

The Correlation Study of Training and Individual Background-Cosmeticians of Beauty Industry

Pi-Shan Hsu¹, Te-Jeng Chang²

¹Ching Kuo Institute of Management and Health, Department of Senior Citizen Service Management

²Fooyin University, Department of Occupational Safety and Hygiene

(¹ivymax950@gmail.com, ²tjmax950@yahoo.com.tw)

Abstract- Training has been taken as an important technology of on-job education for beauty industry to cultivate and enhance cosmeticians' skills and abilities in accordance with market requirements dynamically. This research aimed to explore cosmeticians' variance of the requirement level, satisfaction and influential effect of training caused by the different background of cosmeticians in terms of education level, economic loading condition, and service position through applying questionnaire investigation on cosmeticians served in beauty industry. The findings of this study can be taken in the strategic planning of training programs in order to strengthen the effectiveness of training performance.

Keywords- Beauty Industry, Economic Loading, Education Level, Service Position, Training

I. INTRODUCTION

Consumers have paid much attention on beauty industry gradually, which drives beauty industry to focus on cosmeticians' training as one of important technologies in on-job education in order to cultivate their professional skill and ability to fulfill market requirements. The quality of professional skill and service attitude of cosmeticians has to be enhanced to fulfill consumers' multiple requirements. Applying training to cosmeticians is one of the important approaches, which is able to ensure customer satisfaction and company reputation. Therefore, this research aimed to inquire cosmeticians' requirement level, satisfaction and influential effect of training through questionnaire investigation. The purposes of this research were shown as following:

- Inquired the background information of cosmeticians
- Inquired the training experience of cosmeticians
- Inquired the variance of requirement level, satisfaction, and influential effect of training caused by the different background of cosmeticians in terms of education level, economic loading condition, and service position.

II. THEORY

A. The Development of Beauty Industry

The development of beauty industry in Taiwan was shown as following according to the previous researches [1] [2]:

- Before 1970: Personal Studio:
In the early stage of beauty industry in Taiwan, mainly focus on skin care for small regional customers adopted by personal studios.
- 1970 ~ 1980: Beauty Shop:
Beauty industry became a fashion business in the period of 1970s. Customers demanded more styling work except skin care through the service of beauty shops.
- 1981 ~ 1990: Beauty Salon:
Customers paid much attention on aesthetic art as well as health in 1980s. The requirements of service quality and convenience of beauty salons were upgraded through diversity and unique characteristics. Beauty salons provided more training programs to cultivate and enhance cosmeticians' skill and service quality.
- 1991 ~ 2000: Professional Beauty Chain Store:
Beauty chain store became main operation model in 1990s. Consistent quality and standardized operation process between stores were achieved through training
- 2007 ~ Present: Health Industry:
The traditional beauty industry allied with medical care and micro-cosmetics to become health industry gradually in past decade. Cosmeticians required cultivating multiple skill and ability through continuous training.

B. Training

1) Definition of Training:

According to the previous researches [3] [4] [5], the authors defined training as: The organization provides systematic learning programs with solid objects to facilitate organizational members to cultivate required professional knowledge, skills, and abilities, which results in performance promotion through sustainable changes of organizational members.

2) Purpose of Training

According to the previous researches [6] [7] [8], the purposes of training were shown as following:

- For the perspective of organization, the purpose of training is to promote organizational members' competence, increase profit, enhance organizational coherence, improve interpersonal relationship, upgrade adaptive ability and professional knowledge, and decrease turnover rate.
- For the perspective of individual, the purpose of training is to inspire individual motivation, support against challenge, and enhance learning.

Therefore, training is an important approach to promote performance, cultivate corrective working attitude, establish competence, upgrade satisfaction, facilitate self-development, reduce error, and improve quality.

III. METHOD

The questionnaire was developed by taking Tsai's questionnaire of "Cosmeticians' training and career development" [2] as the baseline. The questionnaire was applied to the subjects with following conditions:

- Female cosmeticians who worked in northern part of Taiwan
- Qualified with C level cosmetician certificate at least
- Personal studio's cosmetician is not taken into consideration

The questionnaire was designed to investigate subjects' requirement level, satisfaction, and influential effect of training based on individual background in terms of education level, economic loading condition, and service position.

Overall 124 copies of questionnaires were issued and 107 copies of them were returned as valid copies. The valid rate is 86%. The quantitative analysis was applied in this research in terms of descriptive statistics and one-way ANOVA.

IV. RESULTS AND DISCUSSION

A. The Characteristics of The Subjects

The characteristics of the subjects were shown as following according to the questionnaire investigation:

- The subjects were the female cosmeticians served in beauty industry.
- The age of the subjects was mainly in the range of 21 to 25 years old.

- The majority of the subjects was with the education level of senior high school.
- The majority of the subjects received C level cosmetician certificate.
- The service hour was mainly in the range of 9 to 12 hours.
- The service year of most of the subjects was less than 1 year; therefore, the service position of them was mainly at assistant level.
- Most of the subjects carried partial economic loading for their family.
- The subjects paid much attention on training which supported them to cultivated better professional skill and service quality. The most beneficial training courses were physiology and health caring related.
- The subjects had high motivation in participating training and they preferred short-term training within 1 to 2 hours.
- The education level had no particular support on salary and position promotion. But the training supported the subjects to gain salary and position promotion.

B. The Results of One-way ANOVA

One-way ANOVA was applied on the quantitative data collected from the returned questionnaires by using SPSS statistics software. The results were listed as following:

1) One-way ANOVA of Education Level

The results of one-way ANOVA between different education levels and training were shown in Table 1.

- The variance of the requirement level of training is significant between different education levels. The subjects with the education level of senior high school paid much attention on the requirement level of training than the ones with the education level of university. The subjects with the education level of college paid much attention on the requirement level of training than the ones with the education level of university.
- The variance of the satisfaction of training is not significant between different education levels.
- The variance of the influential effect of training is not significant between different education levels.

2) One-way ANOVA of Economic Loading Condition

The results of one-way ANOVA between different economic loading conditions and training were shown in Table 2.

TABLE I. ONE-WAY ANOVA – EDUCATION LEVEL VS. TRAINING

Item	Education Level	N	Mean	Std D	Sum of Square	DoF	Mean Sum of Square	F	Comparison
Requirement Level of Training	①S High	39	40.92	4.836	373.615	2	186.808	6.369**	①>③
	②College	35	40.34	4.439	3050.291	104	29.330		②>③
	③University	33	36.64	6.827	3423.907	106			
	Total	107	39.41	5.683					
Satisfaction of Training	①S High	39	42.26	5.941	36.032	2	18.016	0.590	/
	②College	35	42.43	4.293	3176.735	104	30.546		
	③University	33	41.09	6.146	3212.766	106			
	Total	107	41.95	5.505					
Influential Effect of Training	①S High	39	49.54	8.648	146.720	2	73.360	1.051	/
	②College	35	50.46	7.883	7262.439	104	69.831		
	③University	33	47.58	8.493	7409.159	106			
	Total	107	49.23	8.360					

Note : *p<.05; **p<.01; ***p<.001

TABLE II. ONE-WAY ANOVA – ECONOMIC LOADING CONDITION VS. TRAINING

Item	Economic Loading	N	Mean	Std D	Sum of Square	DoF	Mean Sum of Square	F	Comparison
Requirement Level of Training	①No Need	43	39.44	39.44	70.726	2	35.363	1.097	\
	②Partial	59	39.08	39.08	3353.181	104	32.242		
	③Main Part	5	43.00	43.00	3423.907	106			
	Total	107	39.41	39.41					
Satisfaction of Training	①No Need	43	43.60	43.60	363.491	2	181.745	6.634**	③>②
	②Partial	59	40.37	40.37	2849.276	104	27.397		
	③Main Part	5	46.40	46.40	3212.766	106			
	Total	107	41.95	41.95					
Influential Effect of Training	①No Need	43	51.60	51.60	596.765	2	298.382	4.555*	\
	②Partial	59	47.14	47.14	6812.394	104	65.504		
	③Main Part	5	53.60	53.60	7409.159	106			
	Total	107	49.23	49.23					

Note : *p<.05; **p<.01; ***p<.001

- The variance of the requirement level of training is not significant between different economic loading conditions.
 - The variance of the satisfaction of training is significant between different economic loading conditions. The subjects carry main economic loading have better satisfaction of training than the ones carry partial economic loading.
 - The variance of the influential effect of training is significant between different economic loading conditions.
- 3) *One-way ANOVA of Service Position*
 The results of one-way ANOVA between different service positions and training were shown in Table 3.

TABLE III. ONE-WAY ANOVA – SERVICE POSITION VS. TRAINING

Item	Service Position	N	Mean	Std D	Sum of Square	DoF	Mean Sum of Square	F	Comparison
Requirement Level of Training	① Assistant	56	39.54	5.229	285.949	3	95.316	3.129*	\
	② Cosmetician	34	37.62	6.439	3137.958	103	30.466		
	③ Deputy	7	42.00	4.397	3423.907	106			
	④ Manager	10	43.00	4.082					
	Total	107	39.41	5.683					
Satisfaction of Training	① Assistant	56	41.84	5.019	95.157	3	31.719	1.048	\
	② Cosmetician	34	41.68	6.183	3117.609	103	30.268		
	③ Deputy	7	45.43	5.412	3212.766	106			
	④ Manager	10	41.10	5.724					
	Total	107	41.95	5.505					
Influential Effect of Training	① Assistant	56	50.00	6.699	183.802	3	61.267	0.873	\
	② Cosmetician	34	47.50	10.405	7225.357	103	70.149		
	③ Deputy	7	51.86	6.939	7409.159	106			
	④ Manager	10	49.00	9.978					
	Total	107	49.23	8.360					

Note : *p<.05; **p<.01; ***p<.001

- The variance of the requirement level of training is significant between different service positions.
- The variance of the satisfaction of training is not significant between different service positions.
- The variance of the influential effect of training is not significant between different service positions.

- The subjects carry main economic loading have better satisfaction of training than the ones carry partial economic loading.

C. *The Variance of the Requirement Level of Training between Different Service Positions.*

- The variance of the requirement level of training is significant between different service positions.

V. CONCLUSIONS

A. *The Variance of the Requirement Level of Training between Different Education Levels.*

- The variance of the requirement level of training is significant between different education levels.
- The subjects with the education level of senior high school paid much attention on the requirement level of training than the ones with the education level of university. The subjects with the education level of college paid much attention on the requirement level of training than the ones with the education level of university.

B. *The Variance of the Satisfaction of Training between Different Economic Loading Conditions.*

- The variance of the satisfaction of training is significant between different economic loading conditions.

REFERENCES

- [1] Y.W. Huang, "The Influence of Consuming Experience on Impulsive Purchasing – Beauty Industry". Dissertation of MBA of Cheng Kong University, Tainan, Taiwan, 2007.
- [2] Y.R. Tsai, "Training and Career Development – Cosmeticians of Beauty Industry". Dissertation of Master of Labor Relation of National Chung Cheng University, Jiayi, Taiwan, 2003.
- [3] Y.C. Li, "The Correlation Study of Training and Performance – Cosmeticians of Beauty Industry". Dissertation of Master of Social Science College of Fo Guang University, Yilan, Taiwan, 2004.
- [4] S.P. Robbins, *Fundamental of Management*. Englewood Cliffs, NJ, Prentice Hall, 2004.
- [5] L. Nadler, *The Handbook of Human Resource Development*, NY, John Wiley & Sons, 1984.
- [6] R.J. Chang, *Enterprise Training and Development*, (2), Taipei, Chuan Hwa Book Co. LTD., 2009.
- [7] Y.Y. Lin, "The Correlation of Training and Working Satisfaction". Dissertation of Graduate Institute of Hospitality of National Kaohsiung University of Hospitality and Tourism, Kaohsiung, Taiwan, 2009.
- [8] W.T. Lin, and S.J. Huang, "The Correlation of Training and Operation Performance". Dissertation of Master of National Chin-Yi University of Technology, Taichung, Taiwan, 2009.



Pi-Shan Hsu Dr. Hsu was born in Taiwan in 1966. She received Ph.D. degree from National Taiwan Normal University and major in on-line education in 2008. The major researches include on-line learning, innovation vs. learning, and senior education.

She serves as the Associated Professor at the Department of Senior Citizen Service Management of Ching Kuo Institute of Management and Health in Keelung, Taiwan. She has served in Ching Kuo Institute of Management and Health since 1996.

Dr. Hsu had led several national research projects supported by Ministry of Science & Technology in past decades. And she is also the reviewers of several international journals.



Te-Jeng Chang Dr. Chang was born in Taiwan in 1963. He received Ph.D. degree from National Taiwan Normal University and major in organization innovation in 2010. The major researches include learning vs. innovation, organizational learning, and innovation management.

He served as the general managers for several global manufacturing firms in past decades. He used to be the management team in automotive companies such as General Motors and Ford Motors. He also served as the Assistant Professor at the Department of Occupational Safety and Hygiene of Fooyin University.

Dr. Chang had participated several national research projects supported by Ministry of Science & Technology as well as the reviewers for several international journals in past decades. He is also the corresponding author for this study.