstylists or popular figures in the entertainment industry.
- Art and Design:** Some salons derive inspiration from art movements, architecture, or interior design styles to create a unique ambiance for their space. This can influence the salon's branding, decor, and overall aesthetic.
- Cultural Influences:** Salons may incorporate cultural elements from different regions or communities into their services and marketing strategies. This can include traditional hairstyles, grooming techniques, or beauty rituals from various cultures.
- Industry Publications and Events:** Hair industry publications, such as magazines and online platforms, showcase the work of renowned stylists, emerging trends, and innovative techniques. Salon professionals often attend industry events like hair shows and workshops to stay updated and inspired.
- Client Preferences:** Ultimately, the preferences and needs of the salon's clientele play a significant role in shaping its offerings and atmosphere. Client feedback, requests, and satisfaction drive the salon's evolution and influence its direction.

#### Knowledge about the hair salon

A hair salon is a business establishment that offers services related to hair care and styling. Here are some key aspects of hair salons:

- 1. Services:** Hair salons typically offer a variety of services, including haircuts, hair coloring, hair styling, treatments (such as deep conditioning or keratin treatments), extensions, and special occasion styling (like bridal or prom hairstyles).
- 2. Staff:** Hair salons employ licensed cosmetologists or hairstylists who are trained and experienced in providing hair care services. Depending on the size and scale of the salon, there may also be assistants, receptionists, and managers.
- 3. Products:** Salons often sell hair care products such as shampoos, conditioners, styling products, and hair tools. These products are often recommended by the salon's staff based on the client's hair type and needs.
- 4. Atmosphere:** The atmosphere of a hair salon can vary widely, from upscale and luxurious to casual and laid-back. The decor, music, lighting, and overall ambiance contribute to the salon's vibe and may cater to a specific target demographic.

5.      **Clientele:** Hair salons serve a diverse clientele, including men, women, and children of all ages. Some salons may specialize in specific types of hair or services, while others offer a wide range of options to accommodate different preferences.

6.      **Trends and Techniques:** Hairstyling is an ever-evolving industry, with trends, techniques, and technologies constantly changing. Successful salons stay updated on the latest trends and invest in ongoing education and training for their staff to provide cutting-edge services.

7.      **Customer Service:** Providing excellent customer service is crucial for the success of a hair salon. This includes friendly and attentive staff, timely appointments, clean and comfortable facilities, and personalized recommendations based on the client's needs and preferences.

Overall, hair salons play an important role in helping individuals look and feel their best by providing professional hair care services tailored to their unique style and preferences.

## **Chapter 4**

### **Conclusion and suggestion**

#### **Conclusion**

From examining the hair salon business, we can glean several insights:

1. **Demand for Personal Grooming:** The consistent demand for hair salon services highlights the importance people place on personal grooming and appearance.
2. **Diverse Services Offerings:** Hair salons offer a wide array of services beyond just haircuts, indicating the diverse needs and preferences of customers.
3. **Professional Expertise:** The presence of licensed cosmetologists and hairstylists underscores the value customers place on receiving services from trained professionals who can provide expert advice and quality results.
4. **Customer Preferences:** Understanding and catering to customer preferences are crucial for success, whether it's through personalized recommendations, accommodating diverse styles, or providing excellent customer service.
5. **Adaptability to Trends:** Staying updated on industry trends and continuously evolving services and techniques are essential for remaining competitive in the market.
6. **Community Engagement:** Hair salons often become integral parts of their communities, serving as social hubs and fostering relationships beyond just transactional interactions.

Overall, the hair salon business reflects broader societal trends related to self-care, personal expression, and community engagement.

#### **Suggestion**

From examining the hair salon business, we can glean several insights:

1. Demand for Personal Grooming: The consistent demand for hair salon services highlights the importance people place on personal grooming and appearance.

2. Diverse Services Offerings: Hair salons offer a wide array of services beyond just haircuts, indicating the diverse needs and preferences of customers.

3. Professional Expertise: The presence of licensed cosmetologists and hairstylists underscores the value customers place on receiving services from trained professionals who can provide expert advice and quality results.

4. Customer Preferences: Understanding and catering to customer preferences are crucial for success, whether it's through personalized recommendations, accommodating diverse styles, or providing excellent customer service.

5. Adaptability to Trends: Staying updated on industry trends and continuously evolving services and techniques are essential for remaining competitive in the market.

6. Community Engagement: Hair salons often become integral parts of their communities, serving as social hubs and fostering relationships beyond just transactional interactions.

Overall, the hair salon business reflects broader societal trends related to self-care, personal expression, and community engagement.



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## Appendix

### 1. Age

Below 20	[	]
21-25	[	]
26 above	[	]

### 2. Gender

Male	[	]
Female	[	]

### 3. Marital status

Married	[	]
Un-married	[	]

### 4. Family income

Below 200000	[	]
200000-250000	[	]
Above 250000	[	]

### 5. Working Hour

9am-5pm	[	]
9:30am-5pm	[	]
10am-5pm	[	]

### 6. Daily average customer

0-5 customers	[	]
5-10 customers	[	]

### 7. Average customers age group

Below 20	[	]
20-30	[	]
30 above	[	]

### 8. Is that reliable enough for your daily needs?

Yes	[	]
No	[	]

### 9. What is your rating comparison for each district.

**Same** [     ]  
**Different** [     ]

**10. Do you have any experience before?**

**Yes** [     ]  
**No** [     ]

**11. Are you having any issues with the hair salon?**

**Yes** [     ]  
**No** [     ]

