

IMPACT OF COVID-19 PANDEMIC AMONG SHALOON BUSINESS IN SERCHIP TOWN

Submitted in partial fulfillment of Bachelor of Social Work V semester

Submitted by:

Lalbiakina

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Roll no. : 2023BSW014

Supervisor : Rosangliana Khiangte



Department of Social Work

Higher and Technical Institute, Mizoram

Higher and Technical Institute, Mizoram

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CERTIFICATE

This is to certify that the project title '*Impact of COVID-19 Pandemic among Shaloon Business at Serchhipn Town*' submitted by Lalbiakina, Department of Social Work, Higher and Technical Institute, Mizoram for the award of Bachelor of Social Work is carried out under my guidance and incorporates the student's bonafide research and this has not been submitted for the award of any degree in this or any other Universities or Institute of learning.

Dated: 1st November, 2022

Place: Lunglei, Mizoram

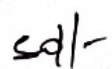
HATIM


(ROSANGLIANA KHIANGTE)

Head,
Department of Social Work
HATIM

Kawmzawl - 796691

Head
Department of Social Work
HATIM, Mizoram


(ROSANGLIANA KHIANGTE)
Research Supervisor
Department of Social Work
HATIM
Kawmzawl - 796691

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(Lalbiakina)

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Chapter-1

Introduction

A salon is like a barber shop, but fancier. Most salons offer all kinds of beauty treatments in addition to haircuts, like hair styling and coloring, facials, and massages. The word “*salon*” is French, originally meaning "reception room." In 1800's France, the meaning grew to include a "gathering of elegant people" occurring regularly in such a room.

“The Salon”, an annual exhibition of works of art by living artists, which was originally held at the Salon d'Apollon. During the 19th Century, it became the focal point of artistic controversy and was identified with academics and official hostility to progress in art.

Specifically, beauty salons are classified as Personal Care Services – category 8121 per the North American Industry Classification System. The classification is for businesses that specialize in services for hair, nails, and skin. Beauty salons are for-profit organizations that can be operated as a sole owner. This includes stand-alone salons and large franchise or chain salons with hundreds or more locations.

Beauty salons can be as small and simple as a one-person operation or as large as a major chain of salons that are full service, offering a variety of services all under one roof. There are a wide variety of salons that differ in services, profitability, and legal structure.

Beauty salons are not all the same, nor are they all created equal. Salons vary in services and profits. If you haven't had much experience with beauty salons, then what comes to mind is the typical hair cutting and blow-drying operation. In some cases, you aren't too far off. The reality is that just because it says salon on the door doesn't mean all they do are haircuts.

Nail salons are at the second for the most popular type of salon, right behind hair salons. In these businesses, they focus on their customers' nails on both hands and feet. They offer manicures, pedicures, nail treatment, and styling. Nail salons are also among the most profitable types of beauty salons largely due to their repeat clientele and the frequency they need to visit to maintain their nails. They can be small operations run by one person or much larger, service many customers at multiple locations.

Salons also include massage parlors but don't normally come to mind when thinking about beauty salons. In fact, they are considered beauty salons as they specialize in a particular service pertaining to the skin and body. Massage parlors typically focus on massaging the skin and muscle underneath. Customers visit to have a particular area of their body massaged like their back or feet while other customers opt for the full body massage.

According to the research report, the global Spas and Beauty Salons Market in 2019 was approximately USD 144.48 Billion. The market is expected to grow at a CAGR (Compound annual growth rate) of 6% and is expected to reach around USD 217.25 Billion by 2026. Top market manufacturers are Madeline Wade, Butterfly Studio Salon and Spa, Salon U, Metropolis Salon, and Dry Bar, Paul Labrecque Salon and Spa and others.

The beauty salon industry in India is one of the most essential industries and it is growing at a decent pace. It is growing at a rate of around 15-20% every year and we all have seen the new trends in the salon industry and it is now no more hidden and unspoken subject in India. The market size of the salon industry in 2019 was around USD 950 million and it was expected to reach around USD 2.68 billion in 2020 but the sudden attack of COVID altered this figure and the industry suffered a loss at the rate of 30-40% in a pandemic.

In Mizoram, the beauty salons have administrated their business for quite a number of decades. And as a person whose roots are lengthened in Mizoram, it can be assumed that the beauty salon started its service as a men's hair-cutting salon. However, after going through several topics about the salon business, it is for sure, that the salon business is comprised of not only cutting men's hair but also includes men's hair care. Furthermore, it involves maintaining the cosmetic treatment of manicures and pedicures. Yet, we will discuss the main focus of this study will be male haircutting salons.

On 22nd June, 2020 The Office of Deputy Commissioner Serchhip District published the Covid-19 guidelines for Serchhip district. This includes the private sector continuing their business without separate permission. Workers must work following the 'Standard Operating Procedure (SOP) for Social Distancing'. It also includes that there should not be more than five people in their shops.

Chapter - II

Review of Literature

1. The impact of COVID-19 on the salon industry in Australia in 2021

Apparently, Australia saw a significant downfall in revenue across the salon industry in Q3 2021 due to the widespread COVID-19 lockdowns. The average quarterly revenue among hair salons in Australia in Q3 2021 has decreased by up to 36% compared to Q2 2021. For instance, if we compare to Q3 2020 when average revenue returned to almost 2019 levels post lockdown, the quarterly revenue is down by 17%.

1.1 Retail revenue at hair salons in Australia

On average, approximately 20% of all visits to hair salons in Australia include the sale of a retail product. In Q3 2021, the retail percentage of salon visits that included the sale of a retail product has increased by 3%. The retail percentage of clients who buy retail products is usually between 22-27% of the customer base that will buy retail in any given quarter. In Q3 2021, 25% of clients bought retail products.

The retail percentage of clients is to some degree higher than the number of visits that include the sale of a retail product, which gives us information that these customers only buy retail on some of their visits. Since only 25% of clients bought retail, it means that 75% of clients were not successfully sold any retail products.

2. The impact of COVID-19 on the hair and beauty industry in New Zealand in 2021

In New Zealand, average quarterly revenue in Q3 2021 was affected by a three-week country-wide lockdown in August and an ongoing lockdown in Auckland, the city of New Zealand. In Q3 2021 it is dropped by 19% compared to Q2 2021 and by 16% compared to Q3 2020. The beauty industry mirrors these numbers with the average revenue decreased by 21% in Q3 2021 compared to Q3 2020.

2.1 Retail revenue at hair salons in New Zealand

In New Zealand, it is observed that over the past four years (2016-20) the retail percentage of visits to beauty salons remained the same (on average is around 22%). Meanwhile, the retail percentage of clients (or how many individual customers buy retail) shifts between 22-27%. In Q2 2020, several clients were buying retail more often, potentially buying every visit instead of every second. Although it is also known that some customers have stopped buying retail at all. In general, the consumer behavior has returned to pre-lockdown levels with Q2 2020 and Q2 2021 seemingly very similar and with Q3 2021 trending positively upwards.

3. The Effects of COVID-19 on the Texas Hair Care Industry

Apart from the second World War, the COVID-19 pandemic is the greatest challenge faced by the United States. Texas businesses, often immune to national economic downturns, are not immune to the effects of COVID-19. With that in mind, the Hobby School of Public Affairs is undertaking a series of surveys targeting vital businesses in the Lone Star State in the wake of the pandemic.

The third survey in this series concentrates on the hair care industry. In all, 101 individuals agreed to take the survey between May 26 and June 14, 2020.

3.1 Key Findings

- One-third of stylists and barbers believe it is not safe to reopen the salon or barbershop where they work, one-third think it is safe, and one-third are in the middle.
- More than 90% of stylists and barbers feel that for economic reasons that have had no choice but to return to work.
- A majority of stylists and barbers (54%) would have preferred to have waited to go back to work, but felt that with other stylists and barbers going back, they had no choice but to return.
- Six out of ten hair care professionals say it is not possible for them to practice social distancing and still earn what they earned before the pandemic.
- Ninety percent of the respondents were familiar with Dallas salon owner Shelley Luther who in April defied Governor Abbott's order for salons to remain closed and was initially fined and sentenced to serve a week in jail. A majority (57%) of Luther's fellow

hair care professionals surveyed here disapproved of Luther's decision to open her salon, with 46% strongly disapproving. Only 12% approved of Luther's decision to open.

-Hobby School of Public Affairs

4. The Impact of Covid-19 on Salons During Christmas 2021

The unwelcome surge of the Omicron variant, and the fear that has resurfaced in its wake, hindered most salon's notoriously busy and successful months. The detriment to the industry hasn't stopped there, however, with 54% of businesses reporting staff absences due to Covid-19 or self-isolation, further reducing the amount of appointment slots available. Additionally, the impact of cancelled events and get-togethers and voluntary isolation eradicated the need for root-touch ups and blowouts.

The National Hair & Beauty Federation (NHBF) chief executive, Richard Lambert says: "There's growing evidence that hair and beauty businesses are now on a financial knife-edge. They were relying on a good December for the cashflow to make it through the quieter months at the start of the new year, but instead they are reporting the lowest pre-Christmas trade anyone can remember, with the prospect of that trend continuing into January.

- Chloe L 15th February, 2022

5. How Pandemic Has Reshaped the Salon Industry

When Covid-19 first started, it not only shook the health sector but also had a significant impact on the economy. The salon industry, in particular, suffered a major impact as the industry thrives on 'personal touch' and it is impossible to operate without close physical proximity. Strictly enforced lockdowns meant a complete shutdown for all the salons. The salon industry, which was expected to grow at a fast pace with new trends evolving and the rise in disposable income of people was then struggling to even survive. Even after the lockdowns were lifted, salons continued to bear losses since people were wary of visiting the salons.

To bounce back, the salons had to adapt to the 'new normal' which meant additional expenditure and a revised strategy keeping in the mind the safety and hygiene guidelines by WHO. Thus, they adopted rigorous measures.

All the salons had to ensure sanitization of every touchpoint, be it a hair washing basin to tools to be used on clients. The safety of their employees and customers had to be their priority to regain their customer's trust. Salons also had to invest in extensive online training for their employees on how to treat a customer with appropriate social distancing and following the Covid-19 protocol. Masks, gloves, and sanitization were a must. Salons also made sure to check temperatures regularly and only took customers on an appointment basis to ensure proper social distancing.

Salons collaborated with brands to come up with one-time-use kits to avoid any reuse and came up with strategies and techniques to reduce the physical proximity. To reduce any kind of transmission, e-payment methods like Paytm, PayPal, Google Pay, etc. were largely used.

- Sunjay Dutta 21 April, 2021

6. Salon business gets a facelift

The past year, salon chains were among the services that saw least uptake. Several players in the salon business had to either shut down outlets or scale down services significantly. For instance, Naturals Salon shut down around five salons last year, while Jawed Habib had to shutter four. Post the second wave, however, most salon chains have seen business revive.

To brace for the impact of the pandemic, salon chains have adopted single-use service kits and disposable tools. Most have rolled out private labels. Geetanjali Salons, which operates 120 salons in India, launched its in-house skincare brand in August this year. In June last year, the company launched its app through which customers could check service availability, book slots, verify their memberships, etc. "By September, 2020, we saw 80% of our customers shifting to online booking for appointments. As of September, this year, 40% of our customer base comprises new customers who came to us through this app," says Sumit Israni, MD, Geetanjali Salons & Studios. The chain aims to increase its salon count to 150 by next year.

- Vishnavi Gupta 6 December, 2021

7. The future of salons in a post-Covid-19 world

As people in the U.S. plan for a post-Covid-19 summer full of social gatherings, events and vacations, their preparatory beauty treatments may look a bit different.

“Salons of all types will have to evolve. All businesses are suffering from a huge [Covid-19] impact. Evolution is critical here,” said Giovanna Coluccio, Dashing Diva senior director of marketing. “Consumers have found the benefits of that self-care treatment moment by doing their nails at home. They’ll also find the cost is less expensive. Typically, a gel manicure can run about \$40, or more if they do art designs. So, there is a huge saving compared to a \$12-\$14 product like Glaze.”

U.S. salons began reopening in June 2020. According to third-party industry trackers like Kline, there have been signs of recovery, which noted a 98% jump in professional hair-product sales in Oct. 2020, compared to when salons were closed from March 2020-May 2020. In the U.S., the salon and spa industry had more than 1.2 million businesses bringing in more than \$62 billion in sales between 2018 and 2019, according to a 2020 Professional Beauty Association report.

From an in-salon perspective, customers are coming back with varying levels of comfort, said Rosi Ajjam, Aveda North America gm and svp. But, she said, they all expect the same Aveda experience, which is based on a holistic approach to wellness. It includes complimentary drinks, complimentary hand and neck massages, and premium hair, face and body treatments. There are over 6,000 Aveda salons in the U.S. and Canada.

- Emma Sandler, June 28,2021

8. The Pandemic Has Changed the Salon Industry Forever!

With the announcement of the nationwide lockdown - which meant that citizens could step out of their houses for essential works only, the non-essential businesses were immediately shut down. Salons and other beauty services which came under non-essential services were the first ones to close their doors, leaving the industry deeply impacted.

As salons hope to resume operation with the lockdown being lifted in many places, there is new hope for the industry of getting back to normal. However, the new normal is going to be different and many things will not remain the same as before. Close physical proximity which is an important aspect of salon work would be something people would be a bit apprehensive of until a vaccine is widely available. However, consumers are also unlikely to replace salon services with at-home treatments and will wait until they can be serviced by a professional. So, once the markets open, the demand for salon services is expected to increase rapidly and this

is the juncture that salons must be most careful about and use effectively to earn customers' confidence. Some of the important points for salons to keep in mind include:

- Salons are to work on a minimum touch model
- Safety of clients should be ensured by managing the footfalls through pre-booking the appointments
- Keeping a tab on the customer's medical conditions before and after the visit through an on the spot, quick health and symptoms check using thermal scanners
- Safety of employees should be of high importance and must be ensured by working out timings and shift schedules, providing them with PPE's and proper training and technical know-how

Most importantly, the highest standard of sanitation and hygiene should be strictly maintained all the time along with following the WHO guidelines.

- Entrepreneur India, June 30, 2020

9. How Has Covid Affected the Beauty and Salon Industry

Salon businesses are widely affected due to the outbreak of COVID-19 because of the widespread store closures. There are several challenges for the head of this industry to ensure that their companies survive.

The industry will see the following changes:

Online promotion will be the choice of the day, connecting with the audience, people will invest heavily in online education, social distancing is the next factor that will be implemented as this will lead to serving less clients in a day at initial stage, maintaining high standards of hygiene, cosmetic manufacturers have to shut down units, and beauty industry will shift their focus on collaborations.

- BW Business Blog, September 2022

10. Marketing for salon industry in the times of Covid.

The Covid-19 Pandemic has affected all sectors and economies across the globe. However, each crisis is presented with the silver lining of hope to elevate and appear out stronger. The writer states that they have seen companies shift and rethink their communications strategy in the middle of this pandemic. From making awareness about the products, the theme changed to building a community that resists this crisis together. The salon business too has embraced this way of communication and made adjustments to its strategies accordingly.

There is an opportunity for the company to tap into the comprehensive wellness space. It is not always about looking good, but importantly feeling good, feeling positive. A spring in one's step post a great salon session is undeniable, it gives people more confidence, productive and increase self-esteem.

- Soumya Shetty, October 2020

Chapter - III

METHODOLOGY

Research methodology discusses and explains in data collection and analysis method you used in research. A key part of your thesis, dissertation, or research paper the methodology chapter explain what you did and how you did it, allowing renders to evaluate the reliability ad validity of your research (Mc Comber S, 2022)

In this chapter the methodology apply for this study is highlight. methodology is the corner stone of the study by which data were collected arid process to the final conclusion. The following are the methodology of the present concision.

3.1 Field settings

Universe of the study will be Salon business from Serchhip District among the group.

3.2 Research Design

The present research design is Descriptive research design where a comprehensive study of the problem is made in order to find the overall knowledge. Datas were collected using qualitative and quantitative method.

3.4 Sampling Method

All the barber shops in Serchhip Town will constitute the universe of the study.

Non-probability sampling

Judgmental or purposive sampling is also called selective sampling where the sampling of the research is collected to represent the impact of the salon business. It is used to collect the data in a way that the suitable information can be drawn selectively.

3.5 Source of data

- Primary data – interview is used to collect the data of the barber first hand, interaction, schedule data collection tools is used to collect a suitable outcome from the responsiveness in the primary source of data.

Chapter-IV

Result and discussion

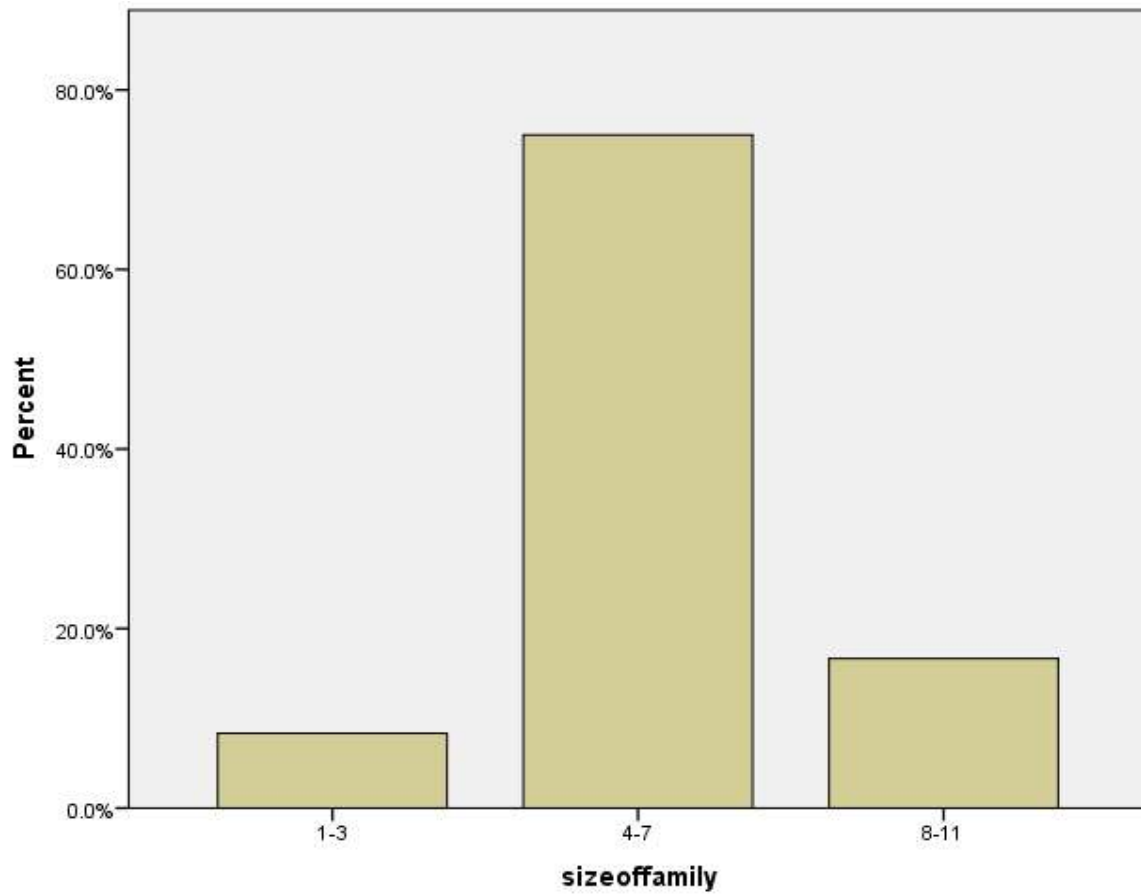
In this chapter, the data collected are analyzed and discussed into different categories. Structurally based on respondents, the Impact of Salon business during the covid-19 Pandemic.

4.1 Demographic profile: Table no. 1 shows the brief profile of the respondents.

Table No.1

| S/N | Characteristic | Frequency | Percentage |
|-----|--|-----------|------------|
| 1 | Age | | |
| | 20-28 | 6 | 50 |
| | 29-45 | 6 | 50 |
| 2 | Sex | | |
| | Male | 12 | 100 |
| 3 | Religion | | |
| | Christian | 12 | 100 |
| 4 | Social status | | |
| | ST | 12 | 100 |
| 5 | Economic status | | |
| | BPL | 1 | 8.3 |
| | AAY | 11 | 91.7 |
| 6 | Marital status | | |
| | Married | 6 | 50 |
| | Unmarried | 4 | 33.3 |
| | Other | 2 | 16.7 |
| 7 | Number of having regular income in the family | | |
| | 0 | 3 | 25 |
| | 1-2 | 4 | 58.3 |
| | 3-5 | 3 | 25 |
| | 6-8 | 2 | 16.7 |
| 8 | Year of establishing the business | | |
| | 2007-2012 | 1 | 8.3 |
| | 2013-2018 | 5 | 41.7 |
| | 2019-2022 | 6 | 50 |
| 9 | Ownership of the building | | |
| | Owned | 0 | 0 |

| | | | |
|----|-----------------------------|----|------|
| | rented | 12 | 100 |
| 10 | Rate of the building | | |
| | 900-1500 | 4 | 33.3 |
| | 2100-2500 | 8 | 66.7 |



Education qualification

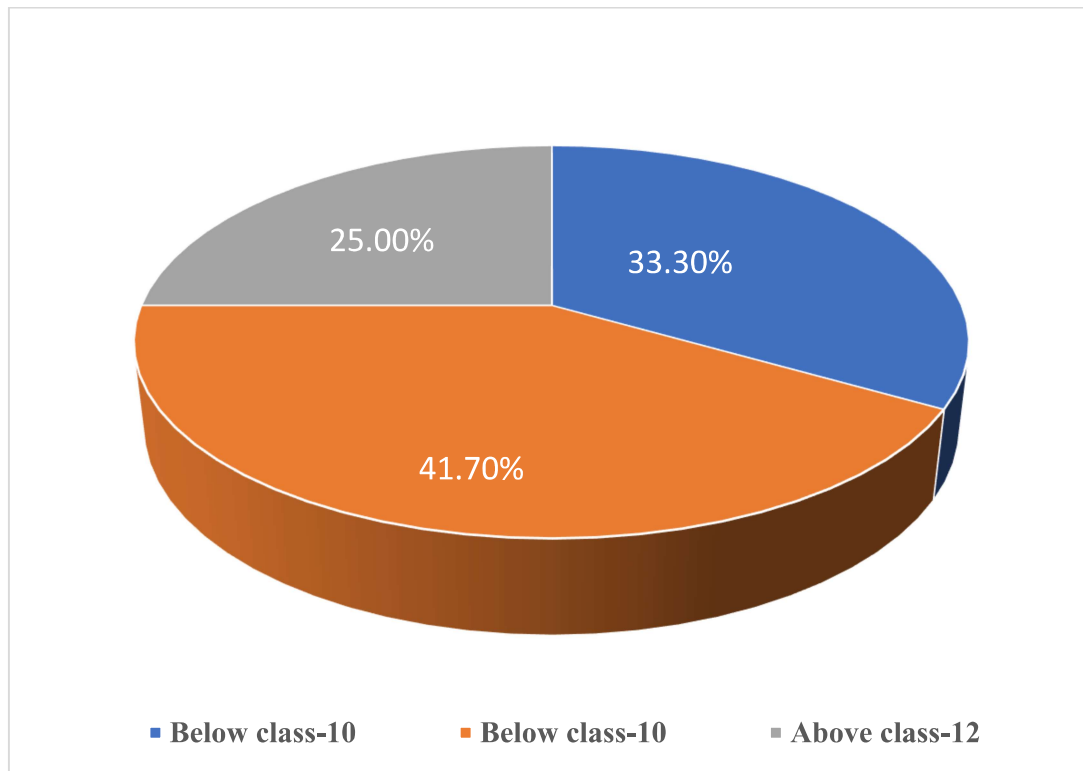


Table no. 1 shows the brief profile of the respondents. As shown in the table, 50% of the respondents are between the ages of 20-28 and the remaining respondent belongs to the age group of 29-45. All the salon owners in Serchhip town are male, and each follows Christianity's religious group. All the respondents represent the community of Schedule Tribe (ST). Economically, 8.3% of the respondents are BPL and 91.7% are AAY. It is observed that most of the respondents are married while 33.3% of the respondents are unmarried and the rest of the 16.7% are either married or married. 25% of the respondents do not have regular income in their family, 58.3% have one or two people with regular income, 25% have three to five with regular income, and 16.7% have six to eight people with regular income. Half of the respondents started their business between 2019 and 2022, 8.3% of the salon business owners started their business in the year between 2007 to 2012, and the rest of the 41.7% of respondents started their business between 2013 to 2018. None of the respondents own the building where they run off their business, and 33.3% of the respondents rented the building from Rs. 900 to 1500 while 66.7% of the respondents pay their rent between Rs. 2100 to 2500. Among the respondents, 75% of their family are between four to seven members, and 16.7% of their family are between eight to eleven while 8.3% of their family are between one to three members.

41.7% of the respondents studied till class 12, 33.3% studied till class 10 and the remaining 25% above class 12.

Income: Income in this study means before and after the covid-19 pandemic hit the state and district.

Table No.2

| S/N | Characteristics | Frequency | Percentage |
|-----|--|------------------------|------------|
| 1 | Income per week before the pandemic | | |
| | Below 1000 | 0 | 0 |
| | Below 2000 | 3 | 25 |
| | Below 3000 | 2 | 16.7 |
| | Above 3000 | 7 | 58.3 |
| | <i>Mean Income=33.3</i> | Rs. 3000(π 33.3) | |
| 2 | Income per week during the pandemic | | |
| | Below 1000 | 3 | 25 |
| | Below 2000 | 7 | 58.3 |
| | Below 3000 | 2 | 16.7 |
| | Mean Income = 1.92 | Rs.2000 (π 1.92) | |
| 3 | Income per week after the pandemic | | |
| | Below 1000 | 1 | 8.3 |
| | Below 2000 | 1 | 8.3 |
| | Below 3000 | 5 | 41.7 |
| | Above 3000 | 5 | 41.7 |
| | Mean Income = 3.17 | Rs. 3000 (π 3.17) | |

| s/n | Statement | Response | | Total (N&Percent) |
|-----|--|--------------|--------------|----------------------|
| | | Yes | No | |
| 1 | Receive retail using mobile app | 4 (33.3%) | 8 (66.7%) | 12 (100%) |

| | | | | |
|---|-------------------------------|---------------|--------------|--------------|
| 2 | Receive retail in cash | 10 (83.3%) | 2 (16.7%) | 12 (100%) |
|---|-------------------------------|---------------|--------------|--------------|

Table number 2 manifests the income study before and after the covid-19 pandemic strikes the state. More than half of the responders (58.3%) earn above Rs. 3000 per week before the pandemic, 16.7% of the responders earn below Rs. 300,0 and 25% of the responders earn below Rs. 2000. The mean income before the pandemic is Rs. 3000($\pi 33.3$). During the pandemic, 58.3% of the respondents earn below Rs. 2000 per week, 16.7% earn below Rs. 3000 per week and 25% of the respondents earn below Rs. 1000 per week. The mean income of the respondents during the pandemic is Rs. 2000 per week ($\pi 1.92$). After the pandemic the income rate started regaining the pre-covid-19 rate, 41.7% earn above Rs. 3000, another 41.7% earn below Rs. 3000, 8.3% of the respondents earn below Rs. 2000, similarly, 8.3% of the respondents earn below Rs. 1000 and the mean income of the respondent's income after the pandemic is Rs. 3000 ($\pi 3.17$). More than the majority (66.7%) of the respondents receive their retail using a mobile app, and 33.3% do not use the mobile app to receive their retail. A huge amount of the respondents (83.3%) receive their retail in cash and 16.7% do not receive retail in cash. Among the respondents, there are also owners who receive retail using both mobile apps and cash.

Working hour: Working hour in this study means the working hours of the barbers in Serchhip before and after the Covid-19 Pandemic.

Table no.3

| S/N | Characteristics | Frequency | Percentage |
|-----|--|-----------|------------|
| 1 | Number of working hours a day before the pandemic | | |
| | Less than 3 hours | 0 | 0 |
| | 3-5 hours | 2 | 16.7 |
| | 5-8 hours | 7 | 58.3 |
| | More than 8 hours | 3 | 25 |
| 2 | Number of working hours during the pandemic | | |
| | Less than 1 hour | 1 | 8.3 |
| | 1-2 hours | 2 | 16.7 |

| | | | |
|---|--|----|------|
| | 3-5 hours | 3 | 25 |
| | More than 5 hours | 6 | 50 |
| 3 | Number of days in a week allowed to open shop by the government | | |
| | 1-2 days | 0 | 0 |
| | 3-5 days | 11 | 91.7 |
| | More than 5 days | 1 | 8.3 |

| s/n | Statement | Response | | Total (N&Percent) |
|-----|---|-------------|---------------|----------------------|
| | | Yes | No | |
| 1 | Shop allowed to remain open every day? | 1 (8.3%) | 11 (91.7%) | 12 (100%) |

Table number 3 displays the working hours of barbers in Serchhip town before and after the Covid-19 pandemic. Before the pandemic, 16.7% of the respondents work three to five hours a day, 58.3% worked five to eight hours a day, and 25% worked more than eight hours a day. During the pandemic, 8.3% of the respondents work less than one hour, 16.7% worked one to two hours a day, 25% worked three to five hours and 50% worked more than five hours a day. At the same time, 91% of the respondents are allowed to open their shop three to five days a week during the pandemic, and 8.3% are allowed to open their shop more than five days a week.

Engagement pattern: Engagement pattern in this study means the ways of engagement between the barber and the customers during the Covid-19 Pandemic.

Table no.4

| S/N | Characteristics | Frequency | Percentage |
|-----|---|-----------|------------|
| 1 | Rate of customers received at home | | |
| | After every one day | 7 | 58.3 |
| | Twice a week | 1 | 8.3 |
| | 3-5 times a week | 3 | 25 |
| | Everyday | 1 | 8.3 |

| | | | |
|---|-----------------------------------|---|------|
| 2 | Customers received at home | | |
| | After every one day | 3 | 25 |
| | Twice a week | 4 | 33.3 |
| | 4-5 times a week | 2 | 16.7 |
| | Everyday | 3 | 25 |

| s/n | Statement | Response | | Total (N&Percent) |
|-----|--|---------------|-------------|----------------------|
| | | Yes | No | |
| 1 | going to the customer's house for private space haircut during pandemic | 6 (50%) | 6 (50%) | 12 (100%) |
| 2 | Phone calls received for haircut during pandemic | 11 (91.7%) | 1 (8.3%) | 12 (100%) |
| 3 | Customers received at home during pandemic | 12 (100%) | 0 | 12 (100%) |

Table number 4 reveals the engagement pattern of the customers and the barber. Most of the respondents (58.3%) receive customers at home after every one day, 8.3% receive customers twice a week, 25% receive customers three to five times a week at home, and 8.3% receive customers every day. 25% of the responders receive customers after every one day through phone calls during the pandemic, 33.3% receive twice a week, 16.7% of the responders receive four to five times a week, and 25% receive phone calls every day from customers during the pandemic. The rate of barbers who go to the customer's house for private space and barbers who don't go to the customer's house is the same (both with 50%). 91% of the responders receive customers using phone calls during the pandemic and 8.3% of the responders do not receive customers from a phone call. All the respondents receive customers at home during the pandemic.

Safety precautions: Safety precautions in this study is the safety measures utilized between the customer and the barber including the safety measures inside the shop during the covid-19 Pandemic.

Table No.5

| s/n | Statement | Response | | Total (N&Percent) |
|-----|---|--------------|--------------|----------------------|
| | | Yes | No | |
| 1 | PPT suit mandatory while working | 0 | 12 (100%) | 12 (100%) |
| 2 | Social distancing followed in the waiting area | 7 (58.3%) | 5 (41.7%) | 12 (100%) |
| 3 | Sanitizer provided in your shop | 12 (100%) | 0 | 12 (100%) |
| 4 | Free mask provided to the customers without mask | 4 (33.3) | 8 (66.7) | 12 (100%) |
| 5 | Waiting areas have limited number of people | 7 (58.3%) | 5 41.7) | 12 (100%) |

| S/N | Characteristics | Frequency | Percentage |
|-----|--|-----------|------------|
| 1 | Customers allowed in the waiting area | | |
| | 2-4 | 7 | 58.3 |
| | 5-8 | 2 | 16.7 |
| | 9-12 | 3 | 25 |

Table number 5 tells us the safety precautions maintained or followed by both the customers and the barbers. More than half (58.3%) of the respondents said that social distancing is followed in the shop during the pandemic and 41.7% of the respondents do not follow social distancing in the waiting area. In every salon shop, sanitizer is provided for the customers, and 66.7% of the respondents provide safety masks for customers without masks while 33.3% do not provide safety masks for customers without safety masks (in this case customers without safety masks are usually sent home). 58.3% of the salon shops are guided by making limited numbers of people in the waiting area, but 41.7% of the respondents do not make any limited number of people in the waiting area. 58.3% of the respondents leave room for two to four customers in the waiting area, 16.7% of the salon shops leave room for five to eight customers, and 25% of the salon shops leave room for nine to twelve customers in the waiting area during the Covid-19 pandemic.

CHAPTER-V

Major Findings, Suggestion and Conclusion

This chapter includes major findings, a conclusion, suggestions, references, and a questionnaire.

5.1 Major findings

Demographic profile

1. All the barbers in Serchhip town are male
2. All the (male) haircutters in Serchhip town are Christian.
3. Majority of the (male) hairstylist is in the age group 29-45.
4. Each one of the respondents belongs to Schedule Tribe.
5. A bulk number (91.7) belongs to the economic status of AAY (Antyodaya Anna Yojana).
6. Half of the responders are married.
7. More than half (58.3) of the respondents have one or two regular incomes in their family.
8. Most of the barbers (41.7) started their business in the year between 2013-2018.
9. Every one of the respondents' shops is rented.
10. More (66.7%) of the barbers in Serchhip town rented their shops from Rs. 2100-2500.
11. 41.7% of the respondents studied till or below class 12.
12. Greater number (75%) of the barbers have four to seven family members.

Income of the barbers before and after the Covid-19 Pandemic.

1. The mean income (Weekly) of the barbers in Serchhip town before the pandemic is above Rs. 3000.
2. The mean income (weekly) of the barbers in Serchhip town during the pandemic is Rs. 2000.
3. The mean income (weekly) of the barbers in Serchhip town after the pandemic is more than Rs. 3000.
4. 66.7 per cent of the respondents reported that they received their retail using mobile apps.
5. Great majority (83%) of the responders also receive their retail in cash.

Working hours of the barbers before and after the Covid-19 pandemic:

1. More than the majority (58.3%) of the respondents worked five to eight hours in a day before the pandemic.
2. During the pandemic, half of the haircutters in Serchhip worked more than 5 hours a day.
3. During the pandemic, almost all (91.7%) of the respondents are allowed to open their shops from 3-5 days a week.
4. During the pandemic, 91.7% of the respondents are not allowed to remain open every day.

Engagement pattern:

1. All the respondents receive customers at home during the pandemic.
2. Nearly all (91.7%) of responders receive customers using phone calls during the pandemic.
3. Among the responders, going to the customers' houses for haircutting and not going to their houses are equal.
4. During the pandemic, 33% of the respondents receive customers twice a week from mobile phone.
5. Above majority (58.3%) of the respondents receive customers at home after every one day in a week during the pandemic.

Safety precautions:

1. All the respondents said that it is not mandatory to wear PPT suit while working.
2. Above majority (58.3%) of the respondents maintain social distancing in their shops during the pandemic.
3. All the salon shops provide sanitizer in their shops for safety.
4. More than half (66.7%) of the respondents do not provide free masks for customers without masks.
5. Above the average (58.3%) of the respondents make a limited number of people in the waiting area.
6. 58.3% of the salon shops allow two to four persons in the waiting area.

5.2 Suggestions

1. Income elevation technique: During the pandemic, the increase of the income technique or know-how should be developed. If the skills of income elevation of acquired the living condition of the barbers can be improved.
2. More free working pattern: The barbers used hair cutting as their main source of income and the worker should get more freedom in their mode of earning income for their survival during the pandemic,
3. Rather than receiving the client the barber can cut by going to the places of the client which will benefit the barber in a much more effective manner.

Possible Social Work Intervention:

1. Micro Level: Though physical proximity is the main way of cutting a person's hair, the safest way for the barber and the customer to stay hygienic.
2. Mezzo Level: From one community, it is crucial to make a limited number of persons that goes out for the purpose of cutting hair.

5.3 Conclusion

Barbers were aware of their clients' diminishing mental health amidst the COVID-19 pandemic. Salons were generally considered to be a suitable setting for promoting good mental health, and monitoring for signs of mental ill health. But on the other way, the Covid-19 Pandemic has caused a drastic change for business owners.

Reference:

1. How Has Covid Affected the Beauty and Salon Industry by Nupur Gupta
2. How Pandemic Has Reshaped the Salon Industry by Sunjay Dutta on Indianretailer.com
3. Marketing for salon industry in the times of Covid by Soumya Shetty.
4. Salon business gets a facelift by Vashnavi Gupta on Financial Express.
5. The impact of COVID-19 on the hair and beauty industry in Australia from Kitomba online blog.
6. The impact of COVID-19 on the hair and beauty industry in New Zealand from Kitomba online blog.
7. The effects of Covid-19 on Texas Hair Care Industry by Gail Buttorff, Co-Director, Survey Research Institute & Assistant Instructional Professor.
8. The future of salons in a post-Covid-19 world by Emma Sandler
9. The Impact of Covid-19 on Salons During Christmas 2021 by Chloe on HJI magazine
10. The Pandemic Has Changed the Salon Industry Forever by Rochelle Chhabra

Questionnaire

| | | | |
|-------------|--|--|---|
| <i>i</i> | <i>Age</i> | | |
| <i>ii</i> | <i>Sex</i> | | <input type="checkbox"/> <i>Male</i> <input type="checkbox"/> <i>Female</i> |
| <i>iii</i> | <i>Religion</i> | | <input type="checkbox"/> <i>Christian</i> <input type="checkbox"/> <i>Hindu</i> <input type="checkbox"/> <i>Muslim</i> |
| <i>iv</i> | <i>Social status</i> | | <input type="checkbox"/> <i>ST</i> <input type="checkbox"/> <i>SC</i> <input type="checkbox"/> <i>GEN</i> |
| <i>v</i> | <i>Economic status</i> | | <input type="checkbox"/> <i>BPL</i> <input type="checkbox"/> <i>APL</i> <input type="checkbox"/> <i>AAY</i> |
| <i>vi</i> | <i>Marital status</i> | | <input type="checkbox"/> <i>Married</i> <input type="checkbox"/> <i>Unmarried</i> <input type="checkbox"/> <i>Other</i> |
| <i>vii</i> | <i>Size of family</i> | | |
| <i>viii</i> | <i>Number of having regular income in the family</i> | | |

| | | | |
|------------|--|--|---|
| <i>ix</i> | <i>Education qualification</i> | | <input type="checkbox"/> <i>Below class 8</i> <input type="checkbox"/> <i>Below class 10</i> <input type="checkbox"/> <i>Below class 12</i> <input type="checkbox"/> <i>Above class 12</i> |
| <i>x</i> | <i>Year of establishing the business</i> | | |
| <i>xi</i> | <i>Ownership of the building</i> | | <input type="checkbox"/> <i>Owned</i> <input type="checkbox"/> <i>Rented</i> |
| <i>xii</i> | <i>If rented, rate of the building</i> | | |

I. Income before and After:

| | | | |
|---|---|---|--|
| 1 | What is your income per week before the pandemic? | : | <input type="checkbox"/> Below 1000 <input type="checkbox"/> Below 2000 <input type="checkbox"/> Below 3000 <input type="checkbox"/> 3000 above |
|---|---|---|--|

| | | | |
|---|---|---|--|
| 2 | What is your income per week during the pandemic? | : | <input type="checkbox"/> Below 1000 <input type="checkbox"/> Below 2000 <input type="checkbox"/> Below 3000 <input type="checkbox"/> 3000 above |
| 3 | What is your income per week after the pandemic? | : | <input type="checkbox"/> Below 1000 <input type="checkbox"/> Below 2000 <input type="checkbox"/> Below 3000 <input type="checkbox"/> 3000 above |
| 4 | Do you receive your retail in cash? | : | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 5 | Do you receive your retail using mobile app? | : | <input type="checkbox"/> Yes <input type="checkbox"/> No |

II. Working Hour:

| | | | |
|---|--|--|--|
| 1 | How many hours do you work a day before the pandemic? | | <input type="checkbox"/> Less than 3 hours <input type="checkbox"/> 3-5 hours <input type="checkbox"/> 5-8 hours <input type="checkbox"/> more than 8 hours |
| 2 | How many hours do you work during the pandemic? | | <input type="checkbox"/> Less than 1 hour <input type="checkbox"/> 1-2 hours <input type="checkbox"/> 2-3 hours <input type="checkbox"/> more than 3 hours |
| 4 | Is your shop allowed to remain open every day during the pandemic? | | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 5 | How many days in a week are you allowed to open your shop by the government? | | |

III. Engagement Pattern:

| | | | |
|---|--|--|---|
| 1 | Do you go to the customer's house for private space haircut? | | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 2 | Do you receive customers at home? | | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 3 | If yes, how often do customers come to your house? | | <input type="checkbox"/> After every one day <input type="checkbox"/> Twice a week |

| | | | |
|---|---|--|--|
| | | | <input type="checkbox"/> 3-5 times a week <input type="checkbox"/> Everyday |
| 4 | Do you receive phone calls for haircut? | | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 5 | How often do you get customers from mobile phone? | | <input type="checkbox"/> After every one day <input type="checkbox"/> Twice a week <input type="checkbox"/> 4-5 times <input type="checkbox"/> Everyday |

IV. Safety Precaution:

| | | | |
|---|---|--|---|
| 1 | Is PPT suit mandatory for you while you work? | | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> No, but I wear PPT suit |
| 2 | Does waiting areas have limited number of people? | | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 3 | If yes, how many customers are allowed in the waiting area? | | |
| 4 | Is social distancing followed in the waiting area? | | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 5 | Is sanitizer provided in your shop? | | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 6 | Free mask provided to the customers without mask? | | <input type="checkbox"/> Yes <input type="checkbox"/> No |

