

“Opportunities and Challenges in Developing Barber Shop Entrepreneurship as a Community Based Enterprise”

¹. JAYASHREE

186012106

Department of M.com

Alva's College, Moodbidri

Email Id: jayashreeg50@gmail.com

Mobile no. 9741000738

². K SUMANGALA SHETTY

186012108

Department of M.com

Alva's college, Moodbidri

Email Id: sumangalashetty123@gmail.com

Mobile no. 8105761078

Abstract

Rural development is the process of improving the quality of life and economic well-being of people living in rural areas, often relatively isolated and sparsely populated areas. The purpose of this paper is to understand the role of community-based enterprise towards rural development with reference to barber shops, opportunities and constraints in the process being entrepreneur. It may be stated that Barbering is a profession and Barbers are a distinct community engaged in this profession. Since this profession appears to be as ancient as the recorded history, the communities of Barbers have come to be known by different names. Since the Barbers are engaged in shaving off and trimming hair which are synonymous with sin, the persons performing this task are graded low. Not only are they graded low but, since the sins are inauspicious and since the Barbers who perform the job of removing hair, they are also regarded as inauspicious. There're thousand issues behind barbering business which creates an opportunities and some time cause as a challenging to survive and balance personal life of an individual Barber. This study tries to find a ground reality behind barbering business with an empirical evidence of selected 30 respondents from various places of Moodbidre Thaluk. Various econometric and statistical techniques applied includes, descriptive analysis, graphs, charts, two-way ANOVA etc. Final interpretation and suggestions developed on the basis of responses recorded from the respondents during the empirical evidence.

Keywords: Barber Shop, Community Based Business, Entrepreneurship and Opportunities and Challenges.

Introduction:

Community based enterprises use business to improve the life of a community. They are different from private enterprise because their business activity is undertaken as a means of achieving community benefit, not private gain.

A barber is a person whose occupation is primarily to cut, dress and groom and shave men's hair. It is stated that earlier barbers also performed surgery and dentistry. During recent times they used to be invited by Muslim households to perform *quanta* (removing the foreskin of the penis of children).

Barbers existed during all ages. Thus, in ancient Egyptian culture Barbers were reported to be present and were considered to be respected individuals. In ancient Greece men would have their beards, hair and fingernails trimmed by the Barbers. Barbering was popular in the Roman Empire too and Barber shops were found in the marketplace which served as places for shaving and trimming men's hair but also as centers for daily news and gossip. This tradition continued in the West as also in the East.

In India also the profession of Barbers is equally ancient. The Barbers here were known as 'Naida or napitha'. There is a belief even today that sins of the men are stored in their hair. Therefore, it was considered necessary to discard sins by shaving off the hair. That is the reason why many Hindus shave off their heads periodically by visiting holy places and temples. In all these cases i.e., whether regularly or occasionally at the holy places, it is the Barbers who shave and trim hair. Additionally in India is, the Barbers are engaged for performing music on happy occasions like marriages, naming ceremony of the children, religious functions, etc. Even on sad occasions such as death they are engaged for providing appropriate music.

It may be stated that Barbering is a profession and Barbers are a distinct community engaged in this profession. Since this profession appears to be as ancient as the recorded history, the community of Barbers have come to be known by different names. While in the West they are called Barbers, in the East particularly in India they are known as Naida. Among the Muslims they are called Hajjams. In India, since there has been the phenomenon of caste system based on occupation, the occupation of Barbering is associated with a sub-Hindu caste viz., Kshourikash known in Karnataka. Like other castes, Kshourikas also are graded and placed in the caste hierarchy which is quite low in the hierarchy. Since the Barbers are

engaged in shaving off and trimming hairs which are synonymous with sin, the persons performing this task are graded low. Not only are they graded low but, since the sins are inauspicious and since the Barbers who perform the job of removing hair, they are also regarded as inauspicious. This concept of inauspiciousness is so much ingrained in the minds of the people of the Indian society that Barbers are considered as un-see able. Thus, an encounter with a Barber as the first thing in the morning is considered inauspicious and disguisable. This feeling of disgust prevails among people of all other castes. Consequently, persons from the other castes coming across a barber when they are on journey for a good cause or for some auspicious occasion openly chide and insult the Barber and may even go back home to wait for the barber to disappear from their sight. This is an open insult to the person of a Barber who is a rightful citizen of this country in as much as anybody else is.

One of the most important characteristics of enterprise development in these societies is the view that prevails in them of the nature of community. Every society combines, in its ethos, an implicit understanding of the way that the status and entitlements of its individual members should be understood in relation to the standing and legitimate requirements of the community itself. The more community-oriented a society is, the more its members experience their membership as resembling the life of parts of an organism; the more they will feel their status and well-being is a function of the reciprocated contributions they make to their community. The more community-oriented a society is, the more its members will be entitled to certain societal benefits, including the satisfaction of needs connected with survival, such as basic income, health care, and safety. With that entitlement comes the understanding that the claim to these benefits overrides, to an increasing extent, the right of member so unfettered use of private property. Indeed the notion of private property may begin to attenuate as community-orientation predominates. As community orientation grows, so does the sense that communities themselves have needs, such as clean air, safe water, jobs and affordable energy; and meeting these needs may take precedence over the unregulated freedom of individual choice. It is characteristic of the communities to which CBE appears relevant that they are, or can become, relatively community-oriented in their outlook.

Significance of the study:

This research is mainly concentrating on the matter role of barbers in rural development. Beauty salon services are closely connected with the personality development. Considering

the growing significances of beauty services in rural area, it is worthwhile to study beauty salon business in Moodbidri, its nature, scope, problems and to make suggestions for its further growth and development. Moreover, it will help to barbers, society and government bodies to understand hidden truth behind barbershops especially in rural area.

Research objectives and research questions:

This research is done with the basic objective of understanding opportunities and challenges behind barbershop business in rural area. Following objectives were developed to reach the basic intention of research study.

1. To know the profile of barbershop entrepreneurship business and their life style.
2. To study the recent supporting measures taken by government and, other related institutions.
3. To identify the major opportunities and challenges attached with barbershop entrepreneurship business in rural area.
4. To suggest for possible policy implementation by barbers and, other concerned authorities.

Some questions rose to reach research objectives followed by answering the same:

- What are the major opportunities and challenges faced by the entrepreneurship in barber business in rural area?
- To what extent do this factors influence the success of entrepreneurship in barber business in rural area?

Limitations of the study:

Research is not possible without having limitations, even this study also move along with following flues.

- a) This research is done with the help of only 30 respondents, drawbacks of not covering large sample is implied while generalizing the final findings.
- b) This study tries to find evidence through the referral of respondents from only Moodbidre Taluk and a few selected places.

Literature Review:

Deresse Daka (2017): According to his study “Barbers knowledge and practice of biological hazards in relation to their occupation: A case of Hawassa Town, Southern Ethiopia” states

that the knowledge level of the employed barbers in Hawassa area was very good; however, greater part of the barbers practice is risky during their work. Accessibility of UV sterilizers, advanced equipment in the barbers' room and more working hours had significant association with the application of the barbers.

Muhammad Salim Wazir, Shahid Mahmood, Ashfaq Ahmed and Huma Rana Jadoon (2008) Institute of Public Health Lahore, Pakistan: According to his study, "Awareness among barbers about health hazards associated with their profession" illustrate that the level of knowledge among barbers about health hazards associated with their profession is very poor.

Roy S, et al. Am J Mens Health (2018): According to their study, "A qualitative study to assess barber perceptions of the feasibility of the employer as a health advisor for obesity prevention." The results of the study identify that an obesity prevention / weight management intervention is acceptable to conduct in barbershops and that to be most successful; the intervention should be tailored to fit the needs of the employers and employees within this specific working environment

Ali Almasi, A. Dargahi, Moslem Mohammadi and Farhad Amirian (2016): According to their study, awareness, attitude, and performance of hairdressers in west regions of Iran were at an acceptable level. However, the presence of problems associated with environment health in these salons was indicative that this good awareness and positive attitude did not lead in an acceptable performance. As a result, all hairdressers should actively participate in training courses held by their guild.

Yoko Konishi (2016): According to his study, reproducing the experience space of customers at hair salon by using the customer behavioral variables, loyalty data, the hairdresser's skill and hair salons atmosphere or environment in addition to demographic variables. It also suggested that other related factors of service quality such as internal marketing, detailed hairdressers' quality and skill, peer review among workers must be helpful to measure their productivity and quality.

Muhammad Irfanullah Siddiqui, Osama Hafez, Rami Magliah and Saeed Balubaid (2018): According to their study, most of the participants had low knowledge about disease transmission. Majority of them do not aware about unhealthy working practices in barbering and transmission of infection to their customers. They are also not aware about disease

transmission from their customers. A behavioral change communication campaign should be initiated without delay to protect the health of these workers and of the general population.

Kouassi Gilles Mevo (2019): According to his study, sustainable businesses can provide competitive salaries and bonuses payment to employees, thereby improving and evaluating the standard and quality of life for small business owners and employees, thereby contributing to the economic and social welfare of the community.

Wilfred A. Abia, Richard Fomboh, EpolleNtungwe, Eucharia A. Abia, Walters A.Serika&Markjovert T. Ageh (2016): According to their study, barbers and hairdressers and their customers are frequently exposed to biological and chemical hazards. There is a need for barbers and hairdressers to have formal training on occupational health hazards before taking up their services to increase their knowledge on the likely hazards. This can be done through the organization of training workshops for salon workers, as well as via barbering and hairdressing programs in vocational training schools. There is a need for improved specific health messages in media campaigns to general population on salon health hazards.

Phi Phung Le, Bachelor's Thesis (2018): According to his study, the business plan was divided into two main sections, theoretical and empirical part, in order to build up a solid framework for the whole thesis. The author believes the most important factor of a successful start-up company is a business plan since the plan must include essential theories and support researches for future business.

John S. Luque, Levi Ross, and Clement K. Gwede (2015): According to his study, barbers are willing participants in community-based research projects if trust has been established, and they can see the health benefits for their customers to receive information and health screenings. The success of barber-administered health education and outreach programs, models will emerge so that such programs can be replicated in diverse African American communities and contribute to reducing health disparities.

Research Gap:

After analysis of Indian and foreign studies, "We came to know that, there're no major studies undertaken in the area of opportunities and challenges behind barbershop business in rural area especially in Moodbidre Thaluk"

Research Methodology:

a. Scope of the study:

In this study, effort shall be made to identify the role of community-based enterprise towards rural development with barber shops. In other words, the study shall be limited to the issue in objective of the study then to examine the awareness about health hazards and it is limited to Moodbidri to Siddkatte area. The research also believes that based on the outcome of the study, the government can take necessary steps to give the benefits to the barbers.

b. Sources of data:

The study is based upon both primary and secondary data. In order to know the life style, presents status, opportunities and challenges faced by entrepreneurs in barbershop business, a group of 30 respondents were selected from different places of Moodbidri thaluk. Pre-designed questionnaires are distributed to record the response of respondents for proposed study. Secondary sources of information are collected from various sources to understand the conceptual background and, to analyze existed studies in the proposed field.

c. Tools of Analysis:

Responses of respondents systematically collected and recorded in the form in excel sheet and same is imported to SPSS for further process. Different statistical and econometric techniques applied in this study include descriptive analysis and ANOVA tables.

d. Research Approach:

This study is based on deductive approach of research, where existed research contributions are analyzed through a well defined hypothesis. Conclusions are drawn from the result of empirical evidence after applying several econometric and statistical models.

e. Research Design:

Cross-sectional sampling method is applied for selecting samples by dividing entire population into different parts on the basis of geographical area, which helped us to generalize the final findings without having geographical bias.

f. Hypothesis:

Hypothesis 1:

H_0 = All the sources of opportunities contribute equally among barbershop entrepreneurs in Moodbidri Thaluk.

H_1 = All the sources of opportunities will not contribute equally among barbershop entrepreneurs in Moodbidri Thaluk. (One-way ANOVA)

Hypothesis 2:

H_0 = All the sources of challenges contribute equally among barbershop entrepreneurs in Moodbidri Thaluk.

H_1 = All the sources of challenges will not contribute equally among barbershop entrepreneurs in Moodbidri Thaluk. (One-way ANOVA)

ANALYSIS AND INTERPRETATION:

Table 1: Community of Barbers

Options	Respondents	Percentage
Bandari (savitha)	22	73.33%
Muslims	4	13.33%
Madivala	4	13.33%
Total	30	100%

The above table shows the information regarding community of barbers which they will belongs. Where 74% of respondents belongs to under the community of bandari, 13% of respondents are under the community of Muslims, and 13% of respondents are belongs to Madivala community.

It shows that 74% of barbers are belongs to the under the community of bandari that is under the Savitha community, because barbering is their profession. The occupation of barber is followed by the old generation people that culture will be followed by the today's generation people.

TABLE 2: DIFFERET AGE GROUPS OF BARBERS.

Age	Respondents	Percentage
25-35	6	20%
35-45	15	50%
45-55	7	23.33%
55-65	2	6.67%
Total	30	100%

The above table reveals 50% of respondents who are engaged in barber shop business whose age is between 35-45 years. 23% of barbers whose age is between 45-55 years. 20% of barbers who are engaged whose age is between 25-35 years. 7% of barbers whose age is between 55-65 years.

50% of respondents are between 35-45 middle age group people more engaged in barber shop business.

TABLE 3: THE LITERACY RATE OF BARBERS

Options	Respondents	Percentage
Literate	26	86.67%
Illiterate	4	13.33%
Total	30	100%

The above table reveals the information regarding literacy rate of barbers. Where 86.67% of respondents are literates and 13.33% of respondents are illiterates.

It shows that 86.67% of respondents of barbers are literates who have completed their primary, high school, PUC and degree.

TABLE 4: TYPE OF BARBER BUSINESS

Options	Respondents	Percentage
Sole trading	30	100%
Partnership	0	0%
Total	30	100%

The table shows information regarding the type of barber shop concern which they start the business, whether sole trading or partnership. Where 100% of respondent's response that the business is sole trading concern and no one response that business is partnership concern.

100% of respondents started the barber shop business with sole trading, because full control over daily business there is no need of sharing profit with other partner. They not prefer partnership concern, because while taking decisions there may chance of creating any conflicts etc.,

TABLE 5: CAPITAL INVESTED TO START A BARBER BUSINESS

Options	Respondents	Percentage
Less than 50000	1	3.33%
50000-100000	7	23.33%
100000-150000	19	63.33%
150000 & above	3	10%
Total	30	100%

The above table depicts the amount of capital invested to start the barber shop business. Where 3.33% of respondent's response that they were invested less than 50000 amounts of capital, 23.33% of respondent's response that they were invested Rs. 50000- 100000 amount of capital, 63.33% of respondent's response that they were invested Rs. 100000-150000 amount of capital and 10% of respondent's response that they were invested Rs 150000 & above amount of capital.

63.33% of respondents invested capital around 100000- 150000 to start up the barber shop business, because the technology will be changes day by day and new trends will be updated. The equipment's which are used for rendering services that cost will increase.

TABLE 6: RECENT DEVELOPMENTS IN PAST 3-5 YEARS IN BARBER BUSINESS

Options	Respondents	Percentage
Yes	25	83.33%
No	5	16.67%
Total	30	100%

As the above table shows, the information regarding recent developments in barber shop business in past 3- 5 years. Where 83.33% of respondent's response that there is recent developments will take place in their business and 16.67% of respondents response that there is no recent developments will take place in their business.

83.33% respondents are saying that in past 3- 5 years in their business will developed by using new technology and equipment's. Changes in the atmosphere of shop to attract customers and adopting recent trends in their business.

TABLE 7: ANNUAL INCOME OF BARBERS

Options	Respondents	Percentage
Less than 25000	4	13.33%
25000- 50000	10	33.33%
50000- 75000	9	30%
75000 & above	7	23.33%
Total	30	100%

The above table reveals the annual income which is gained by the barbers in their business. Where 13.33% of respondent's response that their annual income is less than 25000, 33.33% of respondent's response that their annual income is around 25000-50000, 30% of

respondent's response that their annual income is around 50000- 75000 and 23.33% of respondent's response that their annual income is 75000 & above.

33.33% of response that their annual income is around 25000- 50000 which is gained after all expenses deducted.

TABLE 8: SPECIAL SKILL TO RUN BUSINESS

Options	Respondents	Percentage
Yes	19	63.33%
No	11	36.67%
Total	30	100%

The above table shows information regarding there is a need of special skill to run the barber shop business. Where 63.33% of respondent's response that there is a need of special skill to run the barber shop business and 36.67% of respondent's response that there is no need of special skill to run this business.

63.33% of response that there is a need of special skill to run and manage the barber shop business.

TABLE 9: BARBERS GETTING FACILITY FROM THE GOVERNMENT

Options	Respondents	Percentage
Yes	2	6.67%
No	28	93.33%
Total	30	100%

The above table reveals the information regarding the barbers getting any facility from the government. Where 6.67% of respondent's response that they will get the facility from the government and 93.33% of respondent's response that they will not getting any facility from the government.

93.33% of respondents not getting any facility from the government, they will don't know about the facilities provided by the government. Government provides so many schemes like loan schemes, health insurance schemes etc., but this community people lack of knowledge about these schemes. Government provides many new schemes it will not reach to ultimate users.

TABLE 11: BASIS FOR FIXING THE PRICE

Options	Respondents	Percentage
a) Based on union opinion	16	53.33%

b) By our self	2	6.67%
Both a & b	12	40%
Total	30	100%

The above table depicts the information regarding the basis for fixing the price for their services which is they will be provided to their customer. Where 53.33% of respondents response that they will fixing the price on the basis of union opinion, 6.67% of respondents response that they will fix the price on the basis of themselves only and 40% of respondents response that they will fix the price on the basis of following both the methods of union opinion and by themselves.

It shows that 53.33% of response that they will fix the price by discussing with the union members and based on the union members opinion, because if the prices are vary from shop to shop then peoples are starting to going, where the low-price charging. Then the competition will start between the shops for this reason they will follow the union opinion.

TABLE 13:PROBLEMS FACED BY THE BARBERS

Options	Respondents	Percentage
Unskilled & unprofessional barbers	19	63.33%
Inability to stay up with the latest trends	3	10%
Lack of constant and available power supply	6	20%
Lack of customer retention techniques	2	6.67%
Lack of hair salon equipment's	3	10%
All the above	2	6.67%
Total	30	100%

The above table reveals that problems faced by the barbers in their business. Where 63.33% of respondents face the problem of unskilled & unprofessional barbers. 10% of respondents will face the problem of inability to stay up with the latest trends, 20% of respondents will face the problem of lack of constant & available power supply, 6.67% of respondents will face the problem of lack of customer retention techniques, 10% of respondents will face the problem of lack of hair salon equipment's and 6.67% of respondents will face the all the problems which is mentioned above.

It states that 63.33% of respondents will face the most important problem of unskilled and unprofessional barbers they are inability to hire and retain skilled and professional barbers.

Testing Hypothesis:

Hypothesis 1:

Table: Response of respondents on impact of factors opportunities towards success of entrepreneurship in barbershop in business.

	Agreement Rank (Out of, between 10 to 50, where 10 is very less Impacting)					Total
	10	20	30	40	50	
a. Less initial investment required	3	2	3	12	10	30
b. Government and financial institutional support.	2	1	2	14	12	31
c. Possibility of building brand images	20	8	1	1	0	30
d. Preference of youth towards trend and modernity	0	2	1	7	20	30
e. Monopoly advantage	22	5	3	0	0	30

Table: Converted value of value of ‘negative impact of challenging factors on success of entrepreneurship in barbershop business’, to make it suit for applying One-way ANOVA.

	Agreement Rank (Out of, between 10 to 50, where 10 is very less Impacting)					Total
	10	20	30	40	50	
a. Less initial investment required	3	4	9	48	50	114
b. Government and financial institutional support.	2	2	6	56	60	126
c. Possibility of building brand images	20	16	3	4	0	43
d. Preference of youth towards trend and modernity	0	4	3	28	100	135
e. Monopoly advantage	22	10	9	0	0	41

H_0 = All the sources of opportunities contribute equally among barbershop entrepreneurs in Moodbidri Thaluk.

H_1 = All the sources of opportunities will not contribute equally among barbershop entrepreneurs in Moodbidri Thaluk. (One-way ANOVA)

Table: Results of One way ANOVA Test:

ANOVA

Converted Value of Success Points					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1850.167	5	370.033	.548	.039
Within Groups	16218.800	24	675.783		
Total	18068.967	29			

Value of significance is 0.039 is lower than minimum required standard of 0.05, which shows evidence for existence of significance difference in mean value of factors of opportunity, which contribute for success of entrepreneurship business in barbershop. Therefore we can conclude by rejecting null hypothesis that, All the sources of opportunities will not

contribute equally for success among barbershop entrepreneurs in Moodbidri Thaluk', there is significance changes'.

Analysis through, 'Post hoc test' reveals that, only three factors of opportunities contribute significantly for success of entrepreneurship business in barbershop. Three factors less initial investment required, Government and financial institutional support and Preference of youth towards trend and modernity.

Hypothesis 2:

Table: Response of respondents on negative impact of challenging factors on success of entrepreneurship in barbershop in business.

	Agreement Rank (Out of, between 10 to 50, where 10 is very less Impacting)					Total
	10	20	30	40	50	
a. Inability to hire and retain skilled and professional barbers	0	1	9	12	8	30
b. Inability to stay-up-to date	16	7	4	2	1	30
c. Lack of constant and available power supply	10	9	9	0	2	30
d. Absence of state cosmetology or barbering license	15	11	3	1	0	30
e. Lack of customer retention techniques	0	0	3	12	15	30
f. Lack of current widely used hair salon equipment	12	9	8	1	0	30

Table: Converted value of 'negative impact of challenging factors on success of entrepreneurship in barbershop business', to make it suit for applying One-way ANOVA.

	Agreement Rank (Out of, between 10 to 50, where 10 is very less Impacting)					Total
	10	20	30	40	50	
a. Inability to hire and retain skilled and professional barbers	0	4	27	24	8	63
b. Inability to stay-up-to date	80	28	12	4	1	125
c. Lack of constant and available power supply	50	36	27	0	2	115
d. Absence of state cosmetology or barbering license	75	44	9	2	0	130
e. Lack of customer retention techniques	0	0	9	24	15	48
f. Lack of current widely used hair salon equipment	60	36	24	2	0	122

H_0 = All the sources of challenges contribute equally among barbershop entrepreneurs in Moodbidri Thaluk.

H_1 = All the sources of challenges will not contribute equally among barbershop entrepreneurs in Moodbidri Thaluk. (One-way ANOVA)

Table: Results of One way ANOVA Test:

ANOVA

Converted Value of Success Points

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1261.100	5	252.220	.436	.819
Within Groups	13881.600	24	578.400		
Total	15142.700	29			

Value of significance is 0.819 is lesser than minimum required standard of 0.05, which shows no evidence for rejecting null hypothesis. Therefore we can conclude by accepting Null hypothesis that, 'All the sources of challenges contribute equally among barbershop entrepreneurs in Moodbidri Thaluk', there is significance change's.

Findings of the study:

A. Hypothecal Findings:

1. 'All the sources of opportunities will not contribute equally for success among barbershop entrepreneurs in Moodbidri Thaluk', there is significance changes'. (Hypothesis – 1, One-way ANOVA)
2. Analysis through, 'Post hoc test' reveals that, only three factors of opportunities contribute significantly for success of entrepreneurship business in barbershop. Three factors less initial investment required, Government and financial institutional support and Preference of youth towards trend and modernity. (Hypothesis – 1, Post hoc test)
3. 'All the sources of challenges contribute equally among barbershop entrepreneurs in Moodbidri Thaluk', there is significance change's. (Hypothesis – 2, One-way ANOVA)

B. General Findings:

1. Majority of the respondents are belonging to the under the community of Nayindas whom are called as Bhandari in Karnataka.
2. The age group between 35-45 years has involved much in barber shop business.
3. Majority of barbers are literates. 35% of the barbers are done their PUC and 26% done primary and high school.
4. Most of the Barbour shops are of sole trading concern. They not prefer partnership concern, because while taking decisions there may chance of creating any conflicts etc.,
5. The overall initial investment to start the business was around 100000-150000.
6. The barbers providing the similar services to their customer. These facility or services commonly expected by the customer from the barber shop.

7. Majority of barbers say that there is a recent development is made in their business by adopting new technology and good working environment.
8. Most of respondents earn annual income up to 25000 to 50000 after deducting all the expenses.
9. There was a statement made by the most of the respondents that they don't face in competition.
10. 63.33% of respondent's response that there is a need of special skill to start managed the barber shop business.
11. There is a high level of satisfaction which is gained by the barbers and very good response from their customers.
12. Some of the respondents are running rented shops.
13. Barbour businessmen are not getting any facility from the government and also they are not aware about any schemes.
14. 60% of respondents state that they will come to know about new fashion through social media and new customer. For this they need some training to manage with the new fashion.
15. The fixation of price to the service they render would vary. As some of them follow union opinion and some of them by themselves.
16. There is necessity of implementing the modern strategies to attract the customer
17. 63.33% of respondents face the problem of unskilled and unprofessional barbers and lack of power supply etc.,

Suggestions

1. Barber shop owners must provide timely and satisfactory services to their clients. Where the rate of client turnover is reported to be high.
2. It is important that the salon owners hire only qualified and well-trained beauticians, stylists, and other personnel.
3. The knowledge beauty personnel should be regularly updated through beauty workshops and seminars.
4. Seeking feedback from clients will help beauty salon owners to learn what they are lacking and what consumers expect.
5. Maintaining a customer database of email addresses and contact numbers can help the salon stay in touch with them.
6. Co-ordinate marketing efforts ensure the success of one's business; it helps in attracting customers and facing competition. Offering smart discounts and loyalty, programs are a part of an overall marketing strategy.
7. The beauticians and their assistants who are rendering services should themselves be well groomed, neat and clean and well dressed.
8. There should be uniformity in the costs for the regular services such as haircut, coloring, shaving, shampoo, facial and waxing etc.,

9. Government should made compulsory registration of beauty salon. This is necessary for preventing untrained and unskilled beauty service providers from playing with the lives of their customers.
10. The government should encourage unions or associations of beauty salon owners for protecting their interest and welfare.
11. The Government should introduce beauty courses as an optional vocational subject in all universities of India.
12. Banks should organize seminars or workshops to inform about their special schemes for entrepreneurs by undertaking proper marketing strategy.
13. Government should provide continuous supply of electricity and water supply with cheap rate.
14. The Government should give free education for children of barber community.
15. Beauty salons may give some gift coupons or render some free services.

Conclusion

Barbershops became a common business where people would go to have their hair cut by a professional barber with good equipment. The profession of barbering is one of the oldest in the world.

In this study, barbers are producing space of customers at hair salon by using the customer behavioral variables, loyalty data, the hairdresser's skill and hair salon's atmosphere or environment in addition to demographic variables. These new adopted strategies influence the customer's attitude toward the revisiting behavior and purchase decisions at the salon. Customer's purchase behaviors are more sensitive against the salon's atmosphere, congestion, and hairdressers' skills. Therefore, more salons need to be investigated. It is also suggested that other related factors of service quality such as internal marketing, detailed hairdresser's quality and skill, peer review among workers must be helpful to measure their productivity and quality. Barbers are adopting new strategy for attracting the customers.

The level of barber's knowledge and performance about personal health hazards associated with their profession is very good. The good performance of barbers leads to prevention of different diseases in society including skin and blood diseases. Majority of them have perception of unhealthy working practices and threat of hazards infection to the customers. They are aware of risk getting infection from their customers. They maintain very good hygiene and they will take some precautionary measures.

The barbers mainly face the problem and challenges like unprofessional and unskilled barbers, they are inability to stay up with the recent trends and lack of customer retention techniques etc., the skill or productivity of hairdressers contribute to raise the probability of revisit, total amount of sales and the loyalty. Government will take necessary measures to development of rural barbers by providing various schemes.

Barbers play the important role in development of rural area by creating employment opportunity and income generation in the field of beauty salons and encouraging entrepreneurship.

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