IMPACT ON HAIR STYLES AMONG COLLEGE STUDENTS

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Abstract

Hairstyle preference is influenced by various factors. The perception of appearance management and physical and social capabilities play a role in hairstyle selection intention. Life satisfaction factors such as socio-economic satisfaction, happiness, and physical satisfaction significantly influenced men's hairstyle behavior. Additionally, the study found that demographic variables such as age and education level can also impact preferred hairstyles. Furthermore, a study on visual evaluation of men's professionalism and preference found that clothing and hairstyle interact with each other and influence the evaluation of professionalism. Traditional evolutionary psychology approaches suggest that hair color preferences for mates are influenced by signals of youth, health, maturity, and stability. Overall, hairstyle preference is influenced by a combination of factors including appearance management, life satisfaction, demographic characteristics, and evolutionary and social processes. It is important to choose a good hairstyle for men because it can enhance their beauty, personality, and confidence. One of the most important factors to consider for choosing the right hairstyle is the individuals face shape. An effective face shape classification can be used for constructing a hairstyle recommendation system. These two hairstyles caused a much larger change in the dimension of health than in the rest of the dimensions. Finally, male raters considered the longer-haired female subjects' health status better, especially if the subjects were less attractive women. The possible relationships between facial attractiveness and hair are discussed, and alternative explanations are presented.

Keywords:

Hair style, Culture, Types, Appearance, Human Values

1. INTRODUCTION

A hairstyle, hairdo, haircut or coiffure refers to the styling of hair, usually on the human scalp. Sometimes, this could also mean an editing of facial or body hair. The fashioning of hair can be considered an aspect of personal grooming, fashion, and cosmetics, although practical, cultural, and popular considerations also influence some hairstyles. Throughout times, people have worn their hair in a wide variety of styles, largely determined by the fashions of the culture they live in. Hairstyles are markers and signifiers of social class, age, marital status, racial identification, political beliefs, and attitudes about gender. Some people may cover their hair totally or partially for cultural or religious reasons. Notable examples of head covering include women in Islam who wear the hijab, married women in Haredi Judaism who wear the sheitel or tichel married Himba men who cover their hair except when in mourning, Tuareg men who wear a veil, and baptized men and women in Sikhism who wear the dastar. A hairstyle's aesthetic considerations may be determined by many factors, such as the subject's physical attributes and desired self-image and/or the stylist's artistic instincts. Physical factors include natural hair type and growth patterns, face and head shape from various angles, and overall body proportions; medical considerations may also apply. Self-image may be directed toward conforming to mainstream values (military-style crew cuts or current "fad" hairstyles such as the Dido flip), identifying with distinctively groomed subgroups (e.g., punk hair),A hairstyle is achieved by arranging hair in a certain way, occasionally using combs, a blow-dryer, gel, or other products.

1.1 STATEMENT OF THE PROBLEM

In present era students are having different hair style in their life. It is not proper and awkward. Their appearance is not good. It is degrading their image. So that the researcher analyzed the problem and this study is titled Impact on Hair styles among college students

1.2 OBJECTIVES OF THE STUDY

- To know about the different types of hairstyles preferred by the college students
- To know about the student's expectation on saloons
- To understand the relationship between hairstyle and hairproblems
- To know about the frequency at visit to hair spa
- To gain knowledge about the amount spent for doing different hairstyle and colouring the effort
- To know about study taken by the college students to maintain their hair

1.3 SCOPE OF THE STUDY

It aims to study the various level hairstyles among youth in Dindigul. By solving this problem, we can regain our younger generation with hairstyle attributes and make them more socialize with the society

2. RESEARCH DESIGN

This study used quantitative researchdesign to determine the possible correlation between the impact of hairstylesof student behaviourThe study is descriptive in natureThe data for the study has been collected from both primary and secondary data.Primary Data was collected from the college student in the form of direct contact with structured questionnaire. Secondary Data was collected by browsing magazines, newspaper, articles and papers related to online gaming.

2.1 SAMPLE DESIGN

The study is conducted on college students' attitude towards hairstyles in Dindigul and the population is infinite. People having variety of hairstyles is impossible to determine. Study the attitude of towards hairstyles of college students in Dindigul and the population is infinite. Therefore, sampling methods are used in order to collect data. The sampling method used in this study is snowball sampling under the non-probability sampling method.

The sample population for the study has been taken from students and sample size is 50. The tool used for analyzing the data collected is percentage analysis

2.1.1 Hair Style:

Table.1. Hair Style

Countries Hairstyle	Indian Hairstyle
Bro flow	Straight Shag
Man Bun	Long Wavy Mop
Modern Pompadour	Disheveled Rolled-Out-of-Bed Look
Caesar Cut	Gelled-up Dapper Do
Buzz Cut	Shaggy Crop
The Undercut	Medium Shag
Quiff	Razored Crop
Faux Hawk	Slicked Back gentleman
Ivy League	Spiky Short
Slick Back	

The various hairstyle organization functioning in all over the world are listed below,

- Sahanazhussain: Lakme
- Studio 11 Salon & Spa: Green trends
- Tony and guy: Juice saloon
- Naturals: Truefit and Hill
- Cut and style: Beardo hair spa

2.1.2 Hairstyle Services:

There is a distinction between a beauty salon and a hair salon and although many small businesses do offer both sets of treatments; beauty salons provide extended services related to skin health, facial aesthetics, foot care, nail manicures, aromatherapy — even meditation, oxygen therapy, mud baths and many other. Various types salons are functioning such as Hair salons, Spa salons, Nail salon and tanning salons

- Haircutting, colouring and styling
- Waxing and other forms of hair removals
- Nail treatments and Hair wash and spa
- And other special complementary

Table.2. Hairstyle services

Hair Cut & Finish	Hair Colour
Cut and Hair Care	Hair Colour (Ammonia & Ammonia Free)
Shampoo & Conditioning	Hi - Lites
Head Massage	Beard Colour
Beard Styling	
Hair/Beard Colouring	
Hair Texture	Hair Treatments
Straightening	Hair Spa
Smoothening	Advanced Moisturising
Rebonding	Scalp Treatments

Perming	Colour Protection
Skin Care	Beard Grooming
Clean Ups	Beard Trim
Facials	Beard Colour
Organic Treatments	Beard Styling
Manicure	Shave
Pedicure	Luxury Shave & Beard Spa

2.1.3 Hair Style Service Tariff:

Table.3. Tariff

SERVICES	COST
Hair Cut - Senior Stylist - Men	₹ 450*
Hair Cut - Stylist – Men	₹ 300*
Hair Cut - Stylist – Men	₹ 750*
Hair Cut - Backstage Heroes – Men	₹ 850*
Shave	₹ 250*
Beard Trim	₹ 250*
Hair Styling- Men	₹ 200*
Color- Beard	₹ 400*
Color- Moustache	₹ 300*
Global Hair Coloring- Men	₹ 700*
Streaking – Men	₹ 950*
Moroccan Oil Head Massage- Men	₹ 600*
Protein Rush Spa- Men	₹ 1200*
Ayurvedic Spa – Men	₹ 1500*
Oil Ultima Enriching Ceremony-Men	₹ 1500*
Essential Hair fall Treatment- Men	₹ 1200*

3. DATA ANALYSIS AND INTERPETATION

For evaluating the quality of customer satisfaction of hairstyles, a number of critical variables are selected for conducting an in-depth analysis. The results of the socio-economic factor analysis are presented in the Table.4.

Table.4. Socio Economic Factors

Sl. No	Gender	No of respondent	Percentage
Gender			
1	Male	33	66
2	Female	17	34
Age			
1	18-25yrs	47	94
2	25-30yrs	2	4
3	30-40yrs	-	-
4	Above 40yrs	1	2
Size of the family			
1	Less than 3	6	12
2	3-5 members	40	80
3	Above 5 mem	4	8

The analysis shows that 66 % of the respondents were Male and 34% of the respondents were Female. 94 % of the respondents are falls in 18-25 Yrs. age category. 4 percent of the respondents come under the 25 – 30 Yrs. category. 80 % of respondents having 3-5 members in their family. 12 percent of the respondents are having less than 3 members in their family and 8 percent of the respondents are having above 5 members in their family.

3.1.1 Satisfaction of the Hair Style:

Table.5. Satisfaction of the hair style

Sl. No	Particulars	No. of respondents	Percentage
1	Yes	43	86
2	No	7	14
	Total	50	100

The Table.5 shows that 86% of respondents are satisfied with their hairstyles. 14% of respondents are not satisfied with their hair style.

3.1.2 Choosing Hairstyle:

In market variety of hair styles are available. The researcher made an attempt to know the hair style choosing by the students and results are presented in Table.6

Table.6. Choosing Hairstyle

S. No.	Particulars	No.of respondents	Percentage
1	Comfortable	31	62
2	Unique	10	20
3	Passion	9	18
	Total	50	100

The Table.6. shows that 62 % of respondents choosing comfortable hair style. 20 percent of the respondents choosing Unique hair style and rest of 18 percent respondents are choosing passion hair style.

3.1.3 Purpose of Hair Style:

The researcher made an attempt to know the reasons for keeping the hair style among the students group. The results are given in table no7

Table.7. Purpose of Hairstyle

Sl. No	Particulars	No.of respondents	Percentage
1	Group of unique	12	24
2	Handsome	16	32
3	Comfortable	22	44
	Total	50	100

The Table.7 shows that 44 % of respondents are said the reason is comfortable for us. 32% students are felt its handsome. 24% of the students said uniqueness.

3.1.4 Hairstyle Reference:

In present era referral market is in major factor to influence the sale of product. The researcher made an attempt to analyse the student's referral position and the result is given in Table.8.

Table.8. Hair Style Reference

Sl. No	Particulars	No.	Percentage
1	Friends	36	72
2	Advertisements	2	4
3	Trendsetters	7	14
4	Celebrities	5	10
	Total	50	100

The Table.8 shows that 72% of respondents are referred their hairstyles to friends. 14% of the respondents become a trend setters and 10% of the respondents are following celebrities.

3.1.5 Duration of Hair Cutting:

The researcher made an attempt to analyse the duration of hair cutting and the result is presented in Table.9.

Table.9. Duration of hair cutting

Sl. No	Particulars	No.	Percentage
1	Monthly once	22	44
2	Monthly twice	10	20
3	2-3 months once	6	12
4	Above 3months	12	24
	Total	50	100

The Table.9 shows that 44% of respondents are visit hair spa once in a month. 24% of the respondents are above 3 months and 20% of the respondents monthly twice going to cut their hair.

3.1.6 Amount Spending for Haircut:

The students are spending amount based on their family situation and their level income and need of hair style. The result is given below Table.10.

Table.10. Amount Spending for Haircut

Sl. No	Particulars	No.	Percent
1	Rs. 100 – 200	29	58
2	Rs. 200-500	13	26
3	Above Rs. 500	8	16
	Total	50	100

The Table.10 shows that 58% of the respondents spent Rs. 100 to Rs. 200 for haircut. 26% of the respondents are spent Rs. 200 to Rs. 500. Rest of the 16% of the respondents are spending more than Rs. 500.

3.1.7 Preferred Saloon:

Students are preferring saloons based on the available features and facilities.

Table.11. Reason for preference of saloon

Sl. No.	Particulars	No.	Percentage
1	AC	20	40
2	News Paper	11	22
3	Television	19	38
	Total	50	100

The saloons are offering the following services such as Air conditioner, newspaper, soft drinks, television and etc... The researcher made an attempt to analyse the features and the result is given in Table.11.

The Table.11 shows that 40% of respondents are preferred Saloon for Air conditioner. 38% of the respondents are preferred for Television and 22% of the respondents are preferring for newspaper.

3.1.8 Hair Style Preference:

In Market, variety of Hair styles are available likely Normal haircut, trending style and traditional haircut. The researcher made an attempt to analyse the style which is chosen by the respondents and the result is presented in Table.12

Table.12. Hair Style Preference

Sl. No	Particulars	No.	Percent
1	Trending hairstyles	21	42
2	Normal haircuts	22	44
3	The same haircuts	7	14
	TOTAL	50	100

From the Table.12 observed that 44% of respondents prefer normal haircuts and 42% of the respondents are preferred trending hair styles and rest of the respondents are using same haircuts.

3.1.9 Instrument preferred for haircut

Saloons are using various instruments for hair cut such as Trimmer, Scissors, Blades and etc. The results are given in Table.13.

Table.13. Instrument preferred for Haircut

Sl. No	Particulars	No.	Percentage
1	Trimmer	24	48
2	Scissors	14	28
3	Blades	2	4
4	Both A and B	10	20
	Total	50	100

The Table.13 shows that 48% of respondents are prefer trimmer for their haircuts. 28% respondents preferred Scissor and 4% of the respondents are preferred blades for haircut.

3.1.10 Hair Problem:

Youngsters are facing so many hairs problem due to various reasons. The researcher made an attempt to analyse the problems faced by the respondents are not and result is given in Table.14.

Table.14. Hair Problem

Sl. No.	Particulars	No.	Percentage
1	Yes	30	60
2	No	20	40
	Total	50	100

The Table.14 shows that 60% of the respondents are faced hair problem and 40% of the respondents not having any problems.

3.1.11 Problems Faced:

The researcher made an attempt to analyse the problems among the respondents with the following problems are Dandruff, Hair falls and some other problems. The result is given in Table.15.

Table.15. Problems Faced

Sl. No	Particulars	No	Percentage
1	Dandruff	10	20
2	Hairfall	25	50
3	Both problems	15	30
	Total	50	100

The Table.15 shows that 50% of respondents faced hair fall problem and 30% of the respondents facing both the problems

3.1.12 Same Hair Style:

The researcher made an attempt to analyse the change of hair style and the result is given below Table.16.

Table.16. Same hairstyle from childhood

Sl. No	Particulars	No.	Percentage
1	Yes	16	52
2	No	24	48
	Total	50	100

The Table.16 shows that 52 % of respondents not changing they're from born and 48% of the respondents changing their hair style based on the trend or situation.

3.1.13 Products used to maintain hair:

The students are using more number and variety of material for maintaining hair and that are Coconut oil, Allover gel, Cerium and non-chemical products. The results are given in Table.17.

Table.17. Products use to maintain hair

S. No.	Particulars	No.	Percent
1	Coconut oil	37	72
2	Allover gel	3	6
3	Cerium	2	4
4	Non chemical products	8	16
	Total	50	100

The Table.17shows that 72% of respondents using coconut oil to maintaining their hair. 16% of the respondents are using some non-chemical products and rest of the students are using alive gel and cerium.

3.1.14 Problems Faced:

The researcher made an attempt to analyse the problems faced by the students and the result is given in Table.18.

Table.18. Problems faced

Sl. No	Particulars	No. of respondents	Percentage
1	Yes	23	46

2	No	27	54
	Total	50	100

The Table.18shows that 54 % of respondents did not face any problems and 46% of the respondents are faced hair problem due to hair cutting methods.

3.1.15 Services availed in the saloon:

Saloons are offering various services to the customers such as Hair cut, Hair wash, Dye, Shaving and trimming. The researcher made an attempt to analyse the services availed by the customers and the result is given in Table.19.

Table.19. Services availed in the saloon

Sl. No	Particulars	No.	Percent
1	Haircut with hairwash and spa	17	34
2	Haircut only	30	60
3	Haircut with hairspa	3	6
	Total	50	100

The Table.19 shows that 60 % ofrespondents are preferred hair cut only. 34% of the respondents and doing haircut and hair wash. Minimized are availing other services which are offered by saloons.

4. FINDINGS

- 66 % of the respondents were Male and 34% of the respondents were Female.
- 60 % of respondents are preferred hair cut only. 34% of the respondents and doing haircut and hair wash. Minimized are availing other services which are offered by saloons.
- 54 % of respondents did not face any problems and 46% of the respondents are faced hair problem due to hair cutting methods.
- 72% of respondents using coconut oil to maintaining their hair. 16% of the respondents are using some non-chemical products and the rest of the students are using alive gel and cerium.
- 52 % of respondents not changing they're from born and 48% of the respondents changing their hair style based on the trend or situation.
- 94 % of the respondents are falls in 18-25 Yrs. age category. 4% of the respondents come under the 25 – 30 Yrs. category
- 80 % of respondents having 3-5 members in their family. 12% of the respondents are having less than 3 members in their family and 8% of the respondents are having above 5 members in their family.
- 86%of respondents are satisfied with their hairstyles. 14% of respondents are not satisfied with their hair style.
- 62 % of respondents choosing comfortable hair style. 20% of the respondents choosing Unique hair style and rest of 18% respondents are choosing passion hair style.
- 72% of respondents are referred their hairstyles to friends. 14% of the respondents become a trend setters and 10% of the respondents are following celebrities.

- 44% of respondents are visit hair spa once in a month. 24% of the respondents are above 3 months and 20% of the respondents monthly twice going to cut their hair.
- 58% of the respondents spent Rs. 100 to Rs. 200 for haircut. 26% of the respondents are spent Rs. 200 to Rs. 500. Rest of the 16% of the respondents are spending more than Rs. 500.
- 40% of respondents are preferred Saloon for Air conditioner. 38% of the respondents are preferred for Television and 22% of the respondents are preferring for newspaper.
- 44% of respondents prefer normal haircuts and 42% of the respondents are preferred trending hair styles and rest of the respondents are using same haircuts.
- 60% of the respondents are faced hair problem and 40% of the respondents not having any problems.
- 52 % of respondents not changing they're from born and 48% of the respondents changing their hair style based on the trend or situation.

4.1 SUGGESTIONS

- It is recommended that the hairspa/saloon may provide coupon card to regular customer for increasing the sales volume
- It is suggested that the shops may offer discounts for students those who prefer normal hairstyles that also avoid hair problems
- It is suggested that normal hair dresser may apply subsidiary loans with guidance of bank to procure machineries provide for better hairspa service which improve the customers satisfaction level with affordable price.

5. CONCLUSION

This study is confined with observation about the study of college students' attitude towards hairstyles only. This has revealed some useful information from both the customers and the barbers. So, the study can taken up for the customer satisfaction level for Hair services.

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