

A Study on customer satisfaction towards Lakme products

Submitted in partial fulfilment of the requirement for the award of

Bachelor of Business Administration

by

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(38280034)



SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **M.Durga (38280034)** who carried out the project entitled **"A STUDY ON CUSTOMER SATISFACTION TOWARDS LAKMÉ PRODUCT"** under our supervision from January 2021 to March 2021.

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Submitted for Viva voce Examination held on _____

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DECLARATION

I Durga .M (38280034) hereby declare that the Project Report entitled “**A Study on customer satisfaction towards lakme product**” Sholinganallur Chennai. done by me under the guidance of **Dr. Kumaraswamy at SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI** is submitted in partial fulfillment of the requirements for the award of **Bachelor’s of Business Administration degree**.

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ABSTRACT

The first and most important objective of my study is to know the awareness, perception, customer satisfaction of women of Cosmetic products in Andhra Pradesh and the focus here is on the brand LAKME and the Loyalty enjoyed by it. The study of customer satisfaction is the most important factor for marketing any goods and services. The customer satisfaction suggests how individuals, groups and organizations select, buy, use, and dispose of Goods, Services and Ideas or Experience to satisfy their needs and wants. It also gives clues for improving or introducing products or services, setting price, devising channels etc. The cosmetics sector is one of the best and important sectors at present time. There are a lot of future opportunity in this sector. The increasing trend of different cosmetic products etc add fuels to the market growing opportunity. The demand of cosmetics is not only increase in women but also increasing in men. So, there are many opportunities has been arising and change is made in consumer perception

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CHAPTER 1

INTRODUCTION

1.1 Introduction

This report is on the company Lakme. It is the global leader in cosmetics, with 25 brands. They have 4 key areas of expertise – hair care, skincare, make-up and fragrances. There is a huge motive behind the study of Lakme. The study will help us to understand the operations which are carried out by L'Oreal. The operations such as, business marketing strategies, business plans of company at a glance, business structure, management and operating structures, competitors position as per this company, business development, discussion of business strategies, SWOT analysis to understand the different pros and cons of the company, so as to report properly to operate effectively and deal smartly .This study offers a comprehensive analysis of the organization, its business segments, and competitors. It analyzes the business and marketing strategies adopted by the company, to gain a competitive edge in the industry. The profile also evaluates the strengths of the company and the opportunities present in the market.

This study presents the key facts & figures, business description, products & services offered and corporate timeline of the company. It involves analysis of the company at three levels – segments, organizational structure and ownership composition. Both business and geographic segments are analyzed along with their recent financial performance. It further discusses the major subsidiaries of the company and the recent merger & acquisitions. It also examines the significant developments and milestone that have taken place in the company. It is a form of news analysis where the most critical company news is discussed. Also the factor Financial Performance included in this study. It discusses the most recent financials of the company and also compares the historical sales & income figures with the current and projected figures. The objective is to evaluate the financial health of the company

The analyst opinion and stock performance help anyone in evaluating the performance of the company from an investor's viewpoint. The Lakme Group is the world's largest cosmetics and Beauty Company. Lakme is an Indian brand of cosmetics, owned by Unilever and run by CEO Anil Chopra. Lakme started as a 100% subsidiary of Tata Oil Mills, part of the Tata Group; it was named after the French opera Lakme, which itself is the French form of Lakshmi, the goddess of wealth, also renowned for her beauty. Indian cosmetic Lakme 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 Lakme Lever to HLL, for Rs 200 Crore (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. Lakme' has been ranked as 47th most trusted brand in India by The Brand Trust Report. The company is the title sponsor for Lakme Fashion Week (LFW) a bi-annual fashion event which takes place in Mumbai.

Lakmé is the country's first cosmetic brand to introduce makeup to Indian women and takes pride in being the Indian beauty expert for over 65 years. It is a complete beauty brand spanning colour cosmetics & skin care and extends to beauty services through the network of Lakmé Salons.

Lakmé Launched in 1952, Lakmé is the first home-grown successful cosmetics brand in India. The classic Indian woman is expressive, confident and redefines the definition and meaning of beauty. Moisturizes Skin. Lakme Skin Care crèmes are

extremely hydrating, essential for anyone on the lookout for a healthy moisturizing barrier. Ghtens my skin tone

Lakme, a brand originally introduced by the Tata group of India, now bought over by Hindustan Unilever (HUL) of the Unilever group, Tips & Toes, another domestic player, and Revlon dominate the US\$ 60 million color cosmetics market. Multinationals, Revlon of the U.S. and L'Oreal's Maybelline has a dominant share of the small premium lipsticks and nail enamels market. Mass-market products account for a major share, while the premium segment accounts only for a mere 9 per cent in lipsticks and 5 per cent in nail enamels. Lipsticks account for nearly a third of the market at US\$ 21 million, while the market for nail enamels is estimated at around US\$ 23 million. The color is very competitive and has a high penetration level of 80 percent.

The skin care market in India is estimated at US\$ 180 million. Within the last decade, this segment has seen many consumers slowly shift from the mass to the premium end of the market. The penetration rate is high in the skin-care segment as compared to color cosmetics. In the skin-care segment, price and volume played an equal role in value growth. Moisturizing lotions, fairness creams and face cleansers are the popular categories in the skin-care segment and account for approximately 60 percent of the skin-care segment. The major players in this segments are Lakme, Ponds, Fair & Lovely of the HUL group with a 50 percent market share, followed by players such as J.L. Morison that markets the Nivea range of products in India, Godrej and Revlon. Penetration levels of international cosmetics brands in India are still low. Foreign brands currently constitute only 20 percent of the market.

A major reason for low penetration of international brands can be attributed to high pricing. These companies initially gained sales on their International brand image, however, repeat purchases were not forthcoming and to retain their sales growth, several foreign companies reformulated price strategies to tap the large Indian middle class. Urban women in the middle and upper income groups in the age range of 23-50 is the target group for international brands.

1.2 Industry profile

PAST, PRESENT & FUTURE TRENDS IN MAKEUP Cosmetics (colloquially known as makeup or make-up) are care substances used to enhance the appearance or of the human body. They are generally mixtures of chemical compounds, some being derived from natural sources, many being synthetic.

In the U.S., the Food and Drug Administration (FDA) which regulates cosmetics, defines cosmetics as “intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body’s structure or functions.” This broad definition includes, as well, any material intended for use as a component of a cosmetic product. The FDA specifically excludes soap from this category.

The word cosmetics derives from the Greek κοσμητική τέχνη (kosmetikē tekhnē), meaning “technique of dress and ornament”, from κοσμητικός (kosmētikos), “skilled in ordering or arranging”] and that from κόσμος (kosmos), meaning amongst others “order” and “ornament”.

Archeological evidence of cosmetics dates at least from ancient Egypt and Greece. According to one source, early major developments include:

- Castor oil by ancient Egypt as a protective balm.
- Skin creams made of beeswax, olive oil, and rosewater described by Romans.
- Vaseline and lanolin in the nineteenth century.
- Nivea Crème in 1911.

The Ancient Greeks also used cosmetics. Cosmetics are mentioned in the Old Testament—2 Kings 9:30 where Jezebel painted her eyelids—approximately 840 BC—and the book of Esther describes various beauty treatments as well.

Cosmetic use was frowned upon at many points in Western history. For example, in the 19th century, Queen Victoria publicly declared makeup improper, vulgar, and acceptable only for use by actors. Of the major cosmetics firms, the largest is LAKME, run by Unilever and owned by CEO Anil Chopra.

Beauty products are now widely available from dedicated internet-only retailers, who have more recently been joined online by established outlets, including the major department stores and traditional bricks and mortar beauty retailers.

Although modern make-up has been used mainly by women traditionally, gradually an increasing number of males are using cosmetics usually associated to women to enhance or cover their own facial features.

PRESENT & FUTURE TRENDS IN MAKEUP Values in clients' personal lives have changed and that leads to a change in how they consume. People are spending more time with friends and family, and are focusing on what they consider to be the more important things in life. Consuming for the sake of consumption is no longer a way of life. Cosmetic consumers are demanding more quality products with multiple benefits, and what is inside the package will soon become more important than the package itself. Although packaging and presentation will always be very important, it will not be enough to hold a client, and it will not be the foundation upon which to build a business.

To predict how and where mineral makeup will grow in the future, it is important to revisit its history and evolution. Traditional makeup was initially used to add color accents to the face, and after a while, it was used to cover up imperfections. Mineral makeup brought the evolution to not only color and cover, but also to protect and enhance. Mineral makeup today is almost as much about skin care benefits as it is about the color and coverage.

That is not to say that mineral makeup is intended to replace skin care; it is meant to enhance it. The mineral makeup category must continue to offer innovative and exciting formulations in order to lead the cosmetic industry. Currently, most mineral formulas are cosmetic-grade only, but the future could bring drug formulas right into

color formulas. The beauty of this is that the consumer is more likely to use color more consistently than skin care. The more a person uses products with beneficial ingredients, the better the results will be.

Following are the coming trends for mineral makeup.

Face color formulations

Formulations for the face will do more than just correct uneven skin tone; they will address texture issues, such as large pores, scars and pitted skin.

The coverage will camouflage without a heavy look or feel. Look for products that will address issues such as

discoloration; not just covering it, but also reversing its symptoms, whether red (rosacea and acne), blue (dark circle and bruising), brown (hyper pigmentation) or white (hypo pigmentation).

Eye color formulations

Formulations for the eyes will still help make the eyes look larger and brighter, but will also address issues such as wrinkles, dark circles, sagging, and thinning eyelashes and eyebrows. Look for concealers and eye shadows that have powerful ingredients included directly in the color formula.

New pharmaceutical skin care formulations are offering solutions for longer and darker eyelashes. This will create resurgence in the sale of mascara and eye liner, as well as other eye color products in general. In particular, the category of tubular mascara will skyrocket. Tubular mascara formulas use a flexible copolymer instead of traditional oils and waxes and can literally be built on top of the lashes to add even more length.

Tubular mascara offers a water-resistant formula without compromising the lashes; it is easily removed with just warm water and pressure. Women pay approximately \$120 per month for the upkeep of longer, darker lashes, and they will demand a mascara formula that will not break them down.

One weakness of the tubular mascara is that it does not offer the thickening power of traditional oil and wax formulas. Look for a product that does both in one application. So far, most options require a two-step process to enjoy both of these benefits.

Lip color formulations

Formulations for the lips have already addressed long-wearing, plumping and moisturizing issues. The one area that needs to be seriously examined is the long-term damage that high-shine lip glosses are doing to the lips. Lip melanomas have increased dramatically during the past few years, and wearing high-shine lip gloss is like wearing a magnifying glass over the lips. To counteract this danger of sun damage, future formulas should include protective ingredients, such as zinc and titanium dioxide. Chemical sunscreens on the lips will raise the heat factor on the lips and exacerbate conditions, such as canker sores.

Sun care formulations

Formulations for sun care will continue to improve, and the category of powder sunscreen has brought sun care formulas to a new level. The heat factor of chemical sunscreens is important because heat can exacerbate skin conditions, especially acne and hyper pigmentation.

Clients are more ingredient-savvy than ever and are aware of which ingredients work. They have raised their standards and now must have real results from their cosmetic products. They expect a product to offer multiple benefits. The consumer is still spending money on cosmetic products, but is looking for value; it is not so much about price as it is about value. If a product delivers real results and can do double-duty, it will be successful. That is why authentic mineral makeup formulas will still lead the cosmetic industry as a major force.

Hindustan Unilever Limited

Hindustan Unilever Limited (abbreviated to HUL), formerly Hindustan Lever Limited, is India's largest consumer products company and was formed in 1933 as Lever Brothers India Limited. It is currently headquartered in Mumbai India and its

41,000 employees are headed by Harish Manwani, the non-executive chairman of the board. It is fast-Moving Consumer Goods (FMCG) Industry that includes detergents, soap, shampoo deodorant, toothpaste, and other personal care items, and cosmetics. HUL's personal care brands include soap brands such as Lux, Lifebuoy, Liril, Breeze, Dove, Pear's, and Rexona; shampoos and hair coloring brands including Sunsilk Naturals and Clinic; skin Care brands Fair & Lovely and Pond's; and oral care brands Pepsodent and Close-Up. The Company's cosmetic line is led by the Lakme brand. HUL also produces a line of ayurvedic personal and healthcare items under the Ayush brand. In addition to the FMCG Segment, HUL has developed a line of food items, primarily under the Kissan and Knorr Annapurna brands, as well as the ice cream brand Kwality Wall's. Cosmetic industry in India is growing severely in the last few years. Although India local products have less demand as compared to international brands. Lakme is an Indian brand of cosmetics, owned through Hindustan Unilever. The Ambassador of Lakme is Kareena Kapoor and Ananya Pandey. Lakme was ranked as a number cosmetics brands India. Lakme began as a 100% subsidiary of tata oil mills (tomco), part of the tata group; it was named after the French.

1.3 Company profile



Lakme is an Indian brand of cosmetics, owned by Unilever and run by CEO Anil Chopra. Lakme started as a 100% subsidiary of Tata Oil Mills (Tomco), part of the Tata Group; it was named after the French opera Lakme, which itself is the French form of Lakshmi, the goddess of wealth, also renowned for her beauty. Indian cosmetic Lakme 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 Lakme Lever to HLL, for Rs 200 Crore (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. Lakme' has been ranked as 47th most trusted brand in India by The Brand

Trust Report The company is the title sponsor for Lakme Fashion Week (LFW) a bi-annual fashion event which takes place in Mumbai.

Makeup types Cosmetics include skin-care creams, lotions, powder, perfumes, lipsticks, fingernail and toe nail polish, eye and facial makeup ,towelettes, permanent waves, colored contact lenses, hair colors, hair sprays and gels, deodorants, hand sanitizer, baby products, bath oils, bubble baths, bath salts, butters and many other types of products. A subset of cosmetics is called “make-up,” which refers primarily to colored products intended to alter the user’s appearance. Many manufacturers distinguish between decorative cosmetics and care cosmetics. Most cosmetics are distinguished by the area of the body intended for application.

LAKMÉ MAKEUP KIT :

- **Face Primer**, Come in various formulas to suit individual skin concerns. Most are meant to reduce the appearance of pore size, prolong the wear of makeup, and allow for a smoother application of makeup. Applied before foundation.

- **Eye Primer**, Used to prolong the wear of eye shadows on the eye as well as intensify color payoff from shadows

- . • **Lip gloss**, is a sheer form of lipstick that is in a liquid form.

- **Lipstick, lip gloss, lip liner, lip plumper, lip balm, lip conditioner, lip primer, and lip boosters**. Lip stains have a water or gel base and may contain alcohol to help the product stay on the lips. The idea behind lip stains is to temporarily saturate the lips with a dye, rather than covering them with a colored wax. Usually designed to be waterproof, the product may come with an applicator brush or be applied with a finger.

- **Concealer**, makeup used to cover any imperfections of the skin. Concealer is often used for any extra coverage needed to cover blemishes, or any other marks. Concealer is often thicker and more solid than foundation, and provides longer lasting, and more detailed coverage. Some formulations are meant only for the eye or only for the face.

- **Foundation**, used to smooth out the face and cover spots or uneven skin coloration. Usually a liquid, cream, or powder, as well as most recently, a light and fluffy mousse, which provides excellent coverage as well. Foundation primer can be applied before or after to get a smoother finish. Some primers come in powder or liquid form to be applied before foundation as a base, while other primers come as a spray to be applied after you are finished to help make- up last longer.

- **Face powder**, used to set the foundation, giving a matte finish, and also to conceal small flaws or blemishes.

- **Rouge, blush or blusher, cheek coloring** used to bring out the color in the cheeks and make the cheekbones appear more defined. This comes in powder, cream, and liquid forms.

- **Contour powder/creams**, used to define the face. It can be used to give the illusion of a slimmer face or to even modify a person's face shape as desired. Usually a few shades darker than one's own skin tone and matte in finish to create the illusion of depth. A darker toned foundation/concealer can be used instead to contour to create a more natural look.

- **Highlight**, used to draw attention to the high points of the face as well as to add glow to the face. It comes in liquid, cream, and powder form. Often contains shimmer, but sometimes does not. A lighter toned foundation/concealer can be used instead to highlight create a more natural look.

- **Bronzer**, used to give skin a bit of color by adding a golden or bronze glow. Can come in either matte, semi matte/satin, or shimmer finishes. Mascara is used to darken, lengthen, and thicken the eyelashes. It is available in natural colors such as brown and black, but also comes in bolder colors such as blue, pink, or purple. There are many different formulas, including waterproof for those prone to allergies or sudden tears. Often used after an eyelash curler and mascara primer. There are now also many mascaras with certain components to help lashes to grow longer and thicker. There are specific minerals and proteins that are combined with the mascara that can benefit, as well as beautify.

Little bit Lakmé history:

In 1995, Lakmé Ltd (a Tata Group company) and HLL formed a 50:50 venture Lakmé Lever that would market and distribute Lakmé's products. In 1998, Lakmé sold its brands (and the 50 per cent it owned in the JV) to HLL, renamed itself Trent and entered a different business (retail). Only, the years between 1995 and 2000 saw HLL wrestling with several issues with a bearing on Lakmé's future. A brand that has over 5 decades talked of beauty is none other than Lakmé. Launched in 1952, it offered a range of cosmetics with nail polishes & lipsticks from the early 80's. Lakmé also understands the importance of maintaining and accentuating a women's natural beauty, for this it has introduced a range of skincare products from 1987. These ranges have been constantly innovated to bring specialized beauty care and complete the range for the definitive women. A brand that has over 5 decades talked of beauty is none other than Lakmé. Launched in 1952, it offered a range of cosmetics with nail polishes & lipsticks from the early 80's. Lakmé also understands the importance of maintaining and accentuating a women's natural beauty, for this it has introduced a range of skincare products from 1987. These ranges have been constantly innovated to bring specialized beauty care and complete the range for the definitive women.

Chopra accepts that distribution has been the company's Achilles heel for some time: "The supply-chain hasn't been as robust as it should have been, but that has been the result of our efforts to reposition and reintroduce the brand." The positioning bit, although complex, is clear: Ponds is Lever's primary skincare brand; Lakmé, its aspirational colour cosmetics brand, which also has a presence in skincare. The 'aspirational' qualification would mean Lakmé would compete at what the company terms the 'upper-mass' (premium) end of the colour cosmetics spectrum (products priced between Rs 85 and Rs 250) where a slew of competitors, ranging from Revlon (through Modi Revlon) to Chambor, are already slugging it out. Says Meghna Modi, 26, Executive Director, Modi Revlon:

"The numbers say it all. According to ORG-MARG's retail audit, we have an 84 per cent share of the premium end of the colour cosmetics market." Chopra is quick to

rubbish this claim; he says ORG-MARG does not have a representative sample of the 60,000 outlets through which colour cosmetics are sold in India. Still, it is conceivable that Lakmé's new-found aspirational strategy could have been brought about by competitors like Revlon and Maybelline, which targeted this segment. Indeed, the company's non-transfer lip-colour range follows in the wake of Maybelline's launch of a similar range, and its new nail-enamel colours come soon after Maybelline and Revlon launched their nail-enamel range. The company's defense is that it takes at least 15 months from the conceptualization to the actual launch of products. And fashion consultants like Meher Castelino believe the brand commands an edge at the high-end: "By appropriating the fashion platform for itself, Lakmé has entrenched itself at the glamour-end."

PRODUCTS AND SERVICES OFFERED:

Lakme is world renown and great cosmetic company .a wonderful gift hamper for today's women.

CATEGORIES

1. Lakme lipstick
2. Lakme eyeliner
3. Lakme kajal
4. Lakme strawberries face wash
5. Lakme radiant rose powder
6. Lakme nail enamel remover
7. Lakme shampoo
8. Lakme deep pore cleansing milk

Types and varieties of products

Colours

- From the spicy shades to the flattering look,
- Lakme offers a range of products in the face,
- lips, eyes and nail segment for the beauty aficionados.

Face

- Lakmé Daily Wear Soufflé
- Lakmé Perfecting liquid Foundation
- Lakmé Radiance Compact
- Lakmé Flawless Matte Complexion Compact.

Lips :

- Lakmé Enrich Lipcolor
- Perfecting Definition Lip Pencil
 - Starshine Lip-gloss
 - Glosses in lustrous shades available in 14 shades.

Eyes

From dramatic to natural look- a wide range of products are on offer to create the perfect eyes.

1. Lakmé Kajal:
2. Lakmé Insta Eyeliner eyelids
3. Lakmé Lakmé Shimmer Eye Cube:

Nails:

- True Wear Nail Enamel.
- Nail Enamel with Lacquer-like finish.
- Enamel Contains resins and silicone with colour lock technology that gives brilliant long lasting shine.

Skin:

- Lakmé is there to pamper your skin with specialized products for the diva in you.

Cleansing :

- Strawberry Silk Splash Face Wash .
- Lakmé Fundamental Deep Pore Cleansing Milk .

Moisturizing

- Lakmé Fundamental Peach Milk Moisturiser skin.
- .2. Lakmé Fundamental Winter Care Lotion .

Sun Protection:The range comprises of lotions to keep your skin healthy and younger looking.

1.4 NEED FOR THE STUDY

Customer satisfaction plays an important role within every business. Not only is it the leading indicator .To measure customer loyalty, identify unhappy customers, reduce churn and increase revenue, it is also a key .Point of differentiation that helps you to attract new customers in competitive business environments.

- It's a leading indicator of consumer repurchase intentions and loyalty.
- Now a days the Customers are very brand conscious.
- It reduces customer churn and increases customer lifetime value.
- Positive branding can be achieved by excellent customer service.
- Happy customers are returning customer.

1.5 SCOPE OF THE STUDY:

- This study uncovers the impact, utility and effectiveness & efficiency of marketing strategies of Lakme on the success of cosmetic industry. A special emphasis is laid down on Lakme cosmetics.
- The project begins with detailed information about marketing strategies and the impact of measuring customer satisfaction in cosmetic industry. Further, it covers topics as data collection tools and research methodology used for the project.
- Then it gives a complete analysis of the data collected and it is then used to reach to a conclusion. The study took nearly 2 months to complete.
- The study is useful for the better understanding of marketing strategies towards the Lakme cosmetic industry. For the purpose of this study, a questionnaire was designed based on different parameters to judge and understand the consumer behavior towards Lakme cosmetics.
- Target group of the project was mainly Lakme customers. As this study is confined to Lakme, it covers an analysis of consumer behavior, attitude, perceptions, marketing strategies and satisfaction with respect to Lakme as a BRAND in cosmetic industry.
- The study takes into account the customers of Lakme in New Delhi and Gurgaon.

1.6 OBJECTIVE OF THE STUDY

- To understand the expectations and requirements of all the customers.
- To examine the trends over time in order to take action on a timely basis.
- Establishing priorities and standards to judge how well company has met the goals.
- To analyze the awareness of the products of Lakmé.
- To study that towards which brand the customer is attracted more on the basis of price Lakme.
- To know about the promotional activity performed to influence the customers.

CHAPTER 2

REVIEW OF LITERATURE

2.1 Introduction

In this Chapter, the researcher has made an attempt to study and understand the complex concepts of Customer experience. This attempt includes, understanding the basic concepts of Customer experience, analyzing research studies made by earlier researchers in respect of Customer experience in automotive Industry, For this, the researcher has used various books, research Journals and websites. The detailed list is further elaborated in the Bibliography. Through this Literature Survey researcher wants to find out which are the important parameters of Customer experience in respect of Lakmé.

2.2 List of reviews:

Indirapriyadharshini (2016) has studied —consumer satisfaction on personal care products Of HULll. Now a day most business organizations are operating in a complex and competitive environment where demands are constantly changing.

S. Bagiyalakshmi and S. Saranya (2017): In his study entitled, “a study on cosmetics usage of girls”. The purpose of the study is to find cosmetic usage of girls and The most popular products are coloured cosmetics, of which nail polish, lipsticks and shine are the largest number of products in the entire Indian cosmetics and toiletries market. Popular local brands in the region include Lakme and Revlon. This study has made a serious attempt to study the behaviour of teenage girls in the use of cosmetics. A sample of 100 girls was examined and their data collected. The samples for the study are selected systematically..

Syed Kazim and D. G. Kantharaj (2015): In there study entitled Impact of Advertisements towards Customer Purchase decision: A Study with reference to

Cosmetic Products. In the last two decades, advertising has increased dramatically change. Advertising has a major impact on customers' purchasing decisions for specific brands. It is generally accepted that advertising can give a product or service special features that would otherwise be lacking. The study focuses on identifying the impact of advertising on the behaviour and attitudes of consumers, especially cosmetics, among young people aged 15 to 24 years.

Kameswara (2015) —studied on consumer attitudes and perception on personal care Products and cosmetics, generally it is not an easy task to process the factors influencing the Consumer to accept certain personal care and cosmetics while assessing is multi-dimensional

Nischay, K. Upamannu, S. S Bhakar (2014): In their study Entitled Examine the impact of customer satisfaction on branding and loyalty intent, directly and indirectly, based on a hypothetical model (MP) in India, in the recent Fair for a Cosmetic Fair at Gwalior. The measurements were standardized to make them suitable for the study. The number of factors was identified by the exploratory factor analysis for all variables. The current structural equation modelling was used in this study on AMOS 16.

G. Syamala (2013): "Study of the products of Lakme company Ltd. With reference to Pune city, Lakme is an Indian Cosmetics brand from Unilever". It began as a wholly-owned subsidiary of Tata Oil Mills (TOMCO), part of the Tata Group, Named after the French opera, the goddess of wealth. Lakme Indian Cosmetics was founded in 1952. Lakme still occupies a special Place in the heart of Indian women. In this research report, Customer satisfaction with Lakme is highlighted. In addition, an attempt is made to find out who the competitors are and which different Lakme products are used by the customers.

AC Groot, JP Nater, R Lender (1987) Analysed the reasons for use of cosmetics. For the purpose of study. The 1609 respondents were interviewed to know the

adverse effects. 12.2 percent reported that they face problem like irritation while using cosmetics.

Jane E Workman, Kim KP Johnson (1991) Investigated the effect of cosmetics in the impression formulation. In the study 85 under graduate females were viewed with heavy cosmetics, moderate cosmetic and no cosmetics and they were looked into their attractiveness, femininity, personal temperament, personality and morality.

Malhothra (2003) stated that the main reason for the boom in cosmetic industry is increasing fashion and beauty consciousness coupled with rising income and the focus on health and fitness.

Michelle Guthrie, Hye-Shin Kim, Jaehee Jung (2008) revealed the effect of facial image and cosmetic usage in perception of brand personality. It was stated that the consumers' facial image influenced the total Quantity of cosmetic used by the respondents and not the variation in quantity in different situation. Also noted that there is a relationship between facial image and brand perception.

Vanessa Apaolaza (2010) stated that people who use cosmetics buy this product primarily for emotional reason. The most important factor that influences their behaviour was their desire to look beautiful. The study show that both the emotional and utility aspects of cosmetic brand had a significant impact on consumer satisfaction but the emotional component

Andrew Mc Dougall (2010) in his study stated that the main reason for the growth in cosmetic sector is that the human being spent more for the cosmetics owing to the concern for beauty and at the same resulted in the growth in cosmetic sector.

Fyi (2011) attempted a study on the emotion behind women choosing certain cosmetic brands. It was understood from the study that the women buy cosmetic mainly for emotional reasons. The utility and emotional factor had greater impact on women's preference on cosmetic brand.

Siddharth Shriram Shimp and K Sinha (2012) , evaluated the product variables which effects the purchase decision. The different variables include the texture of the product, promised effect, previous usage experience and the suitability of skin.

Shukla Monika (2013) made an attempt to study the factors affecting impact of advertisement of selected cosmetics items of consumer choice. The respondents opinion towards advertisement of fairness cream, personal characteristics, demographic factors were taken into account and it was found that consumers practice related to advertisement of fairness cream affected the impact of advertisement of product on their choice .

Sangeeta Gupta, Simple Arora (2013) in their study on the factors influencing the consumption pattern of Cosmetics by male, revealed that the media is playing vital role in attitudinal change in the societal context..

Rajul Dutt (2013) in his paper “A Cross cultural comparative study of female consumer behaviour with Regard to purchase of cosmetics in the United States and India”, tried to explain how consumer behaviour. Is influenced by the culture of the individuals in India.

Umesh Maiya and Mavy Miranda (2013) in their study on buyer behaviour towards cosmetics, found that modern women have a strong desire and urge for enhancing their beauty. The twin factors which everybody focused on were the Quality and Price. It also stated that consumers realise the value for the money they spend.

Ligo Koshy (2017) in a study on the factors influencing the buying behaviour of face care product among youth stated that improved technology, better education, advancement in science and economic growth has provided people with increased purchasing power. The influence of media had made people are more conscious towards beauty, hygiene and better life style.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN:

Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability.

3.1.2 Descriptive Research Design

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.3 SOURCES OF DATA

Data collection is the term used to describe a process of preparing and collecting data.

3.3.1 Primary Data – Questionnaire given to 150 respondents.

3.3.2 Secondary Data – Websites and online journals, Published reports & Review of literature from published articles.

3.4 STRUCTURE OF QUESTIONNAIRE

Questionnaire was divided into two sections. First part was designed to know the

general information about customers and the second part contained the respondent's opinions about customer's satisfaction .

3.6 SAMPLING TECHNIQUE:

3.6.1 Convenience sampling method

- A convenience sample is one of the main types of non-probability sampling methods.
- A convenience sample is made up of people who are easy to reach.

3.8 PERIOD OF STUDY

The duration of study is from DECEMBER 2020 to March 2021 which is a three months of study.

3.9 LIMITATIONS

- Geographical scope of the study was limited to a small area, which may not represent the whole sector of India.
- Size of the sample is 150, which is, of course small in comparison to entire population.
- Due to limitation of time only few people were selected for the study

CHAPTER 4

4.1 DATA ANALYSIS AND INTERPRETATION

Table 4.1.1: Age of the respondents

Age	No of respondents	Percentage
18-28	115	77
29-28	43	22
39-48	2	1
40 above	0	0
Total	150	100

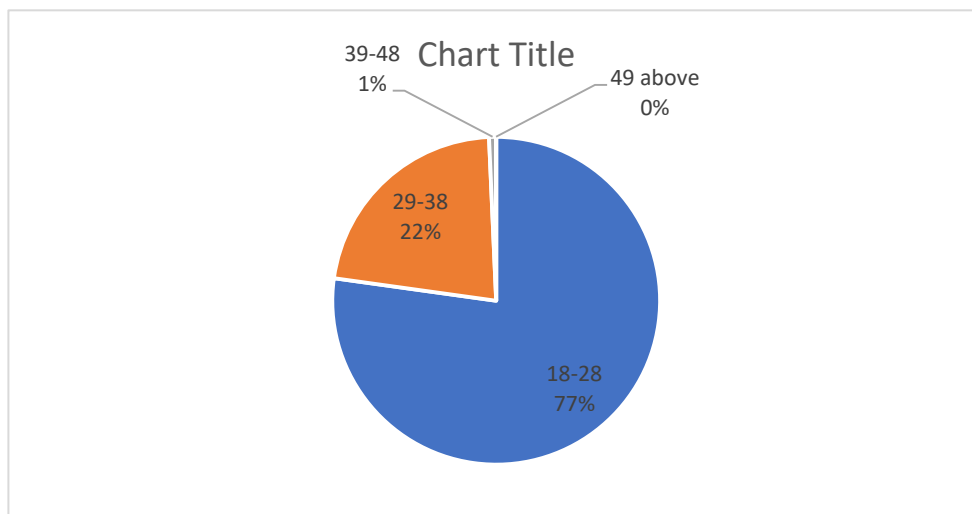


Chart 4.1.1 : Age of respondents

Interpretation :From the above table it is interpreted that the number of respondents between 18 to 28 age of respondents are 77 %, between 28 to 38 age of respondents are 22%,Between 38 to 48 age of respondents are 1%, 48 above age of respondents are 0.

Inference: Majority (77%) of the respondents are age between 18-28 years.

Table 4.1.2: Gender of the respondents

Gender	No.of.respondents	Percentage
Male	4	3
Female	146	97
Total	150	100

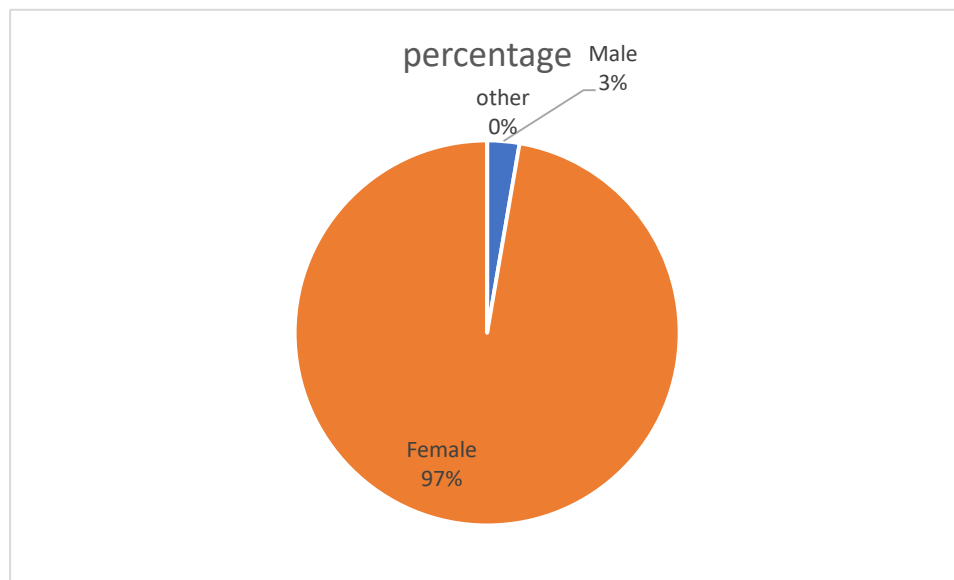


Chart 4.1.2: Gender of respondents

Interpretation : From the above the table it is interpreted that the number of male respondent is 3%

And female respondents is 97%.

Inference: Majority is 97% of respondents are Female.

Table 4.1.3 : Marital status of respondents

Particulars	No. Of . respondents	Percentage
Married	42	28
Unmarried	108	72
Total	150	100

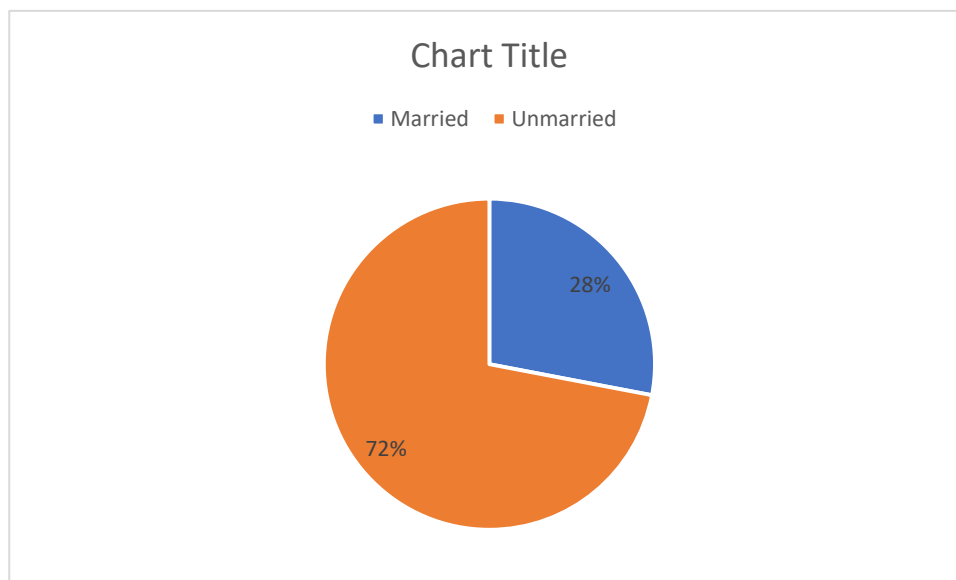


Chart 4.1.3 : Marital status of respondents

Interpretation: From the above table it is interpreted that the number of Married respondents are 28% and unmarried respondents are 72%.

Interference: Majority is (72%) of respondents are Unmarried persons.

Tables 4.1.4 .Do you prefer lakme products (Brands)for Cosmetics

Particulars	No.of respondents	Percentage
Yes	141	94
No	0	0
May be	9	6
Total	150	100

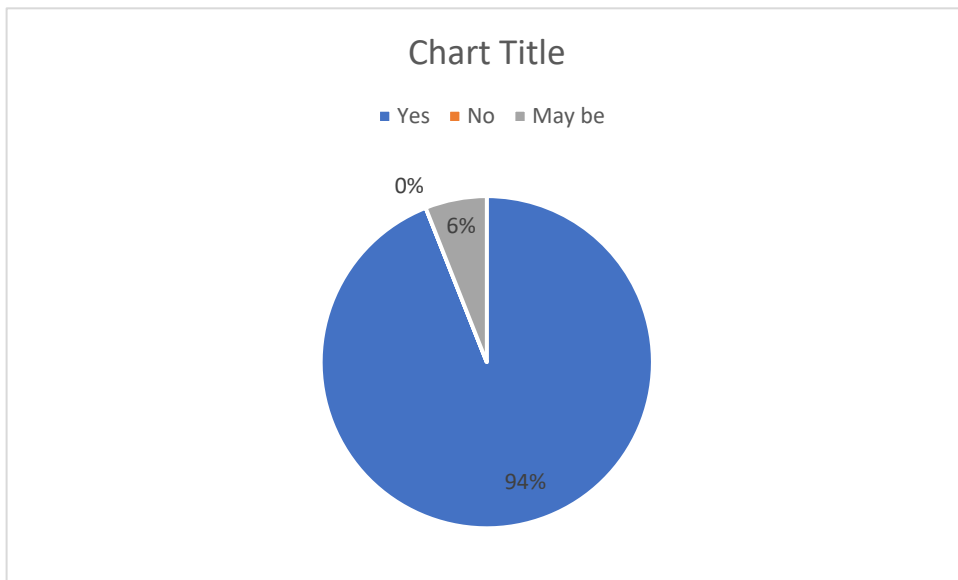


Chart 4.1.4 : Do you prefer lakme products.

Interpretation :From the above table it is interpreted that the number of respondents between yes of respondents are 94% between No of respondents are 0% ,Between may be of respondents are 6%

Inference: Majority (94%) of the respondents are yes.

Tables 4.1.5 .For which purpose you usually use Lakme product's

Particulars	No.of respondents	Percentage
Eyes	57	38
Lipsticks	56	37.3
Face	30	20
Nails	7	4.7
Total	150	100

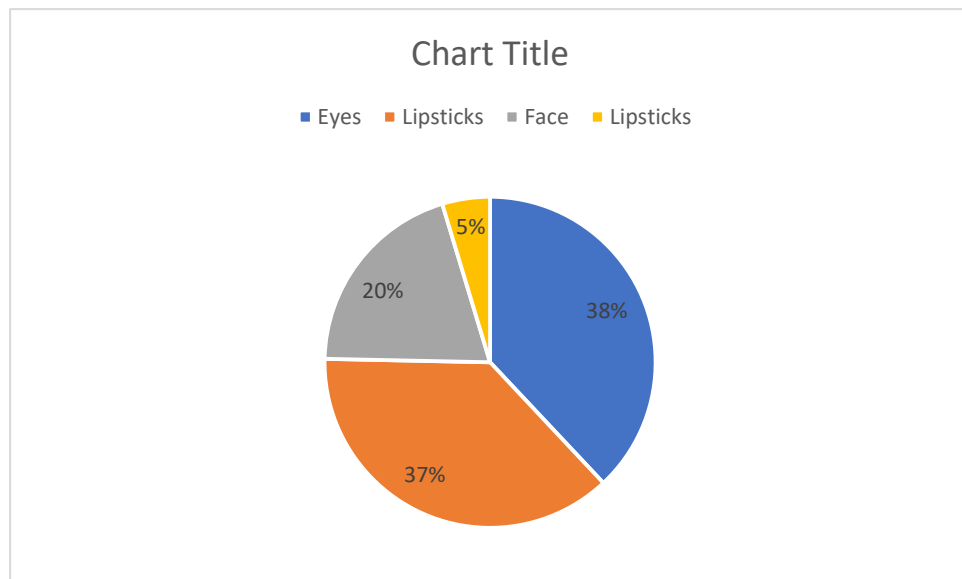


Chart 4.1.5 :For which purpose you usually use Lakme product's

Interpretation :From the above table it above table it is interpreted that the number of respondents between Eyes of respondents are 38% %, between lipsticks of respondents are 37.3%,Between Face of respondents are 20%%, Nails of respondents are 4.7%

Inference: Majority (38%) of the respondents are Eyes.

Table 4.1.6.How often do you use lakmé products?

Particulars	No.of respondents	Percentage
Rarely	25	16.7
Frequently	86	57.3
Very frequently	39	26
Do not shop	0	0
Total	150	100

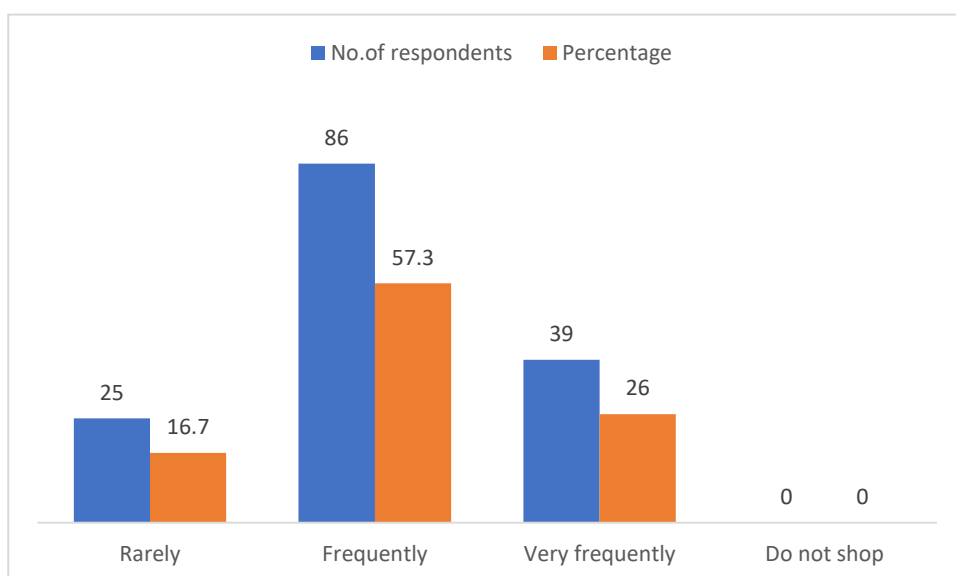


Chart 4.1.6: How often do you use Lakme product's

Interpretation :From the above table it is interpreted that the number of respondents between Rarely of respondents are 16.7 %, between Frequently of respondents are 57.3 %,Between very frequently of respondents are 26%, Do not shop of respondents are 0% .

Inference: Majority (57.3%) of the respondents are Frequently.

Table 4.1.7: Lakmé provides quality products to its customers

Particulars	No. Of . respondents	Percentage
Strongly agree	117	78
Disagree	16	11
Both	17	11
Total	150	100

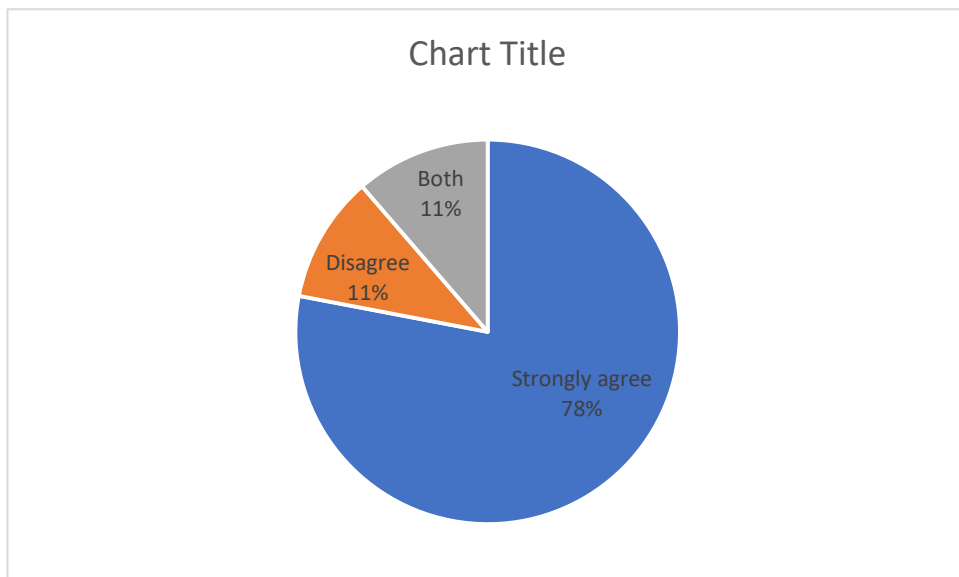


Chart 4.1.7: Lakmé provides quality products to its customers

Interpretation: From the above table it is interpreted that the number of strongly agree respondents 78% , disagree 11% ,both 11%.

Inference: Majority (78%) of respondents say strongly agree

Tablet 4.1.8 What do you think is the main reason for your use of lakme products.

Particulars	No. of. Respondents	Percentage
Price	23	16
Variety	51	34
Quality	30	20
Availability	32	21
Promotion	14	9
Total	150	100

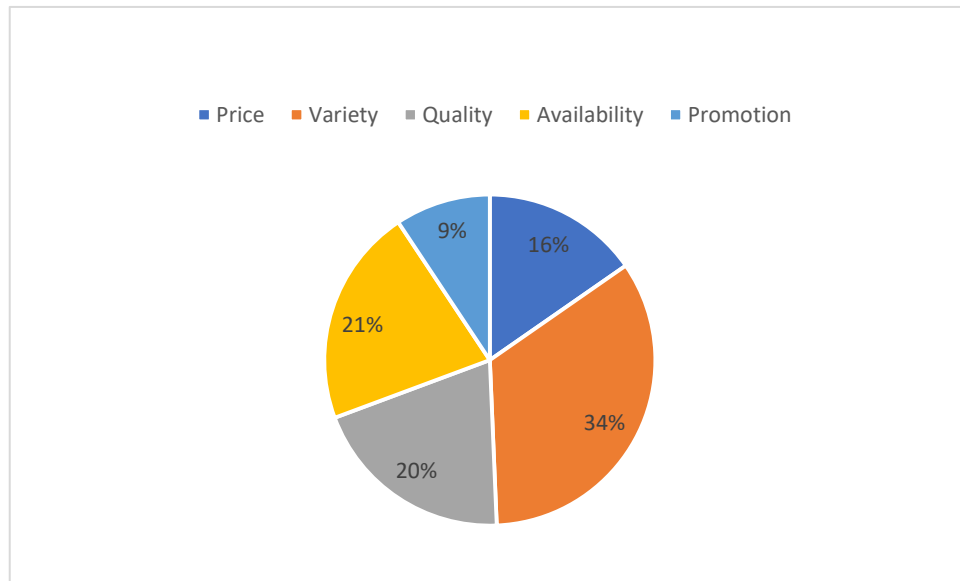


Chart4.1.8 what is the main reason for your use of lakmé products

Interpretation: From the above table it is interpreted that the number price respondents are 16%, between the variety respondents are 34%, between the Quality are 20% and between Availability respondents are 21% and promotions respondents are 9%

Inference: Majority (34%)of respondents are variety.

Table 4.1.9 Any problem you faced while using it?

Particulars	No.of . respondents	Percentage
Agree	10	6
Strongly agree	0	0
Disagree	115	77
Strongly disagree	25	17

Total	150	100
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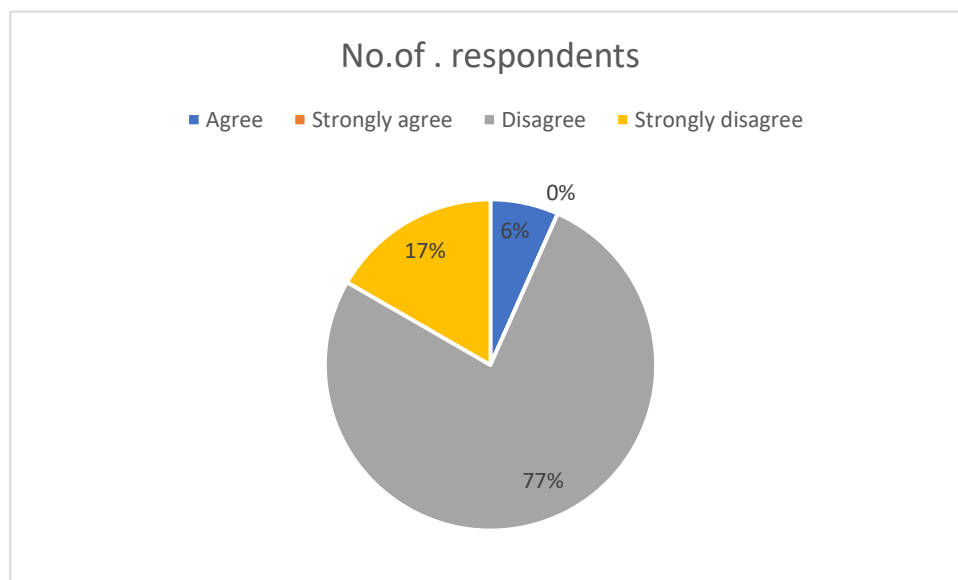


Chart 4.1.9 Any problem do you faced while using it?

Interpretation: From the above table it is interpreted that the number between Agree respondents are 6%, between the strongly agree respondents are 0%, between the Disagree are 77% and between strongly disagree respondents are 17%.

Inference: Majority (77%)of respondents are Disagree .

Table 4.1.10. state your level of satisfaction/dissatisfaction with regard to the products from lakme?. Number of responses:

Particulars	No.of.respondents	Percentage
Level 10 to 20	2	2%

Level 20 to 40	12	11%
Level 40 to 60	93	82%
Level 60 to 80	6	5%
Total	150	100%

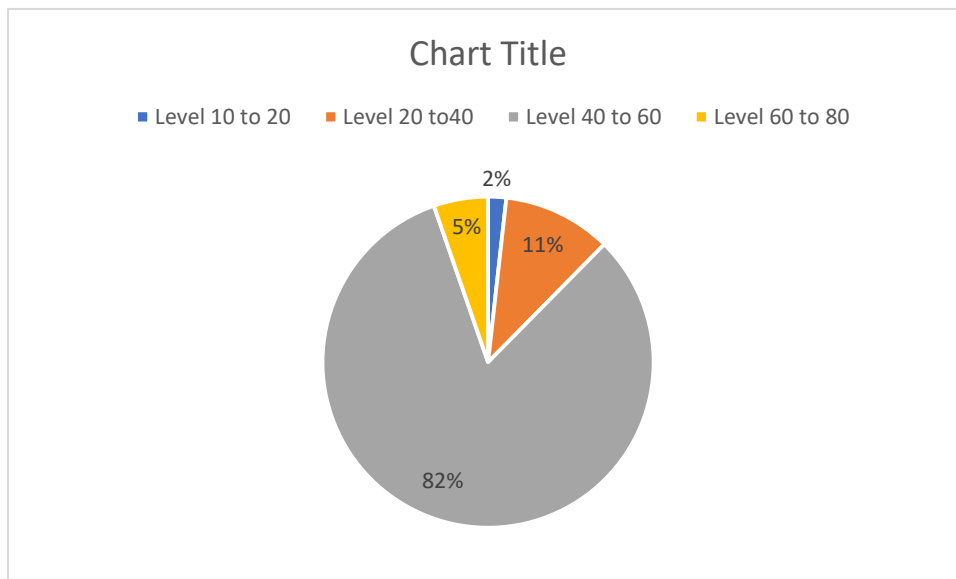


Chart 4.1.10: Satisfaction/Dissatisfaction level of Lakmé products

Interpretation: From the above table it is interpreted that the number between level 10 to 20 respondents are 2%, between the level 20 to 40 respondents are 11%, between the level 40 to 60 are 82% and between level 60 to 80 respondents are 5%.

Inference: Majority (82%) of respondents are 40 to 60 is Satisfaction level.

4.1.11. what changes you would like to see in lakme products?

Particulars	No. Of respondents	Percentage
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More products range	73	48
More shades	45	30
Better packaging	10	7
All the above	22	15
Total	150	100

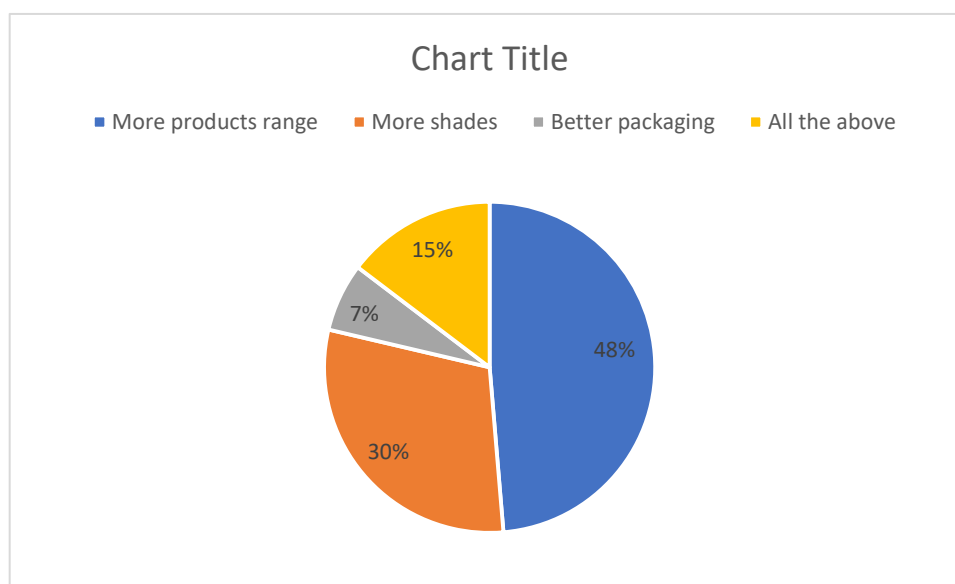


Chart 4.1.11 changes in lakme products

Interpretation: From the above table it is interpreted that the number of More products range respondents are 48%, between More shades respondents are 30%, between the Better packaging respondents are 7%, Between the All the above respondents are 15%.

Inference: Majority (48%)of respondents are More products range.

Table 4. 1.12.Will you recommend lakme products to others

Particulars	No.of. respondents	Percentage
Yes	138	92

No	2	1
May be	10	7
Total	150	100

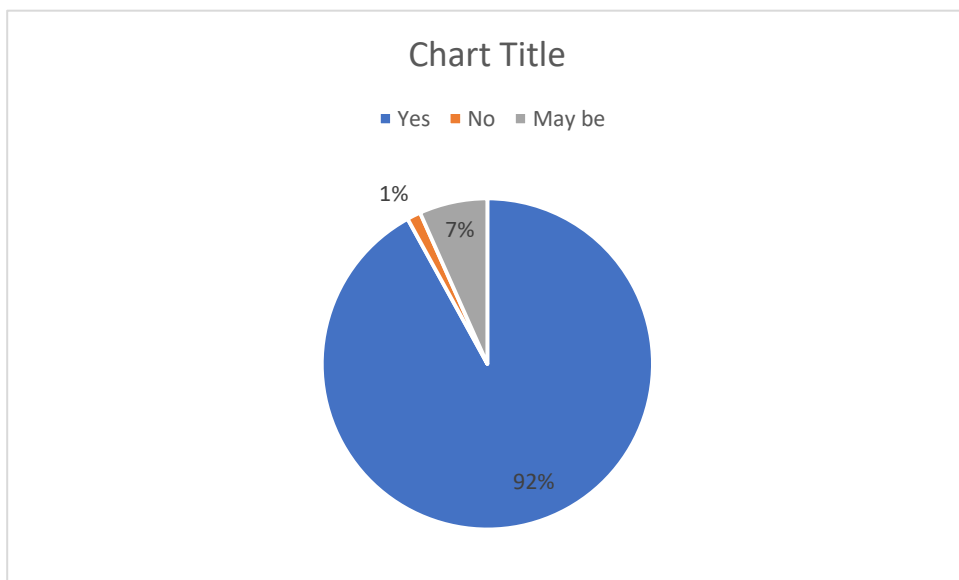


Chart 4.1.12 recommend lakme products to others

Interpretation :From the above table it is interpreted that the number of yes respondents are 92% , No of respondents are 1%, between May be of respondents are 7%.

Inference: Majority (92%) of the respondents are yes

CHAPTER 5

5.1 FINDINGS

- Majority (77%) of the respondents are age between 18-28 years.
- Majority is 97% of respondents are Female.
- Majority is (72%) of respondents are Unmarried persons.
- Majority (94%) of the respondents are yes.
- Majority (38%) of the respondents are Eyes.
- Majority (57.3%) of the respondents are Frequently.
- Majority (78%) of respondents say strongly agree .
- Majority (34%)of respondents are variety.
- Majority (77%)of respondents are Disagree .
- Majority (82%)of respondents are 40 to 60 is Satisfaction level.
- Majority (48%)of respondents are More products range.
- Majority (92%) of the respondents are yes

5.2 Suggestions:

The supply must be properly fulfilled so the need of the customer satisfies.

- Target selling for the dealer / agent can increase the sales of company.
- The company must concern to the satisfaction of customer demand.
- The company and dealer should develop its marketing information system up to date information of competitor's policy, price and product, target market, so the company can know its strengths and weaknesses.
- Brand preference studies reveal that comparatively there is more preference for Lakme among consumers so in order to attract and maintain his consumers. Advertising programs should be intensified.
- Perception of the consumer is changing rapidly. They seek new benefits and values in their preferred brand. Moreover, consumer likes to have brand at low rate. So Lakme should insert it so as to meet the changing preference of the consumer.

- Lakme is the market leader in make-up products. Most of the consumers are brand loyal. They should be treated as intangible assets. Lakme should ever strive to satisfy them.
- Fulfill the consumer needs.

5.3 Conclusion:

The competition is fierce in the multi-channel retailing environment. A business that hopes to grow and prosper requires a comprehensive logistics and transportation strategy, executed flawlessly.

The dilemma for management lies in trying to meet consumers' growing expectations while keeping costs in check. In response to these issues of multi-channel growth, more and more carriers are branching out to offer logistics services. Those businesses that work to build successful relationships with logistics and transportation vendors will find that their efforts lead to improved customer service and profitability.

It's not an easy task, but it is certainly one that's achievable with the tools and technology available today.

Lakme has been found to be the most preferred brand it meet the promise made to the customer. Consumer relies on the Lakme products because it provides good quality, good results, good services, etc.

So that customer may prefer Lakme products. While conducting survey I found that the customer may like the showrooms of the Lakme products. They still likes the easily availability of various products. So the Lakme products customers are fully satisfied to use the products.

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QUESTIONNAIRE:

1.Name :

2.Gender:

a) Male, b) Female

3.Marital status

a) Married, b) Unmarried

4.Age

a) 18-28, b) 29-38, c) 39-48, d) 49 above

5.Do you prefer lakme products (Brands) for Cosmetics:

a) Yes, b) No

6.For which purpose you usually use Lakme product's,

a) Eyes ,b) lipsticks, c) Face

7.How often do you buy lakme products?

a) Rarely, b) Frequently, c) Very frequently, d) Do not shop

8.Do you think Lakme provides quality products to its customers?

a) Agree, b) Disagree

9.What do you think is the main reason for your use of lakme products ?

Excellent. Very good. Good. Fair. Poor

a) price, b) Variety, c) Quality, d) Availability,

e) promotion.

10.Any problem you faced while using it?Column

a) Agree Strongly, b) agree, Disagree, c) Strongly disagree.

10.state your level of satisfaction/dissatisfaction with regard to the products from lakme?

- a) Level of 20-40, b) level of 40-60, c) level of 60-80,
- d) level of 80-100.

11.what changes you would like to see in lakme products?

- a) More products range, b) More shades, c) Better packaging ,d) All the above.

12.Will you recommend lakme products to others

- a) Yes ,b) No ,c) Maybe

13.Give your suggestions to improve lakme product?

