



Original Article

**A STUDY ON ADOPTION OF CRM TECHNIQUES BY WOMEN ENTREPRENEURS
IN THE BEAUTY PARLOUR BUSINESS IN PANDHARPUR TEHSIL**

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Abstract:

Customer Relationship Management (CRM) has become an essential strategic tool for small businesses to attract, retain, and satisfy customers in an increasingly competitive market. In the beauty parlour sector, effective CRM practices play a vital role in building long-term customer relationships and enhancing business performance. This study examines the adoption of Customer Relationship Management (CRM) techniques by women entrepreneurs operating beauty parlours in Pandharpur Tehsil. The research aims to assess the level of awareness, extent of adoption, and perceived benefits of CRM techniques among women entrepreneurs, as well as to identify the challenges faced in implementing these practices. Primary data were collected through a structured questionnaire administered to selected women-owned beauty parlours in the study area, while secondary data were sourced from journals, reports, and related literature. Descriptive and analytical research methods were employed to analyze the data. The findings reveal that although a majority of women entrepreneurs are aware of basic CRM practices such as maintaining customer records, personalized services, and feedback collection, the adoption of advanced CRM tools and digital technologies remains limited. Factors such as lack of technical knowledge, financial constraints, and time limitations were identified as major barriers to effective CRM implementation. The study highlights the need for training programs and digital support initiatives to enhance CRM adoption, thereby improving customer loyalty and overall business sustainability.

Keywords: Customer Relationship Management (CRM), Women Entrepreneurs, Beauty Parlour Business, Small-Scale Enterprises, Customer Retention

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Introduction:

Customer Relationship Management (CRM) has become an essential strategy for service-based businesses to enhance customer satisfaction, improve retention, and achieve sustainable growth. In the beauty parlour business, where personal

interaction and repeat customers play a crucial role, effective CRM techniques help entrepreneurs understand customer needs, offer personalized services, and build long-term relationships. Women entrepreneurs are increasingly contributing to the growth of the beauty parlour sector, particularly in



semi-urban areas like Pandharpur Tehsil, where such enterprises support local employment and women's economic empowerment.

Despite their importance, many women-owned beauty parlours continue to rely on traditional and informal customer management practices, with limited adoption of structured or digital CRM techniques. Factors such as lack of technical knowledge, time constraints, and financial limitations often influence CRM adoption. In this context, the present study examines the adoption of CRM techniques by women entrepreneurs in the beauty parlour business in Pandharpur Tehsil. The study aims to analyse the level of CRM adoption, benefits derived, challenges faced, and its impact on business performance.

Statement of the Problem:

Customer Relationship Management (CRM) plays an important role in attracting and retaining customers in service-oriented businesses like beauty parlours. In Pandharpur Tehsil, many women entrepreneurs running beauty parlours still depend on traditional methods of customer handling and have limited awareness and use of modern CRM techniques. This results in difficulties in maintaining customer loyalty, understanding customer needs, and improving business performance. There is limited research on the level of adoption of CRM techniques, the challenges faced, and the factors influencing CRM usage among women entrepreneurs in the beauty parlour business in Pandharpur Tehsil. Hence, the present study aims to examine the adoption of CRM techniques and the problems faced by women entrepreneurs in this sector.

Objectives of the study:

1. To identify the key CRM techniques and tools, both traditional and technology-based, used by women entrepreneurs.
2. To assess the awareness and perception of CRM benefits among women entrepreneurs.
3. To examine the impact of CRM adoption on customer satisfaction, loyalty, and repeat business.
4. To identify the challenges faced by women entrepreneurs in using CRM effectively.
5. To suggest practical strategies to improve CRM adoption among women-led personal care businesses in Pandharpur Tehsil.

The significance of the research:

The significance of this research lies in its ability to provide practical and academic insights into how women entrepreneurs in the beauty parlor business in Pandharpur Tehsil adopt CRM techniques to manage customer relationships effectively. The study helps in understanding the impact of CRM practices on customer satisfaction, retention, and business growth in small service enterprises. It is significant for women entrepreneurs as it highlights the benefits of systematic customer management and identifies challenges in adopting CRM tools. Additionally, the research is valuable for policymakers, training institutes, and support organizations in framing appropriate strategies and programs to promote digital and managerial skills among women entrepreneurs, while also contributing to the limited literature on CRM adoption in women-led micro-businesses in semi-urban areas.

The scope of the study:

- The study is confined to women entrepreneurs operating beauty parlour businesses in Pandharpur Tehsil.



- It focuses on the adoption and use of Customer Relationship Management (CRM) techniques.
- The study examines awareness of CRM and the types of practices followed, whether manual or digital.
- It analyses the benefits, challenges, and impact of CRM on customer satisfaction and retention.

Limitations of the study:

- The study is limited to women entrepreneurs running beauty parlour businesses in Pandharpur Tehsil only, so the findings may not be applicable to other regions or business sectors.
- The sample size of the study is limited to **30 respondents**, which may affect the accuracy of the findings and restrict the generalization of the results.
- The study considers CRM adoption by women entrepreneurs in the beauty parlor business over a period of **3 years** only and does not account for changes or developments beyond this timeframe.

Research Methodology:

The research methodology outlines the systematic approach used to study the adoption of Customer Relationship Management (CRM) techniques among women entrepreneurs in the beauty parlor sector of Pandharpur Tehsil. This section explains the research design, data sources, sample selection, sampling method, and techniques used for data analysis and interpretation.

1. Research Design: The study adopts a **descriptive research design** to examine the current status of CRM adoption among women entrepreneurs.

2. Sample Size: A **sample size of 30 respondents** was selected from women running beauty parlours in Pandharpur Tehsil.

3. Sampling Design: The respondents were chosen using **purposive (judgmental) sampling**, focusing on active entrepreneurs familiar with CRM practices.

4. Sources of Data:

- **Primary data** was collected through a structured questionnaire covering CRM awareness, adoption, usage, challenges, and benefits.
- **Secondary data** was collected from books, journals, research articles, reports, and online sources.

5. Data Analysis and Interpretation:

- Data analysis was carried out using descriptive statistical tools, mainly frequency and percentage analysis.
- Tables and graphs were used for clear presentation and interpretation of the data.

Customer Relationship Management:

Customer Relationship Management (CRM) is a strategy used by businesses to manage and improve relationships with customers. It helps organizations understand customer needs, provide personalized services, increase customer satisfaction, and build long-term loyalty using technology and organized processes.

CRM Techniques in the Beauty Parlor Business:

Traditional CRM Techniques:

- Personal interaction and relationship building
- Appointment books and diaries
- Word-of-mouth marketing
- Loyalty cards and punch cards



- Direct feedback and complaint management
- Personalized offers and greetings

- Social media CRM
- Cloud-based CRM tools
- Customer feedback and online reviews
- Digital loyalty programs and coupons
- Data analytics and personalized marketing

Modern CRM Techniques:

- Digital appointment and booking systems
- WhatsApp Business and messaging automation

Data Analysis and interpretation:

Table 1: Profile of the Respondents

Particulars	Category	No. of Respondents	Percentage (%)
Age of the Entrepreneur	Below 25	4	13.33
	25–35	12	40.00
	36–45	9	30.00
	Above 45	5	16.67
Educational Qualification	Up to SSC	6	20.00
	HSC	9	30.00
	Graduate	10	33.33
	Post Graduate	3	10.00
	Professional Course	2	6.67
Years of Experience	Less than 1 year	5	16.67
	1–3 years	11	36.67
	4–6 years	9	30.00
	More than 6 years	5	16.67
Type of Beauty Parlour	Home-based	14	46.67
	Commercial shop	12	40.00
	Franchise	4	13.33

The table shows that most respondents (40%) are in the age group of 25–35 years, indicating active involvement of young women in beauty parlour entrepreneurship. A majority of respondents are graduates (33.33%) or HSC qualified (30%), suggesting that moderate educational levels support entry into this business.

Most entrepreneurs have 1–3 years of experience (36.67%), showing that many businesses are in the growth stage. Further, a large proportion (46.67%) operate home-based beauty parlours, reflecting preference for low-investment and flexible business models.

Table 2: Socio-Economic Profile of the Respondents

Particulars	Category	No. of Respondents	Percentage (%)
Monthly Family Income	Below ₹20,000	7	23.33
	₹20,001 – ₹40,000	12	40.00
	₹40,001 – ₹60,000	8	26.67
	Above ₹60,000	3	10.00
Source of Initial Capital	Personal savings	12	40.00
	Family support	8	26.67
	Bank loan	5	16.67
	Self-Help Group (SHG)	3	10.00
	Government scheme	2	6.67



Average Monthly Income from Beauty Parlour	Below ₹10,000	6	20.00
	₹10,001 – ₹25,000	11	36.67
	₹25,001 – ₹40,000	8	26.67
	Above ₹40,000	5	16.67
Number of Employees	None	14	46.67
	1–2	10	33.33
	3–5	4	13.33
	More than 5	2	6.67
Participation in Training Programs	Yes	18	60.00
	No	12	40.00
Access to Digital Facilities	Yes	22	73.33
	No	8	26.67

The table indicates that most respondents (40%) belong to the middle-income group with monthly family income between ₹20,001–₹40,000. A majority of women entrepreneurs (40%) started their beauty parlour business using personal savings, while family support and bank loans were other sources of capital.

Most respondents earn a moderate monthly income from their business, with 36.67% earning ₹10,001–₹25,000. Nearly half of the respondents (46.67%) do not employ workers, showing that most beauty parlours are micro-scale enterprises. Further, a majority have received training (60%) and have access to digital facilities (73.33%), indicating favourable conditions for adopting CRM and digital business practices.

Table 3: Awareness and CRM Practices Followed by Respondents

Particulars	Category	No. of Respondents	Percentage (%)
Source of Awareness about CRM	Training programs	7	23.33
	Internet / Social media	9	30.00
	Friends / Other entrepreneurs	5	16.67
	Own experience	4	13.33
	Not aware	5	16.67
CRM Practices Followed	Manual customer register	14	46.67
	Mobile phone contact list	18	60.00
	WhatsApp reminders / messages	16	53.33
	Social media (Instagram / Facebook)	13	43.33
	CRM software / apps	4	13.33
	No specific system	6	20.00
Type of CRM Used	Manual CRM	10	33.33
	Digital CRM	8	26.67
	Both manual & digital	7	23.33
	Not using CRM	5	16.67
Frequency of Updating Customer Records	Daily	6	20.00
	Weekly	9	30.00
	Monthly	7	23.33
	Occasionally	5	16.67
	Never	3	10.00



CRM Improves Customer Relationships	Strongly Agree	8	26.67
	Agree	12	40.00
	Neutral	6	20.00
	Disagree	3	10.00
	Strongly Disagree	1	3.33

The above table highlights the level of awareness and adoption of CRM practices among women entrepreneurs running beauty parlour businesses in Pandharpur Tehsil. With regard to CRM practices, most respondents use informal and low-cost methods such as mobile phone contact lists (60%), WhatsApp messages and reminders (53.33%), and manual customer registers (46.67%). Only a small proportion (13.33%) use CRM software or mobile applications, showing limited adoption of advanced digital CRM tools. In terms of CRM type, 33.33% rely on manual CRM, while

26.67% use digital CRM, and 23.33% use both methods.

The frequency of updating customer records varies, with most respondents updating records weekly (30%) or monthly (23.33%). Further, a majority of respondents either strongly agree (26.67%) or agree (40%) that CRM helps in improving customer relationships. This indicates a positive perception of CRM benefits, even though formal CRM adoption remains limited among women entrepreneurs.

Table 4: Impact of CRM on Business Performance

Statement	Response	No. of Respondents	Percentage (%)
CRM improves customer satisfaction	Strongly Agree	9	30.00
	Agree	13	43.33
	Neutral	5	16.67
	Disagree	2	6.67
	Strongly Disagree	1	3.33
CRM increases repeat customers	Strongly Agree	8	26.67
	Agree	12	40.00
	Neutral	6	20.00
	Disagree	3	10.00
	Strongly Disagree	1	3.33
CRM contributes to customer loyalty	Strongly Agree	7	23.33
	Agree	14	46.67
	Neutral	5	16.67
	Disagree	3	10.00
	Strongly Disagree	1	3.33
CRM positively affects business growth	Strongly Agree	6	20.00
	Agree	15	50.00
	Neutral	6	20.00
	Disagree	2	6.67
	Strongly Disagree	1	3.33

The above table explains the impact of Customer Relationship Management (CRM) practices on the business performance of women entrepreneurs in the beauty parlour sector. It is observed that a large majority of respondents either

strongly agree (30%) or agree (43.33%) that CRM practices help in improving customer satisfaction. This indicates that systematic customer handling plays an important role in service quality.



Further, 66.67% of respondents agree or strongly agree that CRM has helped in increasing repeat customers, while 70% believe that CRM contributes to building customer loyalty. This shows that effective CRM practices encourage long-term customer relationships. In addition, half of the

respondents (50%) agree that CRM has positively affected overall business growth. Overall, the findings suggest that CRM adoption has a significant positive impact on customer satisfaction, retention, and business growth among women-led beauty parlour businesses.

Table 5: Challenges in CRM Adoption and Strategies for Improvement

Particulars	Category	No. of Respondents	Percentage (%)
Major Challenges in Using CRM	Lack of technical knowledge	16	53.33
	Time constraints	14	46.67
	High cost of digital tools	12	40.00
	Lack of training	15	50.00
	Difficulty in maintaining records	11	36.67
	No major challenges	4	13.33
Difficulty in Using Digital CRM Tools	Strongly Agree	9	30.00
	Agree	11	36.67
	Neutral	5	16.67
	Disagree	4	13.33
	Strongly Disagree	1	3.33
	Total	30	100
Training Programs Improve CRM Adoption	Strongly Agree	12	40.00
	Agree	13	43.33
	Neutral	3	10.00
	Disagree	1	3.33
	Strongly Disagree	1	3.33
	Total	30	100
Affordable Digital Tools Encourage CRM Usage	Strongly Agree	10	33.33
	Agree	14	46.67
	Neutral	4	13.33
	Disagree	1	3.33
	Strongly Disagree	1	3.33
	Total	30	100
Government & NGO Support Needed	Strongly Agree	14	46.67
	Agree	11	36.67
	Neutral	3	10.00
	Disagree	1	3.33
	Strongly Disagree	1	3.33
	Total	30	100

The above table highlights the major challenges faced by women entrepreneurs in adopting CRM practices and the strategies suggested to improve CRM usage. It is observed that lack of technical knowledge (53.33%) and lack of training (50%) are the most significant challenges faced by respondents, followed by time constraints

(46.67%) and high cost of digital tools (40%). This indicates that skill-related and resource-related barriers limit effective CRM adoption.

Further, a majority of respondents either strongly agree (30%) or agree (36.67%) that digital CRM tools are difficult to use, reflecting the need for user-friendly systems and proper guidance.



Regarding strategies for improvement, a large majority of respondents agree or strongly agree that training programs (83.33%), affordable digital tools (80%), and support from government and NGOs (83.34%) can significantly improve CRM adoption among women entrepreneurs.

Overall, the findings suggest that providing training, reducing costs, and institutional support can play a crucial role in enhancing CRM adoption and effective customer management in women-led beauty parlour businesses.

Findings:

1. Majority of women entrepreneurs (40%) are in the age group of 25–35 years, indicating active participation of young women in the beauty parlour business.
2. Most respondents have moderate education levels, with graduates (33.33%) and HSC-qualified (30%) entrepreneurs forming the largest group.
3. A significant proportion of entrepreneurs (36.67%) have 1–3 years of experience, showing that many businesses are in the early growth stage.
4. Home-based beauty parlours (46.67%) are more common than commercial shops, reflecting preference for low investment and flexibility.
5. Most respondents belong to the middle-income group (₹20,001–₹40,000), and personal savings (40%) are the main source of initial capital.
6. The majority of beauty parlours are micro-scale enterprises, with 46.67% having no employees.
7. Awareness of CRM exists, but informal CRM practices like mobile contact lists (60%) and WhatsApp reminders (53.33%) are widely used, while only 13.33% use CRM software.
8. Most respondents update customer records weekly or monthly, indicating irregular but ongoing customer management practices.

9. A large majority agree that CRM improves customer satisfaction, repeat visits, loyalty, and business growth, showing a positive perception of CRM benefits.
10. Lack of technical knowledge, training, time constraints, and high cost are major challenges in CRM adoption, while training programs, affordable tools, and government/NGO support are seen as key solutions.

Suggestions:

1. Financial institutions and government departments should provide subsidies or incentives for adopting digital CRM systems under women entrepreneurship and digital empowerment schemes.
2. Entrepreneurship Development Programs (EDPs) should integrate CRM and digital customer management modules as a compulsory component of skill development initiatives.
3. Government and NGOs should **establish local support and mentoring centers** to provide continuous guidance and technical assistance for CRM implementation.
4. Women entrepreneurs should maintain a basic digital customer database using mobile apps or spreadsheets to record customer details, service history, and preferences.
5. Beauty parlour owners are encouraged to use WhatsApp and social media systematically for appointment reminders, festival offers, and customer feedback to strengthen relationships.
6. Simple and affordable CRM mobile applications specifically designed for small service businesses should be adopted instead of complex software.
7. Entrepreneurs should update customer records on a fixed schedule (weekly or monthly) to ensure accurate and useful customer information.



8. Short-term, hands-on CRM training sessions focusing on practical usage rather than theory should be attended to improve confidence in digital tools.

Conclusion:

The study concludes that Customer Relationship Management plays a significant role in enhancing customer satisfaction, loyalty, and business growth in women-owned beauty parlour enterprises in Pandharpur Tehsil. Although most women entrepreneurs are aware of basic CRM practices and actively use informal methods such as personal interaction, mobile contacts, and WhatsApp communication, the adoption of advanced digital CRM tools remains limited. Major constraints include lack of technical knowledge, insufficient training, time limitations, and high costs of digital solutions. The findings emphasize the need for training, affordable CRM tools, and institutional support to strengthen CRM adoption and promote sustainable growth of women-led micro enterprises.

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