

## QUALITY OF CUSTOMER RELATIONSHIP IN BEAUTY SALONS IN MEDICI'S CITY (Brazil)



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### SUMMARY

*The objective of this work was to investigate the quality of services provided in establishments of aesthetics and beauty. In an expanding market, with products and techniques of rejuvenation, men and women more than at other times, has tried to delay the inevitable aging. This work presents an approach to the growth of the industry of Beauty and Aesthetics; discusses the aspects of quality in the provision of services, and demonstrates the basics of the concept of services, features, quality and attendance forms. We used the deductive method approach with descriptive and exploratory. The survey was in most qualitative, having only the tabulation of data as quantitative aspect. The sample was 70 (n=70) participants, randomly chosen, which, having the identity preserved, received the encoding P1, P2... P70. The results showed the consumer behavior in relation to services of aesthetics and beauty, as well as the election of key metrics of quality in such services in the city of President Medici. It has had as a limiting Fctor to lack of bibliography and research in the area. Another limiting Fctor was the amount of time spent and the number of participants. It is recommended that the companies of the sector aesthetic in President Medici that even as a result of demand for professionals and the high demand for services, that they can be rendered in a professional manner, treating the customer as a unique being and essential to business success, because any slide can collapse an entire enterprise management of beauty.*

**PALAVRAS-CHAVE:** Quality in services, consumer satisfaction.

### INTRODUCTION

The market's Fashion beauty is expanding. Over the past 14 years - 1996 to 2009 - according to data from ABIHPEC (Brazilian Association of the Cosmetic Toiletry and Fragrance), this market showed much more vigorous growth than the rest of the industry (10.5% average growth in the sector against 2.9 in Total GDP and 2.3% o

f the General Industry). Second Mendes (2010), the cosmetics industry went From a billing ExFctory, net of sales tax, of R\$ 4.9 billion in 1996 to 24.9 billion in 2009. Several Fctors have contributed to this excellent growth in the Sector, among which stand out:

a) Increasing Participation of Brazilian women in the labor market; b) The use of cutting-edge technology and the consequent increase in productivity, favoring the prices charged by the industry, which have smaller increases than the indices of prices in the economy in general; c) Constant releases of new products taking into account each time more to the needs of the market; d) Increase in life expectancy, which brings the need to retain an impression of youth.

Brazil is the third largest consumer market for health and beauty products, behind the United States and Japan, says John Carlos Basilio, ABIHPEC chairman. It is the second in children's products, male products, oral hygiene, solar protection, perfumery and bath; third in hair care products and color cosmetics; sixth in skin and eighth in depilatories.

Considered to be one of the sectors with the highest growth in Brazil, the area of beauty encompasses from cosmetics to the most various services offered through the halls. As the Brazilian people is one of the most proud of the world, the concern with the beauty ends up attracting more and more people interested in joining in careers and business sector (ABIHPEC, 2010).

This research has been studied as the professional beauty must proceed to follow the trends of modernity and meet a customer each day more demanding. The art of delighting the customer and surpass their expectations was analyzed in detail, in order to know what the consumer thinks, and you want the professional beauty do to make it a high self-esteem. For both the focus of this study was the quality of the services of aesthetics and beauty offered in beauty salons in the city of President Medici/RO.

A sector in expansion and also competitive, where many service providers juggle to do the best for his client, aiming to win their preference, this research sought to answer: how to perform a service that meets the vanity of the customer in order to enchant you, stand up to your expectations? The study was directed to the analysis of the quality of services in beauty salons as a factor in overcoming the expectations of the customer. Thus, the objective of studying the conceptual aspects of the quality of the services in beauty salons; identify the relationship between quality of services x customer satisfaction; contextualizing response techniques that surpass the expectations of the customer; check the customer perception of the quality of services provided in beauty salons.

With so many resources available, the quality of life has improved substantially. People are no longer satisfied with the 'good', the 'sufficient', unlike are demanding, seeking quality even if the cost is high. Pick the best service is already a reality for those who can pay the price for this. However, not infrequently, there is high price X low quality, leaving the frustrated customer. Fortunately there are many service providers concerned with the satisfaction of your customer. These have as mission meet the needs and desires of the consumer; make up something more if you need to have your customer happy, satisfied. The entrepreneur who acts in this way is aware of its role in society and, therefore, remains faithful to his company a valuable asset: the customer (SOUZA, 2009).

The present study aimed to investigate the procedures and techniques that lead to overcoming the expectations of customers in services of aesthetics and beauty, since this is a growing market, making it is necessary to know what the consumer thinks and expects the provider of such services in the current days. The researcher had direct interest in the results of this research, there is vista have a business in the area of beauty, which is a beauty.

The theoretical framework of this study is the concept of quality and the quality of services, analysis of aspects of quality in services, quality services X customer satisfaction, and finally, the benefits of quality in services. The methodology is a description of the method and techniques used. In the present study, the data collected From the participants were analyzed with a margin of 6% (six percent) of error; the results are shown in tables and bar graphs accompanied by the analysis of the author and/or the confirmation of the proposed authors in theoretical Framework.

## 1 THEORETICAL FRAMEWORK

There is a consensus that the good quality standard represents something well-designed, well-designed, well-designed, well-organized, well-run, well-done, well-presented, that meets certain specifications and therefore complies with the needs of producers, service providers and customers. To differentiate themselves in a competitive market and attract more customers, companies are looking to make their mark and their products through overt investments in advertising and marketing, as well as qualification of professionals aiming to attract and retain the greatest number of customers. These are, then, seduced by offers, benefits, pleasantries, guarantees and rights (SENAC, 2009).

### 1.1 Groundwork of the Quality of Service

In daily living and, above all, in the last two decades, the term Quality is becoming increasingly frequent. There is much talk of Quality of a Product, Quality of Service, Quality of Education, Quality of Life, etc. With the appearance in all areas of products whose quality is increasing, people have acquired a new culture, becoming more demanding and sensitive for details previously unnoticed ( DELGADO, 2009).

The Quality of a product/service was first associated with the definition of conformity to specifications with expected result according to the promised. Later, the concept has evolved to the vision of consumer satisfaction . Obviously the customer satisfaction is not the result only and so only the degree of conformity with the technical specifications, but also on factors such as time and punctuality of delivery, payment terms, care pre and post-sale, flexibility, etc. (DELGADO, 2009).

In parallel with the evolution of the concept of Quality, emerged the view that the same was critical for strategic positioning of the company in the Market. Shortly after it was realized that the company's strategic planning emphasizing the Quality was not good enough for your success. The concept of customer satisfaction was then extended to other entities involved with the activities of the Company. The term Total Quality represents the search for satisfaction not only the customer, but of all the "stakeholders" (significant entities in existence of the company) and also the organizational excellence of the company. (DELGADO, 2009).

Thus, with all involved in the search of quality has a mobilization in search of what may respond by the success of a company: satisfied customer has strong chances of not only return, but speak well of the company and bring new consumers.

### 1.2 CONCEPT OF QUALITY IN SERVICES

In the provision of services to quality can make all the difference mainly in services provided directly to the person, because this will touch on feelings and emotions of the consumer, leaving you FRustrated, angry or amazed, high self-esteem with the result of the service. Second Delgado (2009), the Fctors that must be present in the provision of a service, contributing to a better quality are:

1 The kindness/sympathy.

2 THE readiness/availability.

3) To make sure that the needs were met.

4 The proactive attitude of who provides the service.

A service with quality in addition to avoid rework, ensures customer satisfaction, and why not the provider of the service, where this is in the satisfaction of your customer part of your payment, and in the process of continuous evolution, feel contribute to the improvement of people's lives and their own.

### 1.3 ASPECTS OF QUALITY IN SERVICES

A service has peculiar characteristics which may promote the conquest of customers when the professional uses it in his favor, or contribute to banish the consumer organization when he does not take due care. Suggested by Parasuraman *et al* (1998, p. 218), *apud* Freitas (2005, p. 17). 4) Highlight three points as characteristics of services:

**A) concurrency:** services are consumed almost simultaneously to the moment in which they are produced, making it difficult or almost impossible to detect and correct the faults before they occur and affect the customer.

**(B) inviolability:** services represent a product that is not physical, i.e., they may not be transported and/or stored.

**(C) heterogeneity:** the wide range of existing services and the strong relationship with the human factor hampering the standardization activity and sets prices. Curiously, according to the service you are purchasing, the customer may receive different names, among which: consumer, customer, user, guest, patient, requestor, etc.

On the other hand, apathy, the coldness, the callousness, the failure to date of delivery, the high prices, the indifference in post-service, the delay and the disorganization in the care are some of common complaints of customers in relation to the services. Albrecht (1998, p. 15), *apud* Freitas (2005, p. 17). 6), among the situations typically reported by customers, quotes:

**A)** to contact an organization (in person, by phone, etc.), the customer wants to be answered as quickly and effectively as possible. However, frequently note that by unprepared or ill-will of the employee, the customer travels several sectors of the organization, receives information mismatched, without having your problem solved.

**(B)** many times the customer is looking for information from the staff of cleaning or security of an organization. This situation mainly occurs after the customer receives a poor customer service of a receptionist, or when this is not an employee of the organization available to provide you with the information you want.

Due to the intrinsic characteristics of services, a management model seeking excellence in the provision of a service can be composed of three elements strongly related, in which the customer is considered as vital for business success. Second Albrecht (1998, p. 15), *apud* Freitas (2005, p. 17). 6), such elements are:

- a) **Focus of service:** consists of actions and procedures that must be planned and implemented to meet the real needs and wishes of the customer.
- b) **Officials:** are all people belonging to the organization that, once known the focus of the service, must be prepared to perform it effectively.
- c) **technical Support:** in this aspect are lumped systems, techniques and procedures that aim to ensure the quality of services provided.

Of these elements, it should be noted that the human element is considered paramount factor in the provision of services. It's up to the provider of the service capture messages implicit and explicit the customer and provide the service desired by him, making you feel that you have value to organization.

#### 1.4 Qualities in Services X Customer Satisfaction

Provide a great service depends on let the consumer satisfied is the desire of many entrepreneurs, but few reach this objective, it is not so easy to please. Many when they do not do what is necessary, although expect satisfactory results give the excuse that "neither God pleased everybody". It's obvious that it would be a great boldness to please everyone in everything, but to do the best we can propose to do is possible (SOUZA, 2009).

Faced with so many options available, wins the consumer preference that service provider that inspires confidence, which gives the best of himself and is ready to do 'something more' by your customer. Berry *et al.*, *apud* Zemke *et al* (2008), listing the Factors that is a greater or lesser extent these factors are present in the situations of service through which customers evaluate the quality of service, which are:

- a) **Reliability.** The ability to meet, so reliable and exact what was promised.
- b) **Empathy.** The degree of care and individual attention that is demonstrated to customers.
- c) **Security.** The knowledge of the facts and the courtesy shown to customers and the ability to transmit sincerity, competence and confidence.
- d) **Appearance.** The physical appearance of the facility, the equipment and the service provider (and of other employees).
- e) **Response.** The good will that the service provider is to help customers promptly.

The conquest of the customer takes place in a conflict of competence in customer service, prices, respect the desire individualized and, at the same time, a conception of willingness, as said Schopenhauer (2005, p. 9) "the experience also reveals the individual that he is a being who moves himself, a being active whose behavior manifest directly expressed their desire"; in this context, the conquest of the individual as a client depends on the understanding of the pressure imposed by the ideas of the market and its condition as a being that has no desire as conscience primitive and irreducible.

In a Win to Win business, second Covey (2006), the provider of a service that does the best by your customer, concerned to meet your needs/desires wins the confidence of this that the remuneration glad to have solved your problem.

#### 1.5 BENEFITS OF QUALITY SERVICES

Delight customers with something unexpected or details that they are important is crucial in conquest, as advises Pereira (2010, p. 5):

Do what everyone expects no longer winning more customers, who are increasingly demanding. Think of something different, new, something that the competition is offering and the customer. Exceed expectations from him. Make your life. It is called this enchantment. The more you do for the customer, the more difficult it becomes loses it.

The customer sees when there is good will and effort to serve you as well; therefore, the service provider to deal directly with people must never waver a service badly done or done hastily, compromising its quality. It is necessary to make the best of what it proposes to do, leaving the customer amazed with the result of their work, which means a recovery of its presence in the enterprise (PEREIRA, 2010, p. 5).

The professional must be aware of the news and trends in anticipating the expectations and desires of consumers. If you do not, your customer will be "welcome" in competition, that does not flinch in conquest and differentiated service.

Surprise the consumer with the provision of a service note ten brings benefits to him and to the company as stresses Cerci (2009, p. 8), which lists 4 (four) forms of customer service. Here is highlighted that service-oriented objective that enchant the consumer: There are four types of care: 1- the care with the focus on "meet table"; 2- care with focus on committees; 3- primary care; 4- surprising and charming.

Some companies adopt this motto and as a result leaves great memories and often guarantee the return of customers as it is the case of Disney that, according to surveys 70% (seventy percent) of their customers come back one or more times. Second Connellan (1998), the Disney simply has passion for service note ten dispensed to what the company calls affectionately invited. The employees of the company called cast members are also infected by the magic of good care, not measuring efforts to do the best for your guests.

Provide a quality service, in accordance with the needs and desires of the consumer, it will exit the title of customer going to become a partner of the company, and be called a customer, such as puts de Souza (2009): "Customer is what will happen to the company, but one that is always present rain or sun, are the patrons of the company".

## **2 METHODOLOGY**

The method used in this research was the deductive, that second Ruiz (1996), From listed more general prepared neatly as assumptions of a reasoning, arrives at a particular conclusion or less general. We conducted a survey of field beside the Frequenters of beauty salons in the city of President Medici/RO.

The study was descriptive and exploratory with approach was for the most part qualitative and quantitative Ruiz (1996) (LAKATOS; MARCONI, 2008, p . 269).

The present study has used a questionnaire as technical data collections and bibliographic research.

The research universe is composed of an indefinite population ( $u$  = undetermined), with a simple random sampling of 70 (seventy) participants ( $n= 70$  men and women aged greater than or equal to 15 years). Each participant received the encoding in accordance with the order of approach, such as P1, first interviewee, P2, second interviewee, and so in the Medici's City. The responses of the participants, as well as the analysis of the data collected are described below .

## **3 RESEARCH'S RESULTS AND ANALYSIS**

This item shows the analysis of the data obtained with the responses From the questionnaires, which are: the consumer behavior and the quality of services received by him, as well as the importance given to each relevant attribute to the quality of care in environments of aesthetics and beauty.

The structure of this item is divided into two parts: the first shows the profile of the participants , and the second presents the results of the qualitative part which describes the participants' views on the services provided in beauty salons.

### **3.1 Profile of Qualitative Sample**

The 70 participants who comprised the sample of this research were characterized according to sex, color, age, marital status, level of education, occupation and monthly



income. Among the respondents, 60 were female, suggesting that women consume as well as the services of aesthetic beauty that men, as shown in table 1.

**Table 1: Gender and Skins Color of participants**

Gender	f(x)	f(%)
Male	10	15%
Female	60	85%
White	40	57%
Mestice	25	36%
Black	5	7%

**Source:** The authors . Medici's City. 2010 – Rondonia (Brazil).

The predominant color of the participants, according to table 2, is white (40 of 70 participants), and the brown color in second place (25 people).

As to age, the majority of consumers of beauty services is in two groups: 15 to 25 years (23 participants) and 25 and 35 years (30 participants), as observed in table 3.

**Table 3: Age of participants, President Medici/RO.**

AGE	f(x)	f(%)
15 - 25 years	23	33%
25 - 35 years	30	43%
35 - 45 years	11	15.5%
45 Years - ∞	6	8.5%

Font: The authors . Medici's City. 2010 – Rondonia (Brazil).

With regard to marital status (table 4), the consumption of beauty services is greater among the unmarried (31 participants). However, married couples do not get left behind, because the difference is small (28 people are married), demonstrating that the committed are also consumers of services of Fashion and take such a decision based on vanity.

**Table 4: The civil status of the participants, Medici /RO.**

CIVIL STATUS	f(x)	f(%)
Single	31	44.3%
Married	28	40%
Divorced	5	7.1%
Other	6	8.6%

**Source:** The authors . Medici's City. 2010 – Rondonia (Brazil).

In terms of education (table 5), most of the participants (27 people) has or is enrolled in higher level (23 people). This is due to the fact that President Medici has many university students. Daily multiple bus moving leading students to Cacoal or Ji-Parana. There are also virtual Faculties, which provides higher education up to the residents of the rural area of the municipality.

**Table 5:** Educational level of the participants , President Medici/RO.

EDUCATION	f(x)	f(%)
E. F. Complete	2	3%
E. M. Incomplete	6	8.6%
E. M. Complete	12	17%
E. S. Incomplete	23	32.8%
E. S. Complete	27	38.6

**Source:** The authors . Medici's City. 2010 – Rondonia (Brazil).

With respect to the monthly income ( table 6), most of the participants earn 2 (two) or more minimum wages (49 people). This is directly related to the previous item, that is, since the majority attends or has already completed a Faculty, the income matches the qualifications of the participants.

**Table 6:** monthly Income of participants, President Medici/RO.

MONTHLY INCOME	f(x)	f(%)
Up to 1 salt. minimum	21	30%
2 Salt minimum.	13	18.6%
3 Salt minimum.	7	10%
4 Salt minimum.	8	11.4%
5 or more salt. minimum	21	30%

**Source:** The authors . Medici's City. 2010 – Rondonia (Brazil).

The majority of respondents are public officials (41 people), a F which also relates to the table 5, there is a view to offer jobs in President Medici focus on trade and in the public sector, and that the latter offers higher remuneration, the people completing the Faculty provide public tender or become professionals (12 participants). In addition to professionals and public officials, participated in the research: sellers (7 participants), desks (5 participants) and autonomous (5 participants), as can be seen in table 7.

**Table 7: Occupation** of the participants , President Medici/RO.

PROFESSION	f(x)	f(%)
Func. public	41	58.6%
Professional liberal	12	17.2%
Seller	7	10%
Secretary	5	7.1%
Standalone	5	7.1%
Total	70	100%

**Source:** The authors . Medici's City. 2010 – Rondonia (Brazil).

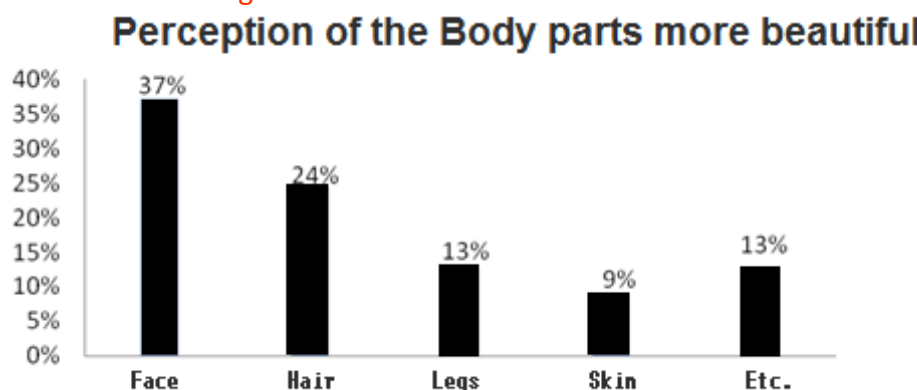
### 3.2 RESULTS OF QUALITATIVE RESEARCH

The questionnaire contained 12 (twelve) objective questions and 3 (three) subjective, which focused on favorite part of the body, with the interviewee spends more to



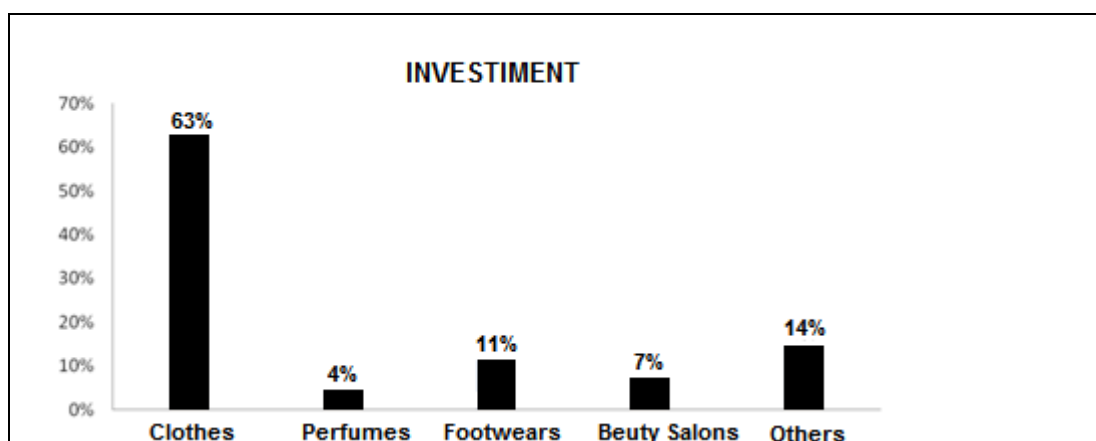
keep in Fashion , monthly Frequency to beauty services. The majority of the questions (eight) was on the quality of the service provided, such as recovery of characteristics - strength - the customer, dialog, suggestion of services and modern techniques, forms of care and receipt of this by service provider. The search results are shown in the graphic below as well as the analysis of the responses.

The majority of the participants chose the face as the most beautiful of the body, followed by the hair. It is worth noting that these two parts of the body are subject to improvement in the majority of beauty services, and were women who were elected to represent, which confirms the vanity women higher than that of men, in a quest for beauty services, as it is observed in figure 8.



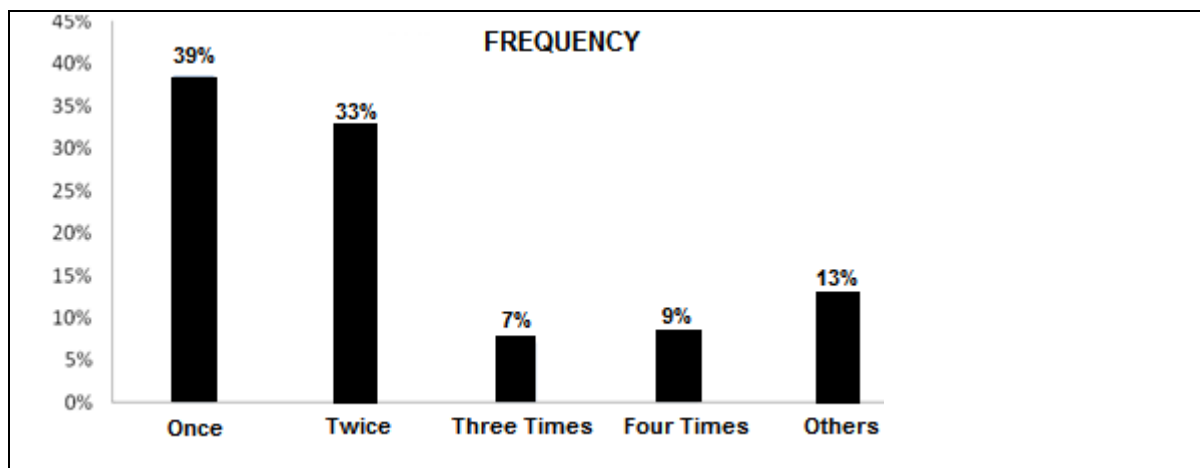
**Fig.: 8 - Perception of bodily beauty. President Medici, November 2010.**

Although the cosmetics industry is growing (Mendes, 2010), the largest investment for most of the participants to maintain Fashion is in clothing (44 70). It is known that this is a promising market, given the figures worn - which are actually investments - in events such as Fashion shows Fashion Week that occur in Sao Paulo, Rio de Janeiro, New York, Milan, Mexico City, etc. Oi Fashion and International Fir of the Textile Industry - FENIT (COBRA, 2007). There is a great interest on the part of artists to launch keeps churning, as is the case of actresses Juliana Paes, Leticia Birkheuer and many others, which demonstrates that the garment sector is directly inserted in a lucrative market of beauty. With so much publicity in clothing market, added to the vanity of people on high, it is easy to understand this choice, as seen in the graph in figure 9:



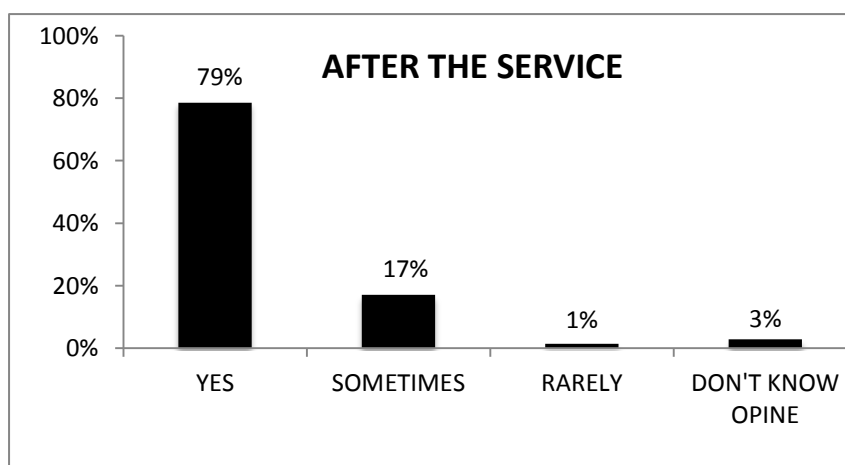
**Fig. 9 - Investment of the participant to remain in Fashion  
President Medici, November 2010.**

According to the survey (figure 10) half of the participants (35 people) will two or more times to a beauty salon in the period of a month, and 39% of participants (23 people) seek the service of beauty at least once every thirty days. Look for the beauty services with such FRequency suggests that people are really worried about appearance, desiring to have this improved among professionals.



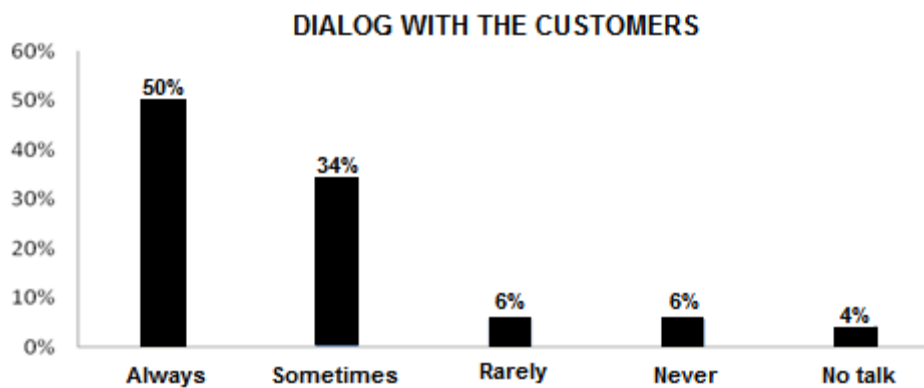
**Fig. 10. Average FRequency of participants to the lounge.  
President Medici, November 2010.**

It can be said, as shown in figure 11, that the professionals of beauty are concerned with the quality of the service provided to the customer. When asked about their satisfaction post-service, nearly eighty percent of the participants said always leave a service of beauty with the self-esteem high, signaling that the professional satisfy your needs/desires.



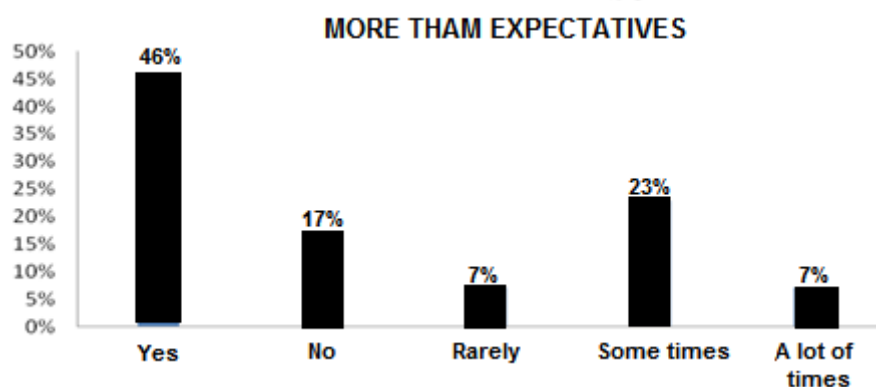
**Fig. 11- Satisfaction post-service. President Medici, November 2010.**

Fifty percent of respondents said dialog with the professional beauty over the desire to have their beauty highlighted. This suggests that a good proportion of consumers want a satisfactory service, where their interests are taken seriously by professional, as can be seen in figure 12.



**Fig. 12 - FRequency of dialog between professional and client.  
President Medici, November 2010.**

According to almost half of the respondents (32 of 70), the service professionals who are concerned with the well being of its customers, giving the best of themselves to meet the needs and desires of consumers. As suggests Pereira (2010): "Exceed expectations From him. Make your life. It is called this enchantment . **The more you do for the customer, the more difficult it becomes loses it**", professionals are aware of the customer service, there is a view that many of them, according to the participants, provide top-quality service, as seen in figure 13.

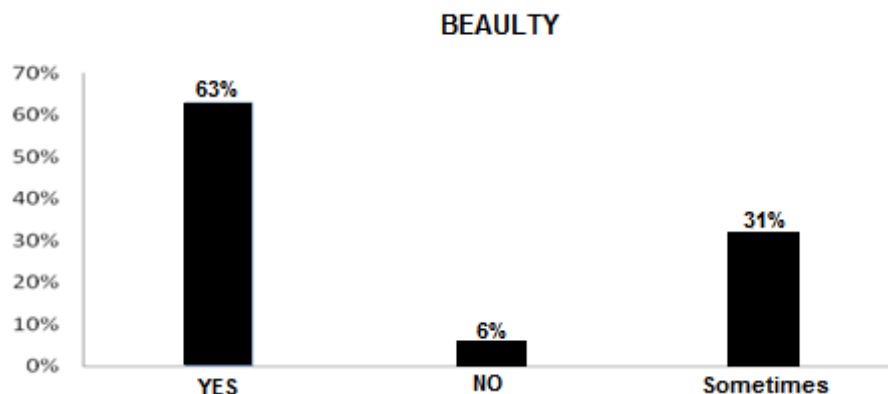


**Fig. 13 - Overcoming the expectations of the consumer.  
President Medici, November 2010.**

With respect to the enhancement of the customer, when asked if the professional values the details of his body, making you feel that you are a valued customer and have value for the medical professional, the majority of the participants (52 of 70) praised the work of professional training that provides service, is surprising their customers with great results or doing something more, aiming to enhance strengths to highlight the beauty of the same. Many professional practice that advises Pereira (2010, p. 5): "You must have

perception, imagination, creativity to enchant always. What today is surprise tomorrow can be something common. To enchant you need to be always ahead of the competition.

In contrast an old popular saying "beauty is not on the table", the majority of the respondents (44 of 70), as can be seen in figure 15, when asked about the influence of the beauty of the people, said that this exerts an influence on individuals, confirming that it is not by chance that your market is growing, as seen in Mendes (2010), which also claims to be the beauty segment a billionaire.



**Fig. 15 Influence of beauty in the life of the people.  
President Medici, November 2010.**

According to the participants is not only the need that drives them to seek the services of beauty, but also the vanity, i.e. the desire to have the improved looks increases the demand for the services. Of the 70 participants, 30 and seven said they go to a lounge more by vanity of that by necessity, which confirms the statement above that the beauty influence people, leading them to seek their services even if he didn't need.

The majority of the participants in this study, even though you want to improve the appearance, are aFRaid to take a risk. Sixty-one percent said they use a product or service after someone (confidence) already used and recommends. This signals that people want to have the improved looks, but are aFRaid to take a risk. Some female participants stated that the quality of the service increases when the professional holder of its confidence suggests new products or the adoption of modern techniques, which demonstrates that the consumer likes to feel secure about the outcome of the product/service, preferring not bet.

To question *what you think is a good answer?* Here are some of the answers in the table below:

*P5 Attention and goodwill in attendance.*

*P10 Attention to the request that I made. Relaxing Conversation during the service. Speed and quality.*

*P16 That in which the professional is concerned with the customer's request and suggests some news.*

*P22 Deal with the customer in an individualized manner, making them feel unique.*

*P26 Good customer service is the one in which the service provider seeks to understand the needs of the customer and satisfy him, as well as bring suggestions.*

*P34 Efficiency, pleasant surprise.*

*P42 Performing procedures with whim and dedication. Serve customers with sympathy and attention is directed to the work.*

*P55 sympathy, treat all customers in a unified manner.*

*P59 Getting To Know the customer and try to satisfy it in accordance with your style, i.e. thinking as a customer. Carry out a survey of what he likes.*

*P62 Creativity of the professional to suggest something above and beyond my expectations, quality of products and very little waiting time.*

*P63 Care with attention and excellence, seeking to leave the customer at ease.*

The majority of responses related to the who suggests Cerci (2009): "Surprise and enchant depends on the attitude and skills of those who care. IS to go beyond the basics, surpassing expectations, with posture, smile, provision, making the customer to have a unique experience and very pleasant, and not just for the sale and purchase." To this question, at least 14 (fourteen) participants - 20% of the total - have referred to compliance with the scheduled time as a topic for a good service, confirming what says Albrecht (1998, p. 15), *apud* Freitas (2005, p. 17). 6): "to contact an organization (in person, by phone, etc. ), the customer wants to be answered as quickly and effectively as possible." The waiting time is a negative Factor in beauty salons; in some cases the customer demand another beauty that the answer without delay.

For the last question *How do you think that a service provider must approve his/her customer?* answers came together with the following words:

*Attention, provision, good humor, good will, sympathy, be cordial, with education, interest in the work, availability, smile, good appearance, respect, affection, kindness, simplicity, naturalness, enthusiasm, confidence and safety, readiness, pleasant atmosphere, good professionals, call the customer by name, intelligence, readiness, interest in the work, spontaneity, good physical structure, satisfaction and charisma.* Good part of the words is the same as listed by Berry *et al.*, *apud* Zemke *et al* (2008), who cites the Fctors through which customers evaluate the quality in service, seen on page 13 of this Article.

The quality of the service is valued by consumers through the way the professionals relate and interact with customers (BOOT, 2007). Judging by the answers of the question above, each customer wants - and hold - a warm welcome, with spontaneity, attention, sympathy and good humor, where the service provider demonstrates valuing their presence, as well as your money.

### FINAL CONSIDERATIONS

The results of this work showed that the consumer is aware of the quality of services of aesthetics and beauty. Several responses confirmed that proposed some authors regarding the provision of a high quality service. Also it was possible to confirm that the vanity of people is on the rise, leading them to seek the services of beauty even if he didn't need. The study noted that the consumer is more demanding and makes a point to feel valued by the service provider.

It was observed that the consumer wants to have their appearance improved, however prefer not to take risks with respect to the use of products and new techniques, leaving this task to the professional beauty of their confidence. A Fct observed in this survey

is the impatience of the customer regarding the failure of scheduled time. For some, the punctuality is primary requirement for anyone who wants to offer quality services.

Metrics how to be ethical, have good sense of humor, good looks, be attentive, provide physical structure appropriate, transmit security were the most cited as components of the provision of a service that will meet the desires/needs of the consumer, surpassing their expectations.

This study, despite its limitations, has achieved what is proposed, the views of participants help to answer the question problem with this research. The study was limited by the scarcity of literature and research in the area of beauty, as well as the time spent and the number of participants. Further studies are necessary to ensure that the results analyzed in this Article could be compared and complemented by consolidating the systematic process of evaluation of the consumer. All academic work is benefiting from previous studies. A research work is never exhausted in himself, being always possible open space for other studies and new possibilities.

Is as a suggestion to service providers of aesthetics and beauty treat their clients as unique beings, paying attention to their needs/desires. It is worth noting also, as said a participant, putting yourself in the place of the customer, and thus understand what he really wants. In addition to this, provide a service loaded with good humor, good will, detract, spontaneity, charisma, where the consumer in addition to feel loved, needs to make sure that is in the hands of a professional who gives you security, and whose mission is to enhance its beauty and raise you the self-esteem.

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