

ECO-FRIENDLY TRANSFORMATION IN BEAUTY SALONS: OPPORTUNITIES AND HURDLES IN GREEN ENTREPRENEURSHIP-A REVIEW

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ABSTRACT

The beauty salon industry is crucial to the economy but is under pressure to implement sustainable practices in response to environmental issues. The present study examines the problems and opportunities associated with green entrepreneurship, emphasizing challenges such as elevated costs, restricted access to eco-friendly materials, knowledge deficiencies, and reluctance to change, particularly within small salons. Nonetheless, the pursuit of sustainability yields advantages such as differentiation in the market, loyalty amongst customers, and cost savings through enhanced efficiency and waste minimization. The rising consumer demand for environmentally sustainable services, along with governmental incentives, bolsters this transformation. The study underscores a lack of industry-specific strategies and regional insights. By using biodegradable products, optimizing resources, and adopting sustainable branding, salons can align with global sustainability goals and enhance their competitiveness. Collaboration among policymakers, suppliers, and salon owners is crucial to create a supportive ecosystem. Overall, despite existing challenges, pursuing green entrepreneurship is essential for salons aiming for environmental responsibility and business growth.

KEYWORDS: Beauty salons, Green entrepreneurship, Sustainability, Eco-friendly practices, Sustainable business.

I. INTRODUCTION

The beauty salon industry significantly contributes to global economies; however, it also has a notable environmental impact due to its extensive reliance on chemical products, energy, and water resources. As sustainability gains prominence as a critical concern, beauty salons are increasingly encouraged to adopt green entrepreneurship, which entails integrating environmentally sustainable practices into their business models. Bansal and Roth (2000) propose that green entrepreneurship allows enterprises to tackle environmental issues while attaining profitability by adopting eco-friendly products, minimizing waste, and employing energy-efficient

processes. Nevertheless, Schaltegger and Wagner (2011) assert that the transition to sustainable business practices presents considerable challenges, particularly financial barriers such as the high initial investments required for green technologies and the limited availability of eco-friendly products. Moreover, some salon proprietors and staff members lack the essential expertise and training to proficiently execute sustainable procedures, thereby presenting further challenges.

Despite the aforementioned challenges, the transition toward sustainability offers a multitude of opportunities for beauty salons. Nidumolu, Prahalad, and Rangaswami (2009) contend that the implementation of environmentally conscious procedures can result in significant long-term cost reductions by decreasing consumption of energy, consumption of water, and waste disposal costs. Additionally, the increasing consumer preference for businesses that prioritize environmental responsibility provides salons with a competitive advantage within a saturated market (Groening, Sarkis, and Zhu, 2018). Various government initiatives and financial incentives, including grants and tax reductions, have been recognized as essential enablers in facilitating salons' transition to more sustainable operations (Bansal & Clelland, 2004). The rise of eco-conscious consumer behavior, coupled with the availability of governmental support, presents salons with a distinctive opportunity to align with sustainability objectives, enhance their brand image, and foster long-term customer loyalty, as noted by Peattie and Crane (2005). Nonetheless, Hall et al. (2010) emphasize that the widespread adoption of green entrepreneurship necessitates collaboration among all stakeholders, including policymakers, suppliers, and salon proprietors, to overcome existing barriers and cultivate a supportive ecosystem for sustainable practices.

II. LITERATURE REVIEW

The transformation towards eco-friendliness in the beauty salon industry is a crucial and proactive step in the expanding global movement for sustainable and green entrepreneurship. As sustainability increasingly becomes a central focus for both businesses and consumers, beauty salons are decisively responding to the demand for eco-friendly practices, reflecting evolving consumer expectations and pressing environmental concerns. This review identifies the key opportunities and obstacles that beauty salons will encounter as they confidently transition to green business models.

2.1 CHALLENGES IN ADOPTING GREEN ENTREPRENEURSHIP IN BEAUTY SALONS

2.1.1 FINANCIAL BARRIERS AND INITIAL INVESTMENT COSTS

One of the primary challenges that beauty salons encounter in the pursuit of green entrepreneurship is the substantial initial investment required for eco-friendly products and technologies. Revell and Blackburn (2007) emphasize that numerous small and medium-sized beauty salons struggle to manage the upfront costs associated with energy-efficient equipment, sustainable beauty products, and the essential infrastructure necessary to implement eco-friendly practices. These initial financial obligations can pose a considerable obstacle, particularly for salons operating within limited budgetary constraints. According to Bocken et al. (2014), the financial difficulties associated with transitioning to greener operations remain a significant challenge for many salon owners, especially in cases where they do not receive financial assistance from Government grants or incentives.

2.1.2 LACK OF AWARENESS AS WELL AS TRAINING

A major obstacle to the incorporation of green entrepreneurship in beauty salons is the lack of awareness, understanding as well as training among salon proprietors and their staff members. Torelli et al. (2020) indicate that many professionals in the beauty

industry are not adequately informed about sustainable practices, such as the use of eco-friendly beauty products and the implementation of energy-efficient technologies. Hillary (2004) asserts that this gap in knowledge hinders salons from adopting effective green business strategies. Moreover, the absence of formal education or training programs focused on sustainability in the beauty sector further aggravates this challenge.

2.1.3 LIMITED ACCESS TO SUSTAINABLE PRODUCTS AND SUPPLIERS

A significant barrier to the effective establishment of environmentally sustainable enterprises is the limited availability of environmentally friendly products as well as suppliers. Bocken et al. (2014) highlight that beauty salons often encounter difficulties when sourcing eco-friendly products, which include organic, cruelty-free, and biodegradable beauty items. Furthermore, Revell and Blackburn (2007) indicate that, although there is an expanding market for such products, the supply chain for sustainable beauty items is not consistently reliable or accessible, particularly in regions where the distribution of green products is limited.

2.1.4 CULTURAL RESISTANCE TO CHANGE

Cultural resistance within the beauty industry may serve as an impediment to the advancement of green entrepreneurship. Ourahmoune (2011) posits that numerous beauty salons adhere to traditional business practices and demonstrate a reluctance to adopt changes, especially when such modifications necessitate alterations to long-established operational methods. This resistance is often rooted in misconceptions regarding the costs and feasibility of implementing sustainable practices. Furthermore, Revell and Blackburn (2007) argue that many salon owners and clients may not fully comprehend the environmental ramifications of conventional beauty products, which contributes to their hesitance in embracing more sustainable alternatives.

2.2 OPPORTUNITIES IN GREEN ENTREPRENEURSHIP FOR BEAUTY SALONS

2.2.1 INCREASING CONSUMER DEMAND FOR ECO-CONSCIOUS SERVICES

The growing demand from customers for environmentally sustainable products and services offers significant prospects for beauty salons. White et al. (2019) indicate a significant shift within consumer behavior, where a growing percentage of clients emphasize sustainability in their purchase choices. Jones et al. (2008) contend that beauty salons can differentiate from others in a competitive market by implementing sustainable environmental practices, like providing organic beauty services as well as the usage of energy-efficient equipment. The heightened awareness of environmental concerns has cultivated a niche market for eco-conscious beauty services, thereby providing salons with a distinct competitive advantage.

2.2.2 LONG-TERM FINANCIAL BENEFITS THROUGH SUSTAINABILITY

Although green entrepreneurship entails initial expenditures, it provides significant long-term financial advantages. Bansal and Roth (2000) assert that the implementation of energy-efficient technologies, such as LED lighting and low-energy equipment, can yield considerable cost savings over time. Additionally, Nidumolu, Prahalad, and Rangaswami (2009) emphasize that the reduction of waste and water consumption through eco-friendly practices can enable salons to minimize their operational costs in the long run. Moreover, sustainable practices can decrease the necessity for the expensive disposal of hazardous waste, thereby contributing to overall cost reduction.

2.2.3 GOVERNMENT INCENTIVES AND SUPPORT FOR SUSTAINABLE BUSINESSES

Governments across the globe are increasingly offering financial incentives to enterprises that adopt sustainable practices. Revell and Blackburn (2007) underscore that tax relief, grants, and subsidies for sustainable businesses can significantly alleviate the financial pressures encountered by beauty salons in their transition to environmentally friendly operations. These incentives not only enhance the financial viability of green salons but also promote the broader implementation of eco-friendly practices. Furthermore, Bansal and Roth (2000) assert that policymakers have a vital role for facilitating the transition to green entrepreneurship by providing essential support and incentives to businesses operating within the beauty industry.

2.2.4 ENHANCING BRAND LOYALTY AND MARKET DIFFERENTIATION

Incorporating sustainability into their business models presents salons with the opportunity to enhance brand loyalty and distinguish themselves within the competitive marketplace. Tamboli et al. (2023) contend that consumers are increasingly inclined to seek brands that reflect their values, particularly those that emphasize environmental sustainability. By championing eco-friendly initiatives and offering green beauty services, salons can attract a dedicated clientele that prioritizes sustainable practices. Furthermore, Chen (2010) posits that engaging in green entrepreneurship aids salons in establishing a robust reputation, which can subsequently lead to repeat patronage and improved customer retention.

2.2.5 TECHNOLOGICAL ADVANCEMENTS SUPPORTING SUSTAINABLE PRACTICES

Technological advancements present beauty salons with innovative opportunities to implement sustainable practices. Paco et al. (2019) assert that pivotal innovations, like lighting that is energy-effective, water-efficiency systems, as well as minimizing waste technologies, serve as vital facilitators of sustainability in the beauty sector. Furthermore, Amberg and Fogarassy (2019) point out that the development of new eco-friendly technologies, including biodegradable packaging and environmentally sustainable product formulations, provides salons with effective means to diminish their environmental impact while ensuring the delivery of high-quality service standards. These technologies not only facilitate more sustainable operations for salons but also enhance overall operational efficiency.

1.3 RESEARCH GAP

- ❖ **Unique Challenges for Beauty Salons:** There is limited research on the challenges beauty salons face in implementing environmentally sustainable practices, particularly regarding chemical use and waste management. Further studies are needed to identify the industry-specific barriers to adopting these green initiatives.
- ❖ **Consumer Demand:** There is significant lack in comprehensive research to study the impact of consumer demand for environmentally friendly beauty services on salon operations and the types of services they provide. Gaining insights into this demand can assist salons in aligning their offerings with customer preferences.
- ❖ **Long-Term Financial Impact:** Although the initial expenses of eco-friendly practices are thoroughly recorded, there is insufficient research regarding their long-term financial advantages for salons. Investigations are necessary to evaluate the enduring profitability of sustainable practices in beauty salons.
- ❖ **Technology in Small Salons:** A substantial gap exists in the prevailing research concerning the adoption of affordable, sustainable technologies by

small beauty salons. Further exploration is necessary to identify cost-effective green solutions tailored for these establishments.

- ❖ **Cultural and Regional Differences:** Investigations into how cultural and regional influences impact the uptake of eco-friendly practices in beauty salons are scarce. It is crucial to comprehend local sentiments and regulations to enhance sustainability efforts in various areas.

2. OBJECTIVES

1. To ascertain the primary obstacles encountered by beauty salons when implementing green sustainable practices, including financial limitations, insufficient awareness, and restricted availability of green products.
2. To pinpoint strategic opportunities for beauty salons to elevate their market positioning through green entrepreneurship and effectively align their business with sustainability trends.

3. RESEARCH METHODOLOGY

This study used a qualitative methodology to investigate the obstacles and opportunities faced by beauty salons in their shift towards green entrepreneurship. It systematically collects, evaluates, and synthesizes relevant literature from peer-reviewed journals, industry reports, and reputable online sources published within the last decade. To identify pertinent articles, databases such as Google Scholar, Scopus, and Web of Science were utilized, with key terms including "green entrepreneurship," "sustainable practices in beauty salons," "eco-friendly business models," and "challenges in green entrepreneurship" guiding the search.

4. RESULTS AND DISCUSSION

The shift toward green entrepreneurship in beauty salons faces several obstacles. Hoogendoorn et al. (2015) highlight financial hurdles, as the high initial costs of sustainable technologies deter small salons. Lisi et al. (2020) note that a lack of awareness among salon owners and staff limits the implementation of green practices. Additionally, Chun et al. (2015) point out supply chain challenges, including the limited availability and high costs of eco-friendly products. In developing areas, these issues are further complicated by weak regulations and low environmental awareness (Christmann et al., 2001).

Despite the challenges beauty salons face, there are significant opportunities in green entrepreneurship. Haws et al. (2020) highlight a growing consumer demand for eco-friendly beauty services, with clients willing to pay more for sustainable options. Nidumolu, Prahalad, and Rangaswami (2009) argue that, despite the substantial initial investments in sustainable practices, the long-term advantages—such as decreased operational expenses and waste reduction—render them advantageous. Baldassarre et al. (2020) note that adopting sustainable practices helps salons stand out, fostering brand loyalty and enhancing reputation. Government incentives, such as tax rebates for green technologies, further support salons in transitioning to sustainable practices (Porter and van der Linde, 1995). Lastly, advancements in eco-friendly technologies and digital platforms offer additional opportunities for salons in a competitive, eco-conscious market (Rosário et al., 2023). These findings emphasize the need for targeted strategies, policy interventions, and collaborative efforts to address challenges and maximize the opportunities in promoting green entrepreneurship within the beauty industry.

5. CONCLUSION

The shift towards green entrepreneurship within the beauty salon industry presents significant challenges alongside notable opportunities. Key barriers include

financial constraints, limited awareness of sustainable practices, and difficulties in sourcing eco-friendly products, particularly for small businesses and salons in developing regions. Nevertheless, the increasing consumer preference for sustainable services, coupled with governmental incentives and the potential cost savings associated with green practices, underscores substantial opportunities for transformation. By implementing eco-friendly practices, beauty salons can enhance their market competitiveness, foster customer loyalty, and contribute to environmental sustainability. Collaborative initiatives among policymakers, industry stakeholders, and salon proprietors are essential to overcoming existing challenges and advancing a more sustainable beauty industry. This study emphasizes the necessity for awareness programs, financial support, and technological advancements to empower the beauty sector in achieving long-term profitability while contributing to environmental conservation.

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