

Project Report

**“A Comparative Study of Cosmetic Brands with Reference to
Lakme& Maybelline”**

Submitted to

G. S. College of Commerce & Economics, Nagpur

Affiliated to

Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

In partial fulfillment for the award of the degree of

Bachelor of Business Administration

Submitted by

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Under the Guidance of

Dr. Afsar Sheikh

G.S. College Of Commerce & Economics, Nagpur

Academic Year 2022 – 23



G.S. College Of Commerce & Economics , Nagpur**Academic Year 2022 – 23****CERTIFICATE**

This is to certify that “Anjali Kanojiya“has submitted the project report titled“A comparative study of the cosmetic brands reference with Lakme& Maybelline”,towards partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he/she has ingeniously completed his/her project as prescribed by Rashtrasan Tukadoji Maharaj Nagpur University, Nagpur.

Prof. Dr. Afsar Sheikh**(Project Guide)****Place:****Date:****Dr. Afsar Sheikh****(Co-ordinator)**

G.S. College Of Commerce & Economics, Nagpur**Academic Year 2022 – 23****DECLARATION**

I here-by declare that the project with title “A comparative study of the cosmetic brands reference with Lakme & Maybelline” has been completed by me in partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Anjali Kanojiya**Place:****Date:**

G.S. College Of Commerce & Economics , Nagpur



Academic Year 2022 – 23

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I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Co-operation. I would like to thank all those who helped me in making this project complete and successful.

Anjali Kanojiya

Place:

Date:

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INTRODUCTION

INTRODUCTION

The study attempts to know about the consumer buying behavior of cosmetic products, particularly Maybelline and Lakme in India, specifically with reference to Coimbatore .The purpose of this paper is to compare the two products and to decide which product is best. In this paper, respondents are only those who are using Maybelline and Lakme products and data was analyzed and interpreted with the help of statistical techniques. The study reveals that different factors have significant influence on buying behavior. This study also contribute to the knowledge of how cosmetic companies will be able to understand buying habits of the consumers.

The Indian cosmetic market, which contains healthy skin, hair care, shading beauty care products consideration classifications, has beaten world's driving corrective markets regarding development in the on-going past. The Indian cosmetic market has begun seeing uncontrolled development driven by improved spending force and rising shopper mindfulness about corrective items in the midst of developing magnificence cognizance. The Indian cosmetic Industry has seen fast development over the most recent few years, developing at a CAGR(Compound Annual Growth Rate) of around 7.5% somewhere in the range of 2006 and 2008 ,as indicated by advertise experts. With improving buying power and expanding style awareness, the beauty care products industry is required to keep up the development energy during the period 2009-2012 with an anticipated development at a CAGR of around 7%. The normal shopper spending on beauty care products in India is a lot lesser than some other piece of the world. This suggests the Indian cosmetic industry has a much more noteworthy potential for development in future than present. The offers of corrective items in India is expanding vigorously due to the expanding acquiring force and discretionary cashflow, urbanization, developing mindfulness about magnificence items and makers forcefully promoting item in provincial territories in India. Moderateness and rising purchasers are additionally liable for high corrective deals. As indicated by as of late distributed report of Bonafide inquire about "India corrective Market Outlook, 2021", restorative item in India was developing with a CAGR of 17.06% over recent years. Urban India prompts the market, with in excess of four fifth of the corrective portion utilization by volume. Numerous household and worldwide organizations are presently focusing on the rustic markets to push volume deals in classes like lip, hair and nail care, and some mass healthy skin items too. The corrective and magnificence part are presently encountering

extraordinary changes like exorbitant global excellence items are selling rapidly. The greatest excellence advancement as of late is men have begun their more beneficial skin routine away from the exercise center. The ascent in men's salons is proof to the reality. According to the related Chambers of Commerce and industry of India ASSOCHAM, utilization of beautifying agents in India for every individual is around US Dollars 0.68 pennies when contrasted with US Dollars 40 in Hong Kong, US Dollar 12 in Japan , and US Dollar 1.5 in China.

INTRODUCTION TO TOPIC:

Maybelline vsLakme is one of the argumentative topics among beauty shoppers, especially for Indians. It is understandable because both companies have many things in common, leaving the audience with the task of deciding what the best product is. This article will analyze both brands' similarities and differences, alongside everything you need to know. Hopefully, you will be able to decide on the best brand choice for you at the end of the article.

- Similarities Between Maybelline and Lakme
- Maybelline vsLakme – Origin
- The Evolution of the Maybelline and Lakme Brand
- Maybelline vsLakme – The Major Influencers
- The Differences in Marketing Strategy
- Maybelline vsLakme – Criticism
- Maybelline vsLakme – Awards and Certifications

Similarities Between Maybelline and Lakme

Maybelline and Lakme are both readily available in Indian stores. They have retail outlets in central cities and local stores. When you visit an outlet or store, you will find Maybelline vsLakme products beside one another. This is why it is essential for buyers to decide what brand is best suited for them before entering a beauty store. With the wide range of options available, you may be confused about making a choice. For example, both brands' mascara, that is, the Iconic and Colossal Kajal, are identical. Although the Colossal Kajal from Maybelline is darker, it is closer to some shades of the Iconic Kajal.

Maybelline and Lakme have similar products available for customers. This makes it more difficult for people to choose their preferred products between the two. The competition between the brands is tight, and it is safe to say there is great rivalry between them in cosmetics production.

Maybelline and Lakme – The Origin

Maybelline has an American origin, launched by Tom Lyle Williams. This was until the transfer of ownership took place. Maybelline has a strong portfolio consisting of about 200 products therein. The company focuses on creating new makeup kits with several color shades. Hence, you can find your magical color pop from the varieties available at Maybelline. It has its central office in New York but has grown globally, reaching about one hundred and twenty-nine countries.

Maybelline was inspired by a lover girl trying to get her man. Her brother, Thomas Williams, a chemist, devised a makeup method by mixing petroleum jelly and carbon dust in 1913. The result turned out beautifully on the sister's brows and lashes, and she was able to get her man in 1915. That year, Thomas introduced Maybelline Cake mascara, which sold globally.

The 19-year-old chemist successfully built a company by naming a brand after his sister.

Lakme was created in 1952, while Maybelline was officially launched in 1915. This implies that Maybelline had existed in the market long before Hindustan Unilever bought Lakme. Fortunately, PushkarajShenai is a business expert and understands marketing strategies perfectly. Even so, Maybelline experienced massive growth in 1996, after its ownership was transferred to L'Oreal USA. Both brands have received several awards for producing brilliant cosmetics.

The Evolution of the Maybelline and Lakme Brand

It seems incomplete to discuss the Maybelline vsLakme origin without explaining how both brands have evolved over the years. Maybelline grew by collaborating with brands worldwide. In January 2019, the company produced a Maybelline X Puma limited edition, collaborating with the German fashion brand. The limited collection included five products, which got more requests than expected by the company. Additionally, Adriana Lima, a top influencer, represented the company as a global ambassador.

Lakme has built top platforms across India, seeing that it started as a brand dependent on international brands. After India got its independence, the economy became fragile. However, the beauty company thrived to survive regardless. During this period, the middle and elite class depended on foreign cosmetics, which inspired the Prime Minister of India to create a local cosmetic brand. The country named the indigenous brand after the goddess of beauty called Laxmi. However, Lakme had some challenges reaching every household in India.

It was assumed that only promiscuous women would wear dark eyes and red lip makeup. Hence, the company needed a strong marketing strategy to change this mindset about women wearing makeup. Then, Simone Naval Taya scaled the evolution process by representing the brand with exotic makeup and elegant attires. Thereafter, Lakme became acceptable through this direct marketing strategy and affordability. The brand took it upon itself to educate Indians on the importance of body and beauty maintenance. With the faces of famous Bollywood actresses, Lakme was able to break the restriction.

Maybelline and Lakme – The Major Influencers

Maybelline and Lakme have similar marketing campaigns, which are common among other beauty businesses. This strategy is the use of influencers and celebrities. However, their choice of influencers differs for the two brands. The recent Lakme lip balm advertisement featured Shraddha Kapoor, while Maybelline used Alia Bhatt, as they are big influencers in the Bollywood industry. The lip balms gave the same simple effect on both actresses. Thoughtfully, beauty analysts identified that both brands picked influencers that match each lip balm shade.

Maybelline had its first Ad campaign in 1916, with the Photoplay magazine. It also featured in the Pictorial Review and Like Delineator magazines. Additionally, the brand has many influencers running ads on television and social media platforms. This includes Lynda Carter, who is a pro beauty fashion coordinator. Other celebrities that have been a part of Maybelline campaigns include Deepika Padukone, Fasha Sandha, Gigi Hadid, Kristin Davis, Josie Maran, Julia Stegner, Zhang Ziyi, Jessica White, Jourdan Dunn, and Miranda Kerr.

The Differences in Marketing Strategy

Maybelline has strong distribution channels, including supermarkets, specialty stores, cosmetic stores, hypermarkets, drugstores, and discount stores. In fact, discounts are a great marketing tool for the brand when targeting people that cannot afford high-end makeup prices.

Lakme's target audience is those in the upper class who want to feel proud of their skin and beauty. Contrarily, Maybelline is targeted towards students and the middle class, making it more affordable. Lakme has a strong marketing strategy, despite the existing competitors that want to beat it out of the market. Lakme is able to acquire 20% of its sales weekly with strong social media engagement. The salon store, makeup, and skincare work hand-in-hand to give customers a pleasant experience.

Lakme organizes a fashion week show, where the brand shares its values with the viewers. The event is held twice in Mumbai, contributing more to the brand's publicity. The brand's portfolio is in different categories, pushing out more specific customer selections. A top marketing strategy that has worked for Lakme is its enlightenment programs. They educate viewers about body care and hygiene in their salons and websites. People from less civilized areas are now open to taking care of their bodies and looking good.

The supply chain in the Maybelline vsLakme comparison is another exciting point of view. Lakme Lever Private Limited (LLPL) manages 60 salons out of the 360 salons owned by the company, as the other salons operate as franchises. Meanwhile, its distribution pattern is similar to that of its parent company, Unilever. Lakme targets customers between 35 and 55 years old in its retail chains. Moreover, Lakme is more expensive; thus, the staffs review how to reduce operational costs at every production stage.

COMPANY PROFILE

COMPANY PROFILE

LAKMÉ

Lakmé is an Indian cosmetics brand, owned by Hindustan Unilever. It was named after the French opera *Lakmé*, which itself is the French word for goddess Lakshmi who is renowned for her beauty. It was started in 1952 as a 100% subsidiary of Tata Oil Mills, famously after Prime Minister Jawaharlal Nehru was concerned that Indian women were spending precious foreign exchange on beauty products and persuaded JRD Tata to manufacture them in India. Simone Tata joined the company as director and went on to become the chairperson. In 1998, Tatas sold their stake in Lakmé to Hindustan Unilever for ₹200 crore (US\$48.46 million).

LAKMÉ	
Type	Private
Industry	Personal care and Beauty salon
Founded	1952; 71 years ago
Founders	J.R.D Tata Simone Tata
Headquarters	India
Area served	India Nepal
Key people	PushkarajShenai (CEO, Lakmé Salon)
Products	Cosmetics, beauty products, and Salon services
Parent	Tata Group (1952–1998) Hindustan Unilever (1998–present)
Website	lakmeindia.com

Lakmé Cosmetics **established in 1952 by J.R.D Tata Simone Tata**. It offers its consumers a **comprehensive beauty experience** through its products that are ideal for a variety of Indian skin tones. It is a Personal care and Beauty Salon Company. The ambassador of Lakmé Cosmetics is **Kareena Kapoor Khan and Chamma**. It is the most trusted brand in all over the India.

Lakmé mainly sells coloured cosmetics products such as lipsticks, eyeliners and skincare cream. In December 2018, it launched its e-commerce platform. As of 2021, Lakmé also runs 485 beauty salons under Lakmé Lever. The company is the title sponsor for Lakme Fashion Week (LFW), a bi-annual fashion week which takes place in Mumbai.

Lakmé has Shraddha Kapoor, Kajol Devgn, Kareena Kapoor, and Ananya Pandey as brand ambassadors. In *The Brand Trust Report 2012*, Lakme was ranked 104th among India's most trusted brands and following year it was ranked 71st on the list. In 2014, Lakme was ranked 36th among India's most trusted brands according to the Brand Trust Report 2014.

Lakmé Cosmetics is an Indian Cosmetics brand. The company **headquarter is in India**. It innovates to offer a wide range of high performance and world class **cosmetics, skincare products, and beauty salons**. Lakmé combining **international cosmetic technology** with an in-depth understanding of the Indian woman's needs.

Some facts about Lakmé

- Lakmé is the **first Indian cosmetic brand** to introduce make up to Indian women and takes pride in being the expert on Indian Beauty for over 50 years.
- It is a complete beauty brand spanning colour cosmetics & skin care and extending to beauty services through the network of **Lakmé Beauty Salons**.
- The bond with beauty and fashion is manifested through the Lakmé Fashion Week, which is now the largest fashion event of its kind in the country.
- Lakmé also **offers discount offers** on products, so that people can easily buy their product and enjoy it.
- Lakmé provide virtual try on makeup, so that you can easily choose any product by applying virtual makeup.
- It also offers **online shopping** to their valuable consumers.

Products of the Lakme:

Cosmetics: Lakmé provides Various products in Cosmetics. Every women wants to look beautiful, so Lakme is the brand who makes products for every skin type.

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.

1. Lakme Eyeconic Kajal, Deep Black:

A smudge-proof as well as waterproof **kajal** for everyday use, the new **Lakmé Eyeconic Kajal** promises to last up to 22 hours. Say goodbye to touch-ups and a big ₹190.00 to ₹276.00



2. Lakme Sun Expert Ultra Matte SPF 40 Compact :

Its high-coverage layer blocks harmful UVA and UVB sun rays and prevents skin problems like sunburns, tanning, dark spots and premature ageing. Suitable for **all skin types**, the compact is available in an array of shades that complement Indian skin tones.



3. Lakme 9 to 5 Complexion Care Face Cream:

Due to its skin care benefits and SPF content, **it is safe to use CC creams every day.** It will give medium to full coverage to your skin while maintaining its healthy radiance.



4. Lakme Peach Milk Moisturizer Body Lotion:

Lakme's Peach Milk Moisturising cream is **beneficial for all skin types**. This includes oily, sensitive, and even dry skin. Even if you have oily skin, it tends to absorb all the oil and stickiness from your skin.



Skin Care: Lakmé offers Skin Care products which are chemical free and provide glow to your body.

Here is the list of Lakmé skin care products:

- Face Mask
- Face Serum
- Moisturizer
- Body lotion
- Natural Aloe Vera Gel
- Sunscreen SPF
- Facial Kit
- Face Cleansers & Removers
- Face Wash
- Face Cream

Salon Services: Lakmé also provides salon services near by you. So book your salon at home and enjoy the services.

List of Lakmé Salon services:

- Candy Crush Pedicure & Manicure
- Lakme Salon – Beauty sutra facialBeauty Sutra Facial
- Lakme Salon – Beauty Sutra Hair spaBeauty Sutra Hair Spa
- Lakme Salon – The Gen-Next Bridal Collection 2020The Gen-Next Bridal Collection 2020
- Everyday Glam Makeup



Maybelline New York (formerly The Maybelline Company and Mabeline and Co.), trading as Maybelline (/ˈmeɪ.bɪ.liːn/ *MAY-bi-leen*), is an American multinational cosmetics,skincare,fragrance, and personal care company, based in New York City. It was founded in Chicago in 1914, and has been a subsidiary of French cosmetics company L'Oréal since 1996.

Maybelline New York	
MAYBELLINE NEW YORK	
Type	Subsidiary
Industry	Cosmetics
Founded	1914; 109 years ago in Chicago as The Maybelline Company ^[1]
Founder	Thomas Lyle Williams
Headquarters	Manhattan, New York City, U.S.
Area served	Worldwide
Key people	<ul style="list-style-type: none"> • Trisha Ayyagari • (President, Global),^[2] • Alanna McDonald • (President, US)^[2]
Products	<ul style="list-style-type: none"> • cosmetics • skincare • fragrance • personal care
Parent	L'Oréal

Website

www.maybelline.com

The Maybelline Company was founded in Chicago by pharmacist Thomas Lyle Williams in 1915. Williams noticed his older sister Mabel applying a mixture of Vaseline and coal dust to her eyelashes to give them a darker, fuller look. He adapted it with a chemistry set and produced a product sold locally called Lash-Brow-Ine.

Williams renamed his eye beautifier Maybelline in her honor. In 1917, the company produced Maybelline Cake Mascara, "the first modern eye cosmetic for everyday use," and Ultra Lash, the first mass-market automatic, in the 1960s.

In 1967, the company was sold by Williams to Plough Inc. (now Schering-Plough) in Memphis, Tennessee. The entire cosmetic production facility was moved from Chicago to Memphis over one weekend. In 1975, the company moved to Little Rock, Arkansas, where it is still located. In 1990, Schering-Plough sold Maybelline to a New York investment firm, Wasserstein Perella & Co. Maybelline's headquarters remained in Memphis until its acquisition by L'Oréal in 1996. Its headquarters was then moved to New York City in 1996 and its factory to Brooklyn in 2000.

It was founded in 1915 by Thomas Lyle Williams in Chicago, Illinois and was later acquired by L'Oréal in 1996 and is currently based in New York, USA.

Today, Maybelline is a leading global brand in the cosmetics industry, with an extensive product range for face, eyes, lips and nails. It has its presence in about 129 countries worldwide.

Maybelline has produced quality cosmetic products for women of all ages around the globe and continues to thrive as a classic brand with a comprehensive portfolio of products of superior quality and unique colour offerings, completely customized to suit Indian skin tones. Now let us understand Maybelline further by going through its target market in the next section.

Target Market of Maybelline

Maybelline is one of the most popular brands all over the world and its target market is focused purely on women aged between 15 to 45 which include women from all backgrounds.

Lately, the brand has become more contemporary for women of all races. Like most of the girls during the age of 16 start using makeup products, this age group becomes the most targeted one. The products range to all groups, using appropriate marketing techniques and being aware of each of their wants and needs. The brand has introduced a wide variety of products that women of any age can use.

Marketing Mix of Maybelline

Marketing mix is a model that refers to the activities involved when marketing a company's product for the purpose of promoting sales and gaining customers. The objective of defining the market mix is to assure that a company's efforts are focused on the correct "mix" of activities that will permit it to effectively meet its required profit target.

Products of Maybelline

One of the leading and top makeup brands of the world, Loreal is the parent company of Maybelline. **It has an extensive line of luxury makeup products that are suitable for everyday makeup wear.** They have a strong range of foundations that match every skin tone and has a light and luxurious feel.



Face: Cons of Maybelline Fit Me Foundation:

- Contains parabens.
- Some variants of the bottle don't have a pump dispenser.
- SPF content can result in slight whitish cast when using flash photography.
- Can end up looking too dewy and somewhat oily on oily skin and if not set with powder.

Eyes:

It's all in the eyes. And the possibilities are endless. Demure daytime looks. Deep drama night moves. Subtle lines and definition, smoky vibes, classic tones or a shot of colour. Eye shadow, eyeliner, kajal, eyebrow and mascara collections designed to transform your look in the blink of an eye.

- Mascara
- Brow
- Eyeliner
- Eye shadow



Lips

It Upgrades your lip and says goodbye to dry and chapped lips with Maybelline lips products. Its nourishing lip products heal and soothe lips while also protecting your pout from the sun. Try the tinted Maybelline Baby Lips lip balm for a soft “your lips but better” look.

- Lipsticks
- Lip Gloss
- Lip Balm
- Lip Liner



Nails

Discover **Maybelline's new Nail Color Collection, Fast Gel Fast Drying Gel Nail Polish**. Available in 18 show-stopping shades, from Rebel Red to Pink Charge, you can make a bold statement that matches with your mood!



RESEARCH STUDY

PROBLEM DEFINATION

Defining a problem is deceptively simple task-what at first seems to be the problem is often merely a symptom of a deeper problem. A **problem statement** is a short, clear explanation of an issue or challenge that sums up what you want to change. It helps you, team members, and other stakeholders to focus on the problem, why it's important, and who it impacts. A good problem statement should create awareness and stimulate creative thinking.

In this research the problem arose during collecting data. The products of LAKME and MAYBELLINE are mainly used by high society so it becomes difficult to reach the exact statement as they not respond every time. Both the companies produce high quality products with different varieties so comparison is also a big problem in this study.

OBJECTIVE OF THE STUDY

- To study different types of products and services.
- To identify the factor responsible for the customer satisfaction.
- To identify the reasons of dissatisfaction if any
- To study the preference of customers towards Lakme and Maybelline.
- To identify the close competitor of company having a similar brand.

SCOPE OF THE STUDY

- To analyse Marketing aspect of Maybelline and Lakme.
- To analyse the consumer satisfaction in both the companies.
- To compare Marketing strategies of Maybelline and Lakme.
- To analyse of strengths weakness and opportunities and threats of Maybelline and Lakme.

HYPOTHESIS

H0: Lakme is preferred more over Maybelline by the customers.

H2: Lakme provide more variety in their product and services.

RESEARCH METHODOLOGY

Research Methodology

Research methodology is a way to systematically solve the problem it may be understood as a science of studying how research is done scientifically. Research is defined as “a scientific and systematic search for pertinent information on a specific topic”.

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

The scope of research methodology is wider than that of research method.

MEANING OF RESEARCH

Research is defined as “a scientific and systematic search for pertinent information on a specific topic”.

Research is a systemized effort to gain knowledge it is a careful enquiry.

WHAT IS SAMPLING

The act or process, or technique of selecting a representative part of population for the purpose of determining parameters or characteristics of the whole population

SAMPLE SIZE

Sample size measures the number of individual samples measured or observations used in a survey or experiment.

The sample size of study is collected from 50 customers

DATA COLLECTION AND INTERPRETATION

The sources of data collection methods are as follows:-

a) Primary data:-

The primary data is that which details we collect first time from the market and also used first time in the research. We also say that the in connation is first time in the research decision. To collect the primary data questionnaire is prepared structure non-disguise questionnaire is prepared.

✓ **Primary data:-**Questionnaire

b) Secondary data:-

Secondary data are those data which are already collected by someone for some purpose and are available for the present study; secondary data are already collected by the company's records and other library's books. When the secondary data are sufficient, the researcher has to be satisfied with the primary sources of data. Secondary data can be used as bases for comparison with primary data have been collected by questionnaire.

✓ **Secondary data:** Websites, internet.

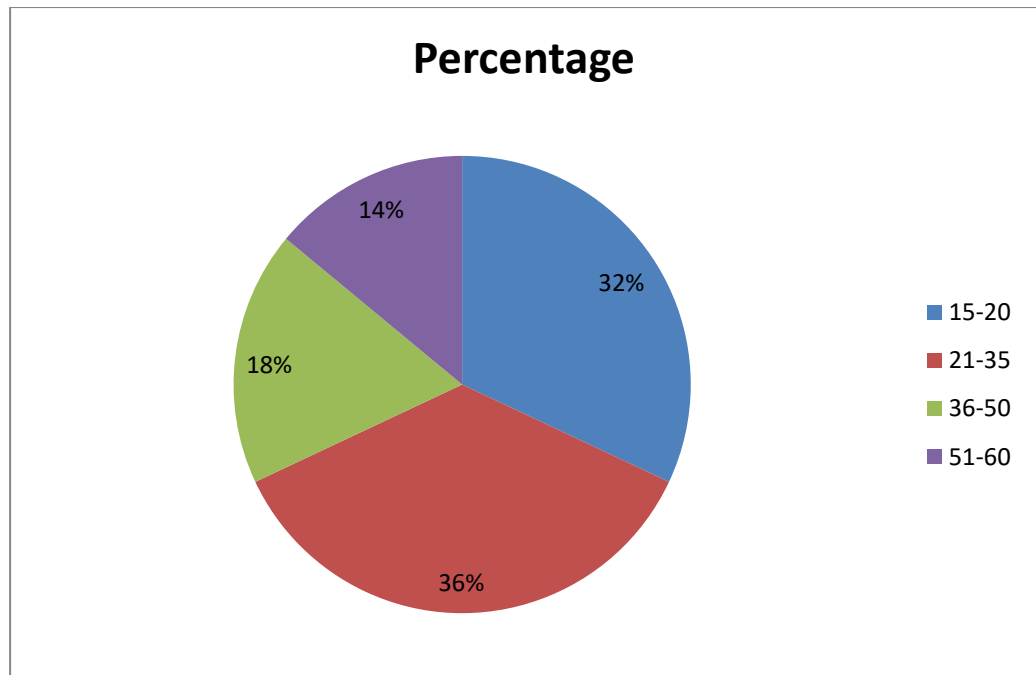
Primary data i.e. collected for the first time. It is fresh and originally collected by survey. I will use only primary data in calculating the study and collected the data.

DATA ANALYSIS AND INTERPRETATION

1. Table showing age group of customers

Table 1

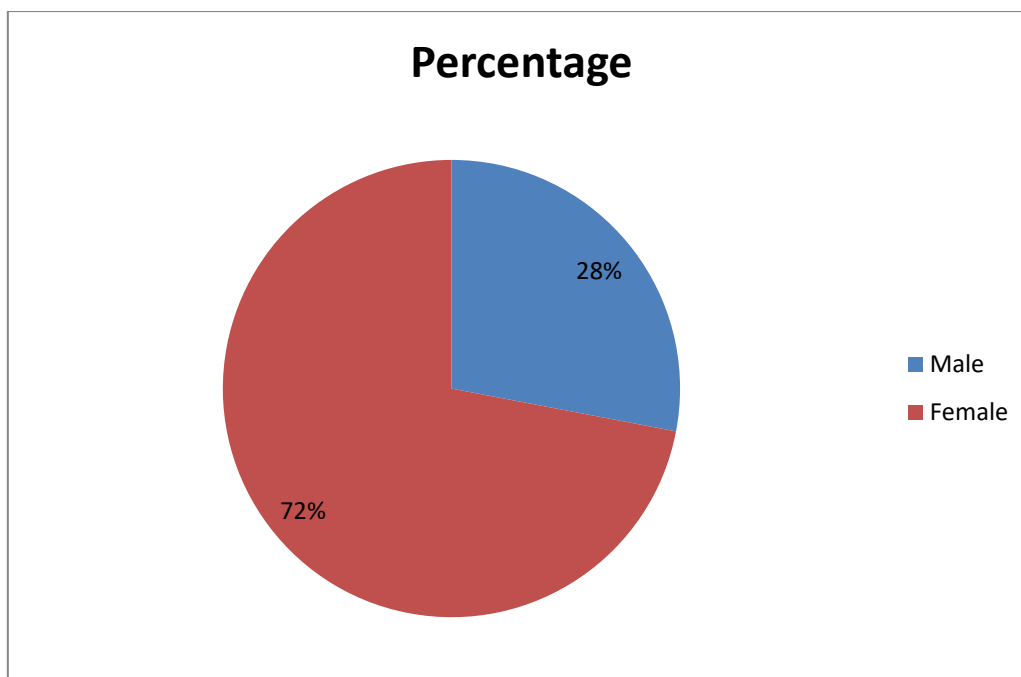
Age Group	Responds	Percentage
15-20	16	32%
21-35	18	36%
36-50	9	18%
51-60	7	14%
Total	50	100%

**INTERPRETATIONS:**

This analysis shows under age group 15-20 is 32%, 21-35 is 36%, 36-50 is 18% and 51-60years are 14%.

2. Table Showing Gender of Customer:**Table 2**

Gender	Responds	Percentage
Male	14	28%
Female	36	72%
Total	50	100%

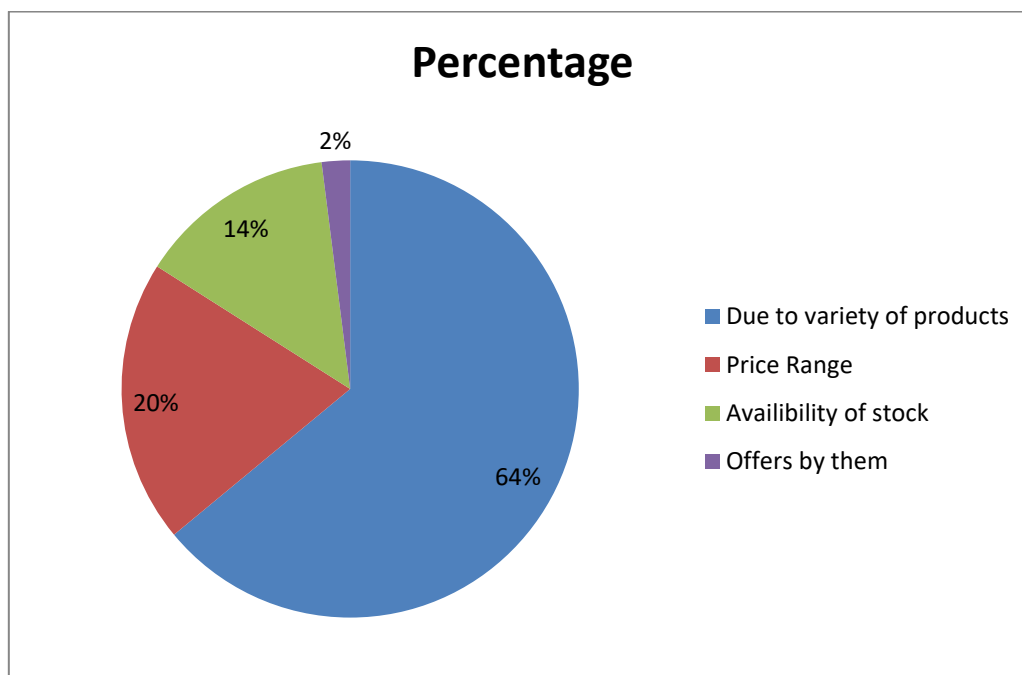
**INTERPRETATIONS:**

This analysis shows 36% are male and 72% are female respondents.

3. Pie Chart Showing Choices of Specific Brand.

Table 3

Choice of Brands	Responds	Percentage
Due to variety of products	32	64%
Price Range	10	20%
Availability of stock	7	14%
Offers by them	1	2%
Total	50	100%

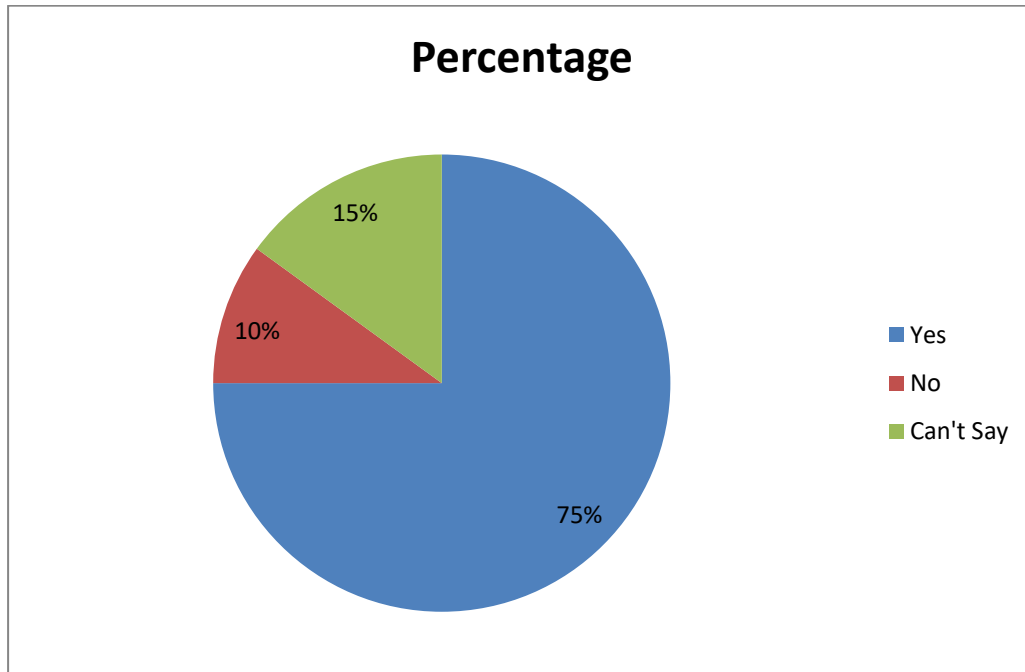


INTERPRETATIONS:

This analysis shows 64% due to variety of products and 20% for price range, 14% for availability of stock and only 2% about offers by them.

4. Pie Chart showing is justifiable to its price:

In case of Lamke And Maybelline, is the quantity is justible to its price?

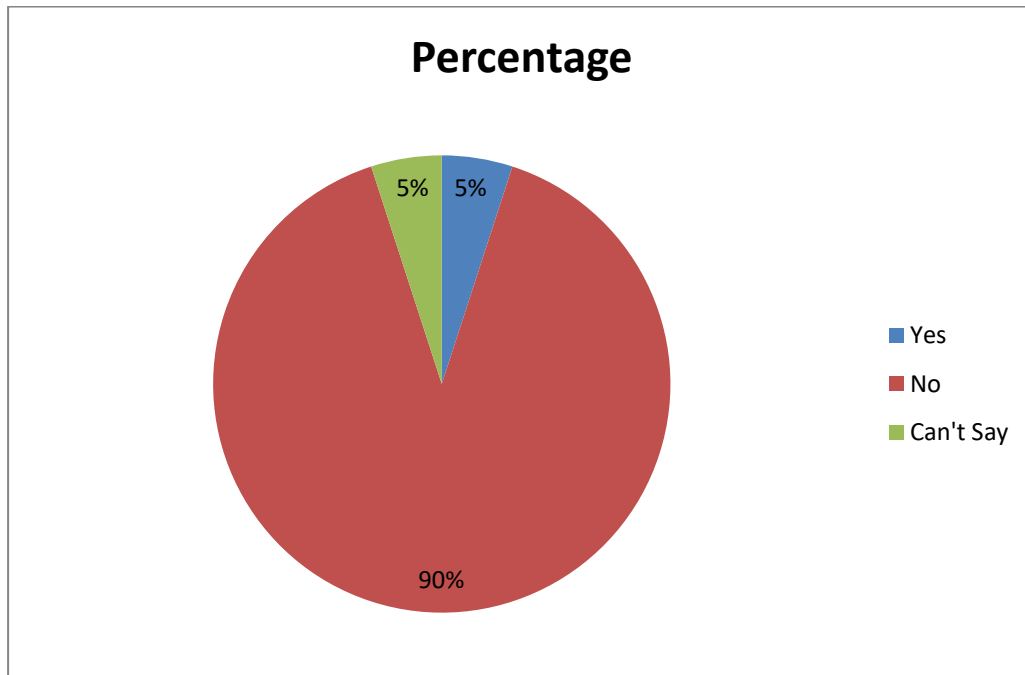


INTERPRETATIONS:

This analysis shows 75% said Yes, 10% said No and only 15% said can't say.

5. Pie Chart Showing Problem face by customers while using products

Any Problem Do you faced while using Products?

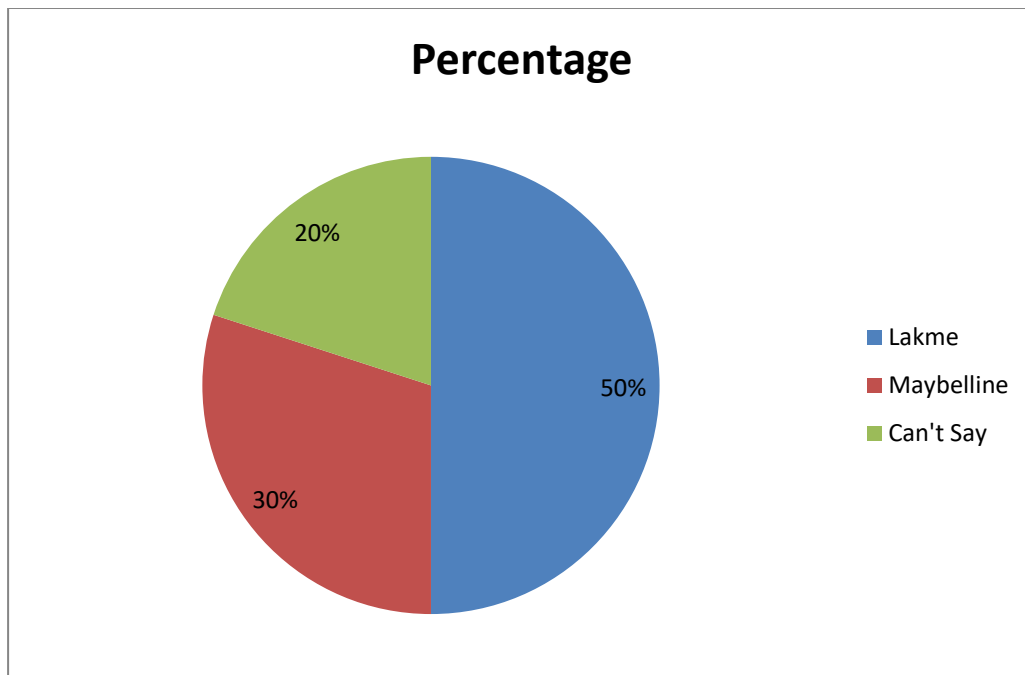


INTERPRETATIONS:

This analysis shows 5% said Yes, 90% said No and only 5% said can't say.

6. Pie Chart showing the effective advertisement by compare to Lakme and Maybelline.

In Comparison of Lakme and Maybelline, which one have Advertising Effectiveness?

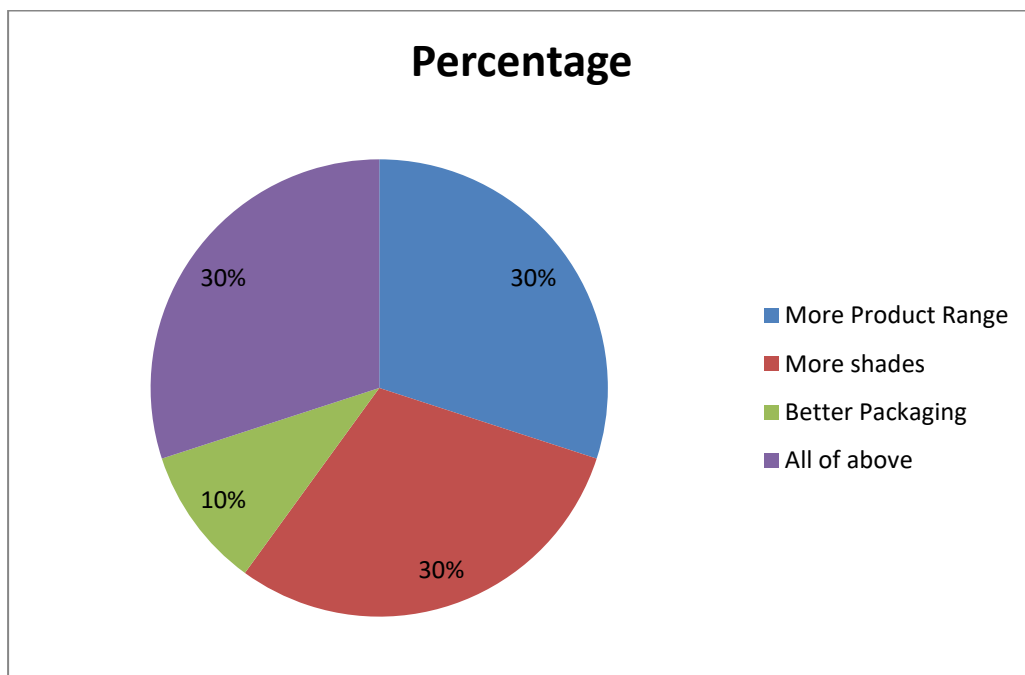


INTERPRETATIONS:

According to the Data it is conclude that Lakme provide more effective advertisement to attract its customer as compare to Maybelline.

7. Pie Chart showing changes in Lakme and Maybelline according to its customer.

What changes would you like to in Lakme and Maybelline products?

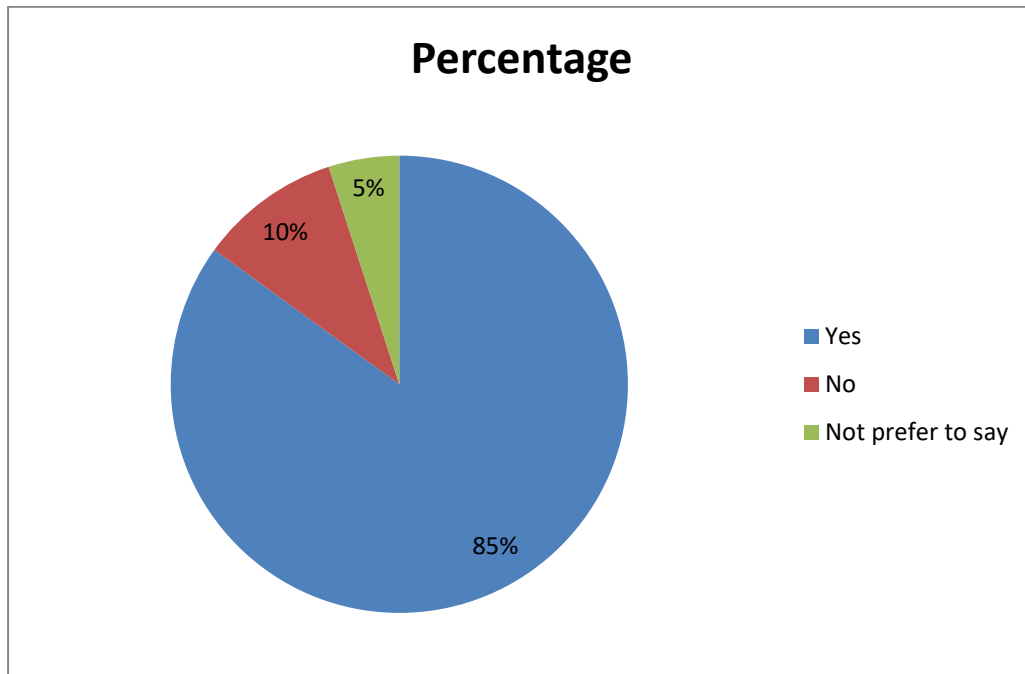


INTERPRETATIONS:

According to the survey 30% of people think that there should be more shades in the products whereas 30% of people want more product range in Lakme and Maybelline.

8. Pie chart showing recommendations to others.

Will you recommend Lakme and Maybelline Products to others?

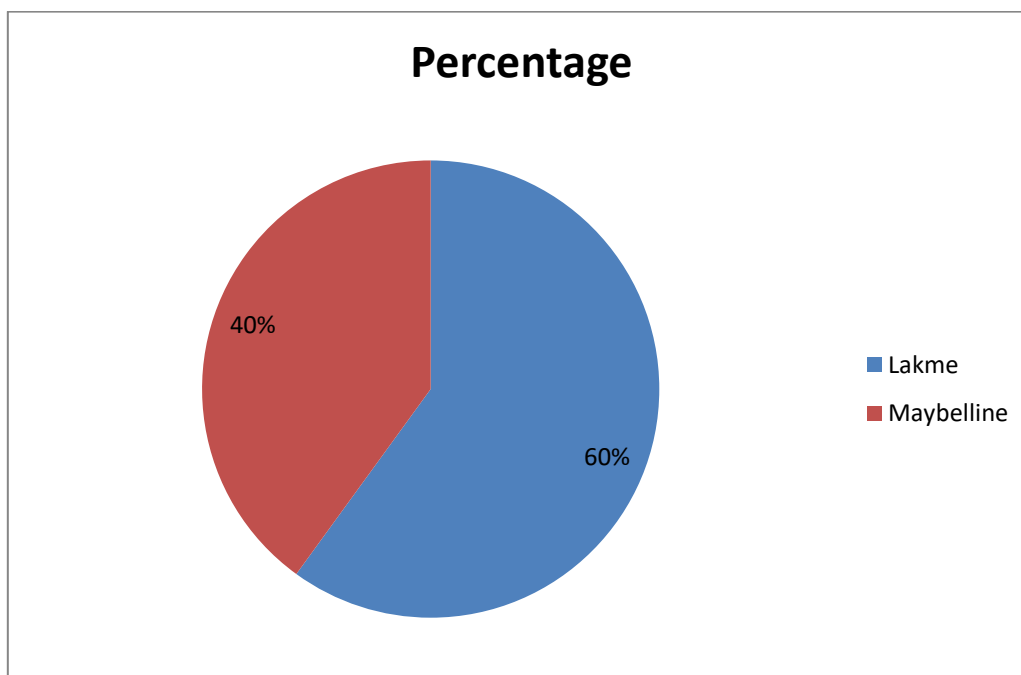


INTERPRETATIONS:

According to the survey 85% of people recommend lakme and Maybelline whereas 10% of people did not like to recommend this two products to other and 5% did not prefer to say.

9. Pie Chart showing preference

Which product do you prefer?

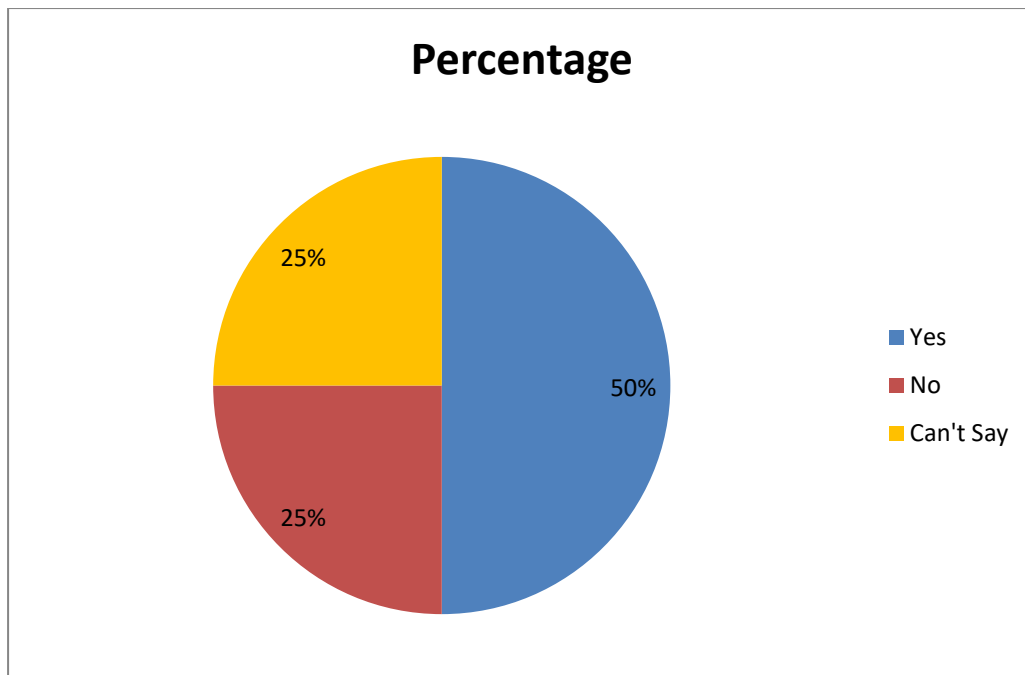


INTERPRETATIONS:

The pie diagram reflects that many of the products users prefer Lakme over Maybelline.

10.Pricing of Products

Would you continue to buy Lakme and Maybelline products even if there is increased to say up to 10% to 15% in price?



INTERPRETATIONS:

Due to such high quality of the products the customers are ready to buy the products even if there is an increment in the price.

FINDINGS

Findings of the Study

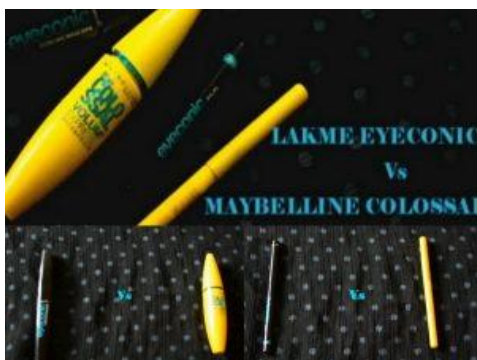
- 1) It has been observed that even though the cosmetic market is dominated by female consumers, male consumers are coming at par with them.
- 2) The working respondents were found more conscious of their appearance and ready to buy high priced products as compare to housewives & students.
- 3) Majority of the respondents preferred to purchase products from the shop that provide quality products with variety at reasonable price.
- 4) Majority of the respondents preferred to purchase cosmetic products from permanent stores, private bazaars & medical shops as they feel it is easily available and products are of good quality.
- 5) Quality was found as a most important factor for purchase of cosmetics by the respondents than price.
- 6) Most of the respondents are interested to recommend the product of others.
- 7) Television has found more impact on consumer and widely used for receiving information about the product. The use of internet by students and highly education consumers are also emerging as important factor.
- 8) It has been observed that in purchase decision, inspite of the impact of friends, family members, beauticians and others, the actual decision to buy was taken by the respondents on their own.

MAYBELLINE VS LAKME : TWO COMPETING BRANDS, WHICH IS YOUR FAVOURITE

In India, Maybelline and Lakme have always been competing. Be it products, price range or marketing campaigns both these brands have always been at par. Although Lakme products are a bit highly priced than Maybelline, you must have still experimented with products of both the brands and boiled down on using one. For me, I have always used a mix of best products from each of these brands. The Maybelline baby lips are for my day to day lip care and lip color where as the Lakme CC cream protects and adds glow to my skin. Let's have a look on how the brands compete with each other.

1. Most Similar Product

The most similar product of the brands are The Maybelline Colossal Kajal and the Lakme Iconic Kajal. Both these kajals are like the best choice for your day to day use. They are dark and smudge free at affordable prices. The only difference that lies is that the Iconic Kajal has an option of different colors where as the Colossal Kajal sticks to its black color giving us an option of a lighter and darker black. Would you go with different colors or choose a darker shade of black to enhance your eye?



2. Alia Bhatt For Maybelline Vs Shradha Kapoor For Lakme

The most recent campaigns of both of the brands have been presented by the most competing new age actresses of Bollywood- Alia Bhatt and Shradha Kapoor. As we all know celebrities are the biggest influence, especially when it come to a beauty product. When it comes to the lip balm ads, I find both the campaigns quite similar highlighted with colors and giving a new generation vibe. But after trying out both the lip balms I realized that just like how Alia Bhatt seems to be more concerned about her appearance in

the same way the ‘Maybelline Baby Lips’ adds an amazing tone of color to your lips but doesn’t suffice very well for lip care. On the other hand the ‘Lakme Lip Love’ moisturizes the lips and is long lasting but gives a very simplistic appearance to the lips just like Shraddha Kapoor.



3. Easily Available

You will always find Maybelline and Lakme right next to each other in any multi store brand retail outlet such as Lifestyle, Shoppers Stop, Central. In such a case don’t get confused. Make up your mind before going about what product you are looking out for and avoid trying out products at both the counters because with such similarity you might just get confused and end up buying the wrong product.



SUGGESTIONS AND RECOMENDATIONS

SUGGESTIONS AND RECOMMENTIONS

It is observed from the analysis of both the brands customers go with their preferences of cosmetics so that to improve more sale following tips could be used.

A company should market exclusive cosmetic products for male consumers. A marketer should built up a prompt distribution channel to avoid the problem of non – availability of products. A proper communication should be created with doctor's, beauticians and should be involved in advertisement to make them more attractive, affective and reliable. Marketer should include your attitude and personal appeal in their advertising communication as the consumer buy cosmetic products on their own.

Offer Makeovers and Consultations

Set up a stall at a mall or at department store where you can provide free consultations to customers. Have plenty of products available for purchase. Another option is to have a weekly free makeover contest.

Go to Expos and Trade Shows

Attend expos and trade shows to get exposure to your product. Base your marketing around the target audience. For example, if you are going to an expo for high school students planning for prom, hire a couple of models to wear prom dresses, and do their makeup. Include the pictures in a portfolio.

Packaging and Creating Sets

By placing your product in pretty packages, you can attract more customers to it. Highlight the aspects of your line that make it different from other products; for example, list the different colors that your makeup line consists of on the packaging or the sun protection aspects of the product. Consider packaging some products together in a set to increase sales.

Make Contact with the Industry

The more times a beauty editor, established beauty company or professional in the industry gets her hand on your product, the more likely you are to score a big deal. Send beauty editors gift baskets of your products. Host a media breakfast in which you discuss your product with industry professionals. Discuss your products with boutique owners, and inquire about placing a small supply at their stores to begin.

Use Social Media and the Internet

While many companies can benefit from the use of social media to connect to potential customers, social media is ideal for the makeup industry because of the visual aspect of the products. Make a series of how-to videos and post them to the web. Write a blog about makeup and feature people wearing your products. Post pictures to your other social media accounts. Send a weekly or monthly newsletter to inform customers about new products or discounts.

Deals and Offers

People are ecstatic when they think they are getting a good deal. You can offer deals to customers to motivate them to buy, including buy one, get one free deals; buy one, get one half off deals; and a free gift with purchase option.

Workshops and Education

Host workshops in which you educate potential customers about skin care and makeup application. Explain how to dress up a day look to an evening look with a few quick changes. Discuss how a person's wardrobe and makeup correspond.

Demonstrate how makeup products work and proper application techniques by having a model on hand. As an alternative, ask a member of the audience to volunteer for the task.

Giveaways and Free Samples

Send potential customers free samples of your product. Also, host a monthly giveaway for a basket of free cosmetic products that you advertise on your website or social media

accounts. Give customers a certain number of entries based on the number of purchases they make.

CONCLUSIONS& LIMITATIONS

CONCLUSIONS

The modern market is highly competitive in nature. The consumer is the king in the market. The importance gained by the individual consumer in the present market compel the marketers to look the buying habits, preferences, taste, like and dislikes of consumers and accordingly they need to revise its policies and marketing mix. While purchase of cosmetic product, the consumers are found more quality conscious preferred to purchase Ayurveda products, they wait for the brand during non- availability, become emerging as important source of information and in spite of impact of other factors, the actual brand decision is taken by themselves.

Both Lakme and Maybelline are well-known brands for their products on beauty and makeup. They manufacture cosmetic products for eyes, face, lips, and nails. Lakme is the all-time favourite brand of Indian customers. It ranks 47th by the Brand Trust Report. On the other hand, Maybelline is affordable and targets the teenage audience, ensuring glamorous variety at reduced prices. After the Lakme fashion week event, it is undoubtedly Lakme that stands out.

While shopping from our website, you may find various discount coupons, promotions, and offers for cash back on **LakmeVs Maybelline** products. Also, you can make handsome money online by creating your link from our website. Using our website, you may get fabulous but over-pricey Lakme items at a significantly lower price than they would otherwise be. You can earn a fair amount of cash every month by the links you created and shared in your social media circle. Try out this strategy, and you will be amazed by unlimited cash in-flow.

LIMITATION OF THE STUDY

- The study is only limited in Nagpur city.
- The sample size is only 50 customers.
- The period selected for the study is year 2023.

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- www.maybelline.com
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- [https://timesof india.indiatimes.com](https://timesofindia.indiatimes.com)

ANNEXURE

APPENDICES**QUESTIONNAIRE**

Name: _____

1. Email : _____

2. Age:

- 15-20
- 21-35
- 36-50
- 51-60

3. Gender:

- Male
- Female

4. What changes would you like to in Lakme and in Maybeliline products?

- More product range
- More shades
- Better Packaging
- All of Above

5. Which products you prefer?

- Maybelline
- Lakme

6. Why you choose this specific brand?

- Due to variety of products
- Price Range
- Availability of Stock
- Offers by them

7. Will you recommend Lakme and Maybelline Products to others?

- Yes
- No
- Not prefer to say

8. Any problems do you faced while using products?

- Yes
- No
- Can't say

9. Would you continue to buy Lakme and Maybelline products even if there is increased to say up to 10% to 15% in price?

- Yes
- No
- Can't say

10. In comparison of Lakme to Maybelline, which one has advertising?

- Effectiveness
- Lakme
- Maybelline
- Can't Say