Research on the Problem of Brain Drain in Beauty Industry

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Abstract: Under the circumstance of imperfect operation and management of beauty salons and increased staff work pressure, the problem of brain drain in beauty has occurred, which in turn affects the overall operation of beauty companies. Therefore, the Chinese beauty market is still in an irregular and immature development stage, and it is necessary to propose reasonable and complete solutions. This article takes Guangzhou Wellas Beauty Company as an example to study the problem of brain drain in the beauty industry. Through questionnaire survey and interview investigation, it is found that the beauty company has insufficient company management mechanism, unreasonable salary and remuneration, and excessive working hours that cause the body to be unbearable, etc. Problems, and finally put forward targeted solutions, and provide some reference suggestions for it and its peers.

Keywords: Beauty industry;Brain drain; Questionnaire investigation; Interview survey

1. Introduction

With the rise of the beauty industry, more and more people go to beauty salons for consumption. The body of employees in the beauty industry is overloaded due to the increase of working hours, and the work pressure increases, and there will be a problem of loss of internal personnel in the beauty industry. The loss of talent in the beauty industry has a great impact on the entire beauty company. The operation and management of the domestic beauty industry is not standardized enough, resulting in a serious loss of talents, and there are fewer people willing to spend money on beauty, which leads to the failure of the beauty company to operate, and eventually the company goes bankrupt and the brain drain [1]. However, foreign research shows that high investment in beauty spending can make the work of the beauty industry stable and reduce the flow of personnel. Therefore, in the beauty industry with many customers, the demand for high-level talents has increased, and high salary levels can be provided, which can reduce the turnover rate of talents.Taking Guangzhou Wellus Beauty Company as an example, this paper finds that through the improvement of the company's management mechanism, not only can the employees work more actively, but also the overall management of the beauty company can be improved. Regulations can improve the range of salary and working hours, so as to improve the service level of the company to a greater extent, so that Venus Beauty Company can obtain greater economic benefits.

2. Research design

2.1 Questionnaire survey on brain drain

The valid questionnaires of this questionnaire account for 100%. A total of 12 questionnaires were distributed and 12 valid questionnaires were recovered.In order to understand in detail the factors affecting the turnover of brain drain talents, the questionnaire also used multiple-choice questions for investigation. The survey results are as follows:the influencing factors of brain drain mainly include low salary and welfare, high attractiveness of external work opportunities to employees, lack of career planning, dissatisfaction with performance management system, small development space, family factors, high work pressure, long overtime, occupational diseases and other reasons.

2.2 Job satisfaction questionnaire survey of in-service employees

The valid questionnaires of this questionnaire accounted for 93.5%. A total of 53 questionnaires were distributed and 49 valid questionnaires were recovered. 48.98% of the respondents believe that the current working environment is medium and the pressure of the working environment is moderate, so that the respondents will not be completely affected by the environment;However, 42.86% of the respondents believed that the working environment was stressful and depressed, which seriously affected the work efficiency.

Most respondents believe that the training opportunities of 1-3 times a year can moderately improve their working ability, and these respondents have 1-3 or even more training opportunities every year, accounting for 85.72%.However, 69.39% of the on-the-job employees are most dissatisfied with the low salary and welfare, which means that their labor is not proportional to their salary, and they will choose to leave if they have a better chance, accounting for 95.92%.

2.3 Interview survey

It is found that the low salary and welfare will affect the enthusiasm of employees.Low salary and welfare, high life pressure of employees, labor consumption and physical health in the long-time working environment, resulting in the decline of work efficiency;In performance management, employees' performance consists of attendance, selling products, the number of services provided and voting among employees. If the satisfaction of customers after consumption can be added to employees' performance appraisal, employees can work more actively and treat customers with good attitude and high-quality service.Because the body muscles and collaterals massage in beauty services requires beauticians to use their own strength, they do not get enough rest time after working for many times for a long time, and even need to carry out up to 3 hours of training after work;When entering the company for the first time, the labor contract was not signed and the social security of employees was not purchased in time, so the labor and health of employees could not be guaranteed, resulting in the increase of brain drain.

3. Data inspection

Use the scale questions to investigate the on-the-job employees' satisfactionwith the company. Set a five-point scale from 5 very likely to 1 very unlikely.This paper uses spss24.0 software carries out reliability, validity and descriptive analysis,the results are as follows.

If this value is higher than 0.8, it indicates that the reliability is high; If this value is between 0.7-0.8, it indicates that the reliability is good[5]， the reliability coefficient of this questionnaire is 0.817, which is greater than 0.8, which shows that the reliability quality of the research data is high and can be used for further analysis.

If the calculated kmo value is greater than 0.6, it means that all factors in the questionnaire are related and meet the analysis requirements.Significance less than or equal to 0.01 is appropriate, which fully indicates that there is a strong correlation between each variable in this questionnaire[5].According to the calculation of the questionnaire, the kmo value is 0.673, indicating that the analysis is appropriate; The significance is less than or equal to 0.01, indicating that there is a very strong correlation between each variable in this questionnaire.

It can be concluded from spss that the item "salary is proportional to the labor paid" with an average value of 2.65 is the lowest of all, so it can be seen that employees are most dissatisfied with salary;The average values of "being satisfied with the welfare treatment of Wellas Beauty Company" and "having a great chance of promotion" are 2.74 and 2.76, indicating that employees' dissatisfaction with these two aspects is second only to the item "salary is in direct proportion to their labor";The average values of "the current personnel system of Wellas Beauty Company is reasonable" and "your personal value has been well reflected" are close to 3.0, indicating that they are just satisfied, but the employees also hope that the company can do better in these two aspects.

4. Discuss

4.1 Improve the performance appraisal system

In view of the shortcomings of the company's performance appraisal system, it is necessary to revise the system and publicize the performance appraisal system to ensure fairness and justice. Secondly, formulate scientific performance appraisal standards and methods. Finally, it is necessary to rationally use the results of performance appraisal, reduce performance wages for employees who fail to meet the performance appraisal standards, and give appropriate encouragement to promote employees to improve as soon as possible.

4.2 Optimize salary incentive mechanism

First of all, we must establish a reasonable salary range. The salary formulation can refer to the salary of employees in the same industry and the same position. Secondly, implement an effective incentive mechanism, in order to allow employees to have a sense of identity with the incentive mechanism. Finally, it is necessary to enrich and improve the content of welfare incentives, provide diversified forms of welfare, and ensure the welfare that employees should have. The company shall conduct regular health checks for employees to ensure the health of employees.

4.3 Establish a reasonable staff management system

First, establish a humanized management model. Secondly, make career plans for employees, formulate personal career plans

for employees, promote the growth and development of employees, improve employee satisfaction and job satisfaction, and help the company to better promote and retain talents. Update employee news to ensure career validity.

4.4 Reduce the brain drain caused by work pressure

It is necessary to stabilize the negative emotions of employees, avoid affecting the emotions of customers who come to consume, use professional consulting knowledge to inquire about the situation of employees, adhere to the principles of respect, confidentiality and voluntariness, and guide employees to come out of their emotions . Then, avoid long overtime training after get off work hours.

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