

Towards an Empowered Community on Entrepreneurial Skills Management: The Beauty Care Needs and Satisfaction in Surigao City

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Abstract: *This research project delves into the assessment of skill requirements and customer satisfaction within beauty care establishments situated in Surigao City. The primary objective is to explore the possible correlation between the skill demands of beauty care professionals and the level of satisfaction experienced by their clientele. Additionally, the study aims to contribute to the development of a comprehensive beauty care technology program, designed to promote the growth and longevity of these businesses. One of the key aspects of this investigation involves examining whether a significant relationship exists between the specific skills required by beauty care professionals and the degree of satisfaction reported by their customers. By establishing this connection, we can better understand how enhancing the skills and expertise of beauty care practitioners can directly impact customer contentment. Furthermore, this research seeks to identify any noteworthy disparities among the various skill requirements demanded by different beauty care establishments and variations in the levels of satisfaction expressed by their respective clienteles. This will enable us to pinpoint specific areas where improvements can be made to enhance the overall quality of beauty care services in Surigao City. This study endeavors to assess the skill needs and service satisfaction levels within Surigao City's beauty care industry. It not only explores the potential relationship between these two factors but also strives to develop a strategic beauty care technology program to advance and sustain the businesses in this sector. Additionally, it identifies and analyzes differences in skill demands and clientele satisfaction levels among the diverse beauty care establishments in the city, ultimately aiming to improve the quality of services provided across the industry.*

Keywords: beauty care, service satisfaction, beauty care skill, beauty care technology

I. INTRODUCTION

The beauty and personal care industry in the Philippines has witnessed substantial growth in recent years, as reported by Smith (2021). This expansion is indicative of a broader trend where students have displayed an escalating interest in exploring a diverse range of beauty care services to align themselves with the ever-changing trends and fashions of their respective generations. This phenomenon underscores the profound cultural significance placed on personal appearance and grooming within Filipino society.

Furthermore, the market has experienced an upsurge in the availability of home-based beauty products, catering to individuals' growing desire for self-care and enhancement. However, it is crucial to emphasize that certain products and treatments within this category can be intricate and potentially hazardous for individuals attempting self-administration. The absence of proper guidance and expertise may lead to unfavorable outcomes, potentially causing harm rather than delivering the intended benefits. If this situation is not attentively addressed by beauty entrepreneurs, these services could have adverse effects on the communities they serve.

Additionally, the educational landscape has adapted to this burgeoning trend. Within the framework of the K to 12 curricula in the Philippines, students now have the option to enroll in various technical-vocational education courses, among which beauty care-related services stand out prominently. This shift in the educational landscape aligns with the increasing interest in the beauty industry and acknowledges the pressing need for well-trained professionals capable of providing safe and high-quality beauty care services.

In light of these circumstances, the conditions mentioned earlier have motivated the researcher to undertake a comprehensive study. This study specifically concentrates on the skill requirements and client satisfaction within the beauty care services sector located in Surigao City. The primary objective of this study is to shed light on the skill needs of beauty care professionals and their potential correlation with the level of satisfaction reported by their clientele. By conducting this research, our aim is to generate valuable insights that can guide the development of effective beauty care programs and practices, ultimately ensuring that the services offered in Surigao City contribute to the well-being of its residents rather than posing risks.

II. CONCEPTUAL FRAMEWORK

Drawing from foundational theories, the researcher constructed a guiding concept that formed the basis for investigative activities within the study. This research is centered on exploring the intricate relationship between the requirements and contentment within the beauty care service industry.

The framework delineates three primary variables: self-management, personal/entrepreneurial efficacy, and performance. It posits that self-management influences both personal efficacy and performance, while personal efficacy, in turn, impacts performance. Consequently, the framework suggests a direct connection between self-management and personal efficacy, as well as between self-management and performance. However, it also acknowledges that the relationship between self-management and personal efficacy can indirectly affect performance. The research framework is presented in the subsequent section, and Figure 1 illustrates the proposed research framework.

Figure 1 depicts three distinct conceptual frames, illustrating the dynamic factors at play in the community entrepreneurship within the Beauty Care sector in Surigao City. The upper-left conceptual frame encompasses the groups of respondents from whom information is gathered, including managers, operators, supervisors, workers, and customers. The second middle frame contains detailed information on the skills necessary for business operations and customer satisfaction with the services provided.

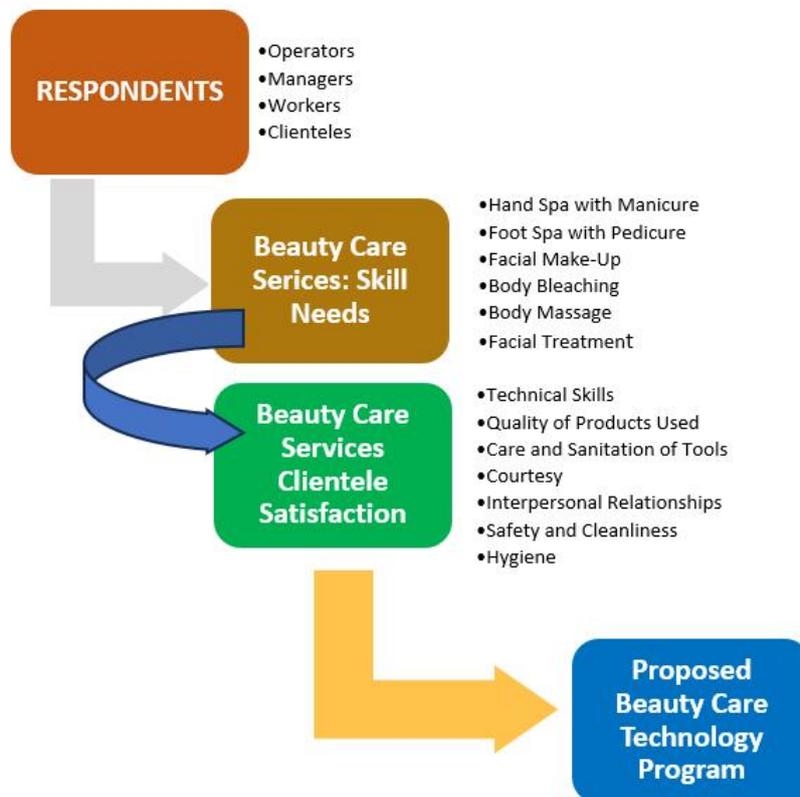


Figure 1

The third central element discusses the development of a technology management philosophy for beauty care service operations, acting as the core element within the study's framework. This element emphasizes the capacity to create fresh management approaches tailored to the specific organization and its entrepreneurial objectives. This, in turn, can motivate entrepreneurs and beauticians to invest in comprehensive training for their workforce, ultimately leading to improved and more satisfying services.

The study's findings will serve as the foundation for crafting a technology program in the field of beauty care, as depicted in the lower-right segment of the conceptual framework. This program is strategically designed to align with the country's K to 12 educational initiatives and to maintain the beauty care industry as a cornerstone of national development.

III. METHODOLOGY

The study employed a research design that combined both descriptive and inferential approaches. The descriptive aspect was utilized to assess the level of demand among respondents for skills related to beauty care, specifically focusing on hand spa with manicure, foot spa with pedicure, facial massage, facial make-up, body bleaching, body massage, and facial treatment.

The inferential component, employing a differential method, aimed to ascertain whether there were significant differences in the ratings provided by the respondents regarding the quality of services offered by beauty care professionals and the skills required to provide these services. Within this design, the correlation method was employed to investigate whether a significant relationship existed between the services provided by trained workers/beauticians and those provided by untrained individuals.

IV. RESULTS AND DISCUSSION

The data summary regarding the extent of skill requirements in beauty care is presented in Table 1. The table reveals that "hand spa and manicure" tops the list with a mean score of 3.59, indicating an "extreme need" for this skill. Following closely is the skill of "facial makeup" with a mean score of 3.45. In contrast, the skill related to facial treatment is rated the lowest, signifying a high level of necessity, with a mean score of 3.32.

Table 1: Summary Data on Extent of Skill Needs on Beauty Care

Extent of Skill Needs on Beauty Care:	x	Evaluation	Rank
1. Hand Spa with Manicure	3.59	Extremely Needed	1
2. Foot Spa with Pedicure	3.44	Much Needed	3
3. Facial Massage	3.33	Much Needed	6
4. Facial Make up	3.45	Much Needed	2
5. Body Bleaching	3.41	Much Needed	4
6. Body Massage	3.36	Much Needed	5
7. Facial Treatment	3.32	Much Needed	7
Overall Mean	3.41	Much Needed	-

The study's findings underscore the pressing need for beauty care establishments to address skill requirements in order to enhance their practices, attract top talent for their beauty care businesses, and ensure their long-term success. It is recommended that they integrate employee development training into their management practices. Furthermore, they should also review their protocols for facial massage and facial treatment to guarantee the highest quality of skills and services for their customers. By giving these aspects their full attention, they can ensure complete satisfaction in their beauty care services for their clientele.

To gauge the level of satisfaction among their customers for the various services provided, the following section presents the relevant data. The summary of data regarding clientele satisfaction with skill service performance is presented in Table 2. The table reveals that "hand spa and manicure" received the highest satisfaction rating with a mean score of 3.32, indicating a high level of satisfaction with this particular skill. This was followed by "body massage," which had the lowest mean score but still showed a satisfactory rating of 3.19.

Table 2: Summary Data on the Level of Clientele Satisfaction

Summary on Extent of Satisfaction of Customers:	x	Evaluation	Rank
1. Technical Skills	3.32	Satisfied	1
2. Quality of Products Used	3.23	Satisfied	5
3. Care and Sanitation of Tools	3.30	Satisfied	3
4. Courtesy	3.21	Satisfied	6
5. Interpersonal Relationship	3.28	Satisfied	4
6. Safety and Cleanliness	3.31	Satisfied	2
7. Environmental Hygiene	3.19	Satisfied	7
Overall Mean	3.26	Satisfied	

The study's focus underscores the imperative for beauty care establishment management to enhance their operations within their employees' respective fields and prioritize the overall success of their businesses. It is recommended that they integrate comprehensive training and development programs for their staff, while also revisiting their protocols concerning hygiene, safety, and customer service to ensure the highest quality of service delivery. By giving dedicated attention to these aspects, they can guarantee full customer satisfaction and loyalty.

Difference among the Extents of Skill needs and among Levels of Skill Service Performances

This section contains the data and interpretations in response to the research question, which assesses the presence or absence of significant differences in two aspects: 1) the extent of required skills, and 2) the levels of client satisfaction with beauty care services in Surigao City. The data used for the analysis are presented in Table 3.

Table 3: ANOVA Data on Difference among the Extents of Skill Needs and among Levels of Clientele Satisfaction

Difference among the:	F-value	df	F-05-value	Decision on Ho	Conclusion
1. Extent of Skill Needs	15.60	6/1194	2.09	Rejected	Significant
2. Level of Customer Satisfaction	3.29	6/1188	2.09	Rejected	Significant

Difference among Extents of Skill Need

The information presented in Table 4 shows that the calculated F-Value is 15.60, with degrees of freedom of 6/1194, surpassing the critical F.05-value of 2.09. This result signifies the rejection of the null hypothesis and underscores the presence of significant variations in the skill requirements among beauty care establishments in Surigao City.

Table 4: Scheffe Data on Significant Difference among Skill Needs on Beauty Care ($F'_{.05}=12.54$)

Contrasted Variables	F-value	Decision on Ho	Conclusion
Hand Spa w/ Manicure (X=3.59)	Foot Spa w/ Pedicure (X = 3.44)	20.76	Rejected
	Facial Massage (X = 3.33)	60.87	Rejected
	Facial Make Up (X = 3.45)	18.64	Rejected
	Body Bleaching (X = 3.41)	31.34	Rejected
	Body Massage (X = 3.36)	48.14	Rejected
Foot Spa w/ Pedicure (X = 3.44)	Facial Massage (X = 3.33)	10.54	Accepted
	Facial Make Up (X = 3.45)	0.06	Accepted
	Body Bleaching (X = 3.41)	1.09	Accepted
	Body Massage (X = 3.36)	5.67	Accepted
	Facial Treatment (X = 3.32)	12.98	Rejected
Facial Massage (X = 3.33)	Facial Make Up (X = 3.45)	12.14	Accepted
	Body Bleaching (X = 3.41)	4.84	Accepted
	Body Massage (X = 3.36)	0.75	Accepted
	Facial Treatment (X = 3.32)	0.13	Accepted
Facial Make Up (X = 3.45)	Body Bleaching (X = 3.41)	1.64	Accepted
	Body Massage (X = 3.36)	6.87	Accepted
	Facial Treatment (X = 3.32)	14.76	Rejected
Body Bleaching	Body Massage (X = 3.36)	1.80	Accepted

(X = 3.41)	Facial Treatment (X = 3.32)	6.56	Accepted	Significant
Body Massage (X = 3.36)	Facial Treatment (X = 3.32)	1.49	Accepted	Not Significant

After obtaining the aforementioned outcome, the researcher decided to conduct a thorough investigation into the precise location of the notable disparity among the compared skill variables. Table 5 presents the post hoc analysis employing Scheffe's method to illustrate the data.

Difference among Levels of Skill Satisfaction

As indicated in Table 3, the data clearly indicates a notable discrepancy among the levels of client satisfaction regarding beauty care skill services. The calculated F-value of 3.29 surpasses the necessary critical F.05-value of 2.09 at 6/1188 degrees of freedom. Consequently, the null hypothesis was not upheld.

To substantiate the presence of this significant difference in specific paired variables of beauty care skills, a posteriori Scheffe analysis was employed. The relevant data for this analysis are presented in Table 5.

Table 5: Scheffe Data on Significant Difference among Levels of Clientele Satisfaction in Beauty Care (F'.05 = 12.54)

Contrasted Variables		F-value	Decision on Ho	Conclusion
Technical Skills (X = 3.22)	Quality of Products Used(X = 3.23)	0.00	Accepted	Not Significant
	Care & Sanitation of Tools (X = 3.30)	3.99	Accepted	Not Significant
	Courtesy (X = 3.21)	0.09	Accepted	Not Significant
	Interpersonal Relationship (X = 3.28)	2.24	Accepted	Not Significant
	Safety & Cleanliness (X = 3.31)	6.10	Accepted	Not Significant
Quality of Products Used (X = 3.23)	Environmental Hygiene (X = 3.19)	0.79	Accepted	Not Significant
	Care & Sanitation of Tools (X = 3.30)	3.77	Accepted	Not Significant
	Courtesy (X = 3.21)	0.13	Accepted	Not Significant
	Interpersonal Relationship (X = 3.28)	2.08	Accepted	Not Significant
	Safety & Cleanliness (X = 3.31)	5.82	Accepted	Not Significant
Care & Sanitation of Tools (X = 3.30)	Environmental Hygiene (X = 3.19)	0.89	Accepted	Not Significant
	Courtesy (X = 3.21)	5.30	Accepted	Not Significant
	Interpersonal Relationship(X = 3.28)	0.25	Accepted	Not Significant
	Safety & Cleanliness (X = 3.31)	0.22	Accepted	Not Significant
Courtesy (X = 3.21)	Environmental Hygiene (X = 3.19)	8.32	Accepted	Not Significant
	Interpersonal Relationship (X = 3.28)	3.25	Accepted	Not Significant
	Safety & Cleanliness (X = 3.31)	7.69	Accepted	Not Significant
Interpersonal Relationship (X = 3.28)	Environmental Hygiene (X = 3.19)	0.34	Accepted	Not Significant
	Safety & Cleanliness (X = 3.31)	0.94	Accepted	Not Significant
Safety and Cleanliness (X = 3.31)	Environmental Hygiene (X = 3.19)	5.69	Accepted	Not Significant
		12.57	Rejected	Significant

The data presented in Table 5 highlights a significant disparity in client satisfaction levels between "body massage" and "facial treatment" skill services. The level of satisfaction for the former skill (with a mean of X = 3.31) was notably higher compared to the latter skill (with a mean of X = 3.19). Conversely, when comparing all other skills within the realm of beauty care, they appeared to yield similar levels of satisfaction among the clientele.

This finding underscores the notion that beauty care establishments in Surigao City excel in the domain of "body massage" skills in comparison to "facial treatment." It also emphasizes the importance of focusing on training and improvement in the area of facial treatment. Facial treatment is a comprehensive skincare regimen encompassing multiple steps that contribute significantly to skin health. It involves cleansing, exfoliation, and nourishment, resulting in a clear and well-hydrated complexion, which can also aid in achieving a more youthful appearance. Furthermore, this service often includes valuable advice on maintaining optimal skin care practices.



Table 6: Difference between the Extent of Skill Needs and Levels of Clientele Satisfaction $df = 11$ & $t_{0.05} = 2.201$

Extent of Skill Needs	Level of Satisfaction	t-value	Decision on Ho	Conclusion
Hand Spa w/ Manicure (X = 3.57)	Technical Skill (X = 3.25)	3.03	Rejected	Significant
	Quality of Products Used (X = 3.27)	2.43	Rejected	Significant
	Care and Sanitation of Tools (X = 3.32)	1.91	Accepted	Not Significant
	Courtesy (X = 3.27)	2.49	Rejected	Significant
	Interpersonal Relationship (X = 3.30)	2.02	Accepted	Not Significant
	Safety and Cleanliness (X = 3.35)	0.10	Accepted	Not Significant
	Environmental Hygiene (X = 3.23)	0.38	Accepted	Not Significant
Foot Spa w/ Pedicure (X = 3.37)	Technical Skill (X = 3.25)	0.96	Accepted	Not Significant
	Quality of Products Used (X = 3.27)	0.67	Accepted	Not Significant
	Care and Sanitation of Tools (X = 3.32)	0.35	Accepted	Not Significant
	Courtesy (X = 3.27)	0.69	Accepted	Not Significant
	Interpersonal Relationship (X = 3.30)	0.45	Accepted	Not Significant
	Safety and Cleanliness (X = 3.35)	0.15	Accepted	Not Significant
	Environmental Hygiene (X = 3.23)	0.94	Accepted	Not Significant
Facial Massage (X = 3.30)	Technical Skill (X = 3.25)	0.36	Accepted	Not Significant
	Quality of Products Used (X = 3.27)	0.16	Accepted	Not Significant
	Care and Sanitation of Tools (X = 3.32)	0.15	Accepted	Not Significant
	Courtesy (X = 3.27)	0.20	Accepted	Not Significant
	Interpersonal Relationship (X = 3.30)	0.04	Accepted	Not Significant
	Safety and Cleanliness (X = 3.35)	0.29	Accepted	Not Significant
	Environmental Hygiene (X = 3.23)	0.43	Accepted	Not Significant
Facial Make-up	Technical Skill (X = 3.25)	1.10	Accepted	Not Significant
	Quality of Products Used (X = 3.27)	0.81	Accepted	Not Significant
	Care and Sanitation of Tools (X = 3.32)	0.54	Accepted	Not Significant
	Courtesy (X = 3.27)	0.84	Accepted	Not Significant
	Interpersonal Relationship (X = 3.30)	0.63	Accepted	Not Significant
	Safety and Cleanliness (X = 3.35)	0.33	Accepted	Not Significant
	Environmental Hygiene (X = 3.23)	1.10	Accepted	Not Significant
Body Bleaching (X = 3.36)	Technical Skill (X = 3.25)	0.82	Accepted	Not Significant
	Quality of Products Used (X = 3.27)	0.56	Accepted	Not Significant
	Care and Sanitation of Tools (X = 3.32)	0.26	Accepted	Not Significant
	Courtesy (X = 3.27)	0.60	Accepted	Not Significant
	Interpersonal Relationship (X = 3.30)	0.35	Accepted	Not Significant
	Safety and Cleanliness (X = 3.35)	0.07	Accepted	Not Significant
	Environmental Hygiene (X = 3.23)	0.85	Accepted	Not Significant
Body massage (X=3.33)	Technical Skill (X = 3.25)	0.63	Accepted	Not Significant
	Quality of Products Used (X = 3.27)	0.38	Accepted	Not Significant
	Care and Sanitation of Tools (X = 3.32)	0.07	Accepted	Not Significant
	Courtesy (X = 3.27)	0.44	Accepted	Not Significant
	Interpersonal Relationship (X = 3.30)	0.17	Accepted	Not Significant
	Safety and Cleanliness (X = 3.35)	0.10	Accepted	Not Significant
	Environmental Hygiene (X = 3.23)	0.68	Accepted	Not Significant
Facial Treatment (X=3.29)	Technical Skill (X = 3.25)	0.29	Accepted	Not Significant
	Quality of Products Used (X = 3.27)	0.10	Accepted	Not Significant
	Care and Sanitation of Tools (X = 3.32)	0.21	Accepted	Not Significant
	Courtesy (X = 3.27)	0.14	Accepted	Not Significant
	Interpersonal Relationship (X = 3.30)	0.10	Accepted	Not Significant
	Safety and Cleanliness (X = 3.35)	0.34	Accepted	Not Significant
	Environmental Hygiene (X = 3.23)	0.38	Accepted	Not Significant

The study's interest stemmed from the premise that the requirements of beauty care establishments are driven by the feedback provided by their clientele regarding the services they receive. To explore this, t-test data for correlated means was employed.

The data analysis revealed a significant disparity between the level of skill needed for hand spa with manicure and the satisfaction of clientele with regard to technical skills, product quality, and the courtesy displayed by manicurists. In these specific aspects, the computed t-values exceeded the critical t-value of 2.201 at 11 degrees of freedom.

This study indicates that the skill needs of beauty care establishments for hand spa with manicure services were not adequately met by their manicurists. Furthermore, the quality of products used and the courtesy extended to customers did not complement these services.

Furthermore, the study underscores the challenge faced by these establishments in finding technically skilled manicurists who also exhibit courtesy while providing services. Additionally, the findings suggest that the products used for such services may not originate from reputable suppliers in the cosmetics industry.

V. CONCLUSIONS & RECOMMENDATIONS

5.1 Conclusions

The study's analysis leads to several key conclusions regarding the beauty care industry in Surigao City. Firstly, it is evident that this industry is thriving and experiencing significant demand for a wide range of skills. Secondly, beauty care establishments in Surigao City must remain proactive in upgrading their practices and staying aligned with the constantly evolving trends and technologies within the beauty care field. Moreover, achieving a balance in skill distribution among the workforce is essential for the industry's sustainability. However, it is apparent that many beauty care establishments currently fall short of fully satisfying the service needs of their clientele. Furthermore, the skills required by these establishments do not consistently match the level of service satisfaction reported by their customers. This indicates a significant gap that needs to be addressed. Lastly, there is a clear call for advanced training in the principles of Technology Management within the service industry, emphasizing the importance of keeping pace with technological advancements.

5.2 Recommendations

In light of these conclusions, the study recommends specific actions to further the advancement and sustainability of the beauty care industry in Surigao City. Entrepreneurs are strongly encouraged to align their services with the specific needs of their target customers, striving to provide the highest level of satisfaction. This should be complemented by a proactive approach to gathering and integrating customer feedback for continuous service improvement. Beauticians and workers, as direct providers of beauty care services, are urged to consistently exhibit courtesy in their communication and to deliver services to the best of their abilities. Lastly, local government officials play a crucial role in reinforcing the industry's standards and practices by closely monitoring beauty care service establishments in accordance with local and national ordinances governing business operations.

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