**Abstract**

The grooming industry is getting a makeover. Usually, women like to go spa for their relaxation and haircut and beauty salon mostly used by ‘women’.Like for haircut salon, they used to go for a hair wash, hair coloring, hair straightening etc... and for beauty salon, they like to go for a manicure, pedicure, facial etc... for their every makeover they used to prefer salon only. Hence a study on customer preference towards Naturals’unisex Salon has been taken up. And also the purpose is to know customers opinion and factors influencing to visit the Naturals’ Salon. The data was collected from 200 respondents using questionnaire method. Purposive sampling method has been used to collect the data from the respondents. Simple Percentage analysis, Multiple responses, Descriptive statistics, ANOVA and t-test.It was found from the study that the respondents arestrongly agreed for factors influenced to High Status