

Entrepreneurship in Women's Beauty Sciences

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Abstract

Entrepreneurship in the field of beauty sciences, especially focus on women, has experienced significant growth in recent years. This phenomenon, in addition to providing the growing needs of society for beauty services, has provided many jobs and economic opportunities for women. Given many women's inherent interest in beauty and cosmetics, they have successfully established thriving businesses in this area by leveraging their creativity and skills. This article, focusing on the role of women in entrepreneurship in the field of beauty, examines the different dimensions of this issue. It begins with a definition of entrepreneurship in beauty sciences and its importance in society. Next, by reviewing existing statistics and data, the article highlights the prominent role of women in this field and the challenges they face. In the following, factors affecting the success of women's entrepreneurship in beauty sciences, such as education, management skills, access to financial resources and networking, have been analyzed. Finally, recommendations for supporting women's entrepreneurship in this domain are provided. The findings of this research indicate that women's entrepreneurship in beauty sciences not only creates jobs and generates income but also significantly enhances women's quality of life and boosts their self-confidence. However, for the sustainable development of this field, the need for more support from the government, private institutions and civil society is felt. Creating appropriate infrastructure, providing specialized training, facilitating access to financial resources and supporting the branding of products and services produced by women are among the most important measures that can help the growth and development of women's entrepreneurship in the field of beauty sciences.

Keywords: Entrepreneurship, beauty sciences, women, employment, economy, education, management skills, financial resources, networking.

Subject Introduction

Entrepreneurship is a process that utilizes new knowledge, such as innovation, to create products and services. It can also be simply understood as the act of creating a new company. Although there is no global consensus on the exact definition of entrepreneurship, summarize multiple definitions as a process involving the formulation of ideas, vision, and change, which requires commitment and passion for the concept while employing innovative ideas. Problem-solving is described as a crucial aspect of entrepreneurship, as innovative ideas enable the creation of unique products and assist entrepreneurs in responding to the ever-changing demands of the market and customer expectations (1-2-3-4).

Operationally, entrepreneurship can be defined as the identification, evaluation, and pursuit of opportunities to create economic or social value through innovation. Exploiting recognized opportunities requires skills, passion, and an understanding of the economic market. This leads entrepreneurs to select specific products or services and establish investments using their resources. Given that opportunity recognition is a common factor, entrepreneurial companies also share similarities in their performance characteristics, which are generally based on their levels of innovation and growth. It is believed that innovation is a source of economic value and that for most entrepreneurial companies, growth is the primary objective (5-6-7-8-9).

Several factors influence women's ability to become entrepreneurs, stemming from both personal circumstances and external conditions. Women claim they seek freedom in their lives through entrepreneurial autonomy. Additionally, other drivers identified for women's entrepreneurship are results of developing and wealthy economies, where women in managerial and executive positions seek self-expression, challenges, a desire for work independence, self-achievement, and recognition in society (10-11).

Women's entrepreneurship motivation can be seen through role models. The effect of role models has a direct effect on women's entrepreneurial activity and an indirect effect on improving entrepreneurial skills. Role models are considered a way to provide female entrepreneurs with the confidence to use or develop entrepreneurial skills. With more modern models of entrepreneurship that have the characteristics of a woman, women who want to become entrepreneurs may view entrepreneurship more positively (12).

One of the aspects studied in entrepreneurship research is the characteristics and motivations of entrepreneurs. Among these characteristics and motivations, intrinsic motivation and passion are often recognized as the primary reasons for men and women to become entrepreneurs. This is not gender-specific (13-14).

Most entrepreneurs have an interest in entrepreneurship or what they pursue. However, this might overlook the unique personal motivations of women in the beauty industry, such as their passion for helping other women with issues related to appearance, skin, and beauty through entrepreneurship in the beauty sector (7).

In a significant study, Ahil found that men experience advantages in entrepreneurship due to their gender, supported by a prevalent masculine culture. This explains why women with more feminine traits are at a disadvantage within the entrepreneurial industry (15).

Women represent the fastest-growing group of entrepreneurs and significantly contribute to today's employment and innovation economies. Beauty companies led by men are increasingly facing competition from startups. Given the rise of women's entrepreneurship in the beauty industry, recognizing the factors that encourage women towards their businesses in entrepreneurship is crucial (16-17,12).

Despite being a women-centered industry, over 70% of top executive roles in the beauty industry are held by men. While men maintain control over companies dominating the beauty industry, women begin to question why the colors of their lipsticks are dictated by men. With the influx of women entrepreneurs entering the beauty industry, research indicates that large beauty companies run by men are increasingly contending with startup competition. Between 2012 and 2017, over 100 beauty companies were identified receiving venture capital investments, 53% of which were founded by women. Additionally, in 2022, L'Oréal launched an investment fund to support startups created by women entrepreneurs, currently backed by 25 million euros. Although the beauty industry experienced an 8% decline in revenue during the pandemic in 2020, it regained popularity, reflecting that 2021 was the best year for cosmetic sales, with the beauty industry aiming to exceed 120 billion dollars in revenue by 2025. Overall, in today's world, the beauty industry has evolved into a thriving and dynamic sector. As individuals become more aware of the importance of appearance and beauty, the demand for beauty products and services continues to rise. In this context, women serve as key consumers and active entrepreneurs. Nevertheless, entrepreneurship in the beauty sciences offers numerous opportunities for women, alongside various challenges. On one hand, this field has created many jobs and economic opportunities for women, while on the other hand, challenges such as lack of funding, intense competition, and social and cultural restrictions have posed obstacles to the growth and development of women's entrepreneurship. Thus, this research aims to explore the opportunities and challenges facing women entrepreneurs in the beauty sciences and to propose solutions for overcoming these challenges. (18,16,17-19-20).

Theoretical Foundations

User Motivation in Beauty and Entrepreneurship

Women who have cited health as a motivating factor have shared unique stories about what has driven them toward entrepreneurship. Health can show the need to address personal health issues that are not widely addressed in the beauty industry, such as eczema. Individual health can be observed in scenarios where women who have personally experienced serious health issues, like cancer, struggle to find a wide range of health-safe beauty products. Similarly, the health of others emerges as a significant theme. Negative health experiences of family members can act as a motivational driver for searching for healthier options for themselves and other beauty users. These factors can be considered more than simple push or pull factors. Women play an important role in the innovation and development of the beauty industry with their creativity, artistic taste, and accurate understanding of the needs of customers.

By creating personal brands and providing specialized services, they have helped to diversify and improve the quality of beauty services. However, women's participation in the big decisions of the beauty industry and their access to resources and equal opportunities are still less than men. This research seeks to explore the role of women in the innovation and development of the beauty industry and identify the barriers to their greater participation in this field.

Entrepreneurship in beauty sciences can serve as a powerful tool for the economic empowerment of women. By establishing small and large businesses in this field, women can achieve financial independence and contribute to the economic improvement of their families. This research examines the impact of entrepreneurship in beauty sciences on the economic empowerment of women and presents successful models in this field (21).

The idea of motivation related to culture does not address women who draw inspiration from their culture or seek to engage with cultural issues in the beauty industry. Therefore, creating an understanding of culture as a motivation in beauty industry research is crucial, particularly in terms of how it inspires entrepreneurial efforts and product development (22).

The History of the Fashion and Beauty Industry

The fashion and beauty industry has deep roots in human history. Since ancient times, people have cared about their appearance and used clothing and cosmetics to adorn themselves and distinguish themselves from others. In ancient Egypt, Queen Nefertiti was a symbol of beauty and allure with her cat-like eye makeup and the use of natural cosmetics like henna. Similarly, in ancient Greece, the ideal feminine beauty was defined by fair skin, golden hair, and a proportionate figure.

During the Middle Ages, fashion and beauty were influenced by the Church and religious values. Clothing was simple and modest, and makeup was kept to a minimum. However, with

the onset of the Renaissance, the interest in beauty and extravagance was revived. Women began to wear colorful and embellished garments, and facial makeup became more popular. In the 18th century, fashion and beauty were heavily influenced by the French court, with Marie Antoinette's extravagant styles setting trends for many women.

In the 19th century, the Industrial Revolution and technological advancements transformed the textile and clothing manufacturing industries. Clothing became cheaper and more accessible, leading to a broader spread of fashion in society. The 20th century saw the emergence of cinema and fashion magazines, turning the fashion and beauty industry into a massive global enterprise. Renowned designers like Coco Chanel and Christian Dior brought radical innovations that reshaped the industry. In recent decades, the rise of social media and the internet has made fashion and beauty a global phenomenon, significantly affecting people's culture and lifestyle (23).

In summary, the fashion and beauty industry has undergone remarkable transformations from the past to the present. This industry is considered not only as an important economic industry, but also as a reflection of the culture, society and values of humans.

Entrepreneurship

Entrepreneurship is the driving force behind the economy and innovation. An entrepreneur is a creative and bold individual who establishes new businesses with their innovative ideas. Entrepreneurship not only contributes to economic growth but also leads to job creation and an improvement in the quality of life for individuals. Successful societies are societies that support the entrepreneurial spirit of their people and give them the opportunity to turn their ideas into reality. Entrepreneurs respond to societal needs by creating new products and services, thereby contributing to sustainable development. Success in entrepreneurship requires extensive knowledge, skills, and perseverance. Additionally, support from the government, investors, and business networks plays a significant role in the growth of startups (24).

Entrepreneurship is a process in which a person or a group of people, by identifying a business opportunity, start and manage a new business. This process includes various stages including ideation, planning, financing, implementation and business growth. Entrepreneurs typically possess traits such as creativity, innovation, risk-taking, perseverance, and leadership abilities. As an economic engine, entrepreneurship plays a crucial role in job creation, increasing Gross Domestic Product (GDP), and developing new technologies (25).

Findings

Entrepreneurship in the beauty sciences sector, especially for women, has created exceptional job opportunities and personal growth. This growing industry, due to the growing importance of beauty and health of skin and hair, is always evolving and innovating.

- *Growing market:* The global beauty industry is considered one of the biggest and most profitable industries. With the increase in people's awareness of the importance of beauty and skin and hair health, the demand for beauty products and services has increased dramatically. The global beauty industry, like an ocean full of bright opportunities, is getting wider and more profitable. With increasing public awareness of the importance of beauty and skin and hair health, the demand for beauty products and services has grown dramatically. This increasing growth is due to several factors; including the increase in per capita income of people, the expansion of social media and targeted advertising, and the change of lifestyle towards giving more importance to personal appearance (26).
- *Variety of Services:* The beauty sector encompasses a wide range of services, from hairstyling and skincare to more specialized services like micropigmentation and laser therapy. This diversity allows entrepreneurs to choose and specialize in various fields (26).
- *Advantages of Entrepreneurship in Beauty:* entrepreneurship in this field brings many advantages, including financial independence, flexibility in time and place of work, opportunity for creativity and innovation, and creating a personal business.
- *Challenges of Entrepreneurship in Beauty:* Despite all the opportunities, entrepreneurship in this area comes with its challenges. Intense competition, the need for initial investment, time and resource management, and staying updated with the latest technologies and trends are some of these challenges.
- *Importance of Education and Skills:* To succeed in entrepreneurship in the field of beauty, it is necessary to have the necessary knowledge and skills in various fields, including hairdressing, skin care, marketing and business management.
- *Role of social media:* social media plays a crucial role in the success of beauty entrepreneurs. Utilizing these platforms allows for easy communication with clients, strengthening of personal brands, and promotion of services.
- *Importance of Personal Branding:* Creating a strong personal brand is one of the keys to success in this field. By creating a distinctive and attractive personal brand, you can gain the trust of customers and achieve sustainable success.
- *Importance of Customer-Centric Approach:* Customer satisfaction is the most critical success factor in any business, including the beauty sector. Providing high-quality services, maintaining professionalism, and building strong relationships with clients are among the factors that enhance customer satisfaction.
- *Importance of Innovation and Creativity:* The beauty industry is always changing and evolving. To thrive in this competitive market, one must seek new and creative ideas and offer novel services.

- *Future of Entrepreneurship in Beauty*: The future of entrepreneurship in the field of beauty: due to the growing growth of this industry and increasing people's awareness of the importance of beauty and health, the future of entrepreneurship in the field of beauty is very bright. By using new technologies and providing specialized and high-quality services, significant successes can be achieved (27).

Conclusion

Entrepreneurship in the field of beauty sciences, especially women-centered, is a growing and dynamic phenomenon that has created significant changes in this industry in recent years. The innate interest that many women have in beauty and makeup, combined with their skills and creativity, has paved the way for the emergence of innovative and successful businesses in this field.

The role of women in this field is very prominent. They act not only as the main customers of beauty services, but also as entrepreneurs and business owners. By establishing small and large businesses in various aspects of cosmetics and wellness, producing natural beauty products, and offering specialized skin and hair services, women have contributed to job creation and income generation, achieving economic independence.

The beauty market is a dynamic market full of opportunities that is growing at a high speed. Entrepreneurs who work in this field can achieve significant success by identifying customer needs and using innovation and creativity.

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