

A STUDY ON CUSTOMER PREFERENCE TOWARDS LAKME PRODUCT BRAND: A SPECIAL REFERENCE TO CHENNAI

Submitted in partial fulfillment of the requirements for the award of

Bachelors of Business Administration

by

E.AKASH
Register No. 38280015



SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119**

April – 2021



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SCHOOL OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **E.AKASH (38280015)** who have done the Project work entitled “**A STUDY ON CUSTOMER PREFERENCE TOWARDS LAKME PRODUCT BRAND: A SPECIAL REFERENCE TO CHENNAI**” under my supervision from January 2021 to March 2021

Internal Guide

Dr. BHUVANESWARI G.
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Submitted for Viva voce Examination held on _____.

Internal Examiner

External Examiner

DECLARATION

I E.AKASH (38280015) hereby declare that the Project Report entitled “A STUDY ON CUSTOMER PREFERENCE TOWARDS LAKME PRODUCT BRAND: A SPECIAL REFERENCE TO CHENNAI” done by me under the guidance of Dr. M. THINESH KUMAR M.COM, M.B.A. M.Phil P.h.D. is submitted in partial fulfillment of the requirements for the award of Bachelors of Business Administration degree.

DATE:

PLACE:

SIGNATURE OF THE CANDIDATE

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(E.AKASH)

ABSTRACT

The use of cosmetics by Indian consumers has increased significantly with more and more women and men taking greater interest in personal grooming, increasing disposable incomes, changing life styles, influence of satellite television and greater product choice and availability. This project helps to identify the liking towards Lakme product. It provides an insight to the various reasons that influence the usage of the product. In this study convenience sampling method was adopted to select the sample size of 60 and collect data. The project concluded that the growing Indian cosmetics market offers promising prospects for international brands. The growth rate in the cosmetics market reflects an increasing demand for beauty care products in India. Majority respondents are found to be preferring the brand and they are very loyal towards the brand. Quality is one of the major influences of Lakme brand purchases, thus the company can ensure maintain and sustain quality for the brand with no compromise on standards.

TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO
	ABSTRACT	V
1	INTRODUCTION	1-7
	1.1 Introduction	1
	1.2 INDUSTRY PROFILE	2
	1.3 PROFILE OF COMPANY	5
	1.4 NEED FOR STUDY	7
	1.5 SCOPE OF THE STUDY	7
	1.6 OBJECTIVES OF THE STUDY	7
	2 REVIEWS OF LITRATURE	8-10
3	RESEARCH METHODOLOGY	11-13
	3.1 RESEARCH DESIGN	11
	3.2 METHODOLOGY OF DATA COLLECTION	12
	3.3 TOOL FOR DATA COLLECTION	12
	3.4 SAMPLING DESIGN	12
	3.5 FRAMEWORK FOR ANALYSIS	13
	3.6 Limitations of the Study	13
4	DATA ANALYSIS AND INTERPRETATION	14-29
5	5.1 Findings	30
	5.2 Suggestions	30
	5.3 Conclusion	31
	Annexure(Questionnaire)	
	REFERENCES	

CHAPTER 1

INTRODUCTION

1.1. INTRODUCTION TO BRAND PREFERENCES

The use of cosmetics by Indian consumers has increased significantly with more and more women and men taking greater interest in personal grooming, increasing disposable incomes, changing life styles, influence of satellite television and greater product choice and availability. This cosmetics and personal care industry has been growing at an average rate of 20 percent for the last few years. The growing Indian cosmetics market offers promising prospects for international brands. The growth rate in the cosmetics market reflects an increasing demand for beauty care products in India. Perfumes and fragrances, skin care, and hair care products are some of the major segments with promising prospects for U.S. companies.

Penetration of most cosmetic and toiletries is very low in India. Current consumption of many products is well below that of many countries in Asia. The low market penetration of many cosmetics and personal care products offers room for growth. The urban population with increasing purchasing power is the major force driving demand for cosmetics and toiletries. India is a very price-sensitive market and mass-market products constitute the major part of the cosmetics and toiletries market. India's import of cosmetics and toiletries and intermediate raw materials is around US\$ 120 million, of which the U.S. has a share of approximately 10 percent.

1.2 Industry profile

Consumers are the largest economic group in any country and the present day business activities are because of consumers only. Thus, consumers are the pillars of the economy. The consumers are not only the heart of the marketing system, but also the controller of marketing functions. But in the modern marketing system consumers sovereignty has become a myth on account of the variety of problems in the process of merchandising. The study of consumer behavior enables marketers to understand and predict consumer

behavior in the market place; it also promote understanding of the role that consumption plays in the lives of individual.

Cosmetic industry in India came into limelight immediately after the globalization of 1991 which was followed by the crowning of many Indian women at the international beauty pageants. These events led to the change in the cosmetic consumption in India. In the Indian Cosmetic Industry, electronic as well as print media have played an astonishing role in spreading awareness about the cosmetic products and developing fashion consciousness among the Indian consumers. As a result of which Indian cosmetic Industry had a rapid growth in the last couple of years, growing at a CAGR (Compound Annual Growth Rate) of around 7.5% between 2006 and 2008. While this is due to the improving purchasing power and increasing fashion consciousness, the industry is expected to maintain the momentum growth during the period 2009-2012.

The global cosmetic industry or Multi nationals have been captivated by India in a fascinating manner—the world's second most populous country - over 1 billion people - even one percent of captured market at estimated rates is a huge sum for some companies. India has seen an growth in the cosmetics industry especially in the recent ten years.

Currently, the market size of the **cosmetics industry in India** is estimated to be worth US\$1.5 billion, and is expected to double to US\$3 billion by 2014. The industry has been growing at an annual rate of almost 20%, twice the rate in the United States or Europe. A market surge of 19% Compound Annual Growth Rate (CAGR) is anticipated till the year 2014.

The Associated Chambers of Commerce and Industry of India (ASSOCHAM) has published a survey which stated that 65% of the teenagers claimed that their expenditure on branded cosmetics had increased 75% in the past 10 years.

Cosmetics products have seen a growth of 60 per cent. Skin care cosmetics have experienced a relatively slower growth and products such as anti-wrinkle creams, cleansers and toners are not as popular as facial creams, moisturizers and fairness creams in this genre. Companies like Pond's and Fair & Lovely top the list in this segment. The number of salons have also gone up. Its growth rate is 35 percent. Cosmetic treatments are also growing at the rate of 5 per cent. The hair and beauty industry is seeing a per capita annual spend of \$1.2 which is expected to grow to \$ 6.2 by 2015. The spa and body treatment segment is estimated to grow approximately \$772 million over the next five to eight years.

"Driven by growing consumption in rural and semi-urban areas, the fast-moving consumer goods (FMCG) market is set to double from \$14.7 billion in 2008-09 to \$30 billion in 2014 in order to become the fourth largest sector in the economy with a market size in excess of \$14.7 billion," **Manoj Mehta, chairman, IBM2014**, said.

According to a study titled **"Prospects in the FMCG (Fast Moving Consumer Goods) sector,"** recently made public by the Associated Chambers of Commerce and Industry of India, FMCG sector will witness more than 50 per cent growth in rural and semi-urban India by 2014.

Also the herbal cosmetics industry is providing full support to the beauty business in India and is expected to grow at a rate of 7% as more people use chemical products in favor of organic ones. According to a new research report, the Indian Cosmetics Industry is expected to witness impressive growth rate in the near future, owing to rising beauty concern of both men and women. Currently the industry holds promising growth prospects for both existing and new players.

The Indian Cosmetic market which is traditionally a stronghold of a few major Indian players like Godrej Consumer Care, HUL, Emami, ITC and a lot many, have seen foreign entrants into the market within the last decade. As India is a very price sensitive market of the cosmetics and personal care

products, considering this in mind, the new foreign entrants had to work out new innovative strategies that suited the Indian preferences, for this they budgeted themselves to establish a hold onto the Indian market and finally are able to established a “niche market” for themselves. On the other part, the Indian players, counter attacked the foreign entrants by going in for rural expansion and are offering specialized products to generate revenues from all the corners of the country.

1.3 PROFILE OF COMPANY

Lakme is an Indian brand of cosmetics, owned by Unilever. Lakme started as a 100% subsidiary of Tata Oil Mills (Tomco), part of the Tata Group; it was named after the French opera Lakmé, which itself is the French form of Lakshmi, the goddess of wealth, also renowned for her beauty. Indian cosmetLakme was started in 1952, famously because the then Prime Minister, Jawaharlal Nehru, was concerned that Indian women were spending precious foreign exchange on beauty products, and personally requested JRD Tata to manufacture them in India. Simone Tata joined the company as director, and went on to become its chairman. In 1996 Tata sold off their stakes in Lakmé Lever to HLL, for Rs 200 Core (45 million US\$), and went on to create Trent and Westside. Even today, when most multinational beauty products are available in India, Lakme still occupies a special place in the hearts of Indian women.

Lakme also started its new business in the beauty industry by setting up Lakme Beauty Salons all over India. Now HUL (Hindustan Unilever Limited) has about 110 salons all over India providing beauty services. In the Brand Trust Report Lakme was ranked 104th among India’s most trusted brands and subsequently, according to the Brand Trust Report Lakme was ranked 71st among India’s most trusted brand. In 2014 however, Lakme was ranked 36th among India’s most trusted brands.

Product Details

- Eyeliner
- Eye shadow

- Lipstick
- Lip balm
- Foundation
- Kajal
- Nail remover
- Tone
- Sunscreen
- Face compact
- Blush
- Scrubber
- Cleansing milk

1. Eye shadow:

A cosmetic cream or powder in one of various colors that is applied to the eyelids to accent the eyes.

2. Eyelineer:

Eyelineer is a cosmetics used to define the eyes. It is applied around the contours of the eyes to create variety of aesthetic effects.

3. Lipstick:

A waxy solid usually colored cosmetic in stick form for the lips; also: a stick of such cosmetics with its case.

4. Lipbalm:

Lipbalm or lip slave is a wax like substance applied topically to the lips of the mouth to moisturize and relieve chapped or dry lip, angular cheilitis, stomatitis, or cold sores.

5. Nail Remover:

A solvent used to remove nail polish , usually mostly acetone.

6. Sunscreen:

A screen to protect against sun a preparation applied to the skin to prevent sunburn(as by chemically absorbing ultraviolet radiation); also its active ingredient (as benzophenone) compare sun block.

7. Kajal:

A black powder used in South Asia as a cosmetic, either around the eyes or as a mark on the forehead.

8. Face foundation:

Foundation is a skin colored cosmetic applied to the face to create an even, uniform color to the complexion, to cover flaws and, sometimes, to change the natural skin tone.

9. Face compact:

Closely and firmly united or packed together; dense : compact clusters of flowers.

1.4 NEED FOR THE STUDY

Many people spend more on personal care products to take care of themselves. Maintaining a good personality is important in the today's world. Usage of cosmetics plays a key role in personal care. The study is conducted to obtain the views of customers in respect to Lakme brand and highlights the reasons for usage. It gives a good idea of why Lakme product is preferred by the respondents.

1.5 SCOPE OF THE STUDY

This study helps to identify the liking towards Lakme product. It provides an insight to the various reasons that influence the usage of the product. This project can be further extended to study the effectiveness of various categories of Lakme Brand products.

1.6 OBJECTIVES OF THE STUDY

- To study the reason for choosing Lakme product brand.
- To find out benefits of customers using Lakme product brand.
- To analyze challenges faced with Lakme product.
- To study satisfactory levels of Lakme product.

CHAPTR 2

REVIEW OF LITERATURE

The definition of cosmetics sometimes is expressed interchangeably. Cosmetic is a substance used by people onto the skin surface of face and body to make them looks attractive. There are many products which are derived from cosmetic category [Hornby, 2005]. The sub-category of cosmetic products are: soap and other body cleansing products; creams, lotions, face masks, powders and colors for the skin (eyes and lips); shampoos, lotions, oils, waving agents, dyes and its removers for the hair; nail polish; hair removers; toothpastes and other oral care; antiperspirants, deodorants and other personal hygiene products; perfumes and other aromatic substances [Winter, 2005].

More people are capable and willing to pay more for high quality products, especially young-adults who wants to look attractive by using premium cosmetics. Besides, price is not the only factors that influence consumer decision-making. Brand loyalty is one of the key factors that creates recognition of the product and finally stimulate consumers decision-making [Aaker, 1991]. There are some factors which might influence consumers' brand loyalty which are product quality, price, place and store environment, brand name, and promotion [Khraim, 2011]. In the other words, product quality, price, place and store environment, brand name, and promotion influence the consumer decision making.

Every consumer has their own preference of color which makes color as one of the consideration to buy cosmetics. Some of the functional quality in cosmetics consists of quick-dry, breathable, waterproof, lightweight, and durability [Khraim, 2006]

The factors which are significant in this research on" consumer decision making on imported cosmetics", are only brand name, packaging, location and store environment, while the research of Khraim (2010) found that product quality, price and promotion are also significant factors that affect consumer

decision-making. On the other hand, the result of this research corroborates the findings in other research, namely Price (2010). Based on Price (2010), brand name has greater role that influence consumer decision-making compared to packaging.

Guthrie, M. & Jung, J. (2008) in their study examine women's perceptions of brand personality with respect to women's facial image and cosmetic usage, they had found that the brand personality of competence was most important across all the brands, consumer perceptions pertaining to the brand personality traits differed. For these findings they conducted an electronic survey which was administered to a sample of 225 female participants in the USA. The survey included items measuring facial image, cosmetic usage, brand personality, and brand attitude. By examining how facial image and cosmetic usage both of them determined that companies can improve their marketing strategies to enhance customer satisfaction and increase their customer base. Moreover, by identifying the brand personalities that attract consumers, companies can pin-point the characteristics that customers look for in a product, which in turn can be used to enhance brand image.

Hartmann, P. & Diehl, S. (2010), suggested that the exposure to pictures of good-looking and even slightly above-average-looking females lowers the self-image of exposed women and increases dissatisfaction with their own appearance. They had analyzed the effect of perceived instrumental/utilitarian and hedonic/emotional brand benefits on women's satisfaction with cosmetic brands, focusing on their relief from dissatisfaction with one's self-image as one of four identified emotional brand experiences. A survey of 355 women was carried out, assessing instrumental and hedonic brand benefits of the brand used by each interviewed participant, as well as the degree of satisfaction with the surveyed brand. The collected data was modeled using structural equation analysis. Results indicated that utilitarian and hedonic brand benefits had both contributed to the satisfaction with the cosmetic brands –with an overall stronger influence of emotional consumption experiences.

Ms.S.SANGEETHA (2017), the aim of the study is to examine the influence of brand loyalty among skin care cosmetics users in Chennai city in India. The study variables of brand loyalty are price, brand awareness, brand reputation, perceived quality, brand experience and customer satisfaction. The structured questionnaires were distributed to 688 respondents. The statistical tool used in the study is stepwise multiple regression analysis. The result reveals the factors influencing brand loyalty among skin care product users.

Leahy (2009) examined about the brand loyalty towards fast moving goods. The aim of the study is to understand the reasons for developing the loyalty towards FMCG goods among consumer. The study confirms that brand loyalty exists in the FMCG market for both cognitive and emotional reasons. It also proved that the development of brand loyalty was fully dependent on the development of customerbrand bonds. The study suggested that the challenge for marketers is to develop the customer bonds in order to strengthen the brand loyalty towards FMCG sector.

Kristindottir (2010) in his article concerned more about product-related, psychographic, health-related and demographic factors influence on the brand loyalty among smokers. The study conducted from 155 customers. The findings reveal that there is a positive influence among personality constructs measured, loyalty proneness and familiarity on brand loyalty, but perceived benefits and self-efficacy were showing negative influence on brand loyalty. However product attributes are not having any influence on brand loyalty. The study recommends that their findings will offers some benefits for social marketers in their fight against cigarette smoking.

Murray (2012) investigates about brand loyalty towards craft breweries among beer tourists. The study variables in terms of visitor brand loyalty are: 1) accessibility to the product and to the company, 2) environmental consumption, 3) connection with the local community, 4) desire for unique consumer products, 5) quality and satisfaction, and 6) recreation involvement. The survey conducted from the visitors to the brewery by using online survey. It gives a clear picture by examining how the consumer experience on tourism and how it possible to bring consumer at breweries closer to the brand. The researcher insisting that need more studies to fully understand the motivating factors behind brand loyalty.

CHAPTER 3

RESEARCH METHODOLOGY

Research specifies the information required to address the issues, designs the method for collecting information, manages and implements the data collection process, analyzes the results, and communicates the findings and their implications.

Research methodology is the process used to collect the information and data for the purpose of making business decisions. The methodology may include publication research, interviews, surveys and other research techniques, and could include both present and historical information.

3.1 RESEARCH DESIGN

A research design is purely and simply a framework or plan for study that guides the collection and analysis of data. It is a blueprint that is followed in completing a study. The research design used in this study is descriptive research design.

3.2 METHODOLOGY OF DATA COLLECTION

Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes.

Primary Data Collection

Primary data are generated when a particular problem at hand is investigated by the researcher employing mail questionnaire, telephone survey, personal interview, observation and experiments. In this study primary data was collected through a structured questionnaire that was prepared carefully. There are total 15 questions in the questionnaire.

Secondary Data Collection

Secondary data is the data collected by someone other than the user. Common sources of secondary data for social science include censuses,

organizational records and data collected through qualitative methodologies or qualitative research. Primary data, by contrast, are collected by the investigator conducting the research.

Secondary data collected in this study is collected mainly through browsing news papers as well as from text books itself and also from company profile .

3.3 TOOL FOR DATA COLLECTION

A questionnaire is a research instrument consisting of series of questions and other prompts for the purpose of gathering information from respondents . Although they are designed for statistical analysis of the responses , this is not always the case. The questionnaire was invented by Sir Francis Galton.

In this study questionnaire was prepared to find out the reason , benefits , opinions challenges and satisfactory levels by using lakme product . In order to get information the survey method was used. Another specialty of the questionnaire used here is that it is also sharply limited by the fact that respondent must be able to read the questions and respond to them.

3.4 SAMPLING DESIGN

A sample design is definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting item for the sample. This sample design is determined before data are collected. The sampling used for the study is "Convenience sampling". Under this sampling design every item or the universe has equal chance or inclusion in the sample because this is consumers.

Sample Size

It must be an optimum size that it should neither be large enough to give a confident interval of desired width and such as the size of the sample must be chosen by logical process before the sample is taken. In order to get an exact result a sample size of 60 has been taken for the study.

Sampling Technique

Convenience sampling is the unbiased surveying technique. The principle of random sampling is that every object has the same probability of being chosen. Each individual is chosen randomly entirely by chance.

In this study convenience Sampling method was adopted to select the sample and collect data.

3.5 FRAMEWORK FOR ANALYSIS

3.5.1 Percentage analysis

Percentage analysis is used to interpret the data. This is one of the widely used methods to analyze the collected data. The percentage method is calculated by number of respondent divided by total number of respondent, which is multiplied by 100.

$$\text{Percentage Analysis} = \frac{\text{Number of respondents}}{\text{Total no. of respondents}} \times 100$$

3.5.2 Chart

Charts are used to provide a pictorial representation of the data collected and tabulated. They provide simple methods of understanding the interpreted data. Some of the types of charts used in the study are,

- ❖ Pie Chart
 - ❖ Bar chart
 - ❖ Column
-
- Few respondents were least bothered about the questionnaires.
 - Convenience sampling may cause bias in the results
 - Identifying appropriate respondents for the study was difficult

CHAPTER 4

ANALYSIS AND INTERPRETATION

Table 3.1: Age of respondents

Age	No. of Respondents	Percentage(%)
< 20yrs	9	15
20yrs – 25yrs	33	55
26yrs – 30yrs	11	18
31yrs – 35yrs	1	2
36yrs – 40yrs	2	3
>40yrs	4	7
Total	60	100

Sources: Primary Data

Interpretation

- ❖ 55% of respondents belong to the age group between 20yrs to 25yrs
- ❖ 18% of respondents belong to the age group between 26yrs to 30yrs.

Chart 3.1: Age of respondents

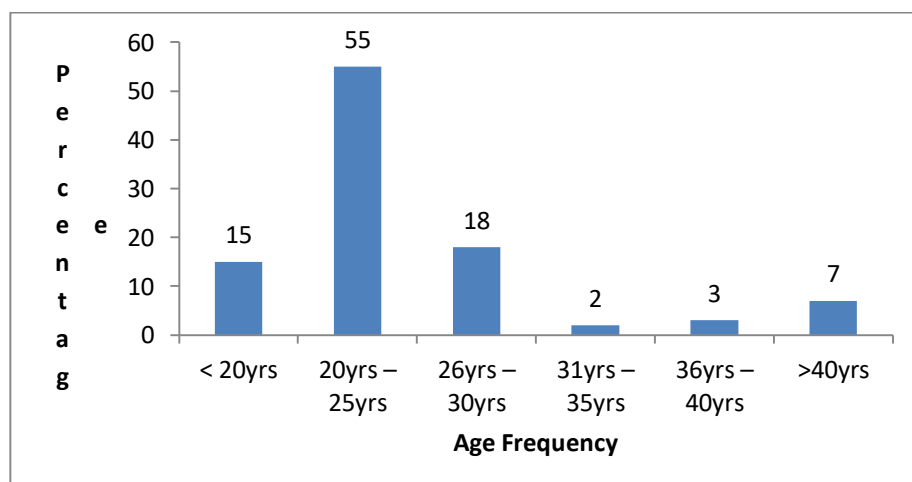


Table 3.2 Gender of respondents

Gender	No. of Respondents	Percentage(%)
Male	33	55
Female	27	45

Sources: Primary Data

Interpretation

- ❖ 55% respondents are male
- ❖ 45% respondents are female

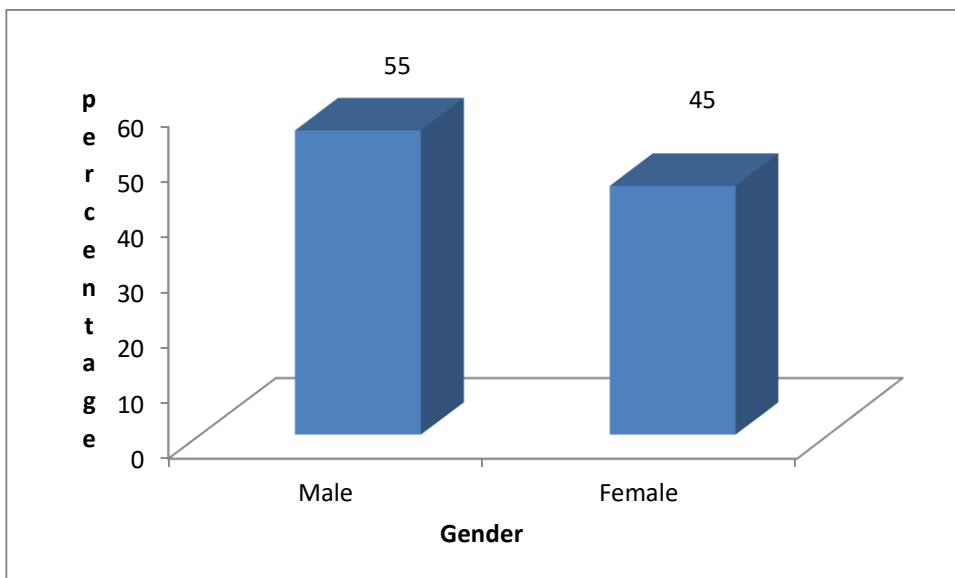


Table 3.3: Awareness of Lakme Product

Awareness	No. of Respondents	Percentage(%)
Advertisement	47	92
Word of mouth	03	06
Internet	01	02
Total	51	100

Sources: Primary Data

Interpretation

From the above table it is evident that 92% of respondents got awareness through advertisements and 6% of respondents obtained awareness through word of mouth.

Chart 3.3: Awareness of Lakme Product

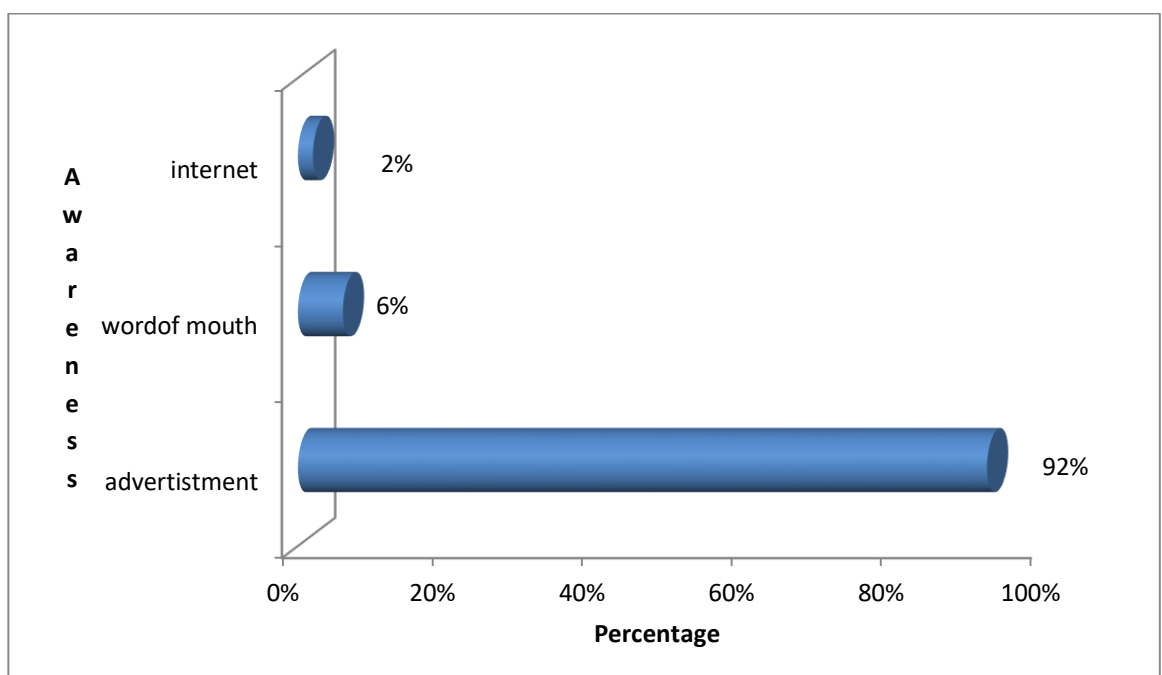


Table 3.4:Category of Lakme product used

Products	No. of Respondents	Percentage(%)
Eye care	12	24
Lip care	13	25
Face care	23	45
Hand & Nail care	03	06
Total	51	100

Interpretation

From the above table it is clear that 45% of the respondents use face care products and 25% of the respondents use Lip careproducts.

Chart 3.4:Category of Lakme product used

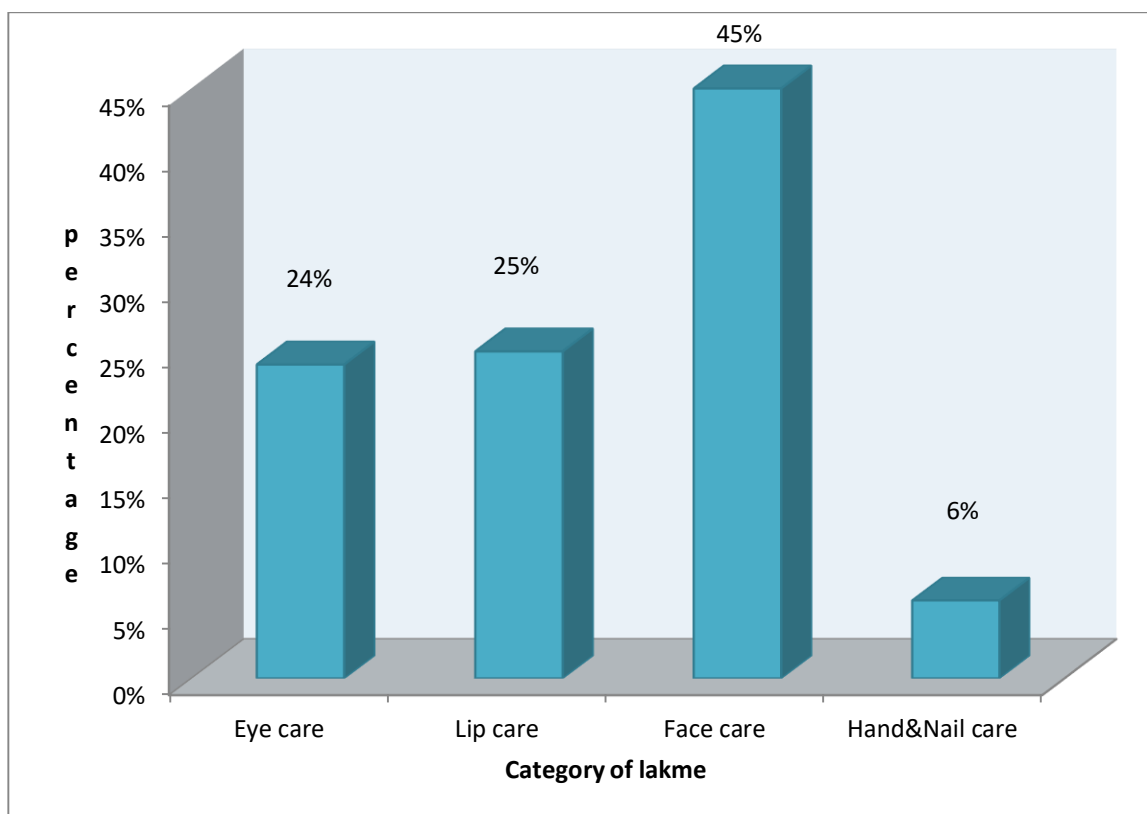


Table 3.5:Duration of usage

Year	No .of Respondents	Percentage (%)
Less than a year	26	51
1-2 year	16	31
3-4 year	4	08
More than 4 year	5	10
Total	51	100

Sources : primary Data

Interpretation

From the above table it is shown that 51 % of the respondents are less long using this product 31% of the respondents are long using the product.

Chart 3.5:Duration of usage

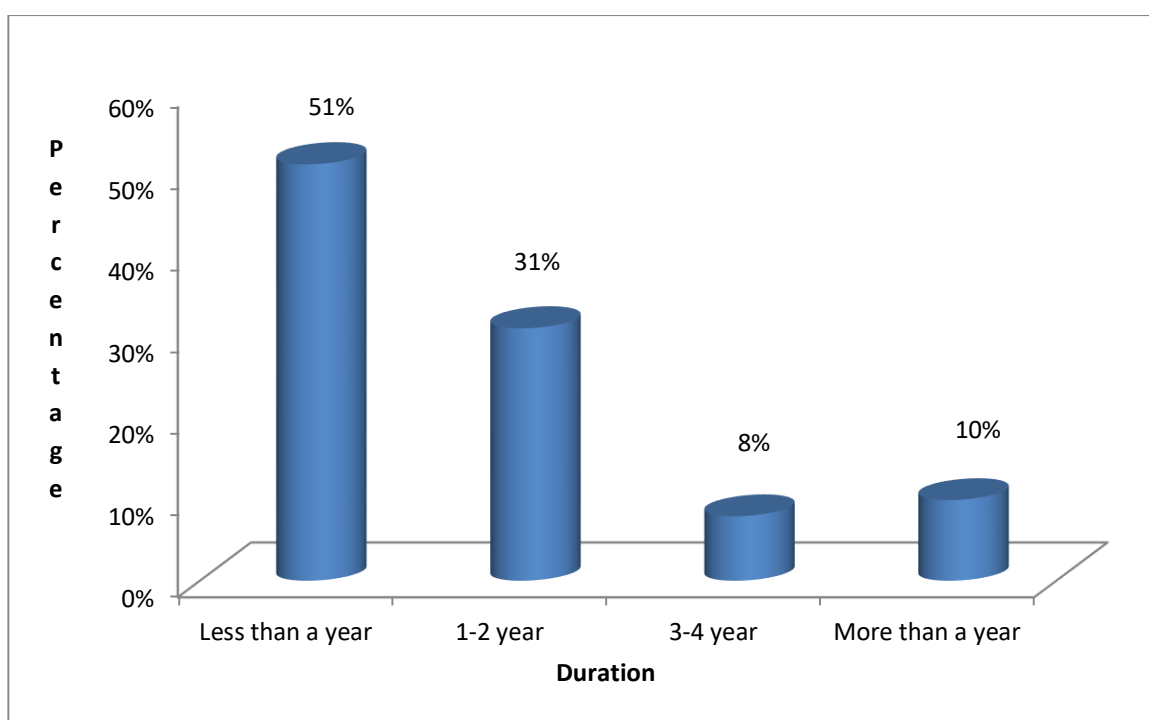


Table 3.6:Opinion on Quality

Opinion	No. of Respondents	Percentage (%)
Yes	50	98
No	01	02
Total	51	100

Sources:*Primary Data*

Interpretation

From the above table it is evident that 98% of the respondents are satisfied with quality of the product and 02% are not satisfied with the quality of the product.

Chart 3.6: Opinion on Quality

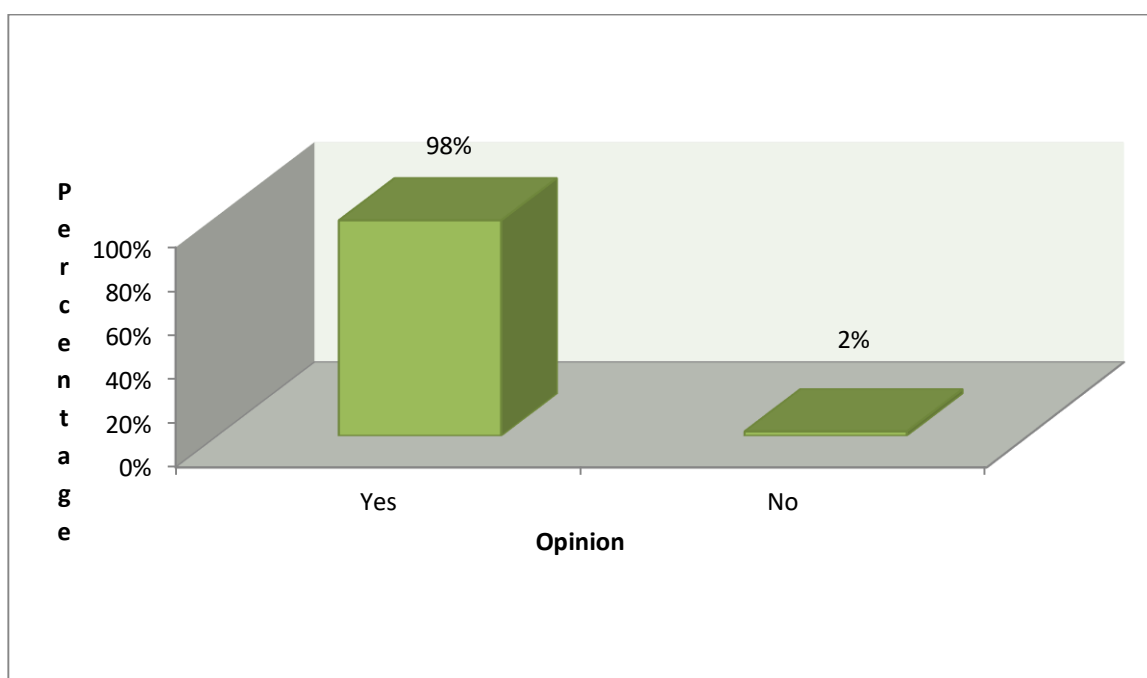


Table 3.7: Influencing factors

Factors	No. of Respondents	Percentage (%)
Price	02	4
Variety	08	16
Quality	37	72
Availability	03	6
Promotion	01	2
Total	51	100

Sources:*Primary Data*

Interpretation

From the above table it is evident that 72% of respondents prefer Lakme product for its Quality and 16% of respondents prefer Lakme product for the varieties available.

Chart 3.7: Influencing factors

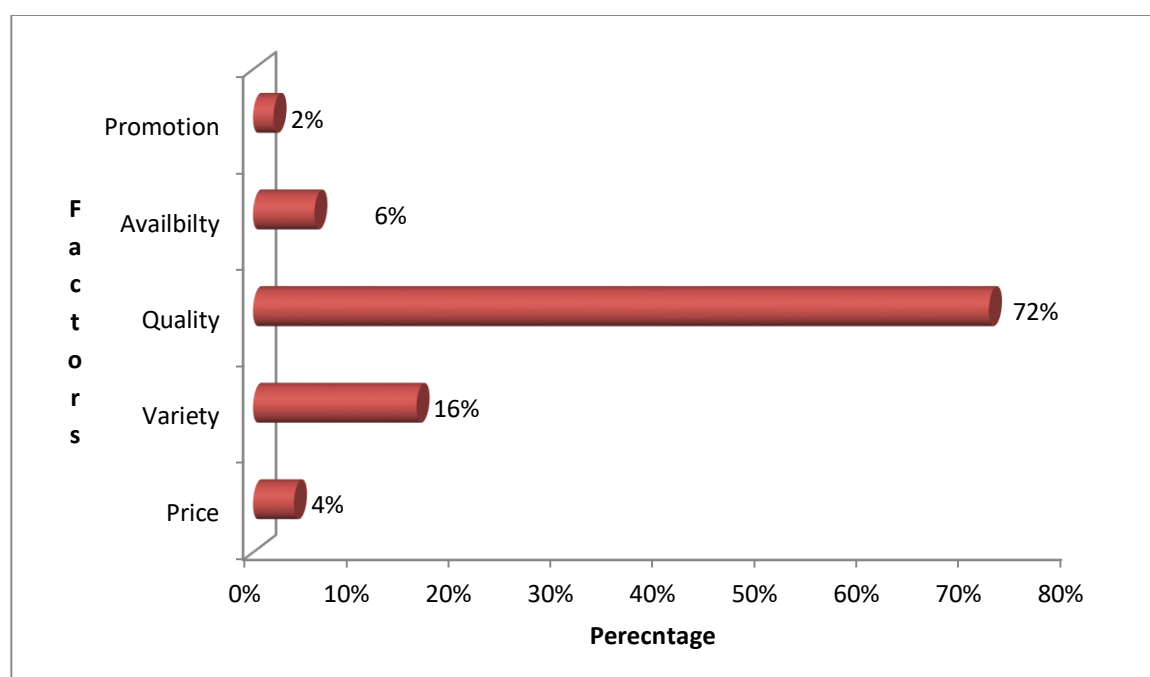


Table 3.8: Opinion towards negative effect of Lakme Product

Opinion	No. of Respondents	Percentage (%)
Yes	01	02
No	50	98
Total	51	100

Sources: Primary Data

Interpretation

The above table clearly states that 98% of respondents experienced no negative effect from Lakme product while 2% experienced negative effect from the product

Chart 3.8: Opinion towards negative effect of Lakme Product

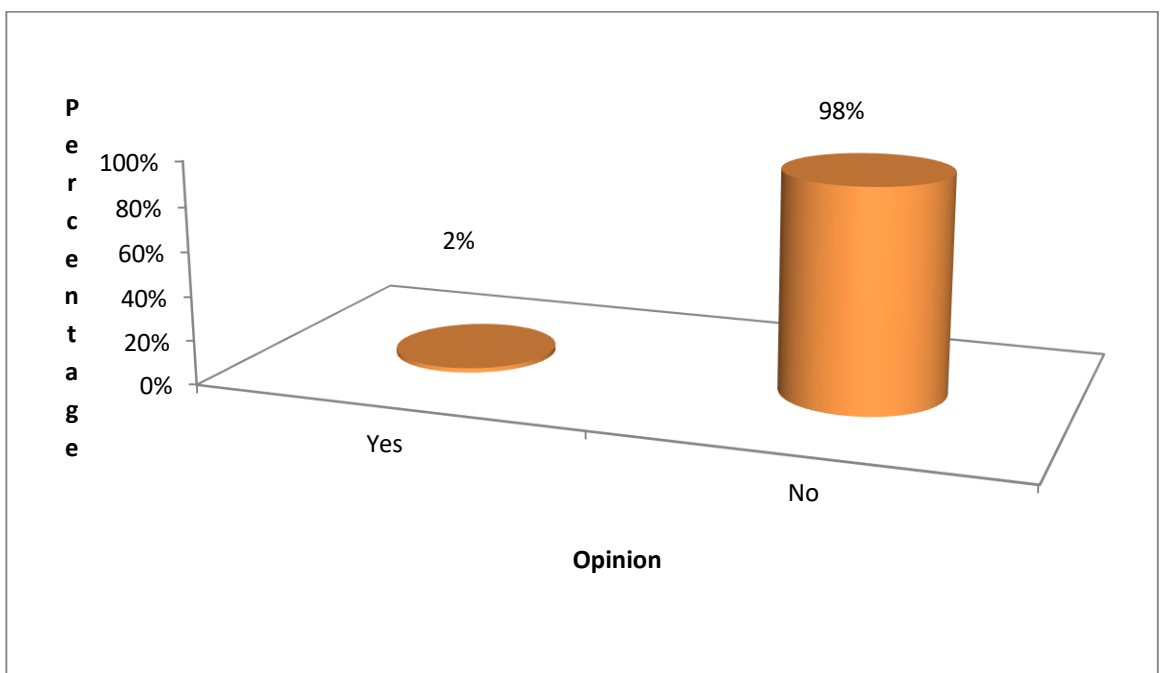


Table 3.9: Satisfaction level towards Lakme product

Option	No. of Respondents	Percentage (%)
Highly Satisfied	13	26
Satisfied	33	66
Neutral	03	06
Dissatisfied	01	01
Highly Dissatisfied	01	01
Total	51	100

Sources: Primary Data

Interpretation

From the above table it is clear that 66% of respondents are satisfied with Lakme products and 26% are highly satisfied with Lakme products.

Chart3.9: Satisfaction level towards Lakme product

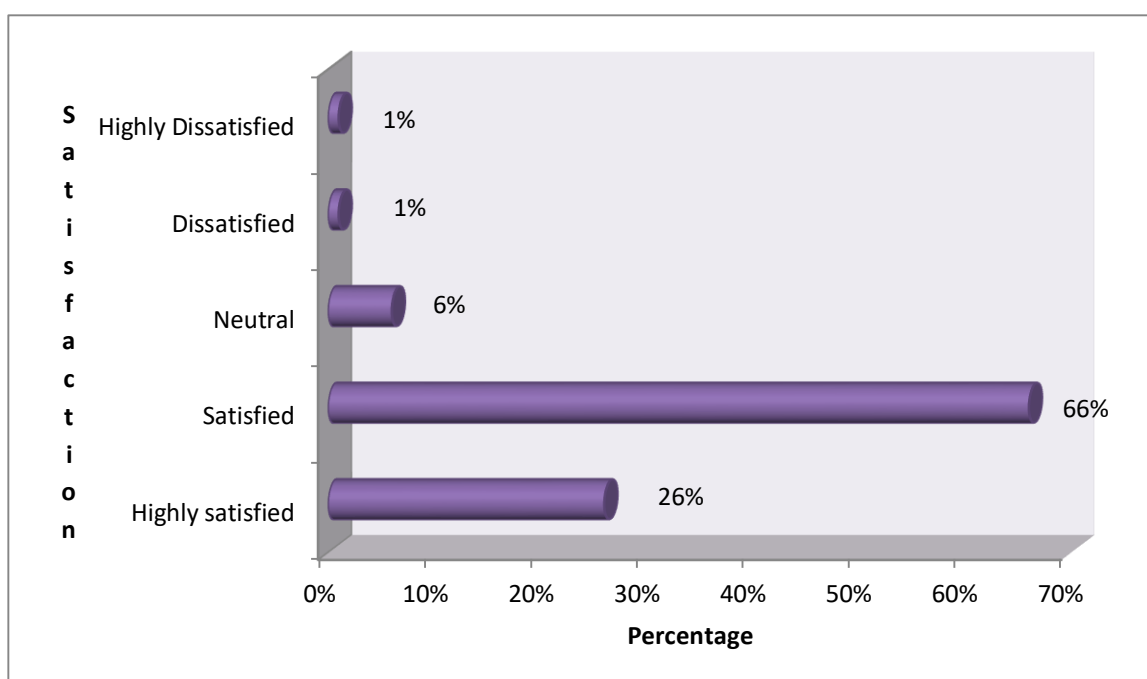


Table: 3.10:New Product Expectations

Particulars	No. of Respondents	Percentage(%)
Perfume	34	64
Soap	15	32
Toothpaste	0	0
Bindhi	2	04
Total	51	100

Sources: Primary Data

Interpretation

The table clearly states that 64% of respondents expect perfume as a new product category and 32% of respondents expect soap as a new product category from Lakme brand.

Chart 3.10: New Product Expectations

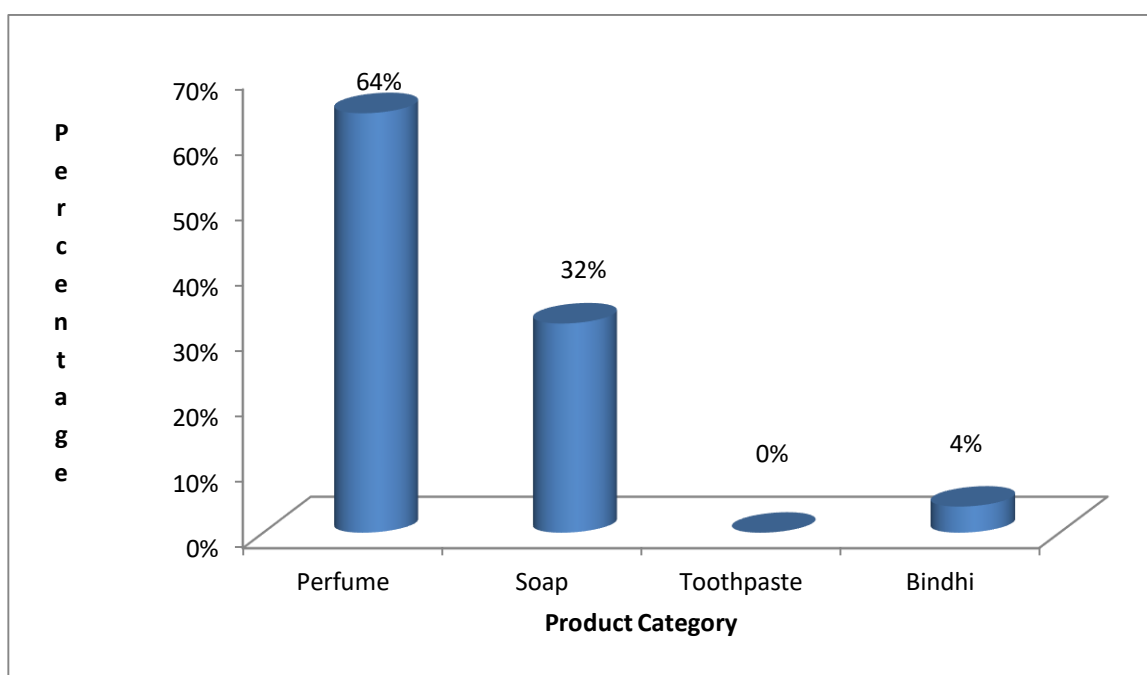


Table 3.11: Expectations in existing Lakme products

Particulars	No. of Respondents	Percentage(%)
More product range	34	67
More shades	07	13
Better packaging	10	18
Total	51	100%

Source : Primary Data

Interpretation

From the above table it is clear that 67% of the respondents expect more product range and 18% expect better packaging from the existing Lakme products.

Chart 3.11: Expectation in existing Lakme products

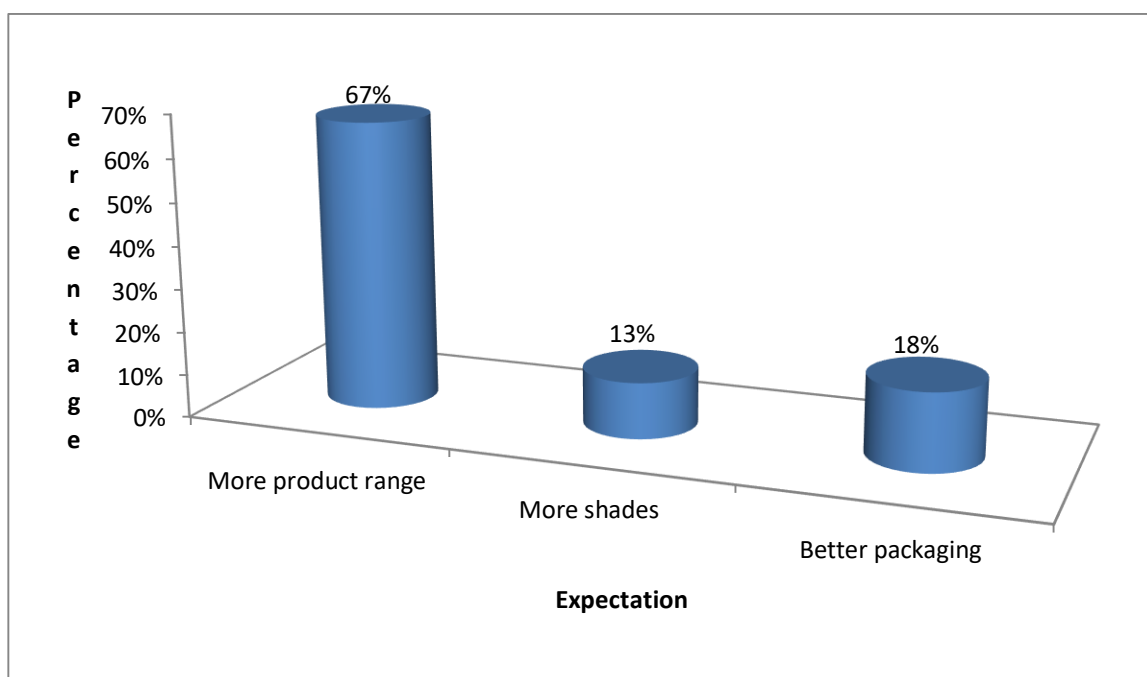


Table 3.12: Recommendation to other

Opinion	No. of Respondents	Percentage(%)
Yes	40	78
No	11	22
Total	51	100

Sources: Primary Data

Interpretation

From the above table it is clear that 78% of the respondents will recommend the product to others and 22% of the respondents will not recommend Lakme products to others.

Chart 3.12: Recommendation to other

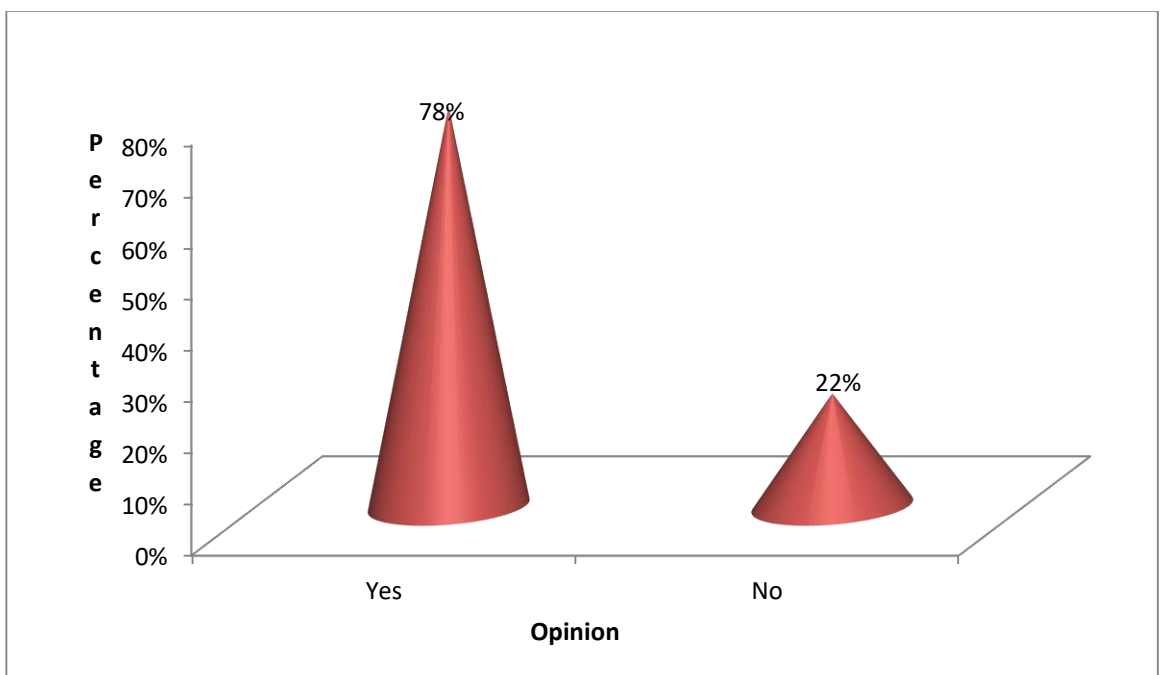


Table 3.13: Opinion on Harmless effect of Lakme cosmetics

Opinion	No. of Respondents	Percentage(%)
Yes	42	83
No	09	17
Total	51	100

Sources : *Primary Data*

Interpretation

From the above table it is clear that 83% of the respondents support that Lakme provides healthy long- lasting harmless make up and 17% of the respondent don't support that Lakme provides healthy long – lasting harmless make up.

Chart 3.13: Opinion on Harmless effect of Lakme Cosmetics

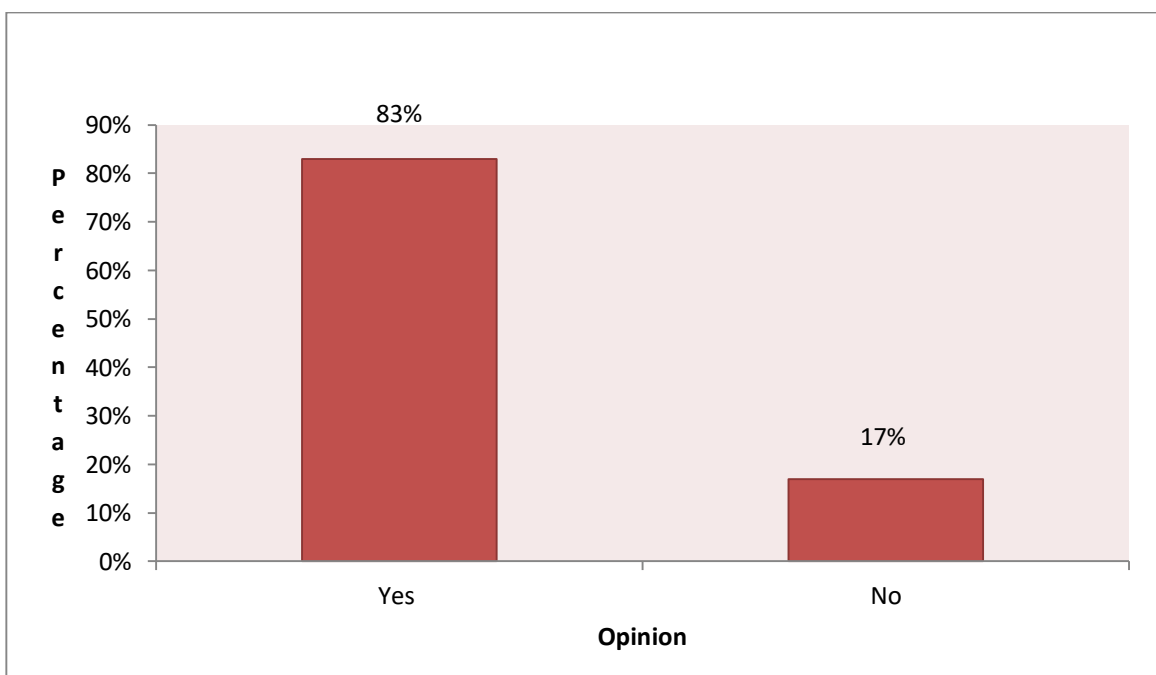


Table no: 3.14: Usage of Lakme Brand if price increased

Opinion	No. of Respondents	Percentage(%)
Yes	36	71
No	15	29
Total	51	100

Sources : *Primary Data*

Interpretation

The table states that 71% of respondents will use Lakme product even if price is increased and 29% of respondents states that they will not use Lakme products if price is increased.

Chart 3.14 : Usage of Lakme Brand if price increased

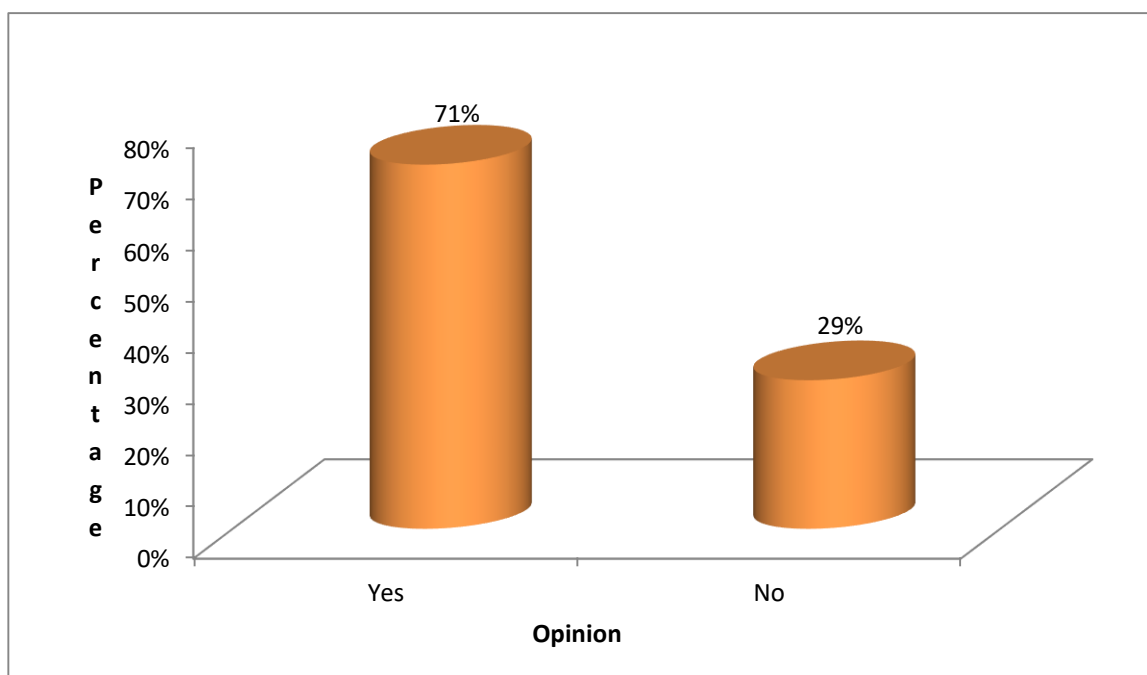


Table no: 3.15: Rate Lakme product Brand

Rating	No. of Respondents	Percentage(%)
Excellent	13	25
Good	33	65
Average	4	8
Poor	1	2
Total	51	100

Sources : Primary Data

Interpretation

From the above table it is clear that 65 % of the respondent's rate Lakme products good and 25% of the respondents rate Lakme products as excellent

Chart 3.15: Rate Lakme product Brand

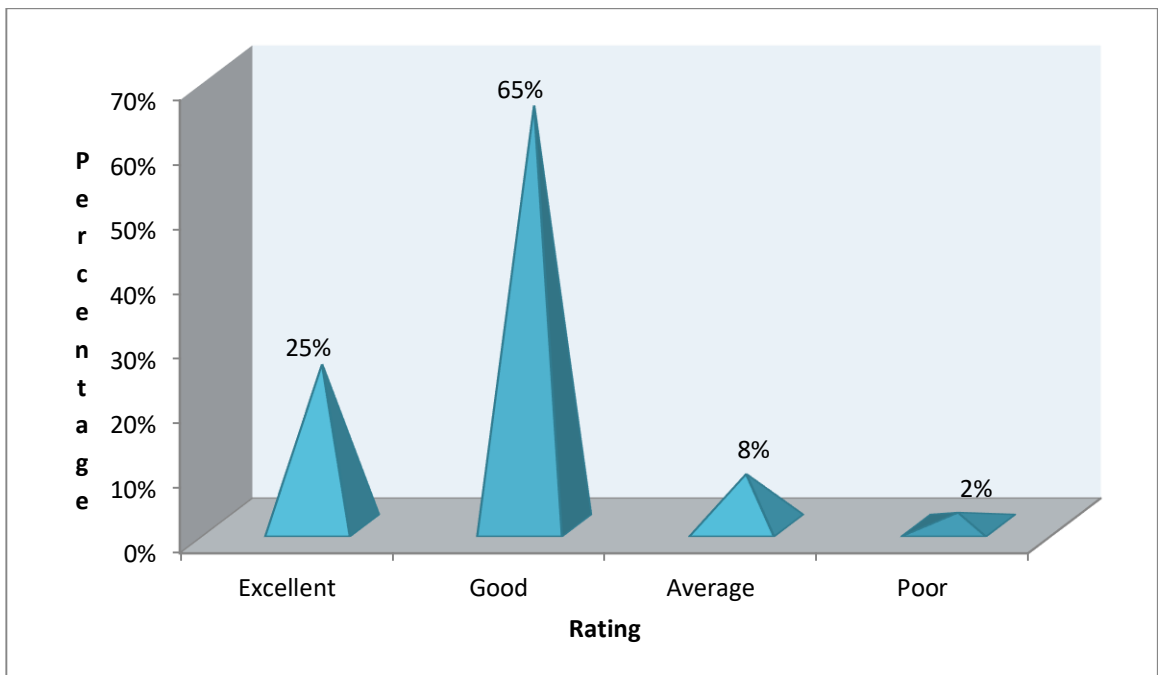


Table 3.16: Other favorable Brand

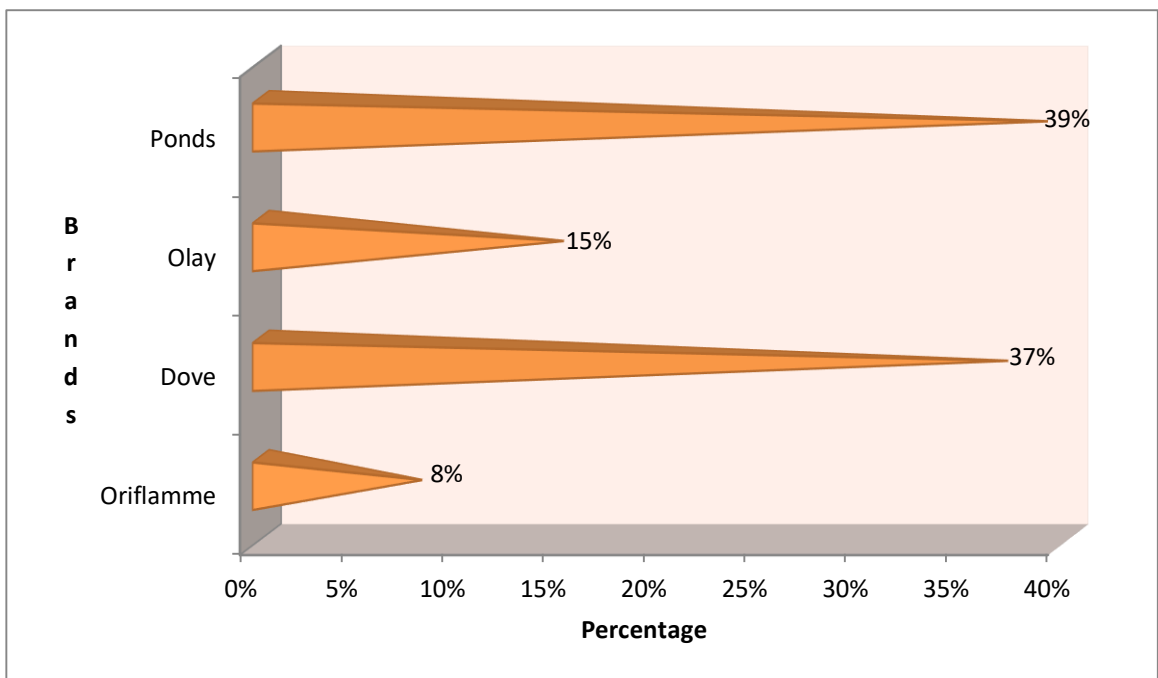
Brand	No. of Respondents	Percentage(%)
Oriflamme	04	08
Dove	18	37
Olay	08	15
Ponds	21	39
Total	51	100

Sources : Primary Data

Interpretation

The table clearly state that apart from usage of Lakme product brand 39% of respondents prefer Ponds products and 37% of respondents prefer Dove products.

Chart 3.16: Opinion regarding Lakme product



CHAPTER 5

FINDINGS AND SUGGESTION

4.1 FINDINGS

- ❖ 80% of respondents belong to the age group of 19-21.
- ❖ 37% of respondents are in course of BBA.
- ❖ 92% of respondents got awareness through advertisements.
- ❖ 45% of the respondents use face care products.
- ❖ 51 % of the respondents are less long using this product.
- ❖ 98% of the respondents are satisfied with quality of the product.
- ❖ 72% of respondents prefer Lakme product for it Quality.
- ❖ 98% of respondents experienced no negative effect from Lakme product.
- ❖ 66% of respondents are satisfied with Lakme products.
- ❖ 64% of respondents expect perfume as a new product category.
- ❖ 67% of the respondents expect more product range.
- ❖ 78% of the respondents will recommend the product to others.
- ❖ 83% of the respondents support that Lakme provides healthy long- lasting harmless make up.
- ❖ 71% of respondents will use Lakme product even if price is increased.
- ❖ 65 % of the respondent's rate Lakme products good.
- ❖ 39% of respondents prefer Ponds products.

4.2. SUGGESTIONS

- ❖ Promotion of Lakme brands can be increased through Internet services and through mobile services.
- ❖ Majority respondent use facial care products from Lakme brand, thus more varieties can be added to the product range.
- ❖ Quality is the major influences of Lakme brand purchases, the company can ensure to maintain and sustain quality of the brand with no compromise on standards.
- ❖ The reasons for existing dissatisfaction can be identified and eradicated.
- ❖ Respondents are expecting other products categories such as perfume, soap, bindhi from the Lakme product brand. This suggests that the respondents are

trustworthy and loyal towards the brand. This opportunity can be utilized by the company.

- ❖ 22% have mentioned that they will not recommended the Lakme brand to others. The reasons can be identified and the problems can be removed.
- ❖ Few respondents have experienced harmful effect from the usage of Lakme product. More skin friendly product can be created to suit all types of skin
- ❖ Lakme saloons can test clients skin and suggest appropriate products based on the skin type and other related preferences.

5.3 CONCLUSION

The use of cosmetics by Indian consumers has increased significantly with more and more women and men taking greater interest in personal grooming, increasing disposable incomes, changing life styles, influence of satellite television and greater product choice and availability. This cosmetics and personal care industry has been growing at an average rate of 20 percent for the last few years. The growing Indian cosmetics market offers promising prospects for international brands. The growth rate in the cosmetics market reflects an increasing demand for beauty care products in India. Majority respondents are found to be preferring the brand and they are very loyal towards the brand. Quality is one of the major influences of Lakme brand purchases, thus the company can ensure to maintain and sustain quality of the brand with no compromise on standards.

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ANNEXURE QUESTIONNAIRE

Dear Respondent,

We are 3rd year BBA student of AMCAS. As a part of our curriculum we are doing a project report. I kindly request you to fill up this questionnaire. The information will be kept confidential. Thank you.....

Name :

Age : (a)16-18 (b) 19-21

Qualification:

(a) BBA (b) B.Sc.Maths (c) B.com (Gen) (d) B.com (A&F)

(e) B.com (CA)

1) How did you come to know about Lakme Brand ?

(a) Through advertisements (b) Word of mouth (c) Internet

2) For which purpose you usually use Lakme product's ?

(a) Eyes (b) Lipcolor (c) Face foundation (d) Nail enamel

3) For how long have you been using Lakme Brand?

(a) Less than a year (b) 1-2 year (c) 3-4 year
(d) More than 4 year

4) Do you think Lakme provides quality products to its customer?

(a) Yes (b) No

5) What do you think is the main reason for use of Lakme product's?

(a) Price (b) Variety (c) Quality (d) Availability
(e) Promotion

6) Any problem you faced while using it?

(a) Yes (b) No

If yes specify

7) Are you satisfied with the product's from Lakme ?

(a) Highly satisfied (b) Satisfied (c) Neutral
(d) Dissatisfied (e) Highly dissatisfied

8) What other product's would you like to see from Lakme Brand?

(a) Perfume (b) Soap (c) Toothpaste (d) Bindhi

9) What changes you would like to see in Lakme products?

(a) More product range (b) More shades
(c) Better packaging

10) Will you recommend Lakme product's to others?

(a) Yes (b) No

11) Do you think that Lakme provides you with an option of healthy long lasting harmless make-up?

(a) Yes (b) No

12) Would you continue to buy Lakme product's even if the price is increased ?

(a) Yes (b) No

13) Give your remark regarding the Lakme products?

(a) Excellent (b) Good (c) Average (d) Poor

14) Other than Lakme, which is your favorite brand of cosmetics?

(a) Oriflamme (b) Dove (c) Olay (d) Ponds