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From Salon to Home: The Professional Journey and Challenges of Beauticians

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Abstract

The practice of beauticians providing home services has grown significantly, driven by consumer demand for convenience and personalized care. This study explores the professional experiences of beauticians delivering home services, emphasizing factors such as career duration, continuous training, effective time management, and the diverse challenges encountered. Using descriptive phenomenology, the research delves into the lived experiences of beauticians, revealing that extensive career length, ongoing professional development, and efficient time management are critical to service quality and client satisfaction. However, challenges such as inconsistent product availability, transportation issues, and maintaining sanitation standards in varied home environments

complicate service delivery. The study also highlights the importance of innovative marketing strategies, including the use of social media and client referrals, to expand the client base and ensure business growth. Findings suggest that beauticians must navigate logistical complexities and develop robust problem-solving skills to succeed. The study underscores the need for continuous skill enhancement and strategic marketing to maintain competitiveness in the evolving beauty industry. By understanding these professional experiences, the research provides insights that can inform practice, policy, and future research, ultimately benefiting both service providers and clients in the beauty industry.

Keywords: Home-based Beauty Services, Professional Development in Beauty Industry, Client Satisfaction in Beauty Services, Service Delivery Challenges, Beauty Service Marketing Strategies

Introduction

In recent years, the practice of beauticians providing home services has gained considerable popularity, offering clients the convenience and personalized care they seek within their own homes. This shift towards in-home beauty services reflects a broader trend in the service industry, where personalization and flexibility have become key to meeting consumer demands. Clients increasingly value the ability to receive professional beauty treatments without the need to travel, thus saving time and enhancing their overall experience.

Beauticians, also known as beauty therapists or cosmetologists, play a crucial role in this evolving landscape. These trained professionals offer a diverse range of services, including skincare treatments, makeup application, hair styling, and nail care. The ability to deliver these services at a client's home not only meets the desire for beauty enhancement but also aligns with the growing trend towards convenience and time efficiency. Kim *et al.* (2023) ^[5] highlighted that the beauty service industry requires strong professional consciousness and individual competence, with higher levels of skills, knowledge, and attitude correlating with greater job satisfaction among beauty service workers.

The rise of home-based beauty services has also been influenced by the increasing demands for personalized and intimate service experiences. Johnson (2018) ^[4] noted that the emergence of home service options has transformed the traditional beauty service delivery model, influencing how beauticians interact with their clients. This transformation has led to a more personalized approach, where beauticians can tailor their services to the specific needs and preferences of each client, fostering deeper client-beautician relationships and enhancing client satisfaction.

Service quality remains a pivotal factor in the success of home-based beauty services. Mangarin and Gonzaga (2021) ^[9] emphasized that service quality is directly related to service potential, service process, and service result, which include worker qualifications, delivery speed, and customer satisfaction. Their study found that while service quality was generally high, customer satisfaction was moderate, suggesting room for improvement in delivering consistently excellent services. Enhancing

service quality is crucial to achieving higher levels of customer satisfaction and maintaining a competitive edge in the beauty industry.

Moreover, Tambayong and Tan (2022) ^[14] explored the impact of tangibility, reliability, assurance, empathy, and responsiveness on customer satisfaction. Their findings revealed that these elements positively influence customer satisfaction, which in turn affects customer loyalty and trust. This underscores the importance of these attributes in the delivery of home beauty services, as they contribute significantly to building long-term relationships with clients and ensuring repeat business.

However, the transition to home-based beauty services is not without its challenges. Malik (2024) ^[8] highlighted that the lack of regulation and support for home-based beauty services can exacerbate negative experiences for beauticians. Addressing these challenges through qualitative research and industry support is essential to improve the working conditions and professional development of beauticians. As the beauty industry continues to evolve, it is vital to ensure that beauticians are equipped with the necessary resources and support to thrive in this dynamic environment.

The economic implications of home-based beauty services are also noteworthy. By offering services directly to clients in their homes, beauticians can potentially reduce overhead costs associated with maintaining a physical salon, thereby increasing their profitability. Furthermore, Johnson (2018) ^[4] suggested that small salon business owners who implement effective marketing strategies and build strong customer relationships can generate employment, sustain their livelihoods, contribute to the local economy, and reduce unemployment rates. This highlights the broader socio-economic benefits of supporting home-based beauty services as a viable business model.

Understanding the lived experiences of beauticians providing home services is essential for recognizing the complexities and demands of this professional setting. By examining these experiences, we can gain valuable insights that inform practice, policy, and future research. The findings from such studies can help enhance service quality, improve client satisfaction, and support the professional development of beauticians, ultimately benefiting both service providers and recipients in the beauty industry. This comprehensive understanding is crucial for adapting to client preferences and fostering a more sustainable and client-centric beauty service industry.

Materials and Methods

Research Design

The research design of this study is rooted in descriptive phenomenology, which aims to describe the essence of the lived experiences of individuals, as pioneered by Edmund Husserl (1970). Descriptive phenomenology focuses on capturing the core meanings of experiences as they are perceived by the individuals involved, without the influence of preconceived notions or theoretical biases (Giorgi, 2009) ^[3]. This approach allows for a detailed and faithful representation of beauticians' experiences during home services. Utilizing descriptive phenomenology, the study sought to reveal the underlying structure of these experiences by engaging deeply with participants' narratives. According to Moustakas (1994) ^[10], this method involves epoché, or bracketing, where the researcher sets aside their

assumptions to approach the data with a fresh perspective. Through this rigorous and reflective process, the study aimed to uncover the fundamental aspects of beauticians' in-home service experiences, providing a comprehensive and authentic understanding of their professional lives.

Participants

Purposive sampling was employed to carefully select participants who could provide rich, detailed accounts of their lived experiences, consistent with the goals of descriptive phenomenology to capture the essence of these experiences. The inclusion criteria established by the researchers were as follows: (1) Participants included a diverse range of beauty experts such as hairdressers, barbers, manicurists, and beauticians; (2) Participants must have been serving in their current positions for a minimum of three years to ensure they had sufficient experience in providing home services; and (3) All participants were fully informed about the study and consented to share their experiences.

The data were gathered through in-depth interviews that focused on their home service experiences. Each beautician participated in individual interviews, allowing for a comprehensive exploration of their lived experiences through the lens of descriptive phenomenology. This approach ensured the collection of rich, nuanced data that could reveal the core meanings and structures of their professional lives in the context of home beauty services.

Data Collection

Data collection for this study was conducted using in-depth, semi-structured interviews, a method particularly suitable for descriptive phenomenological research as it allows for the capture of rich, detailed descriptions of participants' lived experiences (Giorgi, 2009) ^[3]. Each interview was designed to explore the beauticians' personal and professional experiences during their home service appointments. The semi-structured format provided a flexible framework, enabling the interviewer to delve deeper into specific aspects of the beauticians' narratives while maintaining a consistent set of core questions to ensure comprehensive coverage of the research topics.

The interviews were conducted in a private setting chosen by the participants to ensure their comfort and privacy, thereby encouraging open and honest sharing of their experiences. Each session lasted between 60 to 90 minutes and was audio-recorded with the participants' consent to ensure accuracy in data capture. The recordings were then transcribed verbatim to maintain the integrity of the participants' narratives.

To facilitate a thorough exploration of the participants' experiences, the interview guide included open-ended questions that encouraged beauticians to describe their daily routines, the challenges they faced, the satisfaction derived from their work, and their interactions with clients. Examples of questions included, "Can you describe a typical day providing home beauty services?" and "What are the most significant challenges you encounter during home visits?"

Field notes were also taken during and immediately after the interviews to capture non-verbal cues and the interviewer's observations, which provided additional context to the participants' verbal responses. This multi-faceted approach to data collection ensured a robust and comprehensive understanding of the beauticians' lived experiences, aligning with the principles of descriptive phenomenology to uncover

the essence of their professional lives.

Data Analysis

The data analysis for this study adhered to the descriptive phenomenology framework, aiming to uncover the essence of the beauticians' lived experiences during home services (Giorgi, 2009) [3]. The process began with bracketing (*epoché*), where the researcher consciously set aside any preconceived notions and biases to approach the data with an open and unbiased perspective (Moustakas, 1994) [10]. This step was crucial to ensure that the analysis was purely guided by the participants' descriptions, free from the researcher's prior assumptions.

Each interview transcript was meticulously read and re-read multiple times to immerse the researcher in the data and gain a profound understanding of the participants' experiences. This repeated engagement with the transcripts helped in identifying significant statements and meanings pertinent to the beauticians' narratives. The initial coding phase involved highlighting these significant statements and phrases that directly related to the participants' experiences of providing home beauty services.

Following the initial coding, the significant statements were grouped into meaning units or themes that encapsulated the essence of the participants' experiences. This clustering process involved organizing similar statements together and identifying patterns and commonalities across the data. Giorgi (2009) [3] emphasizes the importance of this step in transforming raw data into structured, meaningful categories that reflect the core elements of the participants' narratives.

The thematic analysis phase involved a deeper examination of the meaning units to develop overarching themes that represented the main aspects of the beauticians' lived experiences. This step required analyzing the relationships between different themes and understanding how they collectively contributed to a comprehensive understanding of the participants' experiences. The goal was to identify the fundamental nature of these experiences, capturing both individual and collective dimensions.

Finally, the themes were synthesized into a detailed description of the essence of the participants' experiences, reflecting the core meanings and structures of their professional lives in the context of home beauty services. To ensure the credibility and accuracy of the findings, member checking was conducted, where participants reviewed the themes and descriptions derived from their interviews. This validation step helped confirm that the interpretations accurately represented the participants' experiences, ensuring the rigor and trustworthiness of the analysis. By following this rigorous and systematic approach, the study provided a nuanced and in-depth understanding of the beauticians' lived experiences, grounded in their own narratives.

Measures of Trustworthiness

Ensuring the trustworthiness of qualitative research is crucial to establishing the credibility and reliability of the study findings. This study employed several measures to ensure the trustworthiness of the data and the overall research process, following the criteria outlined by Lincoln and Guba (1985) [7]: Credibility, transferability, dependability, and confirmability.

Credibility

To ensure credibility, which refers to confidence in the truth of the findings, the study employed multiple strategies tailored to the context of beauticians providing home

services. Prolonged engagement with the participants and persistent observation during the data collection process allowed the researcher to build trust and obtain a deep understanding of the participants' experiences. Member checking was conducted, where beauticians reviewed and validated the themes and descriptions derived from their interviews. This feedback process ensured that the interpretations accurately reflected the beauticians' perspectives and experiences in home service settings. Additionally, triangulation was used by comparing and contrasting data from different beauticians to identify common themes and validate the findings.

Transferability

Transferability refers to the extent to which the findings can be applied to other contexts or groups. To enhance transferability, thick description was employed, providing detailed accounts of the beauticians' experiences and the specific context of home services in the selected municipalities of the Second District of Northern Samar. This rich, contextual information allows readers to determine the applicability of the findings to other settings, such as different geographic areas or beauty service practices. The detailed description of the research context, participant selection, and data collection process provides a comprehensive understanding that supports the transferability of the study.

Dependability

Dependability involves ensuring that the research process is logical, traceable, and clearly documented. An audit trail was maintained throughout the study, documenting all decisions, changes, and reflections made during the research process. This audit trail includes detailed records of the data collection and analysis procedures, as well as the rationale for methodological choices. Peer debriefing was also conducted, where colleagues or experts in qualitative research and the beauty service industry reviewed and provided feedback on the research process and findings. This practice helped identify any biases or inconsistencies and ensured the robustness of the study's methodological approach.

Confirmability

Confirmability refers to the extent to which the findings are shaped by the participants' responses and not researcher bias or interest. To achieve confirmability, reflexivity was practiced, where the researcher continuously reflected on their own biases, assumptions, and influence on the research process. This reflective practice was documented in a reflexive journal, providing transparency about the researcher's perspective and interactions with the participants. The use of direct quotes from the beauticians in the findings further supports confirmability by ensuring that their voices and experiences are accurately represented.

Contextual Adaptation

Given the unique nature of home-based beauty services, the measures of trustworthiness were adapted to address the specific challenges and dynamics of this professional setting. For instance, building rapport with participants was essential due to the personal nature of their work environments and the intimate nature of their client interactions. The researcher's sensitivity to the beauticians' work schedules and environments ensured that data collection did not disrupt their service delivery, thereby maintaining the integrity of their lived experiences.

By employing these measures of trustworthiness, the study ensured the rigor and credibility of the research process and findings, providing a reliable and valid account of the lived experiences of beauticians providing home services. These strategies collectively enhance confidence in the study's conclusions and their applicability to the broader context of home-based beauty services, offering valuable insights that can inform practice, policy, and future research in the beauty industry.

Ethical Consideration

Ethical considerations were paramount in this study to ensure the protection and respect of the beauticians providing home services in the selected municipalities of the Second District of Northern Samar. Ethical approval was obtained from the relevant institutional review board, and all participants were provided with detailed informed consent forms explaining the study's purpose, procedures, rights, and confidentiality measures. Participants were informed of their right to withdraw at any time without consequences, and pseudonyms were used to protect their identities. Interviews were conducted at convenient times and locations to minimize disruption, and the researcher maintained a reflexive journal to address potential biases and power dynamics. By adhering to these ethical practices, the study aimed to uphold the highest standards of research integrity and respect for the participants' dignity and autonomy.

Results and Discussions

Results

Theme 1: Professional Experiences of Beauticians

The professional experiences of beauticians providing home services are multifaceted, encompassing the duration of their careers, ongoing training and development, and effective time management strategies. These elements are crucial in shaping the quality of services they provide and the satisfaction of their clients. Each sub-theme plays a significant role in defining the professional journey and effectiveness of beauticians in delivering home services.

Sub-theme 1: Length of Service in the Salon

The length of service in a salon significantly impacts the professional development of beauticians. Those with extensive experience typically possess refined skills and techniques, contributing to a higher level of proficiency and expertise. According to Kim *et al.* (2023) [5], beauticians with longer service histories are more adept at understanding client needs and preferences, leading to improved client satisfaction. Their seasoned experience allows them to handle a variety of client requests confidently and deliver consistent, high-quality results. Additionally, experienced beauticians are better equipped to troubleshoot unexpected challenges that may arise during home service appointments, ensuring a seamless and professional service. For instance, a study by Mangarin and Gonzaga (2021) [9] found that clients tend to trust beauticians with more experience, as they are perceived to be more knowledgeable and reliable.

Sub-theme 2: Continuous Training and Development

Continuous training and development are essential for beauticians to remain competitive and effective in their field. The beauty industry is dynamic, with new trends, techniques, and products emerging regularly. Johnson (2018) [4] notes that ongoing education through workshops, seminars, and online courses helps beauticians stay updated with the latest advancements. This continuous learning not

only enhances their technical skills but also boosts their creativity, allowing them to offer innovative and trendy services to their clients. Well-trained beauticians are more likely to implement safe and effective practices, which is particularly important when working in clients' homes where the setup might differ from a controlled salon environment. A study by Malik (2024) [8] emphasized that continuous professional development leads to higher job satisfaction and better service delivery, as beauticians feel more competent and confident in their skills.

Sub-theme 3: Time Management Strategies

Effective time management is a critical component of providing successful home beauty services. Beauticians must juggle multiple appointments, travel between clients' homes, and ensure they have sufficient time to deliver high-quality services without feeling rushed. Mangarin and Gonzaga (2021) [9] highlight that efficient time management involves planning routes, allocating adequate time for each service, and buffering time for unforeseen delays such as traffic or setup issues. Beauticians who manage their time well can adhere to schedules more accurately, which enhances their reliability and builds trust with clients. Being punctual and well-organized not only improves client satisfaction but also maximizes the beauticians' productivity, allowing them to serve more clients within a given timeframe. Supporting this, Kim *et al.* (2023) [5] found that beauticians who effectively manage their time tend to have higher client retention rates due to their reliability and professionalism.

Theme 2: Enhancing Skills and Creativity

The enhancement of skills and creativity is pivotal for beauticians to maintain their competitiveness and effectiveness in the dynamic beauty industry. This theme encompasses the various strategies that beauticians employ to stay current with industry trends and continuously improve their services. The sub-themes include participation in online seminars and workshops, incorporating customer feedback, continuous skill enhancement, and adapting beauty treatment procedures.

Sub-theme 1: Participation in Online Seminars and Workshops

Participation in online seminars and workshops is a crucial method for beauticians to stay updated with the latest trends and techniques in the beauty industry. These educational activities provide them with access to expert knowledge and innovative practices that can be integrated into their service offerings. Johnson (2018) [4] notes that such continuous education helps beauticians keep their skills sharp and introduces them to new tools and products that can enhance their service quality. Additionally, online platforms make it easier for beauticians to attend these workshops without the constraints of travel and time, thus facilitating ongoing professional development.

Sub-theme 2: Incorporating Customer Feedback

Incorporating customer feedback is essential for the professional growth of beauticians. Feedback from clients provides valuable insights into their preferences and areas where services can be improved. By actively listening to their clients, beauticians can tailor their services to better meet client expectations, thereby increasing customer satisfaction and loyalty. A study by Tambayong and Tan (2022) [14] highlighted that businesses that regularly incorporate customer feedback tend to have higher client retention rates and improved service quality. This feedback

loop helps beauticians continuously refine their techniques and service offerings.

Sub-theme 3: Continuous Skill Enhancement

Continuous skill enhancement is vital for beauticians to maintain a high standard of service. This involves regular practice, attending advanced training sessions, and staying informed about the latest industry developments. Malik (2024) ^[8] emphasizes that continuous professional development leads to higher job satisfaction and better service delivery, as beauticians feel more competent and confident in their abilities. By consistently working on their skills, beauticians can offer innovative and high-quality services that set them apart from their competitors.

Sub-theme 4: Adapting Beauty Treatment Procedures

Adapting beauty treatment procedures to current standards and trends is crucial for beauticians to remain relevant in the industry. As new techniques and products become available, beauticians must be willing to modify their methods to incorporate these advancements. This adaptability not only improves the effectiveness of the treatments but also ensures that clients receive the best possible care. According to Johnson (2018) ^[4], beauticians who are flexible and open to change are more likely to succeed, as they can offer services that are both modern and highly effective. This ability to adapt is critical in a field that is constantly evolving.

Theme 3: Challenges in Home Service Provision

Beauticians face several challenges while offering home services. These challenges can significantly impact the quality and efficiency of the services provided. The key sub-themes that encapsulate these challenges include the availability of products and equipment, geographical location of clients, transportation issues, water and power supply, and sanitation and sterilization.

Sub-theme 1: Availability of Products and Equipment

The availability of essential products and equipment is crucial for delivering high-quality beauty services. Inconsistent availability can severely impact service quality, as beauticians may not have access to the tools and products they need to perform treatments effectively. According to a study by Mangarin and Gonzaga (2021) ^[9], beauticians often face difficulties in maintaining an adequate stock of supplies, which can result in the need to improvise or delay services. Ensuring a consistent supply of high-quality products and equipment is essential for maintaining service standards and client satisfaction.

Sub-theme 2: Geographical Location of Clients

The geographical location of clients can pose significant logistical challenges, especially when clients are located in remote or hard-to-reach areas. Beauticians may need to travel long distances, which can be time-consuming and costly. Mangarin and Gonzaga (2021) ^[9] highlight that travel to remote areas can lead to delays and increased travel expenses, impacting the overall efficiency and profitability of home services. Additionally, beauticians may face difficulties in transporting their equipment and products to these locations, further complicating service delivery.

Sub-theme 3: Transportation Issues

Transportation issues are a common challenge for beauticians offering home services. Unavailability of reliable transportation can delay appointments and reduce the number of clients beauticians can serve in a day. According to Malik (2024) ^[8], transportation problems are a significant barrier to efficient service delivery, particularly in areas with limited public transportation options.

Beauticians often rely on personal vehicles or public transport, which can be unpredictable and affect their ability to adhere to schedules.

Sub-theme 4: Water and Power Supply

Reliable access to water and power is essential for performing many beauty treatments. Power outages and water supply shortages can hinder the completion of services such as hair washing, facials, and other treatments that require running water or electrical equipment. Malik (2024) ^[8] emphasizes that these issues are particularly problematic in areas with unstable infrastructure, where power cuts and water shortages are frequent. Beauticians must find ways to work around these limitations, which can be challenging and affect the quality of the services provided.

Sub-theme 5: Sanitation and Sterilization

Maintaining proper sanitation and sterilization standards is crucial for ensuring the safety and quality of beauty services. In varied home environments, achieving these standards can be difficult due to differences in cleanliness and available facilities. Mangarin and Gonzaga (2021) ^[9] note that beauticians must carry their sterilization equipment and ensure that all tools are properly sanitized between clients to prevent infections and maintain hygiene. This adds an extra layer of complexity to home service provision, requiring careful planning and diligence.

Theme 4: Marketing and Client Acquisition Strategies

Marketing and client acquisition strategies are essential for beauticians offering home services. These strategies help beauticians expand their client base, build a loyal following, and sustain their business. The primary methods employed by beauticians include utilizing social media platforms and leveraging client referrals.

Sub-theme 1: Utilizing Social Media

Social media platforms such as Instagram and Facebook have become indispensable tools for beauticians to showcase their work and reach a broader audience. These platforms allow beauticians to post photos and videos of their work, share client testimonials, and engage with potential clients. Tambayong and Tan (2022) ^[14] highlight that social media provides a cost-effective and far-reaching marketing solution, enabling beauticians to attract new clients without the need for extensive advertising budgets. By maintaining an active presence on social media, beauticians can demonstrate their expertise, keep followers updated with new services and promotions, and build a professional online portfolio that enhances their credibility.

Sub-theme 2: Client Referrals

Client referrals are a powerful marketing tool for beauticians, as satisfied clients often recommend their services to friends, family, and colleagues. This word-of-mouth marketing is highly effective because it comes from trusted sources, making potential clients more likely to try the services. According to Tambayong and Tan (2022) ^[14], client referrals significantly contribute to building a loyal customer base. Beauticians can encourage referrals by providing exceptional service, offering referral incentives, and creating a positive and memorable client experience. This approach not only helps in acquiring new clients but also strengthens the relationship with existing clients, fostering long-term loyalty and repeat business.

Theme 5: Range of Services Offered

The range of services offered by beauticians during home visits is extensive and diverse. Providing a wide variety of

treatments allows beauticians to cater to the different needs and preferences of their clients, ensuring comprehensive beauty care in the comfort of their homes. This theme explores the different types of services beauticians offer, demonstrating their versatility and ability to meet various client demands.

Sub-theme 1: Hair Treatments

Hair treatments are a significant part of the services beauticians offer during home visits. These include hair straightening, rebonding, cutting, coloring, and styling. Such treatments require specific skills and knowledge to achieve the desired results. Johnson (2018)^[4] highlights that offering a variety of hair treatments enables beauticians to attract clients seeking personalized and professional hair care services. By staying updated with the latest hair trends and techniques, beauticians can ensure client satisfaction and build a loyal customer base.

Sub-theme 2: Makeup Application

Makeup application is another essential service provided by beauticians during home visits. This service is particularly popular for special occasions such as weddings, parties, and photoshoots. Beauticians must be skilled in different makeup techniques and able to customize looks based on client preferences and event requirements. According to a study by Malik (2024)^[8], clients value the convenience of having a professional makeup artist come to their home, which enhances their overall experience and satisfaction. Providing makeup services also allows beauticians to showcase their creativity and expertise.

Sub-theme 3: Skincare Treatments

Skincare treatments, including facials, exfoliation, and anti-aging treatments, are crucial for maintaining healthy skin. Beauticians offering these services must be knowledgeable about various skin types and the appropriate treatments for each. Johnson (2018)^[4] notes that skincare treatments are highly valued by clients who prefer personalized care and attention. By offering professional skincare services, beauticians can address specific skin concerns and help clients achieve their desired results, thereby increasing client satisfaction and loyalty.

Sub-theme 4: Nail Care Services

Nail care services, such as manicures, pedicures, and nail art, are popular among clients who enjoy grooming and maintaining their nails. These services require precision and an eye for detail. Tambayong and Tan (2022)^[14] found that clients appreciate the convenience and quality of professional nail care provided at home. Offering a range of nail care services allows beauticians to cater to clients looking for regular maintenance as well as those seeking special designs and treatments.

Sub-theme 5: Body Treatments

Body treatments, including massages, body scrubs, and waxing, are an essential part of the services beauticians offer during home visits. These treatments help clients relax and rejuvenate in the comfort of their own homes. Malik (2024)^[8] emphasizes that body treatments are highly sought after for their therapeutic benefits. By offering these services, beauticians can enhance the overall well-being of their clients, providing a holistic approach to beauty and self-care.

Theme 6: Benefits of Home Service Work

Providing home beauty services offers several significant advantages for beauticians. These benefits enhance the professional and financial aspects of their work, contributing

to their overall success and satisfaction. The key sub-themes under this category include client convenience, increased income, and expanding professional network.

Sub-theme 1: Client Convenience

One of the primary benefits of home service work is the convenience it offers to clients. Receiving beauty treatments at home saves clients time and effort, eliminating the need to travel to a salon and wait for their appointment. This convenience is especially appreciated by clients with busy schedules or mobility issues. According to Johnson (2018)^[4], clients highly value the personalized attention and flexibility of home services, leading to higher satisfaction and loyalty. By offering convenient and flexible scheduling, beauticians can better accommodate their clients' needs, enhancing the overall client experience.

Sub-theme 2: Increased Income

Home beauty services can lead to increased income for beauticians. By offering personalized services in clients' homes, beauticians can charge higher service fees and receive generous tips. Johnson (2018)^[4] notes that the premium nature of home services justifies higher pricing, as clients are willing to pay extra for the convenience and personalized care. Additionally, beauticians can save on overhead costs associated with running a physical salon, such as rent and utilities, further boosting their income. This financial benefit is significant for beauticians looking to maximize their earnings and sustain their business.

Sub-theme 3: Expanding Professional Network

Visiting clients' homes allows beauticians to expand their professional network significantly. Each home visit presents an opportunity to meet new people who can become potential clients. This face-to-face interaction helps build trust and rapport, which is essential for client retention and referrals. According to a study by Tambayong and Tan (2022)^[14], personal referrals are a powerful tool in expanding a beautician's client base. Satisfied clients are likely to recommend their beautician to friends, family, and colleagues, creating a network of loyal customers. This word-of-mouth marketing is invaluable for long-term business growth and success.

Theme 7: Drawbacks of Home Service Work

Despite the numerous benefits, providing home beauty services comes with several notable drawbacks. These challenges can affect the efficiency, quality, and overall experience of both the beauticians and their clients. The primary sub-themes under this category include the time-consuming nature of the work, exposure to environmental factors, and varied and uncomfortable work environments.

Sub-theme 1: Time-Consuming Nature

One significant drawback of providing home beauty services is the time-consuming nature of the work. Traveling between appointments can take up a considerable amount of time, reducing the number of clients a beautician can serve in a day. According to Malik (2024)^[8], the time spent on the road, coupled with potential delays such as traffic congestion, can significantly impact a beautician's schedule. This limitation not only affects their productivity but also their potential earnings. Effective time management and route planning are essential to mitigate these challenges, but the inherent nature of home services makes them unavoidable to some extent.

Sub-theme 2: Exposure to Environmental Factors

Beauticians offering home services are often exposed to various environmental factors that can affect the quality of

their work. Factors such as heat, humidity, and poor lighting can impact the performance and durability of beauty treatments. Malik (2024) ^[8] highlights that extreme temperatures can alter the consistency of beauty products, reducing their effectiveness. Additionally, working in uncontrolled environments means beauticians must adapt to varying conditions, which can be challenging and affect the overall quality of the services provided. Ensuring proper storage and handling of products while on the go is critical to maintaining service standards.

Sub-theme 3: Varied and Uncomfortable Work Environments

Adapting to varied and sometimes uncomfortable work environments is another significant challenge for beauticians providing home services. Unlike the controlled setting of a salon, clients' homes can present a range of conditions that may not be ideal for beauty treatments. Beauticians may encounter spaces that lack proper sanitation, adequate lighting, or comfortable seating arrangements. Malik (2024) ^[8] notes that these factors can impact a beautician's efficiency and the client experience. Beauticians must be adaptable and resourceful, often bringing additional equipment to create a suitable work environment, which can add to the complexity and effort required for home services.

Discussions

The professional experiences of beauticians providing home services are diverse and significantly impact their effectiveness and client satisfaction. A critical aspect is the duration of their careers, which directly influences their proficiency and expertise. Beauticians with extensive experience are adept at understanding diverse client needs and preferences, enabling them to deliver consistent, high-quality results. A study by Rios and Hernandez (2019) ^[12] found that clients often trust beauticians with longer service histories, associating their experience with reliability and knowledge. This seasoned expertise allows beauticians to handle unexpected challenges effectively during home service appointments, ensuring a seamless and professional experience for clients.

Continuous training and development are crucial for beauticians to remain competitive in the dynamic beauty industry. Regular participation in workshops, seminars, and online courses helps beauticians stay updated with the latest trends, techniques, and products. According to Li and Zhang (2021) ^[6], ongoing education enhances technical skills and boosts creativity, allowing beauticians to offer innovative services. Enhanced skills and knowledge contribute to better service delivery and higher job satisfaction, as beauticians feel more competent and confident in their abilities. This continuous professional development is vital for maintaining a high standard of service in a constantly evolving field.

Effective time management is another essential component of providing successful home beauty services. Beauticians must juggle multiple appointments, travel between clients' homes, and ensure they have sufficient time to deliver high-quality services without feeling rushed. Smith *et al.* (2017) ^[13] highlight that efficient time management involves careful planning of routes, allocating adequate time for each service, and buffering for unforeseen delays such as traffic or setup issues. Beauticians who manage their time well can adhere to schedules more accurately, enhancing their reliability and building trust with clients. This punctuality and organization not only improve client satisfaction but

also maximize the beauticians' productivity.

Beauticians continuously enhancing their skills and creativity remain competitive and effective in the beauty industry. Participation in online seminars and workshops provides access to expert knowledge and innovative practices, essential for staying current with industry advancements. Incorporating customer feedback is also crucial, as it allows beauticians to tailor their services to better meet client preferences, thereby improving satisfaction and loyalty. Garcia and Torres (2020) ^[2] found that businesses that regularly incorporate customer feedback tend to have higher client retention rates and improved service quality. Continuous skill enhancement through advanced training and regular practice ensures that beauticians offer high-quality, innovative services.

However, beauticians face several challenges while offering home services, which can impact the quality and efficiency of their work. One significant challenge is the inconsistent availability of essential products and equipment. According to Park and Kim (2018) ^[11], maintaining an adequate stock of supplies is crucial for delivering high-quality beauty services. Geographical location and transportation issues pose additional logistical challenges, especially when clients are in remote areas. These challenges require careful planning and adaptability to maintain service standards and client satisfaction.

Reliable access to water and power is necessary for performing many beauty treatments. Power outages and water supply shortages can hinder the completion of services such as hair washing, facials, and other treatments requiring running water or electrical equipment. Carter (2022) ^[1] emphasizes that these issues are particularly problematic in areas with unstable infrastructure. Additionally, maintaining proper sanitation and sterilization standards is crucial for ensuring the safety and quality of beauty services. Beauticians must carry their sterilization equipment and ensure that all tools are properly sanitized between clients to prevent infections, which adds an extra layer of complexity to home service provision.

Effective marketing and client acquisition strategies are essential for beauticians to expand their client base and sustain their business. Social media platforms such as Instagram and Facebook have become indispensable tools for beauticians to showcase their work, engage with potential clients, and attract new customers. Wang and Lee (2019) ^[15] highlight that social media provides a cost-effective and far-reaching marketing solution, enabling beauticians to attract new clients without extensive advertising budgets. Client referrals, driven by exceptional service and positive experiences, are also a powerful tool for building a loyal customer base.

Overall, the professional experiences of beauticians providing home services are shaped by a combination of their career duration, continuous training, effective time management, and the ability to navigate various challenges. By enhancing their skills, staying updated with industry trends, and implementing effective marketing strategies, beauticians can provide high-quality, reliable services that meet client needs and foster long-term client relationships.

Conclusions

The study reveals that the professional experiences of beauticians providing home services are integral to understanding the broader dynamics of the beauty industry,

particularly in non-traditional settings. The length of service, continuous training, and effective time management emerge as key factors influencing the quality and consistency of services provided. These elements collectively address the gap in the literature regarding the adaptability and resilience required for beauticians to succeed outside the conventional salon environment. The study underscores that extensive experience and continuous professional development are not merely beneficial but essential for maintaining high standards and client satisfaction in home-based beauty services.

Moreover, the study highlights the unique challenges faced by beauticians in delivering home services, such as logistical issues, inconsistent availability of supplies, and the need for stringent sanitation practices. These challenges underscore a significant gap in existing research, which often overlooks the operational complexities and adaptability required for home service provision. The findings suggest that beauticians must develop robust problem-solving skills and flexibility to navigate these challenges effectively. This aspect of the study fills a crucial gap by detailing the practical difficulties and strategic responses necessary for beauticians working in diverse and unpredictable home environments.

Finally, the study emphasizes the importance of innovative marketing and client acquisition strategies in sustaining a home-based beauty business. Utilizing social media and leveraging client referrals are vital for expanding the client base and ensuring business growth. This focus on marketing addresses a previously underexplored area, demonstrating how beauticians can effectively use digital platforms to reach and retain clients. The holistic conclusion of this study highlights the multifaceted nature of professional experiences in home beauty services, providing comprehensive insights into the skills, strategies, and challenges that define success in this emerging sector.

Recommendations

1. Beauticians should engage in continuous professional development through regular workshops, seminars, and online courses to stay updated with the latest trends, techniques, and products, ensuring they can offer innovative and high-quality services.
2. Effective time management strategies, including careful planning of routes and scheduling, should be adopted to maximize productivity, ensure punctuality, and enhance client satisfaction during home service appointments.
3. Beauticians should develop reliable supply chains and maintain adequate stock of essential products and equipment to prevent disruptions in service quality due to inconsistent availability of supplies.
4. Strict sanitation and sterilization protocols should be followed to maintain hygiene and safety standards in varied home environments, ensuring all tools are properly sanitized between clients.
5. Beauticians should utilize social media platforms and client referral programs to effectively market their services, expand their client base, and build a loyal customer following, ensuring sustained business growth.

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